

**FACTORS AFFECTING PURCHASING INTENTION IN ONLINE
PLATFORM OF HIGH SCHOOL STUDENTS IN BANGKOK**

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IS titles	Factors Affecting Purchase Intention on Online Platform of High School Student in Bangkok
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ABSTRACT

This research investigates the factors affecting customer purchase intention in online platforms of high school students in Bangkok. With the prominence of e-commerce among the youth generation, understanding their purchase intention. Quantitative research was employed, utilizing a structured questionnaire to collect data from a sample of high school students in the Bangkok metropolitan area. Key variables, including corporate reputation, review of rating, valence review, and electronic word-of-mouth (eWOM) were examined to discern their impact on purchasing intention. This research contributes to a deeper understanding of the online purchasing behavior of high school students in Bangkok and provides valuable insights for businesses and policymakers aiming to target this demographic.

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CHAPTER 1

INTRODUCTION

1.1 Background and significance of the study

Electronic commerce or e-commerce is a group of online businesses for services and products. E-commerce plays an imperative role in business development and economic growth. It contains purposeful activities for instance controlling, planning, promoting, and engaging several goods and services. In the present day, e-commerce has significantly growth in the modern economy (Laudon & Traver, 2013). E-commerce began in 1995. It requires goods in the form of digital for having a transaction process. Digital goods can be conveyed in a digital network. E-commerce has been transforming into a platform where an organization can connect with customers. The technologies are designed to enhance and improve commercial transactions (Alberto, Alila & Violeta, 2007). E-commerce also provides the capability to sell and buy products and information. The conversation between consumers and businesses can be easily engaged in a communication process. E-commerce can deliver a tremendous positive benefit by expanding their supply chain hence improving marketing efficiency (World Trade Organization, 2013). E-commerce has a fluent feature that provides maximum assistance support and security. Due to the high intensity of customer, business is forced to respond to the needs for goods and services. E-commerce is imperative in human's daily life. Social media are the biggest sources that include content and text. However, information created by social may generate a form of exaggerated content (Heeks, 2007).

With the development of the internet, Electronic Word of mouth (eWOM) has grown to allow customers easily to comprehend other people's thoughts, experiences, and opinions which allows customers can reach to global communities (Ismagilova et al., 2017). E-commerce has grown significantly and has been a major thing in our typical life during the COVID-19 pandemic. Customers tend to use shopping applications rather than physical locations More and more people are accustomed to using online shopping (Fernandes, 2020). However, in terms of E-commerce, review points and comments are critical reflections that assist customers in deciding (Baek et al., 2012). Meanwhile, customers tend to share product and shopping experiences on an online platform (Floh et al., 2013). In response to these trends, massive studies focus on investigating the effect of

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buying decisions with online reviews (Floh et al., 2013; Lackermair et al., 2013; Kang et al., 2020; Chen & Ku, 2021). Thus, it is imperative for a marketer to study this topic. A high threshold of trust will increase favorable behavior and attitude. This can convey whether customers' review has a significant effect on customers' buying intention (Lackermair et al., 2013).

According to Ouvrein et al. (2021), an influencer refers to an individual who has a significant effect on an audience that will satisfy a group of customers. In many circumstances, influencers are a leader who gives expert advice and opinion to customers. There are several social media platforms that influencers commonly use for instance Shopee, Lazada, YouTube, and Facebook (Fre erg et al., 2011).

Influencers all create content in various forms such as audiovisual, audio, and graphics that appeal to a target group of customers (Saima & Khan, 2020). Customers nowadays can easily access social media. Consequently, most companies must mainly focus on social media platforms. At this moment customers use social media to support their purchasing decisions. Social media have a significant effect on customers' ideas. Retailers and producers always seek a way to increase the interest of a product by showing its value and concepts to get more attention (Freberg et al., 2011).

Regarding the situation of e-commerce in Thailand, the Government of Thailand to enhance the expansion of communication and technologies through digital platforms. As a result, it is a great possibility to emerge e-commerce in recent days. Moreover, the advancement of the 4G network or smartphone plays a significant role in the outgrowth of e-commerce. Thai populations are now disproportionately high transactions via mobile (M-commerce) (Statista, 2022), which is calculated in 67 percent of Thailand's e-commerce and ranked 6th in the APAC region. As a graph illustrated in Figure 1.1, Thailand's e-commerce market share value was calculated to reach 112.45 billion in 2021 (Statista, 2021).

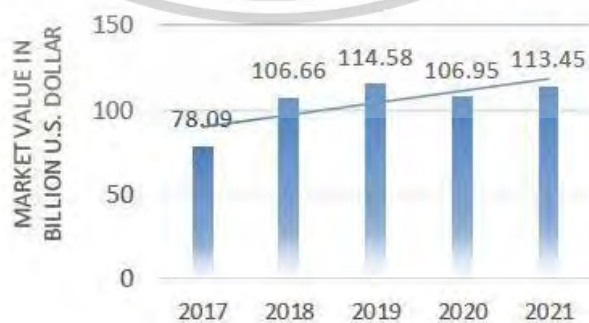


Figure 1.1 Thailand's E-commerce Value from 2017-2021

Source: Statista (2021)

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As a phenomenon of e-commerce, an electronic marketplace has emerged accordingly, which is a virtual marketplace, for instance, a virtual reality place where people exchange information and systems. As a regulation, products are sold by third parties' applications, hence transaction processes are performed directly between buyer and seller. The seller is going to be responsible for the overall shipping and transaction processes. The prominent instance of the global electronic marketplace is Lazada, Shopee, Homepro, etc as shown in Figure 1.2

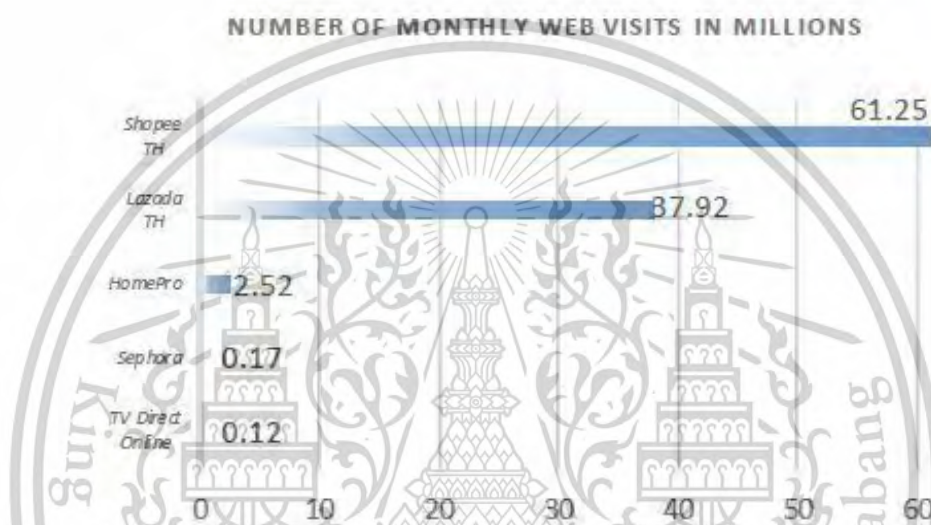


Figure 1.2 Monthly online platform visit

Source: Lorenz (2022)

This research study could be a guideline for a new business owner who desires to enhance their online business growth. Valence review, Review of rating, Electronic word-of-mouth, and Corporate reputation are 4 main areas that will be investigated before deciding to buy goods digitally. Hence, business owners can formulate business strategies regarding these 4 criteria.

1.2 Research Questions

1.2.1 What is the existing situation of online shopping for high school students in Patumwan Demonstration School?

1.2.2 Is there any relationship between Electronic word-of-mouth, Valence review, Corporate reputation, and Review of rating with customers' purchase intention?

1.2.3 What are appropriate recommendations, for online retailers to raise purchase intention for high school students?

1.3 Research Objectives

1.3.1 To assess the existing situation of online shopping of high school students in Patumwan Demonstration School

1.3.2 To investigate a relationship between Electronic word-of-mouth, Valence review, Corporate reputation, and Review of rating and customers' Purchase intention.

1.3.3 To provide appropriate recommendations, to raise purchase intention for high school students.

1.4 Research Benefits

Since the emergence of e-commerce, there is no critical literature that mainly studies purchase intention with a high school student customer group. However, this research intends to study the relationship between Valence review, Review of rating, Corporate reputation, and Electronic word-of-mouth with customers' purchase intention. This research could be beneficial for a high-school student, this knowledge of this can empower them with a better understanding of their own purchasing decision choice. Moreover, it can guide a student to get more confident in purchasing decision choices. This research study could be a guideline for a new business owner who desires to enhance their business circulation. Valence review, Review of rating, Electronic word-of-mouth, and corporate reputation are 4 main topics that customers investigate before deciding to buy goods digitally. Hence, business owners can rethink business strategies and be concerned enhancing about these 4 criteria.

1.5 Definition of Terms

1.5.1 E-commerce stands for electronic commerce. E-commerce refers selling and buying process of services and goods through electronic platforms primarily the Internet. It is a leading change in typical business. This tremendous growth is a change in the business model world globally (Nisha & Sangeeta, 2012). E-commerce can be conducted on smartphones, tablets, or PCs. Once customers can access these platforms. It can be purchased by electronic payments. These transactions can be either B2B or B2C or customer-to-customer as well (Chmilarz & Parys, 2015). E-commerce uses a fundamental principle the same as ordinary physical stores but in electronic platforms instead (Nivethitha et al., 2020).

1.5.2 Electronic word-of-mouth refers to a method of the exchanging of marketing ideas between customers in a way that plays a principal role in forming their exchanging attitudes and behavior through services and products (Weisfeld-Spolter, Suri & Gould, 2014). Likewise, word of mouth has also been conveyed as communication between many customers about services, products, and company experience. These interpersonal communications provide information that is above formal advertisement (Litvin et al., 2008). eWOM is regarded as a significant factor that affects human buying behavior. This factor is an imperative thing, especially for intangible product and service which is difficult to evaluate such as hospitality and tourism. Users generally trust other customers than a seller. That leads a product and service credibility (Neito et al., 2014).

1.5.4 Review of rating is a superficial attitude of customers. Which is assessed by customers. It allows various customers to share their experience with a service or a product from 1 (lowest) to 5 (highest) (Business Institute et al., 2015). Customers rely on this content before having a purchasing intention. Review and rating are categorized as the main indicators of purchase intention (Wang & Minor, 2008). In this recent trend, customers. As the year has been passed, customers gradually consult a review rating when shopping online.

1.5.5 Valence review– Every people have different thought and opinions. Which can post or make online reviews. However, the most trustful is a review that was made early. This proves that purchasing intentions are affected by other customers. Positive comments are an indicator of a product's reputation and quality. Negative reviews are a negative signal which leads to a lack of confidence. Hence, besides the Valence review or ratings, positive and negative reviews are also

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another imperative factor for overall sentiment. Moreover, an average point of products, many e-commerce descriptions display this number. This indicator is a critical piece of information for the customers (Ghose & Ipeiritis, 2011).

1.5.6 Purchase Intention –a set of interactions and actions that the customer acts on before, after, and during while making a buying decision (Buttner & Gortiz, 2013). Many experts always study this behavior in marketing research to find an opportunity that allows a business to improve its performance in the way of products and services. Customers always develop these behavior patterns. Thus, analyzing and yielding are imperative (Levy & Barton, 2009).

1.5.7 Online shopping platform refers an electronic commerce where people can directly purchase services and goods through internet platforms or any mobile devices (Cry, 2008). Tzeng (2020) said as of 2020, customers can do online shopping by using various range of devices such as desktops, smartphones, tablets, and smartphones. Online shopping has a higher number of processes of business called business-to-consumer (B2C). Online stores typically allow a shopper or consumer to browse and search specific models (Al-Tit, 2020). Online shopping platforms allow consumers to access several methods of payment such as debit, credit, or third-party services such as Paypal (Hwang & Kim, 2007).

CHAPTER 2

INTRODUCTION

This chapter will explain about explaining about an E-commerce area and will cover related literature including e-commerce definition, types of e-commerce, and e-commerce status in Thailand. And also covers Valence review, Corporate reputation, Electronic word-of-mouth, Review of rating and This topic will also briefly explain 2 related research which are the effect of service quality on delivery satisfaction in online shopping and the impact of customer satisfaction in online platforms during the COVID-19 pandemic.

2.1 E-commerce

2.1.1 Overview of e-commerce

E-commerce has a significant growth through the emergence of the Internet. Intelligent technology and social platforms have been every part of human daily life. In the last decade, the internet and its performance have grown in a new market with an advancement in technology. In 1980, only a few people could be reached by the Internet, and the number steadily increased until 1994. When several internet users grew tremendously (Laudon & Laudon, 2013). The number of users exploded. At the beginning of the 2000s, the number of internet users had surpassed 400 million users.

E-commerce is the integration of fundamental office business ways advanced technology, in nowadays digital platforms, the growth of e-commerce in recent days does provide a gold opportunity for human's comfortability, but also a significant change in logistics and retailers (UNCTAD, 2015). The phrase internet and e-commerce are bonded towards developed countries. E-commerce is inspected as an interaction with a business partner. Electronic commerce is described as a concept of buying and selling products and services with informative ideas through an Internet platform. Commercial transactions are intricate with digital exchange in the form of money between organizations and goods (Alberto, Avila & Violeta, 2017). If e-commerce is implemented perfectly, it can enhance business efficiency. The development of online networks or

the Internet could be a new e-commerce opportunity (World Trade Organization, 2014). There are mainly 6 types of e-commerce as shown in Figure 2.1

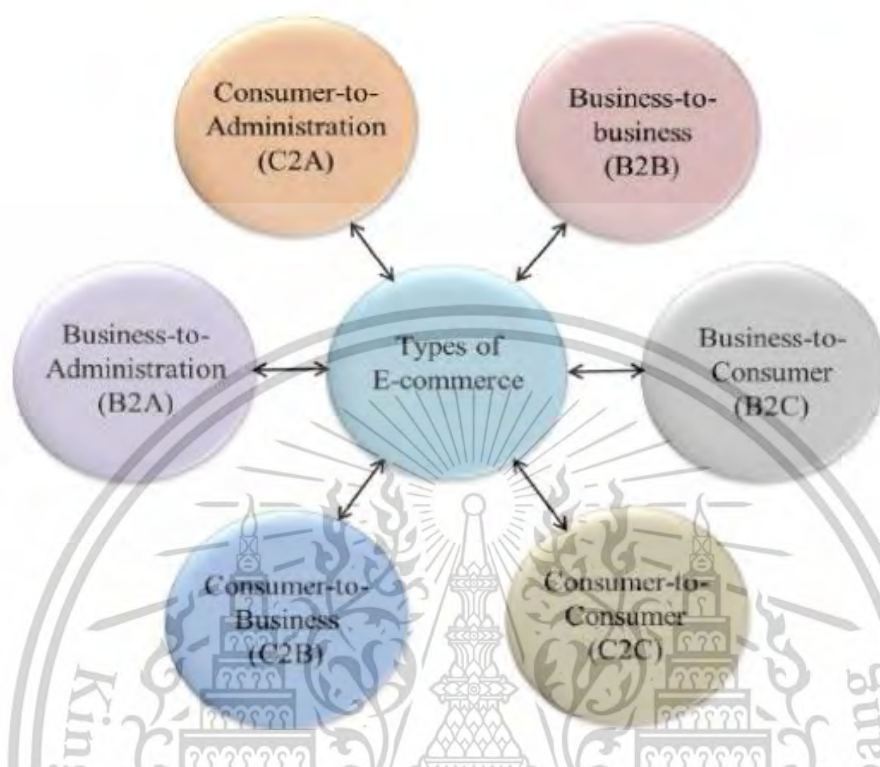


Figure 2.1 E-commerce classification

Source: Jain, Malviya and Arya (2021)

1. Business to Business (B2B)

Business-to-business e-commerce includes all electronic services and product exchange between firms. Generally, traditional industries and producers use e-commerce applications for trading electronically (Vipin Jain et al., 2020).

2. Business to Customer (B2C)

Is the e-commerce platform, where a typical retail business normally invests. These e-commerce styles are manifold types. It can be simple, intricate, or discontinued. Which involves an exchange of goods and services between business to customer. Consumers can straightly obtain goods and services. B2C is mostly an e-commerce business where merchandisers can connect with customers digitally. Due to the advent of the internet, B2C is the center that provides customers with various range of products such as electronics, garments, books, foods, etc. (Vipin Jain et al., 2020).

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3. Consumer to consumer (C2C)

E-commerce platform where the products are exchanged between customer and customer through third-party applications that offer a transaction process (Vipin Jain et al).

4. Customer to business (C2B)

This e-commerce type is broadly utilized in crowdsourcing organizations. For an organization that intends accurately at specific products and services. With C2B, customers can offer services and products to a business to acquire money or other satisfaction (Vipin Jain et al., 2020).

5. Business to Administration (B2A)

This e-commerce covers all digital transactions between government and organization. Which provides a diverse administrative program such as healthcare, social care, and legal documentation (Vipin Jain et al., 2020).

6. Consumer to Administration (C2A)

This model covers all purchasing electronically between individuals and the government (Vipin Jain et al., 2020).

2.1.2 E-commerce situation and trend in Thailand

In the past few years, Thailand's e-commerce has substantially grown due to its tremendous potential and is the second largest digital e-commerce in Southeast Asia as shown in Figure 2.1. Currently, Thailand has a population of approximately 70 million and nearly 50 million users have Internet with a coverage of 75 percent. With a higher amount of Thai internet users, the development of mobile phones for shopping, and the advancement of technologies, the Thai e-commerce status will reach approximately 11.1 billion by 2025.

With the establishment of The Digital Thailand 4.0 plan was launched in 2016. It bought a gold opportunity for Thailand's e-commerce. This plan enhances the number of internet users and businesses, especially SMSs, which are used for electronic market and incidental fees for selling local services and products. According to Fung Business Intelligence market share, the top 5 ranked are Alibaba (23%), CP Group (12.2%), Shopee Mall (7.3%), Amazon (6.2%), Tesco (5.9%) (Vllin et al., 2022).

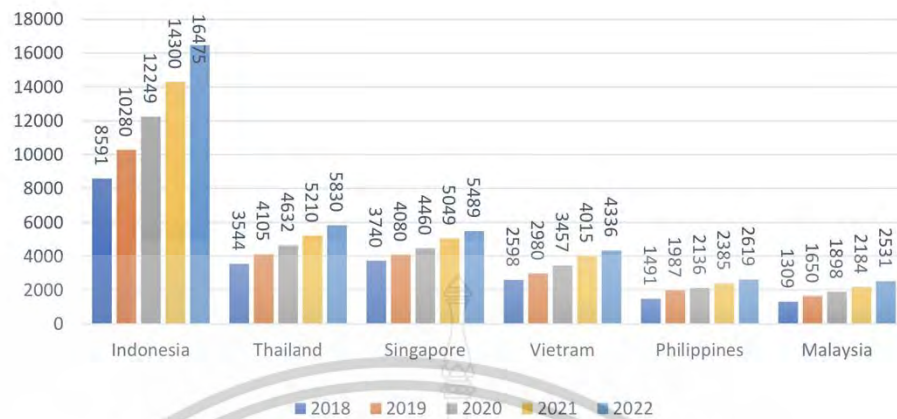


Figure 2.2 Revenue Generated in E-commerce in SEA Countries (US millions)

Source: Hossain (2022)

Online store is somewhat of a new trend in retail. The growth of online stores is based on the Internet which has proliferated globally since its emergence of the internet since the late 1990s. This was another platform for selling and buying current products and services. Online shopping can minimize investing cost whether advertising cost, inventory cost, labor cost, and service quality cost. Customers can reach the online store once a merchandiser has opened the store. There will be a website link that customers can instantly visit in the form of a URL (Luo et al., 2020).

Typically, the Shop's owner will provide the necessary information. Which includes product prices, contacts, payment ways, and product descriptions. When it comes to online shopping, there is no face-to-face conversation between merchandisers and customers. However, there is a helpful tool instead, for instance; browsing the menu, and online chat, and is prepared and supports customers. In the year 2013, e-commerce had been growing in Thailand. Due to an occurrence of 3G. Mobile users have increased tremendously In Thailand, the occurrence of 3G has driven a e-commerce new version. Which are F commerce and Mobile commerce in 2023 (Yuo et al., 2020).

F-commerce (Facebook commerce)

With roughly 47.74 million Facebook users as shown in figure 2.3. It is typical for people to take advantage of sharing their information through the Facebook platform. In Thailand, Facebook commerce mainly focuses on women's accessories. From clothes to skincare. Various

marketers tend to use promotional advertisements or posters to invest in this platform. This trend is not popular in Thailand but a wide range across the Asia continent.

Shopee mobile commerce

Mobile e-commerce is undeniably a global trend across the world. The popular shopping mobile e-commerce platforms are Shopee, Lazada, and Kaidee in order respectively as shown in Figure (2.3). In 2015, Shopee launched it in Singapore before it was expanded abroad. In 2022, Shopee was listed as the largest e-commerce platform in SEA. Which had 343 million user visitors per month. Shopee was the first mobile e-commerce where users could buy and sell products. Included with payment security for both buyers and sellers. Shopee has several competitors to compete such as Lazada, Line, and Kaidee. However, Shopee has a differentiated strategy called Shopee Guarantee. Which can withhold both buyers' and sellers' money. At the beginning of business, Shopee provided customer-to-customer (C2C) however in this current time it pivoted in C2C and business-to-business hybrid model (Yunlin Luo et al., 2020).



Figure 2.3 Number of Facebook users in Thailand from 2017 to 2020 with a forecast through 2026 (in million)

Source: Statista (2023)

2.2 Patumwan Demonstration School Profile

Patumwan Demonstration School commonly called Satit Patumwan, is a public Secondary School located in the southern part of Bangkok, Thailand. Admission entrance is regarded as one of the most competitive examinations at Grade 7. With difficulty and excellence in extracurricular and academic levels. Satit Patumwan is popular as one of the top academic learners In Thailand, particularly at the secondary level. Patumwan Demonstration is located near Triam Udom Suksa School and Chulalongkorn University on Henri Dunant Road, in the district of Pathum Wan. The high school sector comprises grade 7 to grade 12 which consists of 50 classes: 12 English program rooms (EP) and 38 regular rooms. The school's syllabus contains different majors: Mathematics-Arts, Science-Mathematics, German French.

Satit Patumwan School was established on 26th December 1953 or 69 years ago by Ms Pin Marakul. Currently, Mr Chotiwit is a school director. The range of students that are eligible to recruit is 13 to 18 years old or grade 7 to grade 13. Satit Patumwan is a co-education school. Whether men or women can study. Satit Paumwan is a subordinate to Chulalongkorn University and Triam Udom Suksa School. The school's location is near Siam Paragon which is the biggest and most renowned supermarket in Thailand. Visitors can easily travel by the Airport rail link system in Phaya Thai Station and reach BTS then go to Siam Station. After getting to Siam-Paragon we can walk or call a taxi to Satit Pathumwan School.



Figure 2.4 Satit-Prathumwan Demonstration School

Source: Prathumwan Demonstration School (2022)

2.3 Customer Satisfaction

Customer Satisfaction has been one of the top and significant factors of successful online business. Customer satisfaction refers to a total assessment that is based on overall purchase and consumption experience (Fornell, Johnson, Anderson, Cha & Bryant, 1996). Nowadays, customer satisfaction is a critical part of business aspects as well as customer re-purchasing intention and customer retention. Customer satisfaction is a scale to predict future customers (Roche & Allen, 2007). Nevertheless, the product and its compatibility, effectiveness, specification, and customer support are the most important aspects of exceeding customer's expectations as illustrated in Figure 2.5 (Hague & Hague, 2016.). Enhancing customer satisfaction can give a gold opportunity to a company such as customer loyalty and increase positive customers' word of mouth. When customers are satisfied with products and services, they customer likely will frequently recommend them to potential customers (Tao, 2014)

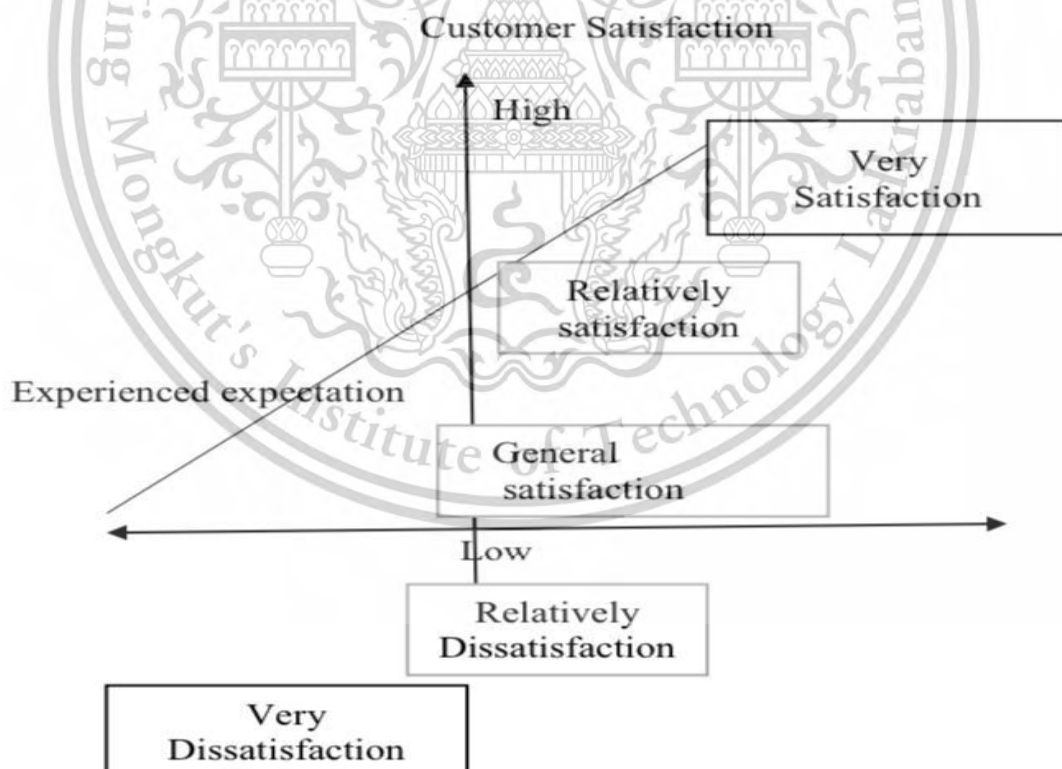


Figure 2.5 Customer Satisfaction Analysis Model

Source: Khadka (2017)

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Customer satisfaction can be enhanced by maintaining to purchase of a product and service repeatedly and a smaller propensity for a consumption transfer. Hence, investigation of how to increase online and on-site customer satisfaction has been already a significant factor. The company needs to increase customer purchasing intention (Pham & Ahammad, 2017). Service providers must perform an empirical study through an evaluation of the e-commerce social platform, to broadly understand consumer needs, improving the power of competitiveness in its website (Wei, 2002). Researchers must study several ways to achieve customer satisfaction through e-commerce. Some researchers mainly focus on website design, support, security, or product design (Henkel et al., 2006).

A priority goal of digital and offline sellers is to achieve a high level of customer satisfaction, especially in online stores (Chang & Chen, 2009). Typically, it can be known that there are 2 ways to classify the customer satisfaction experienced: the first is transaction-specific which mainly focuses on the most recent purchasing experience that enhances a shopper. The second is the cumulative customer satisfaction approach which is accumulated over purchasing proficiency. (Kotler & Armstrong, 2010) said customer satisfaction is a significant aspect of achieving future purchasing patterns. Kotler (2010) further said that customer satisfaction is also an emotion of disappointment and derived. Several literature have mentioned the relationship between customer satisfaction and purchase intention. Mittal and Kamakura (2001) and Foroudi et., (2020) mentioned that improved purchase intention is the result of customer satisfaction.

2.4 Online Purchasing

2.4.1 Definition of Online Purchasing

Mirabi et al. (2015) said the phrase online purchasing refers to the impulse to buy a specific product in a particular environment. Likewise, Shash et al. (2012) said it refers to a declaration of choice-making that shows a strong motive why consumer buys this product repeatedly. Furthermore, several researchers said purchasing means the activity of purchasing or searching for goods and services through social media platforms. Ghosh (1990) defined that online purchase is an imperative factor for the customer buying process. Online purchase intention can also be referred to as the foundation that reinforces customer buying decisions. (Salisbury et al., 2001). Several

factors encourage online purchasing for instance Current trends, costs, personalization, customer experience, other offers, target demographic, and information's accuracy.

Clemes, Gan, and Zhang (2013) stated that a new trend in shopping is called online shopping, internet shopping, and e-shopping. Online shopping is easy and more accessible than typical shopping and consumers can also contact and perform a commercial transactions process electronically. Moreover, the phrase "internet" refers to communication information about its product and service provider and is utilized as a marketing tool as it supports customers to communicate with other shoppers and retailers, it also involves selling goods and services and performing electronic transactions between customers and retailer (Thaichon, 2017). Malik and Guptha (2013) studied a relationship between factors that affect online purchasing intention with shopping online. They stated that online purchasing decisions mean a process of purchasing goods and services through an internet platform.

2.4.2 Decision-making in Purchasing

There are several ways to describe customers purchasing intention. Even if recent studies represent models with the following 5 stages. Problem identification, information study, an appraisal of replacement, purchasing intention, and post-purchasing intention as shown in Figure 2.6 (Paren, 2015)

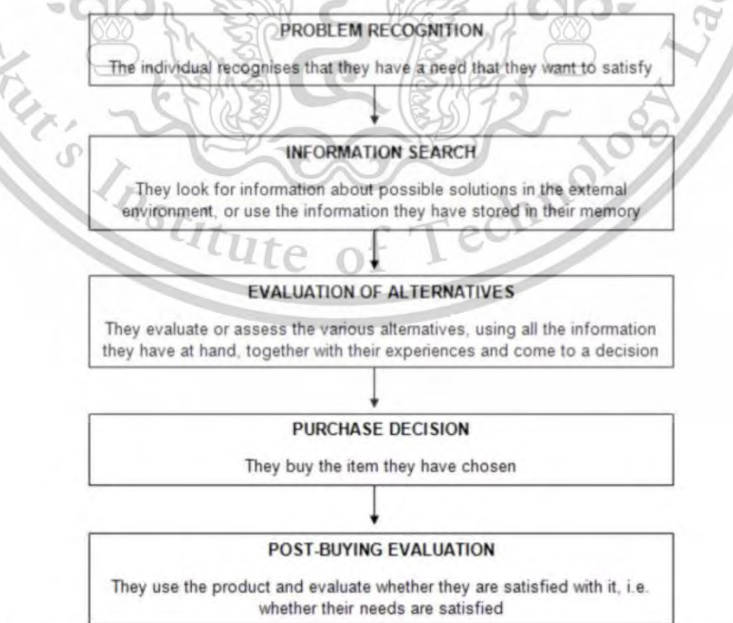


Figure 2.6 Purchasing Intention Diagram

Source: Niekerk (2022)

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2.4.2.1 Problem identifications

A desire identification is the foremost and most imperative step in a purchasing intention. If the customer doesn't have a need, there is no purchasing whatsoever. This identification manifests when there is a gap between the ideal and desired and the customer's genuine circumstances (Oxford University, 2017)

2.4.2.2 Information Studies

Once desire has been observed. Customers need to investigate and seek about s possibilities to cope with an issue. The amount of Investigation depends on the complexity and difficulty of choices to be applied but also the level of involvement (Paren, 2015). In a further step, the customer will decide what is an optimal choice upon external and internal information.

2.4.2.3. An appraisal of replacement

Once information has been gathered, customers can assess to identify the other alternatives that are offered to customers. Evaluate the utmost reliability to conform to customer needs and select an optimal one (Paren, 2015)

2.4.2.4. Buying intention

In this step, after the customer assesses alternative products and solutions to reflect their need, the customer will choose an appropriate brand and product and fit to customer's needs (Paren, 2015). Eventually, performing the actual purchase. Decision-making relies on information.

2.4.2.5 Post-purchasing behavior

Oxford University (2017) said "once the products and services have been used and bought, consumers will assess the appropriate and adequate with the original thoughts and whether it is the correct choice to purchase or not. Customers will sense both contrary and satisfaction, a disappointment if products are below customers' expectations.

2.5 Valence review

Valence is the affective manner that specifies the badness (negative valence) and goodness (positive valence) of a situation and events. This can be classified as emotions. For instance, negative emotions are fear and anger which is negative valence. Whereas positive valence is joyful and happiness is positive valence. Likewise in type of reviews. There are 2 types which are negative

and positive. Negative comments are typically a problem. On E-commerce digital platforms, buyers can decide on products and services through reviews and ratings. Buyers are traditionally sensitive to losses rather than gains. Hence, give attention to negative reviews rather than positive ones (Lewin, 1957).

One factor that can affect customer purchasing intention and contribute to the legitimacy of the review is valence. The phrase “Valence” is how negatively and positively someone gains product and service reviews from a customer’s perspective. Valence can be positive, negative or it can be a combination (Pentina, Bailey & Zhang, 2015). In 2009 research, Park and Lee investigated that negative reviews have a bolder effect than positive reviews. In contrast, Doh and Hwang (2009) studied the impact of a set of reviews. They found those positive reviews have a bolder effect than negative reviews. According to Salehan and Kim (2015), negative reviews may reduce a brand’s image and product. Positive reviews were considered a good way to persuade other customers. Most of the company prefer to delete negative reviews because they feel it can decrease the number of sales (Zhang & Buda, 1999). However, a study from Chevalier and Mayzlin (2006) found that one-star reviews hurt several sales. Another similar research by Clemons, Gao, and Hitt, (2006) found that several review ratings can predict several sales.

Customers don’t weigh negative and positive reviews equally. For instance, when customers perceive a negative idea about products, they will classify that product as low quality (Brownman & Narayandas, 2001). Negative ideas may eventually be a significant criterion of purchasing intention and consequently give a higher weight than positive ideas (Xiu, Pang & Lim, 2012). Marketers could also provide an incentive to make customers satisfied to share positive information. When comments are written positively, marketers should emphasize that popularity (Hennig, Malthouse & Friege, 2010).

2.6 Corporate reputation.

2.6.1 Definition of Corporate reputation

The phrase “reputation” is usually considered as the evaluation of a person or a thing that commonly holds, a favorable standing or a name which is person. Reputation is a common way to solve an issue of experiences of any goods and services it has been stated as a relationship between reputation and organization (Chun, 2005). Currently, there are many definitions of cooperate
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reputation each academic states many definitions (Morgan & Hunt, 1994). Corporate reputation has no single perfect definition. It is mostly defined as a term of valuation. There are several ways to measure the firm's reputation. There are various ranking measurements based on the method (Doney & Cannon, 1997).

In recent days, ubiquitous digital shopping has been spreading widely. However, in a digital context, consumers can receive a risk about services and goods during transaction processes. Corporate reputation can be a critical factor mechanism in a digital environment (Park et al., 2005). Supposedly, all else equal, consumers tend to purchase a retailer that has a better reputation (Kotha et al., 2001). While online store can build a reputation through customer word of mouth, brand image, and media exposure. Customers are likely to rely on social media for instance Facebook, Shopee, twitter etc. With these online resources, customers not only aggregate a product's information and price but also investigate a publish reviews and ratings online of digital retailers. Ratings and reviews may be observed as a shop reputation that reflects customer opinions (Luo & Cook, 2007). Good corporate reputation helps customers make decisions between products or services that they believe to be functionally similar and lowers the risk they encounter when making a purchase (Dawar & Parker, 1994; Walsh et al., 2006)

2.6.2 Online Corporate reputation components

Creating bold corporate reputation needs when, why, and how conversation of company occurs. This observation emerges when customers feel satisfied with products and services (Gerrin, 2004). User suggestions, comments, and feedback are imperative factors for a company, Although these comments are malicious. The development of reputation is an initiative of a successful brand. To achieve a robust brand reputation, these three significant factors are indeed indispensable. These factors are social media activities, search engine optimization (SEO), and consumers-generated media (CGM) as shown in Figure (2.7). Using social media to gain audience thoughts, ideas, and complaints to maintain an online reputation. All components are effective for online reputation. User-generated content is complaints, websites, or social media for other audiences to share their content.

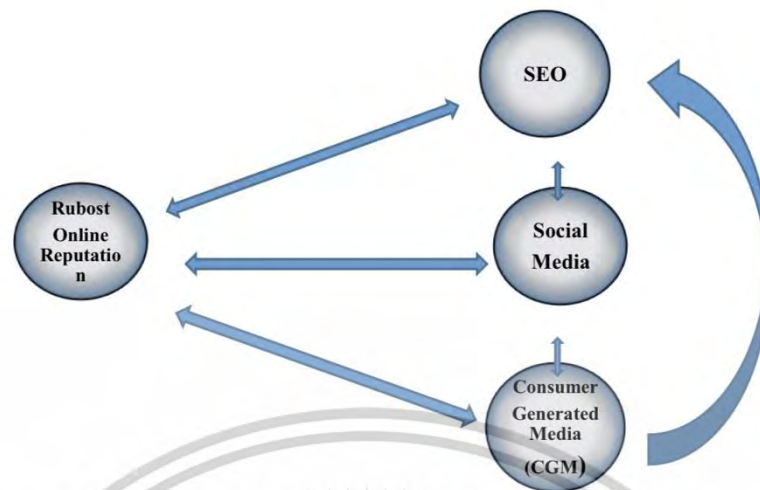


Figure 2.7 Online Shop Reputation Components

Source: Ramola (2010)

2.7 Word of Mouth (WOM) and Electronic word-of-mouth (eWOM)

2.7.1 Word of mouth

Customer negative and positive narration and speech toward upon product and service called word of mouth (WOM) (Henning, 2004). Word of mouth also refers to the distribution of statements and information. It can guide other people's ideas and points of view. Businesses can have a good and long-term relationship with customers if it can be maintained appropriately. Word of mouth are initial factor for customer purchasing intention. Even if, it depends on the type of product (Lopez & Sicilla, 2018). Word of mouth has a critical and crucial effect on establishing brand image and trust. More than 90 % percent of customers trust products and services and are recommended by other people as a word-of-mouth framework illustrated in Figure (2.8). Trust is one of the most difficult and complex issues in business. Word of mouth has both negative and positive effects on customer purchasing intention (Bolfing, 1989). However negative word-of-mouth has a greater effect than positive ones (Arndt, 1967). Word of mouth has been categorized as one of the most influential sources of information for customer decisions (Katz & Lazarsfeld, 1955). Because customer will willingly share idea and thought with each other (Berger, 2013). Word-of-mouth is an informal speech of customers in response to product and service characteristics. (De Matos & Rossi, 2008). In contrast, Mangold et al, (1999) said customers search

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for a product that has an impact on purchasing decisions. Word of mouth can be both whether negative and positive ideas with customers. Positive word of mouth emerges when customers receive favorable and satisfaction toward products and services. On the other hand, if customers feel unfavorable it will be negative word of mouth (Buttle, 1998). Word of mouth is a significant key in customer purchasing intention (Onghai, 2012).

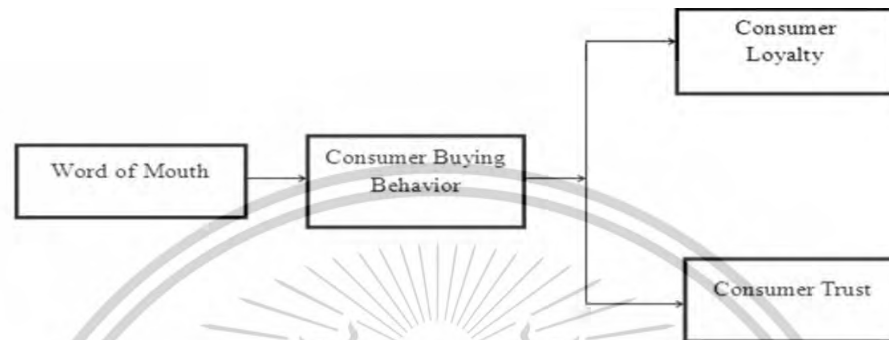


Figure 2.8 Framework of Word-of-Mouth

Source: Hossain (2021)

2.7.2 Electronic word of mouth

The occurrence of social media and digital marketing has been popularized in the concept of Electronic word-of-mouth (eWOM) to immerse information among online customers by customers who have used a product and service before (Sharma & Aggarwal, 2019). Social media platforms have now recently become an imperative tool for marketers. Henning-Thurau et al (2004) defined any positive and negative ideas made by previous customers that are made awareness and statements through the internet. According to Chikandiwa et al., (2013), social network platforms make marketers can easily engage and interact with customers for marketing commitment. Communications on social media help marketers to retain long-term and consistent relationships with customers. Electronic retailers can create customer retention, sharing ideas, brand awareness, and promotion (Kaplan and Haenlein, 2010). Even if, social media provides several advantages to the retailer, it also has disadvantages too. Hence before using it, marketers should plan it strategically because negative statements have powerful impact than positive statements. Electronic word-of-mouth is a key factor in establishing digital purchasing intention. The level of trust from online anonymous users is high compared with traditional ways such as newspapers, television, and radio (Lee et al., 2009; Zhang et al., 2010). A previous study by Neito et al (2014), contented that customers are likely to trust former customers and the producers and sellers. eWOM is

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advantageous because users can easily access to internet. So, in this present study, comprehending Electronic word-of-mouth is an imperative factor for a marketer. Civelek and Ertemel (2018) found that positive electronic word of mouth influences positively on purchase intention. This could be in line with Seo and Park (2018) that customers who received positive eWOM exchanges on social platforms could lead to purchase intention. The conceptual framework of Electronic word-of-mouth is illustrated in Figure 2.9.

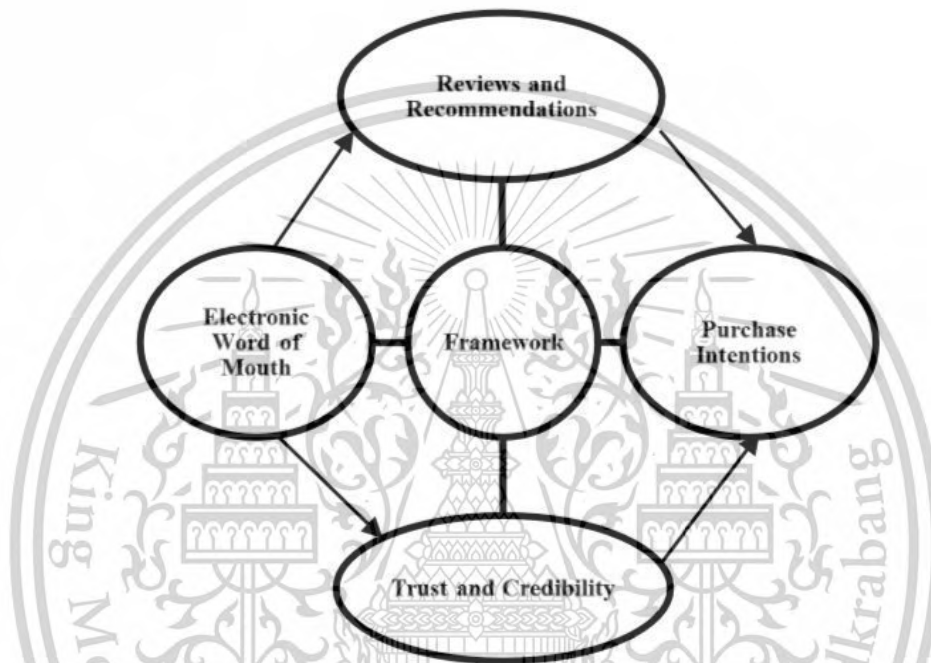


Figure 2.9 Framework of Electronic Word-of-Mouth

Source: Cheung and Thadani (2017)

2.7.3 A difference between Word of Mouth and Electronic word-of-mouth (eWOM)

Various authors (e.g., Filieri and McLeay, 2014) stated that eWOM is an electronic of typical word of mouth. This is a difference between eWOM and WOM as shown in Table (2.1). The first is the difference are information sources and credibility (Cheung & Thadani, 2012; Hussain et al., 2017) since it can affect customers' attitudes toward goods and services (Veasna et al., 2013) for instance, with a purchasing decision of aboard tourism, which is perceived as high risk (Sotiriadis & Van Zyl, 2013). Luo et al., (2013) said that the namelessness of digital messages perhaps has a negative image on their credibility. On the other hand, Hussain et al., (2017) argued that customers prefer to conceive eWOM rather than WOM to minimize risk during purchasing

decisions. Likewise, eWOM is somewhat higher than traditional WOM when the customer already has an experience (Sotiriadis & Van Zyl, 2013).

Table 2.1 Differences between WOM and eWOM

	WOM	eWOM
Credibility	The receiver of the information knows the communicator (positive influence on credibility)	Anonymity between the communicator and the receiver of the information (negative influence on credibility)
Privacy	The conversation is private, interpersonal (via dialogs), and conducted in real time	The shared information is not private and, because it is written down, can sometimes be viewed by anyone and at any time
Diffusion speed	Messages spread slowly. Users must be present when the information is being shared	Messages are conveyed more quickly between users and, via the Internet, can be conveyed at any time
Accessibility	Less accessible	Easily accessible

Source: Alcocer (2017)

Message privacy is also a bold difference between eWOM and WOM which is the speed of a message. eWOM has faster word statements than typical WOM because when the message has already been published, for example on an internet platform (Gupta & Harris, 2010). Online platforms are more accessible and eligible than traditional WOM to engage a higher number of customers. Moreover, indeed eWOM messages are written electronically customers or a company can read a message as they prefer. In contrast, in traditional WOM, once messages are written, they will disappear. (Cheung & Thadni, 2012).

According to Pride and Ferrell (2012), they established WOM can be defined as a personal interchange of customer's thoughts that pertains to brands, goods, and organizations. On the other hand, Armstrong and Kotler (2002), established WOM as an influence of suggestions and ideas of individuals whereas, Electronic word-of-mouth is also known as eWOM. eWOM is likely more influential than typical WOM for several purposes. Firstly, with the establishment of digital platforms and the internet, messages can be conveyed easily and quickly to an audience. Secondly, This material is reserved for educational use only, not allowed for commercial use.

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message receivers can actively investigate a broad range of ideas and comments. Thirdly, its digital messages have a permanent footprint. And finally, reach other customers and friends easily. A brand must comprehend what customers desire to minimize and prevent negativity through publicity.

2.8 Review of rating

Recently, star ranking systems have been implemented as a way not a customers to express and convey their thoughts on products, but as a way for customers to read a review and observe a ranking of stars to easily comprehend other customers' feelings. For the star rating system, higher stars refer to favorable items. In contrast, a lower star refers to unfavorable items while 2 to 4 stars are considered mixed (Chua & Banerjee, 2016)

A recent study by Lui and Park (2015) said that the review of low and moderate ratings is considered useful by comparing high review ratings. Maslowska, Malthouse, and Bernritter (2007) investigated a contradictory opinion, five-star reviews are not usually helpful tools because the rating system is not the most significant part. A review with 4.5-star reviews is perceived as helpful. Tang and Prenderghast (2009) found that review text is more influential than rating stars on purchasing intention and legitimacy of the reviews.

A peer could also affect online customer purchasing intention. There are several ways peer opinions are represented in the online section. For instance, nowadays star ratings have been consummated not merely to convey customers' expressions, but also as a way for customers to read reviews, and looking at star reviews can comprehend other customers' feelings (Chua & Banerjee, 2016). Five to one star can be represented as favorable and unfavorable respectively, Low star and moderate rating can be considered less useful than a higher rating (Liu & Park, 2015). Recent research has documented the impact of online reviews, in particular, on purchasing decisions (Guo et al., 2020; Kang et al., 2020; Wu et al., 2021).

2.9 Online shopping platform

An online shopping platform refers to an online marketplace or webpage that allows consumers to sell and buy goods through the Internet without a need for a physical presence. It is a

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virtual place where the online retailer can list their goods and services (Bilgihan, 2016). An online shopping platform is a digital version of a physical store. But consumers can access it with electronic devices. Moreover, buyers search browse distinguish and make an online purchase decision (Yang et al., 2005). It also provides various features that make consumers comfortable. For instance, an online transaction, tracking service, and consumers have reviews to share their experience and information with other consumers. Example of online shopping platforms is Lazada, Shopee, Amazon, eBay, etc (Prinsloo, 2018).

2.10 Related research

2.10.1 The effect of service quality on delivery satisfaction in online shopping.

Lerdngern, Rungruengkan, Kamthornphiphatthanakul, and Sonthong (2021) stated that nowadays, the number of online is increasingly growing due to the growth of using the internet to purchase digital goods and services. E-commerce plays a significant duty in a tremendous economy growing and promoting high value. According to Research (2018), E-commerce's value will grow by 27.8 % higher in 2018 globally. The value of online business in Thailand in 2017 was expected to grow by 3.1 trillion baht (ETDA, 2019). Customer satisfaction is an imperative key to building unbreakable and profitable long-term relationships with customers (Kotler et al., 2021). Quality service is a fundamental condition that must conform to customer's needs (Liu & Xie, 2013).

Another online platform issue, most customers are compliant with is poor service quality which results product's arrival taking too long, ultimately causing severe damage to goods. Timely, punctual, and reliable delivery systems are crucial keys to becoming successful digital stores (Kimgchampa, 2015). More and more companies try to achieve and strive an impeccable service quality to enhance customers, customer satisfaction, and profit to increase market share. Service quality value can be calculated by customer's satisfaction with their expectation (Oliver, 1980). Parasuraman et al (1998), indicated that "SERVQUAL" indicates service quality measurement by this formula "Satisfaction = Perception – Expectation" along with these 5 dimensions assurance, empathy, reliability, responsiveness, and tangibles. Hence, customer satisfaction is a level of perceived performance and expectation.

2.10.2 The Impact of E-commerce on Customer Satisfaction during COVID-19

Culp (2020) a study on the impact of E-Commerce on Customer Satisfaction during the COVID-19 pandemic in Thailand At the beginning of December 2019. The coronavirus disease 2019 dramatically spreading globally across the globe. Billions of people were forced into a quarantine state and strict government pandemic regulations. In 2020, the Thai government finally successfully applied various pandemic countermeasures to minimize the virus and its prevalence. This research will concentrate on e-commerce in Thailand. The researchers desire to investigate customer loyalty and satisfaction of adjust as regarding online shopping that is mainly used in Thailand and the significant effect of e-commerce during the COVID-19 pandemic. A questionnaire to see customer buying decision patterns as well as could a pandemic affect to e-commerce sector and which impact can influence the level of customer loyalty and satisfaction upon online shopping platform

As a result, in the case of Thailand, customers must have high interface quality and also privacy. That can be used. Where users can easily find and navigate a product. A simpler and easier interface makes customers satisfied. Moreover, customers' privacy is also a significant aspect. Customer intel must be kept confidential. Research also further showed, the online platform should provide a quick and easy transaction process. Customers would not rather buy a product that has a complicated payment process.

2.11 Research Hypothesis

2.11.1 Conceptual framework

This research intends to study a factor affecting purchasing intention in online shopping of high school students in Patumwan Demonstration School. The conceptual framework is illustrated as shown in Figure 2.10. Valance comment, Review of ratings, Corporate reputation, and Electronic word-of-mouth are Independent Variables (IV) and Purchase intention is Dependent Variable (DV).

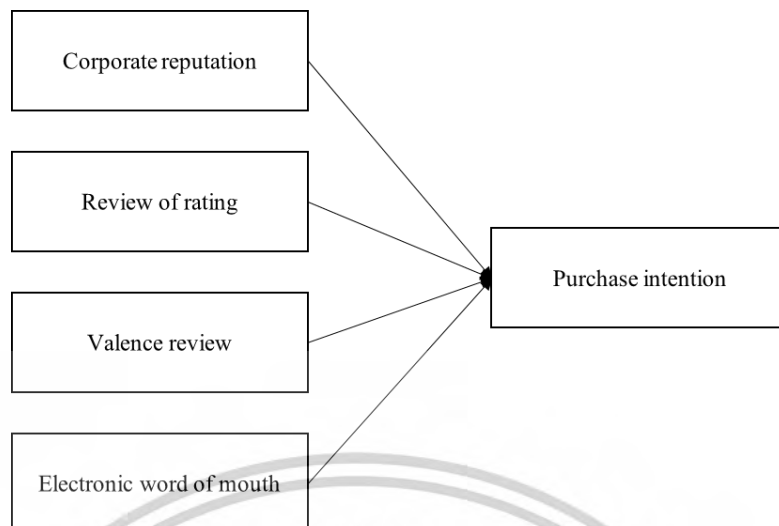


Figure 2.10 Conceptual Framework

H10 There is no significant relationship between Corporate reputation on Purchase intention.

H1A There is a significant relationship between Corporate reputation on Purchase intention.

H20 There is no significant relationship between the Review of rating on Purchase intention.

H2A There is a significant relationship between the Review of rating on Purchase intention.

H30 There is no significant relationship between Valence review on Purchase intention.

H3A There is a significant relationship between Valence review on Purchase intention.

H40 There is no significant relationship between Electronic word-of-mouth on Purchase intention.

H4A There is a significant relationship between Electronic word-of-mouth on Purchase intention.

H50 Review of rating, Corporate Reputation, Electronic word-of-mouth (eWOM), and

Valence review do not statistically significantly predict Purchase intention.

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H5A Review of rating, Corporate reputation, Electronic Word of mouth (eWOM), and Valance review are statistically significantly predicting Purchase intention.



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CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research design

In this research, the researcher will use a quantitative questionnaire approach to collect data. A quantitative questionnaire refers to a set of questions to obtain insight intel from respondents. The researcher will mostly collect data from online platforms due to the school breaks until the beginning of June. However, the researcher will try to collect some of the other questionnaires. Every questionnaire must be filled, missing questions are counted as unusable.

The research survey is a self-administered questionnaire which contains in closed-ended Likert scale. The data are obtained to analyze a factor affecting purchasing intention in online platforms of high school students in Bangkok. Emphasizing e-commerce and the characteristics of high-school buyers. Therefore, this research intends to elaborate on the relationship between e-commerce and the characteristics of high-school buyers as well as a purchase intention upon online platforms and a degree of significance.

3.2 Population and Sample

The population of the study is a high school student from Satit Patumwan Demonstration School. All (organization, 2020) population are high schoolers throughout junior high school to senior high school. Yet the survey is conducted via the online platform or Google sheet because closing school break session. Since the statistical population is large, there is no significant difference whatsoever. Which population is Satit Patumwan Demonstration students. It can be classified into 6 high school grades which are 1) Grade 7 2) Grade 8 3) Grade 9 4) Grade 10 5) Grade 11 6) Grade 12.

Satit Patumwan Demonstration School has the number of students approximately 2,000 students. According to Figure 3.1. As a Taro Yamane's theory. The smallest error that's acceptable is 5 percent from the overall sample size which is at least 333 people.

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

Figure 3.1 Taro Yamane table

3.3 Research Instrument

As Xie (2012) stated survey questionnaires are one of the most popular and useful tools in business research due to the accuracy of statistic-oriented and quantitative results. To collect data, google sheet is a free online method which is provided by Google. A Tool that will be used in this questionnaire about factors affecting purchasing intention in online shopping platforms of high school students in Bangkok is divided into two 2 main parts.

Part 1 General information about age, gender, grade, frequency of using online platforms per week, and overall spending per time. The development of the demographic section in a questionnaire involves crafting questions to capture essential information about participants including age, gender, grade, frequency of using online platforms per week, and overall spending per time. This demographic data enhances the analysis by providing insights into participant characteristics relevant to the survey's objectives.

Part 2 Questionnaire part about factors that can affect purchasing intention including Corporate reputation, Valence review, Review of rating, and Electronic word-of-mouth (eWOM). All questionnaire questions are based on a Likert scale. Developing a questionnaire to test hypotheses among research variables involves careful design to gather relevant and reliable data. This material is reserved for educational use only, not allowed for commercial use.

A structured questionnaire is essential for accurately testing hypotheses and drawing meaningful conclusions from the collected data. The following table provides details about the development of the questionnaire. This questionnaire applied a five-point Likert scale as depicted in Table 3.1.

Table 3.1 Questionnaire's questions

Variables	Questions	Sources
	Positive corporate reputation makes me confident to buy	Kotha et al., 2001
	I feel that it is important to look for a famous brand when decide to purchase	Luo & Cook, 2007
Corporate reputation	I decide to buy a brand that has verification mark	Dawar & Parker, 1994; Walsh et al., 2006
	Corporate reputation is a critical factor in my purchasing choice	Park et al., 2005
	Positive corporate reputation arouse my purchase intention	Gregg, 2009; Joo, 2007; Kim & Ahn, 2006
	I trust a store and product that have a higher number of star rating	Chua & Banerjee, 2016
	I always purchase a product that has 4-5 stars review.	Tang and Prenderghast (2009)
Review of rating	When I buy a product digitally, I always check the star rating.	Liu & Park, 2015
	Star review with purchase intention	Guo et al., 2020; Kang et al., 2020; Wu et al., 2021

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Table 3.1 (Continue)

Variables	Questions	Sources
	The information presented in the customer reviews are used to determine my purchase intention	(Zhang & Buda, 1999)
	Positive information from customer reviews about brands and products are useful to evaluate brand	Chavalier and Mayzlin (2006)
Valence review	I tend to trust information from customer reviews than brand	Pentina, Bailey & Zhang, 2015
	Positive customer reviews arouse my purchase intention	Doh and Hwang (2009)
	Electronic word-of-mouth about product makes me confident in the online purchase	Xiu, Pang & Lim, 2012
Electronic word-of-mouth (eWOM)	Electronic word-of-mouth is a believable source	Hwang (2009)
	Electronic word-of-mouth is a critical part of making online purchase	Liu & Park, 2015
	I intend to use an online shopping platform in the future	Malik and Guptha (2013)
Purchase Intention	I plan to buy product online	Clemes, Gan and Zhang (2013)
	I am pleased with my online shopping	(Salisbury et al., 2001)
	Online shopping platforms are a fit means to buy products.	Guo et al., 2020; Kang et al., Ghosh (1990)

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Table 3.2 Questionnaire ranking

Score	Descriptive rating
5	Stongly Agree (SA)
4	Agree (A)
3	Uncertain (U)
2	Disagree (D)
1	Stongly Disagree (SD)

A calculation to interpret the result of the following scores, based on the following equation (Uon, V. 2008)

$$\text{Highest score-lowest score/ Total level} \\ = 5-1/5 = 0.8$$

Table 3.3 Arbitrary ranking

Arbitrary Level	Descriptive Rating
1.00-1.79	Strongly Disagree (SD)
1.80-2.59	Disagree (D)
2.60-3.39	Uncertain (U)
3.40-4.19	Agree (A)
4.20-5.00	Strongly Agree (SA)

3.4 Data Collection

This research study is a quantitative approach, the researcher got information and ideas from 2 major sources which are Primary sources and Secondary sources.

1 Primary source which is a questionnaire that was collected from a high school student from grade 7 to grade 12 in Satit Patumwan Demonstration School. These are 3 steps as following:

1.1 Collecting a questionnaire whether online or onsite platform from a high school student of Satit Patumwan Demonstration School.

1.2 Gathering data and calculating.

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1.3 The period of data collection is through April 2023.

2 For the secondary data, the researcher got it from the internet, journal articles, research papers, newspapers, and technical reports.

(Statista, 2023)

3.5 Research Method

Quantitative Methodology

This approach is mostly used by a researcher who wants a scientific paradigm (Haq, 2013). This method seeks to quantify data and conclude results from a set of samples of a specific population (Macdonald et al., 2008). It follows a data collection pattern and analyzes a result in the form of a number. The quantitative approach is also an objective analysis using statistical means (Macdonald et al., 2008). Based on a recent study, the quantitative research approach had the biggest portion in Marketing Research in 2018 as shown in Figure 3.2

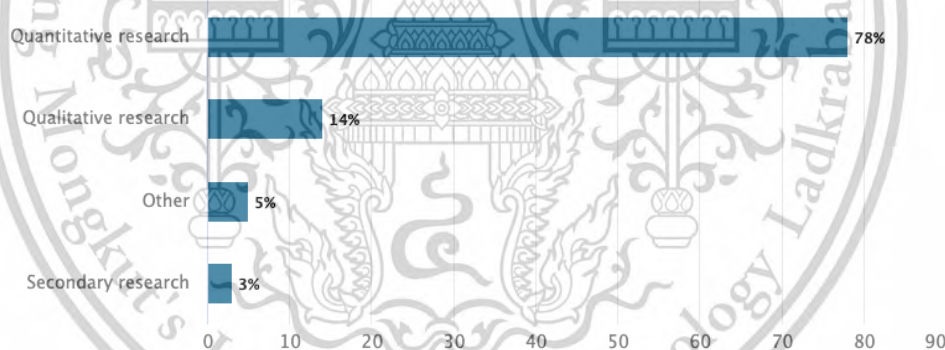


Figure 3.2 Distribution of Market Research in 2018

Source: Statista (2020)

3.6 Data analysis

After collecting data from every questionnaire, the researcher will check the integrity of the respondents. To ensure that respondents fill it all. Unfilled questionnaires will not be used and disqualified. And then bring all valid questionnaires for processing data by statistical software called SPSS.

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3.6.1 Statistical for Social and Science (SPSS)

Statistical analysis, the data will be put into statistical software called SPSS (Statistical Package for Social Science). This program is used to measure and conclude the relationship which factors that affect high school students' purchasing intention of Satit Patumwan Demonstration School. Two main steps will be used in statistical programs.

Descriptive statistics is used to analyze information about age, gender, and school grade. This information will be calculated as a percentage of the mean and standard deviation of every respondent.

Interferential statistics will be used to verify the hypothesis. The technique for this statistical is MRA (Multiple Regression Analysis) to the relationships between independent and dependent variables in the second part of the questionnaire.

3.6.2 IOC

For this research, the researcher will create a questionnaire. The questions are collected in various literature reviews. All the questions are corresponded with independent variables (IV) and Dependent variables (DV). These questions will be assessed by several professors to check whether the questions are all clear and usable. IOC (Index of Concordance) will be used, and proper words used before using it in the questionnaire (Rovinelli & Hambleton, 1977).

IOC refers to a consistency between questions and objectives and the range is between -1 to 1. If the results are less than 0.66, that question will be rejected and rethought again. However, if that question had an IOC value higher than 0.66, that question would be acceptable.

IOC's Formula :

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

$\sum R$: Overall score from several professors

N: Total number of professors

If the results are;

0	means.	This question is unacceptable.
-1	means	This question is uncertain and unacceptable accordingly.
1	means	This question is consistent and acceptable accordingly.

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3.6.3 Descriptive Statistic

Is a set of brief information co-efficient to conclude which can be either a sample of the population or an entire sample. Descriptive statistics has been broken down into a measure of measure of variability and central tendency. Central tendency includes median, mode, and mean values. However, a measure of validity includes variance, standard deviation, and maximum and minimum variables. In this scenario, the researcher will use descriptive stat to handle a large set of data.

3.6.4 Inferential Statistic

3.6.4.1 Pearson's Correlation

Is a measurement line strength of a linear association between dependent and independent variables abbreviated as the 'r' letter. Typically, the Pearson correlation draws a slope line through 2 sets of variables. The correlation can be between -1 to 1 . The value of 0 refers to there is no relationship between dependent and independent variables. A higher number than 0 is a positive correlation. This means that if one variable is higher, another variable will be higher accordingly. On the other hand, A lower number than 0 is a negative correlation. This means that if one variable is decreased, another variable will decrease accordingly. As shown in Figure 3.3 CC

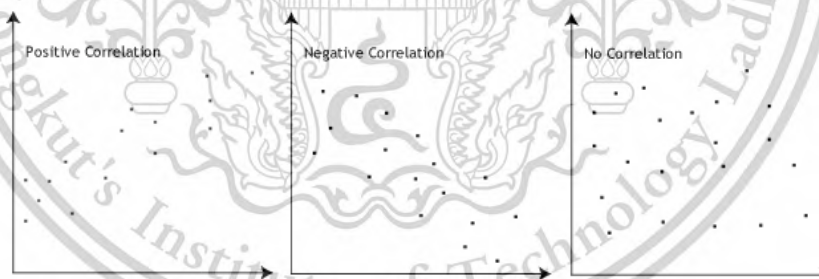


Figure 3.3 Pearson correlation diagrams

Source: Laerd Statistics (2018)

The term strength refers to the consistency between independent and dependent variables. The value that is nearly close to -1 and 1 are strong correlation values. The further data move away from -1 and 1 is a weak correlation value. A positive correlation has an upward slope. However, a negative correlation has a downward slope.

Pearson correlation coefficient formula

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$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

N = Number pair of data

$\sum xy$ = The sum scores between independent and dependent variables

$\sum x$ = Total score of dependent variables

$\sum y$ = Total score of independent variables

$\sum x^2$ = The sum squares of dependent variables

$\sum y^2$ = The sum squares of independent variables

3.6.4.2 Multiple Regression Analysis

Multiple regression is an extension of typical linear regression. It will be used to foresee the value of 2 or more variables. The variable that's used to predict an outcome of the response variable. Which understands how independent variables affect dependent variables. Multiple regression requires two or more predictor variables.

Multiple regression formula

$$Y = b_0 + b_1X_1 + b_2X_2 + \dots + b_pX_p$$

Y is the dependent or predictive variable

X₁ to X_p are independent variables that cause the Y value to change, the X factor is a distractive value.

b₀ is Y-value.

b₁ forwards to b_p are regression co-efficient.

3.6.5 Reliability Test

Cronbach's alpha is a measurement of the internal stability of 2 sets of information, and how closely connected a set of survey items is. Cronbach's alpha qualifies between 0 to 1. A higher value refers to a greater relationship among items. For instance, when participants have a greater response for one item, they tend to have a higher response for other items accordingly. Analysis mostly uses 0.7 or higher as an acceptable value. In contrast, low value refers to the set of items that are not the same construct. This reliability test is commonly used for evaluating questions'

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quality before deploying it. Cronbach's alpha is a reliability test not validity, it can check whether the items are related or not (reliability) but not the questions' concept (validity)

$$\alpha = \frac{N * \bar{c}}{\bar{v} + (N - 1) * \bar{c}}$$

Cronbach's alpha formula

N is the Number of items

\bar{c} is a covariance between items.

\bar{v} is the mean item variance



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CHAPTER 4

RESULTS OF DATA ANALYSIS

For this quantitative study, the researcher has used reliability and validity of content about IOC (Index of concordance: IOC) for this questionnaire by 3 honorable experts and try-out for 30 sets to similar sample size and then calculated into statistical program so-called SPSS (Statistical analysis in social science) to find Cronbach's alpha. The result was 0.886 which was higher than Cronbach coefficient at 0.7. It can be implied that this questionnaire is a reliable set of data as shown in Table 4.1

Table 4.1 Cronbach's Alpha Table

Number of Items	Mean	Cronbach's alpha	Cronbach's alpha based on standardized items
20	3.999	0.899	0.899

The researcher used this questionnaire as a medium to collect insight data and received data from high school students in Satit Patumwan Demonstration School. Term of which factors affecting purchase intention in online platforms of high school students in Bangkok will be analyzed and concluded in 4 main parts

Part 1: Statistical analysis of a respondents

Part 2: Statistical analysis of factors that contribute to online purchase intention.

Part 3: Statistical analysis of a factor that affects purchase intention in online platforms of high school students in Bangkok and hypothesis testing.

Descriptive analysis variables

N	is	Population size.
\bar{x}	is	Mean
SD.	is	The Standard Deviation
H0	is	The Null hypothesis.
H1	is	The Alternative hypothesis.

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R	is	The Correlation coefficient.
R square	is	A Multiple correlation coefficient
Beta is		The Power of the test.

4.1 Statistical analysis of respondents

This section will show the overall and total percentage of age, gender, frequency of using online shopping platforms per week, total money per spending, purchasing products, and platform for online shopping.

Table 4.2 Age of respondents

Age	Number of high school students (N=337)	Percent
12	37	10.97
13	44	13.05
14	53	15.72
15	54	16.02
16	39	11.57
17	58	17.21
18	52	15.43

The result of respondents' age from 12 to 18. Aged 12 are 37 students or 10.97 percent, aged 13 are 44 students or 13.05 percent, aged 14 are 53 students or 15.72 percent, aged 15 are 54 students or 16.02 percent, aged 16 are 39 students or 11.57 percent, aged 17 are 58 students or 17.21 percent and age of 18 are 52 students or 15.43 percent.

Table 4.3 Gender

Gender	Number of students (N=337)	Percent
Male	155	46.2
Female	182	53.3

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The result was the overall total number of students was 337 students. Male is 155 students or 46.2 percent, and female is 182 students or 53.3 percent.

Table 4.4 Frequency of using online platform per week.

Total number of using online shopping platforms per week	Number of students (N=337)	Percentage
1 time	154	45.69
2 times	94	27.89
3 times	45	13.35
More than 3 times	44	13.05

The result was the number high students that use online shopping platforms once per week is 154 students or 45.69 percent, 2 times per week is 94 students or 27.89 percent, 3 times per week is 45 students or 13.35 percent and more than 3 times per week is 44 students or 13.05 percent.

Table 4.5 Total money per spending

Total money per spending (Baht)	Number of students (N=337)	Percentage
100	100	29.67
200	91	27
300	70	20.77
More than 300	116	34.42

The result was, that the number of students who spend 100 baht per time is 100 students or 29.67 percent, 200 baht is 91 students or 27 percent, 300 baht is 70 students or 20.77 percent, and more than 300 baht is 116 students or 34.42 percent.

Table 4.6 Purchasing product.

Product	Number of students (N=337)	Percentage
Garment	99	29.37
Skincare	43	12.75

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Table 4.6 (Continue)

Product	Number of students (N=337)	Percentage
Several types of equipment	58	17.21
Other	136	40.35

The result was, that 99 students, or 29.37 percent preferred to buy garments via an online shopping platform, 43 students, or 12.75 percent preferred to purchase skincare through an online shopping platform, 58 students or 17.21 percent preferred to purchase several equipment online shopping platform and the biggest proportion is 136 students or 40.35 percent prefer to purchase other equipment via online shopping platform.

Table 4.7 Platform for Online Shopping

Platform	Number of students	Percentage
Shopee	165	48.96
Tiktok	56	16.61
Lazada	44	13.05
Other	81	24.03

As a result, the biggest proportion of online shopping platforms for high-school students is Shopee which has a total number of 165 students or 48.96 percent. 56 students or 16.61 percent prefer to use Tiktok as an online shopping platform. The smallest proportion is Lazada which comprises 44 students or 13.05 percent. Lastly, other platforms, for instance, Konvy, Evenboy Instagram, etc. Which comprise 81 students or 24.03 percent.

4.2 Statistical analysis of factors that attribute online purchase intention

This is a part of the Likert scale which has an interval range between 1 to 5. A value of 1 indicates the lowest value and 5 indicates the highest value. In this section researcher is going to calculate the Mean (\bar{x}), Standard deviation (SD), and level of factor, that affects purchase intention. These are Corporate reputation, Review of rating, Valence review, and Electronic word-of-mouth (eWOM).

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Table 4.8 Mean (\bar{x}), standard deviation (SD), and level of Corporate reputation variable

Corporate reputation	Mean (\bar{x})	SD	Descriptive Rating	Rank
1. A positive corporate reputation makes me confident to buy	4.16	0.94	Strongly Agree	1
2. I feel that it is important to look for a famous brand when deciding to purchase	3.98	0.98	Agree	5
3. I decided to buy a brand that has a verification mark	4.15	1.01	Strongly Agree	2
4. Corporate reputation is a critical factor in my purchasing choice	4.02	1.04	Strongly Agree	4
5. A positive corporate reputation arouses my purchase intention	4.14	0.99	Strongly Agree	3
Overall mean	4.09	0.99	Strongly Agree	

Table 4.8, shows that in terms of corporate reputation in online shopping from high school students' perspective. Positive corporate reputation makes customers confident to buy is the highest rank which has a mean value of 4.16 from 5.00 and an SD value of 0.94. The second rank is I decided to buy a brand that has a verification mark which has a mean value of 4.15 and SD at 1.01. The third rank is Positive corporate reputation arouses my purchase intention at the value of 4.14 and SD at 0.99. The fourth rank is corporate reputation is a critical factor in my purchasing choice at the mean of 4.02 and SD at 1.04. Lastly, the fifth rank which is I feel that it is important to look for a famous brand when deciding to purchase at the value mean of 3.98 and SD 0.98. The mean of the mean for corporate reputation from these 5 choices is 4.09 and the mean of SD at 0.99.

Table 4.9 Mean (\bar{x}), standard deviation (SD), and level of review of rating variable.

Review of rating	Mean (\bar{x})	SD	Descriptive Rating	Rank
1. I trust a store and product that have a higher number of star rating	4.12	0.95	Strongly Agree	2
2. I always purchase a product that has a 4-5-star review.	3.89	1.00	Agree	4
3. When I buy a product digitally, I always check the star rating.	4.10	0.92	Strongly Agree	3
4. A star rating is a helpful tool for my purchasing choice	4.13	0.93	Strongly Agree	1
Overall mean	4.06	0.95	Strongly Agree	

As a result, from Table 4.9. In terms of review of ratings in online shopping platforms for high school students' perspective. Star rating is a helpful tool for my purchasing choice is the first rank which has a mean value of 4.13 and SD at 0.93. The second rank is I trust a store and product that have a higher number of stars which has a mean value of 4.12 and SD of 0.95. The third rank is When I buy a product digitally, I always check the star rating which has the mean value at 4.10 and SD and 0.92. Lastly, the lowest rank is I always purchase a product that has 4 to 5-star reviews that have a value mean of 3.89 and SD at 1.00. In summary of these 4 choices, the overall mean is 4.06 and the mean of SD is 0.95

Table 4.10 Mean (\bar{x}), standard deviation (SD), and level of valence review

Valence review	Mean (\bar{x})	SD	Descriptive Rating	Rank
1. The information presented in the customer reviews is used to determine my purchase intention	4.11	0.95	Strongly Agree	1
2. Positive information from customer reviews about brands and products is useful to evaluate for evaluating brand	4.09	0.94	Strongly Agree	2
3. I tend to trust information from customer reviews more than brand	3.89	1.01	Agree	4
4. Positive customer reviews arouse my purchase intention	4.02	0.97	Strongly Agree	3
Overall mean	4.02	0.96	Strongly Agree	

As a result, from Table 4.10. In term of valence review in online shopping from a high school student's perspective, the information presented in the customer reviews are used to determine my purchase intention in the first place which has a mean value of 4.11 and SD value of 0.95. The second rank is Positive information from customer reviews about brands and products are useful tool to evaluate brands which has a mean value of 4.09 and SD of 0.94. The third rank is Positive customer reviews aroused my purchase intention at the value mean is 4.02 and Sd at 0.97. The last rank is I tend to trust information from customer reviews rather than brand which has a mean value is 3.89 and SD of 1.01. Ultimately, the mean of the mean from valence review is 4.02, and the mean of SD at 0.96.

Table 4.11 Mean (\bar{x}), standard deviation (SD), and level of electronic word-of-mouth.

Electronic word-of-mouth	\bar{x}	SD	Descriptive Rating	Rank
1. Positive Electronic word-of-mouth about the product makes me confident in the online purchase	3.83	1.05	Agree	1
2. Electronic word-of-mouth is the believable source	3.53	1.11	Agree	3
3. Electronic word-of-mouth is a critical part of making online purchases	3.72	1.06	Agree	2
Overall mean	3.69	1.07	Agree	

As a result, from Table 4.11, In terms of Electronic word-of-mouth in online shopping platforms for high school students' perspective. The highest rank score is positive Electronic word-of-mouth about the product makes me confident in the online purchase which has a mean value of 3.83 and SD of 1.05. The second rank is Electronic word-of-mouth is a critical part of making online purchases which has a mean value of 3.72 and an SD value of 1.06. The last rank is Electronic word-of-mouth is a believable source that has a value of 3.53 and an SD of 1.11. Lastly, the mean of the mean is 3.69, and the mean of SD of 1.07.

Table 4.12 Mean (\bar{x}), standard deviation (SD), and level of purchase intention

Purchase intention	\bar{x}	SD	Descriptive Rating	Rank
1. I intend to use an online shopping platform in the future	4.15	0.97	Strongly Agree	1
2. I plan to buy products online	4.06	0.99	Strongly Agree	2
3. I am pleased with my online shopping	4.056	1.01	Strongly Agree	4
4. Online shopping platforms are a fit means to buy products.	4.059	1.00	Strongly Agree	3
Overall mean	4.08	0.98	Strongly Agree	

As a result, from table 4.12. In terms of online shopping platforms for high school students aspect. The highest rank is they tend to use online shopping platforms in the future which has a mean value of 4.15 and SD at 0.97. The second rank is I plan to buy products online which has a mean value of 4.06 and an SD value of 0.99. The third rank is online shopping platforms are a fit means to buy products which has a value of 4.059 and SD of 1.00. The last rank is I am pleased with my online shopping platform which has a mean value of 4.056 and SD of 1.01. Lastly, the overall mean of the mean is 4.08 and the mean of SD is 0.98.

4.3 Statistical analysis of which factor affects purchase intention in an online platform of high school students in Bangkok and hypothesis testing.

This hypothesis testing uses statistical analysis between independent and dependent variables whether the null hypothesis is acceptable or rejected. The techniques that will be applied are Pearson Correlation and MRA (Multiple linear Regression Analysis) which will examine a factor that affects high-school students' online purchase intention by using the SPSS program for data analytic procedure. The values that will be used for this are the R-value and the Significant value. According to multiple linear regression theory, if the significant value is lower than 0.05 or This material is reserved for educational use only, not allowed for commercial use.

5 percent. Therefore, this hypothesis is acceptable. On the other hand, if it is higher than. Therefore, this hypothesis is rejected. The conceptual framework will be shown in Figure 4.1

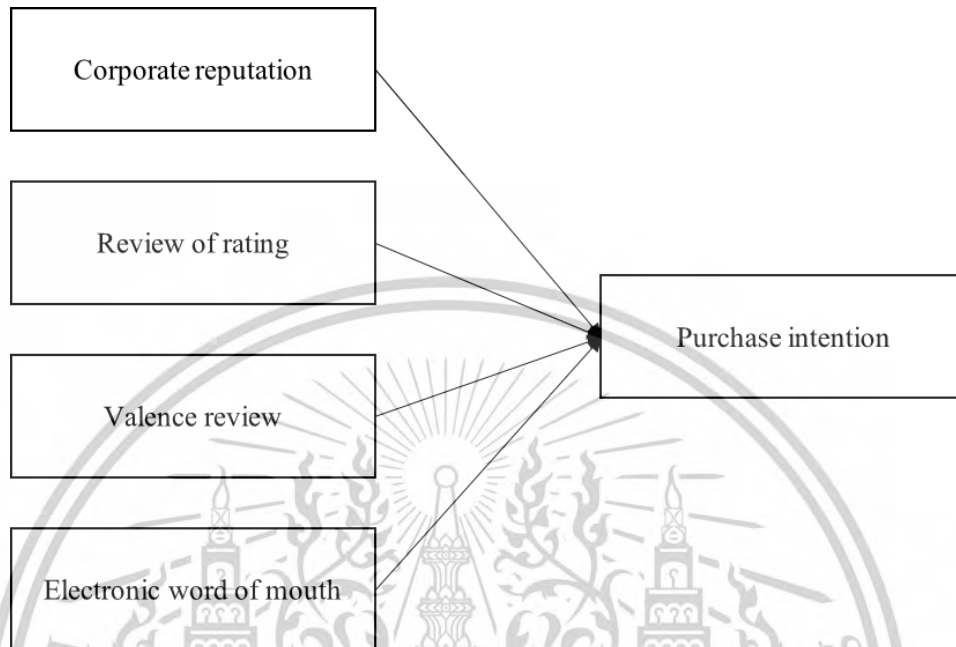


Figure 4.1 Conceptual Framework

4.3.1 Hypothesis test between Corporate reputation with Purchase Intention (H1)

For this section researcher will check whether hypothesis 1 (H1) will be accepted or not by considering the Sig value. As aforementioned passage, if Sig is lower than 0.05 then this hypothesis will be accepted. However, if the Sig value is higher than 0.05 then this hypothesis will be rejected For H1, Corporate reputation is the independent variable and purchase intention is the dependent variable. The result will be shown in Table 4.13

Table 4.13 Pearson Correlation Analysis of H1

		Corporate Reputation
Purchase Intention	Pearson Correlation	0.677
	Sig. (2-tailed)	0.000
	N	337

H1 is a relationship between Corporate Reputation and Purchase Intention. As a result, shown in Table 4.13. The Sig value is 0.000 which is less than 0.05. Which means H10 will be rejected and H1A accepted instead. In other words, there is a statistical relationship between Corporate Reputation and Purchase intention. Moreover, the Pearson correlation between these 2 variables is 0.677 of the statistical correlation relationship between Corporate reputation and Purchase Intention. These results are in line with Mittal and Kamakura (2001) and Foroudi et al., (2020) that that improved purchase intention is the result of customer satisfaction.

4.3.2 Hypothesis test between Review of rating with Purchase Intention (H2)

For this section researcher will check whether hypothesis 2 (H2) will be accepted or not by considering the Sig value. As aforementioned passage, if Sig is lower than 0.05 then this hypothesis will be accepted. However, if the Sig value is higher than 0.05 then this hypothesis will be rejected For H2, the review of rating is the independent variable and purchase intention is the dependent variable. The result will be shown in Table 4.14

Table 4.14 Pearson Correlation Analysis of H2

		Review of Rating
Purchase Intention	Pearson Correlation	0,677
	Sig. (2-tailed)	0,000
	N	337

H2 is a relationship between the Review of rating and Purchase intention. As a result, shown in Table 4.13. The Sig value is 0.000 which is less than 0.05. This means H20 will be rejected and H2A accepted instead. In other words, there is a statistical relationship between the Review of Rating Reputation and Purchase intention. Moreover, the Pearson correlation between these 2 variables is 0.677 statistical correlation relationship between Review of Rating and Purchase Intention. This result is similar to Guo et al. (2020), Kang et al. (2020), and Wu et al. (2021) that there is an impact of online reviews on purchasing decisions.

4.3.3 Hypothesis test between Valence review with Purchase Intention (H3)

For this section researcher will check whether hypothesis 3 (H3) will be accepted or not by considering the Sig value. As aforementioned passage, if the sig is lower than 0.05 then this

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hypothesis will be accepted. However, if the sig value is higher than 0.05 then this hypothesis will be rejected For H3, valence review is the independent variable and purchase intention is the dependent variable. The result will be shown in Table 4.15

Table 4.15 Pearson Correlation Analysis of H3

		Valence Review
Purchase Intention	Pearson Correlation	0.639
	Sig. (2-tailed)	0.000
	N	337

H3 is a relationship between Valence Review and Purchase intention. As a result, shown in Table 4.15. The Sig value is 0.000 which is less than 0.05. This means H30 will be rejected and H3A accepted instead. In other words, there is a statistical relationship between Valence Review and Purchase intention. Moreover, the Pearson correlation between these 2 variables is 0.639 of the statistical correlation relationship between Valence Review and Purchase Intention.

4.3.4 Electronic word-of-mouth and Purchase Intention (H4)

For this section researcher will check whether hypothesis 4 (H4) will be accepted or not by considering the Sig value. As aforementioned passage, if the Sig is lower than 0.05 then this hypothesis will be accepted. However, if the Sig value is higher than 0.05 then this hypothesis will be rejected For H4, eWOM is the independent variable and purchase intention is the dependent variable. The result will be shown in Table 4.16

Table 4.16 Pearson Correlation Analysis of H4

		Electronic word-of-mouth (eWOM)
Purchase Intention	Pearson Correlation	0.472
	Sig. (2-tailed)	0.000
	N	337

H4 is a relationship between Electronic word-of-mouth and Purchase intention. As a result, shown in Table 4.15. The Sig value is 0.000 which is less than 0.05. This means H40 will be rejected and H4A accepted instead. In other words, there is a statistical relationship between Electronic word-of-mouth and Purchase intention. Moreover, the Pearson correlation between these 2 variables is 0.472 or 47.2 percent of the statistical correlation relationship between Electronic word-of-mouth (eWOM) and Purchase intention. This result confirms the previous findings of Civelek and Ertemel (2018) and Seo and Park (2018) that positive electronic word-of-mouth influence positively on purchase intention.

4.3.5 Hypothesis test between Corporate reputation, Valence review, Review of rating and Electronic word-of-mouth with Purchase Intention (H5)

For this section researcher will check whether hypothesis 5 (H5). In this case, independent variables are Corporate reputation, Review of rating, Valence review, and Electronic word-of-mouth. The dependent variable is Purchase intention. For H5, it will be a combination of every independent variable to find a statistical correlation relationship with the dependent variable. The process proceeded with the SPSS program.

Table 4.17 Multiple regression analysis of H5

Model	B	Standard error	Beta	t	Sig
(constant)	0.382	0.185	-	2.072	0.039
Corporate reputation	0.344	0.059	0.323	5.826	0.000
Review of rating	0.293	0.066	0.266	4.441	0.000
Valence review	0.232	0.064	0.215	3.619	0.000
eWOM	0.044	0.064	0.047	0.978	0.329
R	0.747				
R square	0.558				
Adjusted R	0.553				

As a result, from Table 4.13 to Table 4.16, whether Corporate reputation, Review of rating, Valence of review, and Electronic word-of-mouth have a statistical relationship with purchase intention. This material is reserved for educational use only, not allowed for commercial use.

intention. Moreover, the Sig value of Table 4.16 is 0.039 which is less than 0.05. Therefore, H5 H50 is rejected and H5A is accepted. In other words, there is a statistical relationship between Corporate reputation, Review of rating, Valence of review, and Electronic word-of-mouth (eWOM) with purchase intention. As a result, shown in Table 4.17. In this case, B (constant), B (Corporate reputation), B (Review of rating), B (Valence of review), B (eWOM), R and R square are 0.382, 0.344, 0.293, 0.232, 0.044, 0.747 and 0.558 respectively. According to Multiple regression analysis theory if the r value is positive, between independent and dependent variables will be direct variation. This means a higher number of Corporate reputation, Review of ratings, Valence reviews and Electronic word-of-mouth (eWOM) will affect a higher number of Purchase intentions accordingly. Furthermore, it can be conveyed that $0.382 + 0.344$ corporate reputation 0.293 review of rating $+ 0.232$ valence review $+ 0.044$ eWOM is equal to 55.8 percent of independent variables that can predict purchase intention.

Table 4.18 Hypothesis testing

Hypothesis statement	Statistic tool	Sig-Value	Pearson Correlation	Result of Hypothesis
H1 = Corporate reputation statistical relationship with purchase intention	Pearson correlation	0.000	0.677	Accept
H2 = Review of rating statistical relationship with purchase intention	Pearson correlation	0.000	0.677	Accept
H3 = Valence review statistical relationship with purchase intention	Pearson correlation	0.000	0.639	Accept
H4 = electronic word-of-mouth (eWOM) statistical relationship with Purchase intention	Pearson correlation	0.000	0.472	Accept

Table 4.18 (Continue)

Hypothesis statement	Statistic tool	Sig-Value	Pearson Correlation	Result of Hypothesis
H5 = Corporate Reputation, Review rating, Valence Review, and electronic word-of-mouth (eWOM) statistical relationship with Purchase intention	Multiple Regression Analysis	0.039	-	Accept

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CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Conclusion

The purpose of this research is to investigate which factors can affect purchase intention on online platforms of high school students in Bangkok. Satit Patumwan Demonstration School was used as a sample case. Which has the overall students approximately 2,000 high school students overall. According to Taro Yamane's theory. The total sample that needs to be collected from 2,000 is at least 333 students for this research. The questionnaires were performed by Google and distributed digitally. The questionnaires were collected from 337 students that currently studying at Satit Patumwan Demonstration School. The questionnaire consists of 3 main parts. These are respondents' general information, other information, and attitudes towards consumer purchase intention towards user-generated content. Data was analyzed and processed through Statistical Package for Social Sciences (SPSS). The technique for analyzing the results was multiple regression. In terms of respondents' general and other information were analyzed to find descriptive statistics namely percentage and sample number. Additionally, attitude toward consumer purchase intention was calculated by Mean, Standard deviation (SD), and rank for each of the components specifically.

5.1.1 Questionnaires' Part

5.1.1.1 Respondents General Information

The data was collected from high-school students or grade 7 to grade 12 from the age of 12 to 18. The overall number of students who participated in performing the questionnaire was 337 students. 37 students or 10.97 percent were aged at 12, 44 students or 13.05 percent were aged at 13, 53 students, or 15.72 percent were 14 years old, 54 students, or 16.02 percent were 15 years old, 39 students, or 11.57 percent were 16 years old, 58 students or 17.21 percent were 17 years old and lastly, 52 students or 15.43 percent were 18 years old. Male was taken for 155 students or 46.2 percent and Female was taken for 182 students or 53.3 percent.

5.1.1.2 Respondents' Other Information

The first question of this part was asked about the frequency of using online shopping platforms per week. Overall 337 students, 157 students, or 45.69 percent use once per week, 94 students, or 27.89 percent use 2 times per week, 45 students, or 13.35 percent use 3 times per week and lastly, 44 students, or 13.05 percent use more than 3 times per week.

The second question was asked about the total money per spending. Overall 337 students, 100 students, or 29.67 percent use 100 baht per time, 91 students, or 27 percent use 200 baht per time, 70 students, or 20.77 percent use 300 baht per time and lastly, 116 students, or 34.42 percent use 300 baht or more per time.

The third question was asked about products that students mostly purchase on online shopping platforms. Overall 337 students, 99 students, or 29.37 percent intend to purchase garments, 43 students or 12.75 intend to purchase skincare, 58 students, or 17.21 percent intend to purchase several pieces of equipment and lastly, 136 students, or 40.35 percent intend to purchase other products beside garment, skincare, and several pieces of equipment.

The fourth question was asked about which online shopping platform high-school students mostly use. Overall 337 students, 165 students, or 48.96 percent use Shopee as a main platform, 56 students, or 16.61 percent use Tiktok as a main platform, 44 students, or 13.05 percent use Lazada as a main platform, and lastly, 81 students, or 24.03 percent use another platform such as Instagram, Konvy or Evenboy, etc.

5.1.1.3 Factor affecting customer online platform of high schools in Bangkok

The summary of this section will be divided into 2 main parts which are independent variables and dependent variables. Independent variables have 4 variables which are Corporate reputation, Review of rating, Valence review, and Electronic word-of-mouth (eWOM). The dependent variable has 1 variable which is Purchase intention. These 2 variables are ranked based on mean value (\bar{x}) from highest to lowest respectively.

Independent variables

Corporate reputation can be divided into 5 main factors which are ranked and based on mean value (\bar{x}) from highest to lowest. The first rank is Positive corporate reputation makes me confident to buy by mean values ($\bar{x} = 4.16$), the second rank is I decided to buy a brand that has a verification mark by mean values ($\bar{x} = 4.15$), the third rank is Positive corporate reputation arouse

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my purchase intention by mean values ($\bar{x} = 4.14$), the fourth rank is Corporate reputation is a critical factor in my purchasing choice by mean values ($\bar{x} = 4.02$), and the fifth rank is I feel that it is important to look for a famous brand when decide to purchase by mean values ($\bar{x} = 3.98$). Therefore, the overall mean of corporate reputation is ($\bar{x} = 4.14$),

The review of rating can be divided into 4 main factors. Which are ranked and based on mean values (\bar{x}) from highest to lowest. The first rank is Star rating is a helpful tool for my purchasing choice by mean values ($\bar{x} = 4.13$), the second rank is I trust a store and product that have a higher number of star ratings by mean values ($\bar{x} = 4.12$), the third rank is When I buy a product digitally, I always check the star rating by mean values ($\bar{x} = 4.10$), the fourth rank is I always purchase a product that has 4 to 5-star reviews by mean values ($\bar{x} = 4.14$). Therefore, the overall mean of the review of rating is ($\bar{x} = 4.14$).

Valence review can be divided into 4 main factors. Which are ranked and based on mean values (\bar{x}) from highest to lowest. The first rank is The information presented in the customer reviews is used to determine my purchase intention by mean values ($\bar{x} = 4.11$), the second rank is Positive information from customer reviews about brand and products are useful to evaluate brand by mean values ($\bar{x} = 4.14$), the third rank is Positive customer reviews arouse my purchase intention by mean values ($\bar{x} = 4.02$), the fourth rank is I tend to trust information from customer reviews than brand by mean values ($\bar{x} = 3.89$). Therefore, the overall mean of valence review ($\bar{x} = 4.02$).

Electronic word-of-mouth (eWOM) can be divided into 3 main factors. Which are ranked and based on mean values (\bar{x}). The first rank is Positive Electronic word-of-mouth about the product makes me confident in the online purchase by mean values ($\bar{x} = 3.83$), the second rank is Electronic word-of-mouth is a critical part of my making online purchase by mean values ($\bar{x} = 3.72$), the third rank is Electronic word-of-mouth is a believable source by mean values ($\bar{x} = 3.53$). Therefore, the overall mean value of electronic word-of-mouth is ($\bar{x} = 3.69$).

Dependent variables

Purchase intention can be divided into 4 main factors. Which are ranked and based on my mean values (\bar{x}). The first rank is I intend to use an online shopping platform in the future by mean values ($\bar{x} = 4.15$), the second rank is I plan to buy the products online by mean values ($\bar{x} = 4.06$), the third rank is Online shopping platform is a fit means to buy products by mean values ($\bar{x} = 4.059$). the fourth rank is I am pleased with my online shopping by mean values ($\bar{x} = 4.056$). Therefore, the overall mean of purchase intention is ($\bar{x} = 3.83$).

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5.2 Discussion

This research intends to investigate which factors affect high school students on online shopping platforms in Bangkok. And want to examine high school students' thoughts on the trustfulness of online shopping platforms. The result of this research can demonstrate the characteristics and demographics of respondents. According to a result, from a high school student's perspective. Whether Corporate reputation, review of rating, valence review, and electronic word-of-mouth have a stational relationship with purchase intention. Corporate reputation is likely to have the strongest impact and trust in online purchases because of the highest mean value at 4.09 from 5. Moreover, Table 4.12, a relationship between Corporate reputation and Purchase intention with a value of 67.7 percent. On the other hand, Electronic word-of-mouth is likely to have the lowest impact and trustable source on online purchases because of the lowest mean value among independent variables at a value of 3.69 from 5. Moreover, from Table 4.15, the relationship between Electronic word-of-mouth (eWOM) and purchase intention is merely 47.2 percent. As a result, from Table 4.16, Corporate Reputation, Review of rating, Valence review, and Electronic word-of-mouth (eWOM) can predict 55.8 percent of Purchase intention.

5.3 Recommendations

Regarding this research's result, the factor affecting high school students on online shopping platforms in Bangkok (Satit Pathumwan school was used as a case study). The researcher suggests markets that mainly focus on high school students should use this research as a guideline strategy below that covers each independent variable.

Corporate Reputation. Marketers could invest in Corporate Social Responsibility (CSR). This is an initiative that can strengthen the company's determination of environmental and social responsibilities. And consistently provide high-quality products and services.

Review of rating and valence review. Review of rating and valence review have a direct variation pattern. A higher rating will be a positive rating accordingly. Highlight positive customer feedback to build trust and creditability. And monitor positive and negative feedback closely. If there is a negative rating, respond to it professionally to provide a commitment to a better result.

Lastly, use sentiment analytic tools to identify a trend of review of valence and use the result to

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adjust products and services accordingly. Managing and improving the review ratings and valence reviews for an online retailer has significant managerial implications. Maintaining a positive overall rating is crucial for customer trust and acquisition. Managers should actively seek and respond to customer feedback, addressing both positive and negative reviews with professionalism and empathy. Implementing a robust customer feedback system allows for continuous improvement and helps identify areas for enhancement in products, services, and overall customer experience. Managers should actively monitor and manage online reputation across various platforms to ensure a consistent and positive image.

Electronic word-of-mouth. Encourage satisfied customers to share their positive experiences with reviews and social platforms and display them on marketing materials. Collaborate with social media influencers or celebrities who can provide and promote your product and service authentically. Using an online monitoring tool to track a conversation about brand, product, and service. Managers should actively encourage satisfied customers to share their experiences on social media platforms and review sites, leveraging the power of positive testimonials to attract new customers. Implementing social media marketing strategies and influencer collaborations can also amplify positive eWOM. Continuous monitoring of online conversations allows managers to respond swiftly to emerging trends and sentiments, shaping a favorable eWOM environment that is vital for building brand loyalty and sustaining a positive online reputation.

Corporate reputation, Review of ratings, Valence comments, and Electronic word-of-mouth are significant factors for high school students' Purchase intention. However, in the Electronic word-of-mouth aspect, This factor performs the lowest score among other independent variables. Which has a mean score of 3.85 from 5.00. Marketers should notice that from a high school student's perspective, Electronic word-of-mouth might not be a significant factor in enhancing online purchase intention. Ultimately, investing in another aspect may achieve a worthwhile result. Managers should prioritize transparent communication, addressing customer concerns promptly, and ensuring the quality of products and services. Online retailers must also invest in cybersecurity measures to protect customer data, thus reinforcing their commitment to privacy. Regularly monitoring and responding to online feedback is essential, as it allows for continuous improvement based on customer input. A positive corporate reputation not only attracts and retains customers but also enhances brand loyalty and contributes to sustained business success.

5.4 Recommendation for future research

As regards from research's topic. The factor that affects online purchase intention on high school students in Bangkok. Satit Patumwan Demonstration School was used as a case study. The researcher suggests that it would be better if a sample case was used in several schools in Bangkok. To minimize the error of research. Additionally, further research may increase the number of independent variables to investigate other factors that impact to high school students' perspectives on online purchase intention. Another research topic that's interesting from the researcher's point of view is a comparison of factors that affect online purchase intention between high school students and adults. It might be a good opportunity to learn different views and thoughts on online platforms between these two generations.



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APPENDIX I
QUESTIONNAIRE (ENGLISH)

FACTORS AFFECTING PURCHASING INTENTION IN ONLINE PLATFORM OF HIGH SCHOOL STUDENT IN BANGKOK

60011278@kmitl.ac.th [Switch account](#)

🔒 Not shared

* Indicates required question

Part 1: General Information of respondents

Gender

Female

Male

Grade *

Grade 7

Grade 8

Grade 9

Grade 10

Grade 11

Grade 12

Age

Your answer

Part 2 : General information

2.1 How many times do you an online platform each week ?

Your answer

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2.2 How much money do you spend while shopping in an online store ?

Your answer _____

2.3 Which type of product do you commonly buy on online shopping platform ?

Your answer _____

2.4 Which platform do you commonly use for online shopping

Your answer _____

Part 3 Attitudes Towards Consumer Purchase Intentions Towards User-generated Content

	Extremely Disagree	Disagree	Neutral	Agree	Extremely Agree
Corporate reputation makes me confident to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that it is important to look for a famous brand when deciding which product to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I decide to buy a brand that has a verification mark.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand reputation is a critical factor in my purchasing choice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive brand reputation arouses my purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Review of rating

	Extremely Disagree	Disagree	Neutral	Agree	Extremely Agree
I trust a store and product that have a higher number of star ratings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always purchase a product that has several 4 to 5-star reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy a product digitally, I always check the star rating of a seller.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A star rating is a helpful tool for my purchasing choice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Valence Review					
	Extremely Disagree	Disagree	Neutral	Agree	Extremely Agree
The information presented in the customer review is to determine my purchase decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive information from customer reviews about brands and products is useful to evaluate a brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to trust on information from customer review more than brand information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive customer reviews arouse my purchase intention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Electronic word-of-mouth

	Extremely Disagree	Disagree	Neutral	Agree	Extremely Agree
Positive electronic word of mouth about the product and shop make me confident in the online purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic word of mouth is a believable source.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic word of mouth is a critical part of making online purchases.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase Intention					
	Extremely Disagree	Disagree	Neutral	Agree	Extremely Agree
I intend to use an online shopping platform in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to buy products online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am pleased with my online shopping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shopping platforms are a fit means to buy products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit Clear form

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APPENDIX II

QUESTIONNAIRE (TH)

ปัจจัยที่มีผลต่อการซื้อของใน online platform ของวัยรุ่นในประเทศไทย

60011278@kmitl.ac.th [Switch account](#)

Not shared

* Indicates required question

ส่วนที่ 1 : ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1.1 เพศ *

หญิง

ชาย

1.2 ระดับชั้นที่กำลังศึกษา *

มัธยมศึกษาปีที่ 1

มัธยมศึกษาปีที่ 2

มัธยมศึกษาปีที่ 3

มัธยมศึกษาปีที่ 4

มัธยมศึกษาปีที่ 5

มัธยมศึกษาปีที่ 6

1.3 อายุ *

Your answer

2. ข้อมูลอื่นๆ

2.1 ใช้ online platform ในการซื้อที่ครั้งต่อสัปดาห์ *

Your answer

2.2 ใช้จ่ายเงินประมาณที่บาทต่อการซื้อของออนไลน์ 1 ครั้ง *

Your answer

2.3 สินค้าประเภทไหนที่คุณซื้อเป็นประจำในการซื้อของออนไลน์ *

Your answer

2.4 Platform ใดที่คุณใช้ในการซื้อของออนไลน์ *

Your answer

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ส่วนที่ 2 ปัจจัยที่มีผลต่อการตัดสินใจซื้อสินค้าออนไลน์ของวัยรุ่นในประเทศไทย

ชื่อเสียงของร้านค้า *

	ไม่เห็นด้วยมากที่สุด	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยมากที่สุด
ชื่อเสียงที่ดีของร้านค้าทำให้ฉันมั่นใจที่จะซื้อ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันรู้สึกว่ากรมองหาแบรนด์ที่มีชื่อเสียงเป็นสิ่งสำคัญในการตัดสินใจ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันตัดสินใจซื้อแบรนด์ที่มีเครื่องหมายยืนยันตัวตน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ชื่อเสียงของแบรนด์เป็นปัจจัยสำคัญในการเลือกซื้อของฉัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ชื่อเสียงของแบรนด์ในเชิงบวกกระตุ้นความตั้งใจในการซื้อของฉัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การให้คะแนนร้านค้าของลูกค้า *					
	ไม่เห็นด้วยมากที่สุด	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยมากที่สุด
ฉันเชื่อถือร้านค้าและผลิตภัณฑ์ที่มีจำนวนดาวจากการรีวิวสูงกว่า	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันมักจะซื้อผลิตภัณฑ์ที่มีการรีวิวระดับ 4 ถึง 5 ดาว เสมอ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
เมื่อดูชื่อเสียงสินค้าออนไลน์ ฉันจะตรวจสอบระดับดาวของผู้ขายที่ลูกค้าทำการรีวิวเสมอ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การประเมินร้านค้าด้วยการให้ดาวเป็นเครื่องมือที่เป็นประโยชน์สำหรับ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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ทิศทางการบทความของรีวิว *

	ไม่เห็นด้วยมากที่สุด	ไม่เห็นด้วย	เฉย	เห็นด้วย	เห็นด้วยมากที่สุด
ข้อมูลที่น่าเสนอในการรีวิวของลูกค้ามีไว้เพื่อตัดสินใจของฉัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ข้อมูลเชิงบวกจากบทความรีวิวลูกค้าเกี่ยวกับแบรนด์และผลิตภัณฑ์ที่มีประโยชน์ในการประเมินแบรนด์	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันมักจะเชื่อถือข้อมูลจากบทความรีวิวของลูกค้ามากกว่าข้อมูลแบรนด์	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความคิดเห็นของลูกค้าในเชิงบวกกระตุ้นความตั้งใจในการซื้อของฉัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การสื่อสารปากต่อปากบนอินเทอร์เน็ต	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การสื่อสารแบบปากต่อปากบนอินเทอร์เน็ตเชิงบวกเกี่ยวกับผลิตภัณฑ์และร้านค้าทำให้ฉันมั่นใจในการซื้อช่องทางออนไลน์	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การสื่อสารแบบปากต่อปากบนอินเทอร์เน็ตเป็นแหล่งข้อมูลที่เชื่อถือได้	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การสื่อสารแบบปากต่อปากบนอินเทอร์เน็ตเป็นส่วนสำคัญในการซื้อสินค้าออนไลน์	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


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ความตั้งใจซื้อ *

	ไม่เห็นด้วยมากที่สุด	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยมากที่สุด
ฉันตั้งใจจะใช้แพลตฟอร์มในการซื้อสินค้าออนไลน์ในอนาคต	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันวางแผนจะซื้อผลิตภัณฑ์ผ่านทางช่องทางออนไลน์	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันพอใจกับการซื้อผลิตภัณฑ์ผ่านทางช่องทางออนไลน์	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
แพลตฟอร์มในการซื้อสินค้าออนไลน์เป็นช่องทางที่เหมาะสมในการซื้อผลิตภัณฑ์	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit Clear form



APPENDIX III

Result of data analytic (The results were analyzed by SPSS program)

```

CORRELATIONS
/VARIABLES=reputation reviewrating valence ewom purchase
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.
  
```

Correlations

Descriptive Statistics			
	Mean	Std. Deviation	N
reputation	4.0979	.86080	337
reviewrating	4.0660	.83134	337
valence	4.0334	.84702	337
ewom	3.7153	.98187	337
purchase	4.0846	.91647	337

Correlations						
		reputation	reviewrating	valence	ewom	purchase
reputation	Pearson Correlation	1	.731**	.640**	.473**	.677**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	337	337	337	337	337
reviewrating	Pearson Correlation	.731**	1	.703**	.505**	.677**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	337	337	337	337	337
valence	Pearson Correlation	.640**	.703**	1	.643**	.639**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	337	337	337	337	337
ewom	Pearson Correlation	.473**	.505**	.643**	1	.472**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	337	337	337	337	337
purchase	Pearson Correlation	.677**	.677**	.639**	.472**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	337	337	337	337	337

** . Correlation is significant at the 0.01 level (2-tailed).

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT purchase
/METHOD=ENTER reputation reviewrating valence ewom
/RESIDUALS DURBIN.

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ewom, reputation, valence, reviewrating ^b		Enter

a. Dependent Variable: purchase

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.747 ^a	.558	.553	.61283	1.650

a. Predictors: (Constant), ewom, reputation, valence, reviewrating

b. Dependent Variable: purchase

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	157.528	4	39.382	104.862	.000 ^b
	Residual	124.686	332	.376		
	Total	282.215	336			

a. Dependent Variable: purchase

b. Predictors: (Constant), ewom, reputation, valence, reviewrating

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.382	.185		2.072	.039
	reputation	.344	.059	.323	5.826	.000
	reviewrating	.293	.066	.266	4.441	.000
	valence	.232	.064	.215	3.619	.000
	ewom	.044	.045	.047	.978	.329

a. Dependent Variable: purchase

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.2959	4.9497	4.0846	.68471	337
Residual	-3.70110	1.72157	.00000	.60917	337
Std. Predicted Value	-4.073	1.263	.000	1.000	337
Std. Residual	-6.039	2.809	.000	.994	337

a. Dependent Variable: purchase