

# Examining B2C Social Network Official Account Changes and Customer Purchasing Perspectives

Nathatenee Gebsobut<sup>1,2</sup>, Chavis Ketkaew<sup>1,2</sup>, Praeva Pongpeng<sup>1</sup>, Sirirat Mornkham<sup>1</sup>, Anyarat Reechaipichitkul<sup>1</sup>, Phaninee Naruetharadhol<sup>1,2\*</sup>

<sup>1</sup>International College, Khon Kaen University, <sup>2</sup>Global Entrepreneurship Development Center, Khon Kaen University

\*Corresponding author Email: [phaninee@kku.ac.th](mailto:phaninee@kku.ac.th)

With the increase of social networks that influence human life, selling products or services online makes it easy and convenient for customers. B2C social network official account started popular in Thailand as it enhances the communication between seller and buyer to be more comfortable. This research aims to study the effects of B2C social network official account on the customer purchasing perspective. The data are from 350 people in Thailand through online questionnaires. SPSS and AMOS were employed to evaluate the data and analyse the result. The results show that PEOU, PU, and CM are the essential factors for customers to make a transaction with B2C social network official account.

**Keywords:** *B2C, SNS Official Account, Connectivity, Ease of Use, Utility, Usefulness, Critical Mass, Subjective Norm, Behavioural Intention*

## Introduction

In the business world, businesses sell their products or services to other companies or consumers. The products or services of the business to business (B2B) are marketed and sold to other companies. The relationships of this kind of business develop continuously, and the sales processes are longer than the business to consumer (B2C) relationships. B2C business has the final or ends customer as the consumer; the consumer is encouraged to buy products or services immediately. The social networks are online communication with a group of people that simulate social, and also be the marketing tools nowadays. The social networks also change the way to communicate in the businesses world with three different types which are the public social networks, the social extranets and the employee networks. Public social networks can make a connection with their consumers better, such as Facebook, Twitter, and Instagram. The websites and social networks are directly offered and can support selling the

products or services to consumers who also considered as B2C or B2C e-commerce. In the present, e-commerce plays a significant role in the busy lifestyle of people. For example, shopping through e-commerce can fulfil lifestyles. E-commerce is aggressively propelling forward in Thailand by the steadily increasing of the number of online customers.

Social Media influences daily life, and Thailand is one of the highly social media using countries. Consequently, the rapid growth of social media users driven from the smartphone. The increase of the smartphone and the internet-smartphone smartphone users will directly affect the increasing number of social media users. People tend to do online business or e-commerce increasingly. Therefore, the brand, products and services are based on the society since it is rapid growth and effective channels to reach the customers.

Social media are the tools of marketing and sales. There are several B2C social network official account used in Thailand. Most sellers sell and promote their products on other social media or application such as Facebook, Twitter, Instagram, and LINE to directly encourage and contact with their customers. For example, LINE is one of the most popular instant messenger application in Thailand. Not only the real-time message but also provides many free functions such as free voice and video calls (Meredith, 2018). LINE has a service named LINE official account to allow business people to communicate with their customers on LINE application. In B2C social network official account, there are wide ranges of features enable the sellers to promote their company, brand, or product in new and far-reaching ways. The social networks are the easy way to connect the sellers and customers, and because of the reason that B2C social network official account has steadily more comfortability to the routine life of people. Hence, the B2C business grabs this opportunity to directly sell the product or service to the end customer by itself. It is useful for the sellers whom there are thinking about a similar thing to attract their customers. Many choices sellers can influence their decision. To utilise the potential of the B2C social network official account correctly; facilitating the seller to provide a selling service to the customer. This research emphasises to define the efficiency factors about the behaviour of using B2C social network official account that would be useful for the sellers and the ways to elevate the quality of the features of the B2C social network official account to respond the desire of both sellers and buyers as much as possible.

## **Literature review**

### **Technology Acceptance Model**

Technology Acceptance Model was developed to be an indicator of the success of technology adoption. The objective of TAM is to predict the use of technology acceptance of information systems and the usage on the job of individual users. TAM has been studied and applied to technologies and users in various circumstances. The model indicated that when a new technology gave users, several factors would influence the decision about how and when they would use it. Two core structures are affecting the use and technology acceptance; perceived

usefulness (PU) and perceived ease of use (PEOU). PU is the perception that uses the technology can support better and faster jobs, which will lead to increase the revenue. PEOU is the perception of using technology more comfortably. PEOU directly influenced the acceptance of the user intention, and indirect influence the use through the behaviour. The TAM has been continuously studied and is extended to TAM2 to broaden the TAM by incorporating subjective norms as a new indicator of intention in the case of mandatory settings (Venkatesh, Morris, Davis, & Davis, 2003). This research examines the effects of B2C social network official account on customers purchasing perspective.

### **Connectivity (CN)**

The social networks are the platforms that seem like a conversation, communication, and discussion with others. For finding data, and also manage the value of the social networks (Guillory & Sundar, 2008). The connection of social networks influences functionality and incident (Guillory & Sundar, 2008). The social networks also have a contribution to website communication (Bruning, Dials, & Shirka, 2008; Sundar & Kim, 2005). The organisations utilise social networks in the community that can fill a gap of inputs and outputs (Sundar, 2012) for a good relationship (Yang & Lim, 2009). There are five ways to make a beneficial relationship; the benefit of data, the information about their feedback, the comfortability of communication, the protection of visitors, and the visiting (Kent, Taylor, & White, 2003). There are two strategies online, and extraordinary attention for communication through for commitment, communication with the organisation (Kelleher & Miller, 2006), and conversation of the person and also to communicate with other organisation (Levine, Locke, Searls, & Weinberger, 2012). So, the communication has a relationship between the conversation and the public relations (Kelleher & Miller, 2006).

### **Perceived Ease of Use (PEOU)**

The perceived ease of use relates to how to have free from an attempt and comfort of using a system (Davis, 1989). Moreover, the method used would be able to assist a user in operating or managing things more comfortable. The idea of the PEOU is the least effort that the circumstance of each person will apply the action that implicates a few average works from a person (Zipf, 2016). The B2C social network official account users will be more appreciate from the less effort to use the social networks (Rauniar, Rawski, Yang, & Johnson, 2014), and also making communication in the business. Social network users can evaluate the sites based on ease of use and efficiency that can help them to complete their needs. The information about the networks should be simplified to understand for first users and efficient to achieve the task (Rauniar et al., 2014). Moreover, ease of use is also an essential tool for business. Online entrepreneurs were found to be associated with ease of use, and customers will have great fulfilment if online stores provide them easy to use devices (Phonthanukitithaworn, Ketkaew, & Naruetharadhol, 2019). Since having these characteristics of feature, B2C social network official account has provided not only the channel to connect a buyer and a seller, but also provides a buyer with the ease of making a

transaction via this channel. This research proposes the following hypothesis for using a B2C social network official account in a customer side:

**Hypothesis 1:** The Connectivity of using B2C social network official account is positively related to the perceived ease of use.

### **Behavioural Intention (BI)**

Behavioural intention is an acknowledgement of behaviours that created from the previous actions and prediction of a person (Icek Ajzen, 2002). The better attitude depends on personal intention, and each social network tends to respond to some purposes. BI of using B2C social network official account offers the readiness of a person to be a social media user, especially in having business transactions. Therefore, the BI of social networks is the communication immediately of social media and considered by the user receiving advantage from the social media seeming like a general principle. A person who uses social media intends to experience in evolving the confidence of usefulness from using the social network (Rauniar et al., 2014). Hence, this research therefore proposes:

**Hypothesis 2:** The perceived ease of use of using B2C social network official account is positively related to the behavioural intention.

### **Utility (UT)**

There are two kinds of utility that can arouse the business transactions in social media users, containing intrinsic utility and image-related utility. The intrinsic utility refers to the straight utility from posting or sharing content. It encourages the stimulation of an activity for its intrinsic satisfaction (Ryan & Deci, 2000). The intrinsic utility is straightforward, convenient and reliable. For example, when communicating with the audiences by using B2C social network official account. Image-related utility, conversely, refers to the acknowledgements that others will arouse the users. It also relates to the need for pursuing motivation (Fershtman & Gandal, 2007; Lampel & Bhalla, 2007). The image-related utility makes people more confident. For example, users may feel that they will look reliable, productive, and successful if they use B2C social network official account for making a transaction. Thereby, both intrinsic utility and image-related utility can be real and possible motivations to have operations in social media (Toubia & Stephen, 2013).

### **Perceived usefulness (PU)**

Perceived usefulness is the degree to which the belief of individuals in using such a system can improve their job performances (Davis, 1989). The system would be supportive of the transactions of the users. PU demonstrates the useful consequence from the characteristics of the used method (Gutman, 1982). Social media applications offer some certain services. For example, Instagram is suitable for posting the photo, and the video-sharing, while LINE is suitable for instant communication (Rauniar et al., 2014). Furthermore, users believe that

using social media would help them to meet their goals. This practical value of social media is understanding the advantageous define to PU. The utilitarian value is drawn from the usage of such technology powered by cognitive tools, objective arrangement, and achieves useful or functions or pragmatic undertaking of the users (Dhar & Wertebroch, 2000). When users comprehend the usefulness of the social network, they will realise that not only they would reach their goals, but also could improve the performance of their job. Therefore:

**Hypothesis 3:** The utility of using B2C social network official account is positively related to the perceived usefulness.

**Hypothesis 4:** The perceived usefulness of using B2C social network official account is positively related to the behavioural intention.

### **Critical Mass (CM)**

Critical mass is the level of the connotation between the person that is the most important in social networks (Rauniar et al., 2014). Several communications theoretician have delineated the relations of the bulges in a communication network, written critical mass, and its connections to the value or the power of networking. The social media users often interact with ones who are also in their broadened offline network. Thus, ones who are in the online social network users will be closer (Rauniar et al., 2014). In conclusion, theories in social psychology, spreading of innovations, and economics support the idea of understanding the critical mass for new technology acceptance (Lou, Luo, & Strong, 2000).

### **Subjective Norm (SN)**

Subjective norm is the gratitude of an essential person in the belief of decision-makers (Fishbein & Ajzen, 1975). The subjective norms construct, as explained in the theory of reasoned action (I. Ajzen & Fishbein, 1980) and the theory of planned behaviour (Icek Ajzen, 2005), relates to a practice of inductive norms. It is concerned with an incentive to perform or not to show the action to comply with the beliefs of essential referents. SN is also a normative belief, including motivation to comply (Icek Ajzen & Fishbein, 1972). Several B2C social network official account users gain benefits more before. Thus, when others perceive that using B2C social network official account could gain more advantages, they are more likely to confirm it, they also perceive that B2C social network official account widespread among their business community. It is like a kind of social pressure, and there are also many others using B2C social network official account without pressure or motivation to comply, vice versa based on the TAM, this research hypothesises:

**Hypothesis 5:** The critical mass of using B2C social network official account is positively related to the subjective norm.

**Hypothesis 6:** The subjective norm of using B2C social network official account is positively related to the behavioural intention.

## Research methodology

This research collected surveys from 350 respondents in Thailand. The adequate way of decisive is ten samples multiply by one variable (Hair, Black, Babin, & Anderson, 2013). The online survey requested respondents to answer on their B2C social network official account purchasing experiences. There are four sections in the questionnaire, including demographics, social networks behaviour, B2C social network official account adoption, and the opinion of using B2C social network official account. After collecting the data from pilots, the SPSS calculates the Cronbach's alpha to measure the internal consistency and reliability of the scales. The measurement scale illustrates that the standardised Cronbach's alpha is 0.949, higher than the standard of 0.7 (Wang, Zhang, Yu, & Hu, 2018). Therefore, the questionnaire items had appropriate internal consistency and reliability. After collecting the full questionnaire, SPSS and AMOS analysed the data. The Confirmatory factors explain the reliability and convergent and discriminant validity of dimension items. Second, the structural equation modelling examines the causal relationships among the concepts and to prove the developed hypotheses (Untaru, Ispas, Candrea, Luca, & Epuran, 2016).

## Results

Table 1 shows the results of the demographic information, the actual behaviour of using social networks, and the actual behaviour of using B2C social network official account. Table 2 shows the analysis results of the measurement items. The mean of all factors is between 3.60 and 4.07. Before checking to hypothesise, the construct reliability and validity were tested. The construct reliability referred to the consistency of the indicators, Cronbach's alpha and composite reliability were used (Fornell & Larcker, 1981). As stated in Table 2, the Cronbach's alpha values were ranged from 0.821 to 0.933, conforming to the valid threshold of 0.7. The composite reliability values were among 0.829 to 0.935, which higher than the suggested benchmark of 0.6 (Bagozzi & Yi, 1988). The results were confirmed as the right level of reliability.

Convergent and discriminant validity were assessed. Convergent validity analyses the degree of which two or more measures of constructs related to each other. The outer loadings and the average variance extracted (AVE) were employed. The results showed that the loadings of all items were higher than the general cut-off point. The AVE equals to the communality and a threshold of 0.5 (Fornell & Larcker, 1981). The AVEs were among 0.619 to 0.827. Then discriminant validity was used to test the extent one construct was distinct from another. The discriminant validity was assessed and demonstrated in Table 3. The assessment showed that all the factors correlations were below 0.8, and the square roots of the AVEs were found higher than its correlation values, all ensuring discriminant validity (Chin, Gopal, & Salisbury, 1997).

As indicated in Table 4, the final structural model reached a good fit. From Table 5, all of the path coefficients were statistically significant. CN ( $\beta=0.661$ ,  $t=10.102$ ,  $p < 0.001$ ) was

significantly related to PEOU, which supported the H1. UT ( $\beta=0.671$ ,  $t=11.882$ ,  $p < 0.001$ ) was significantly related to PU, which supported the H3. CM ( $\beta=0.651$ ,  $t=10.639$ ,  $p < 0.001$ ) was significantly related to the SN, which supported the H5. Furthermore, PEOU ( $\beta=0.176$ ,  $t=3.773$ ,  $p < 0.001$ ), PU ( $\beta=0.562$ ,  $t=8.595$ ,  $p < 0.001$ ), and SN ( $\beta=0.318$ ,  $t=7.53$ ,  $p < 0.001$ ) were significantly related to the BI. Hence, H2, H4, and H6 were all supported.

## Discussion and Conclusions

This study aims to observe the crucial factors that lead customer purchasing perspective in using B2C social network official account. The connectivity positively relates to the perceived ease of use. B2C social network official account could help sellers to find the information about the needed goods or services and be easy to communicate with the seller, which confirms the findings of Guillory and Sundar (Guillory & Sundar, 2008). The ease of use positively relates to behavioural intention. The user of B2C social network official account appreciates creating the use of applications that related to activities performance, in line with the work of Rauniar, Rawsk, Yang, and Johnson (Rauniar et al., 2014). The utility positively relates to the perceived usefulness. The utility stimulated the commercial in social media users, which agree with Toubia and Stephen (Toubia & Stephen, 2013). The intrinsic utility was very easy to convenient and reliable, for example, when communicating with the audiences by using B2C social network official account. The image-related utility made people confident. Thereby, the utility was the motivations of the realistic and probable people to conduce the content in the social media, agree with the work of Toubia and Stephen (Toubia & Stephen, 2013). The perceived usefulness positively relates to behavioural intention. The usefulness of the B2C social network official account improves the performance of a transaction. B2C social network official account made an advantage and indicated to a better attitude. The critical mass positively relates to the subjective norm. That B2C social network official account was the one central social networking system that people used to communicate online, agree with the work of Rauniar, Rawsk, Yang, and Johnson (Rauniar et al., 2014). Other people who were surrounding a user also influence the use of B2C social network official account. The subjective norm positively relates to behavioural intention. When B2C social network official account users gained more benefits, others perceived that the using of B2C social network official account could gain more advantages, they were more likely to confirm it. They also recognise that B2C social network official account was widespread among their business community.

Social media applications need to find out the actual factors that have a practical impact on their potential customers to improve the feature to fit with the demand and satisfaction of the customers. Businesses should focus on those of customers that can be impacted by such factors on their behaviour of making a transaction via social media applications. It will not only maintain the recent proper outcome but will result in a better outcome in the future. Social media applications should focus their feature about the ease of use, the usefulness, and the critical mass, to fulfil the demand and the satisfaction of the customer, to guide the



company towards success. This particular step will improve the efficiency of features. It will ensure that the potential customer is satisfied. The suggestion is to improve the social network platforms to be easier to access, receive, and collect the information about the products or services, and to have a more productive conversation with the seller that will provide a better mutual understanding between buyers and sellers. This method can be useful for customers due to the agreement that the ease of use influences them in the purchasing perspective to make a transaction with social media applications the most.

Businesses may specifically improve the functions for more efficiency of connectivity to be more suitable for users in a different kind of employment, simultaneously. When the feature is adopted, it is the utmost importance to create a proper marketing campaign, especially spreading how to use the new adapted feature in the utilised way, because there are not a minority of people are familiar with the old features. It will not only improve the brand awareness of customers but will ensure that they can gain new customers from those more powerful features.

The limitations of this research are as follow. Firstly, the samples were all from the online method, resulted in a narrow distribution of the answers. Secondly, the size of the sample related to the number of the questions, and may not refer to the whole population. Thirdly, the questionnaire collected only with Thai people and may not represent other contexts. Lastly, this research focused on the B2C social network official account only, not including the transaction via normal account channels.

### **Acknowledgement**

Authors sincerely thank Khon Kaen University International College and the Global Entrepreneur Development Center for their supports throughout this project.

**Table 1:** The demographic information, the actual behaviour of using social networks, and the actual behaviour of using B2C social network official account of the samples

Variable	Categories	Frequency	Per cent (%)	
Demographic Information	Gender	Male	116	33.1
		Female	234	66.9
	Age	Up to 20	6	1.7
		21-30	101	28.9
		31-40	131	37.4
		41-50	83	23.7
51 or above		29	8.3	
Actual Behaviour of Using Social Networks	Frequency of Using B2C social network official account per day	Less than 1 hour	84	24.0
		1 hour – 2 hours	91	26.0
		More than 2 hours	175	50.0
	Number of B2C social network official accounts	1-19	200	57.1
		20-39	56	16.0
		From 40 or above	94	26.9
	Frequency of a transaction with B2C social network official account/month	0-5 times	304	86.9
		6-10 times	24	6.9
		From 11 times or more	22	6.2
	Total		350	100.0

**Table 2:** The Results of Measurement Items

Construct	Items	Loadings	Mean	SD.	Cronbach's Alpha	CR	AVE
Connectivity (CN)	CN1	0.880	3.88	0.66	0.880	0.886	0.723
	CN2	0.925					
	CN3	0.735					
Ease of Use (EU)	EU1	0.877	4.07	0.65	0.913	0.914	0.780
	EU2	0.914					
	EU3	0.857					
Utility (UT)	UT1	0.844	3.88	0.71	0.865	0.868	0.688
	UT2	0.875					
	UT3	0.766					
Usefulness (UF)	UF1	0.818	3.90	0.61	0.858	0.861	0.675
	UF2	0.855					
	UF3	0.790					
Critical Mass (CM)	CM1	0.687	3.90	0.69	0.821	0.829	0.619
	CM2	0.862					

Construct	Items	Loadings	Mean	SD.	Cronbach's Alpha	CR	AVE
	CM3	0.801					
Subjective Norm (SN)	SN1	0.819	3.60	0.82	0.897	0.901	0.752
	SN2	0.935					
	SN3	0.844					
Behavioral Intention (BI)	BI1	0.927	3.74	0.70	0.933	0.935	0.827
	BI2	0.914					
	BI3	0.886					

Note: AVE=Average Variance Extracted; VIF=Variance Inflation Factor

**Table 2:** Correlation between the Constructs and Descriptive Statistics

Construct	CN	EU	UT	UF	CM	SN	BI
CN	<b>0.851</b>						
EU	0.577	<b>0.883</b>					
UT	0.567	0.582	<b>0.830</b>				
UF	0.641	0.760	0.725	<b>0.821</b>			
CM	0.475	0.626	0.610	0.729	<b>0.787</b>		
SN	0.391	0.473	0.505	0.551	0.603	<b>0.867</b>	
BI	0.490	0.610	0.528	0.738	0.715	0.628	<b>0.909</b>

Note: The diagonal elements are the square roots of AVEs.

Table 3: The General Theoretical Model-Fit

Indices	Values	Cut-off
Chi-Square( $\chi^2$ )	580.775	p-value > 0.05
Comparative Fit Index (CFI)	0.929	CFI $\geq$ 0.90
Normed-Fit Index (NFI)	0.901	NFI $\geq$ 0.90
Root Mean Square Error of Approximation (RMSEA)	0.080	RMSEA < 0.08
Standardized Root Mean Square Residual (SRMR)	0.070	SRMR < 0.08

Table 4: The Results of the Path Coefficients and the Hypotheses Testing

Path	Path coefficient	T-value	Hypothesis	The results
CN -> EU	0.661	10.102***	H1	Accepted
UT -> UF	0.671	11.882***	H3	Accepted
CM -> SN	0.651	10.639***	H5	Accepted
EU -> BI	0.176	3.773***	H2	Accepted
UF -> BI	0.562	8.595***	H4	Accepted
SN -> BI	0.318	7.53***	H6	Accepted

Note: \*\*\* p < 0.001



## References

- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. <https://doi.org/Z>
- Ajzen, Icek. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665–683.
- Ajzen, Icek. (2005). *Attitudes, personality, and behavior*. McGraw-Hill Education (UK).
- Ajzen, Icek, & Fishbein, M. (1972). Attitudes and normative beliefs as factors influencing behavioral intentions. *Journal of Personality and Social Psychology*, 21(1), 1.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94.
- Bruning, S. D., Dials, M., & Shirka, A. (2008). Using dialogue to build organization–public relationships, engage publics, and positively affect organizational outcomes. *Public Relations Review*, 34(1), 25–31.
- Chin, W. W., Gopal, A., & Salisbury, W. D. (1997). Advancing the Theory of Adaptive Structuration: The Development of a Scale to Measure Faithfulness of Appropriation. *Information Systems Research*, 8(4), 342–367. <https://doi.org/10.1287/isre.8.4.342>
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319. <https://doi.org/10.2307/249008>
- Dhar, R., & Wertenbroch, K. (2000). Consumer choice between hedonic and utilitarian goods. *Journal of Marketing Research*, 37(1), 60–71.
- Fershtman, C., & Gandal, N. (2007). Open source software: Motivation and restrictive licensing. *International Economics and Economic Policy*, 4(2), 209–225.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*.
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39. <https://doi.org/10.2307/3151312>
- Guillory, J., & Sundar, S. S. (2008). Can interactivity in corporate websites influence public perceptions of organizations. *58th Annual Conference of the International Communication Association, Montreal, Canada*.
- Gutman, J. (1982). A means-end chain model based on consumer categorization processes. *Journal of Marketing*, 46(2), 60–72.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2013). *Multivariate data analysis: Pearson new international edition*.
- In, F., Care, H., Holden, R. J., & Karsh, B.-T. (2011). the Technology Acceptance Model : Its Past and Its Future in Health Care. *J Biomed Inform*, 43(1), 1–30.



<https://doi.org/10.1016/j.jbi.2009.07.002>.THE

- Kelleher, T., & Miller, B. M. (2006). Organizational blogs and the human voice: Relational strategies and relational outcomes. *Journal of Computer-Mediated Communication*, 11(2), 395–414.
- Kent, M. L., Taylor, M., & White, W. J. (2003). The relationship between Web site design and organizational responsiveness to stakeholders. *Public Relations Review*, 29(1), 63–77.
- Lampel, J., & Bhalla, A. (2007). The role of status seeking in online communities: Giving the gift of experience. *Journal of Computer-Mediated Communication*, 12(2), 434–455.
- Levine, R., Locke, C., Searls, D., & Weinberger, D. (2012). *Markets are conversations*. New York: Perseus, retrieved.
- Lou, H., Luo, W., & Strong, D. (2000). Perceived critical mass effect on groupware acceptance. *European Journal of Information Systems*, 9(2), 91–103.
- Meredith, D. (2018). Exploring the Influential Factors in Perceived Value of LINE: Enjoyment of LINE Activity, Perceived Risk, and Privacy Concern of LINE Users in Bangkok. *Proceedings of International Academic Conferences*, (7209464). International Institute of Social and Economic Sciences.
- Phonthanukitithaworn, C., Ketkaew, C., & Naruetharadhol, P. (2019). Relevant Factors for Success as an Online Entrepreneur in Thailand. *SAGE Open*. <https://doi.org/10.1177/2158244018821757>
- Rauniar, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: an empirical study on Facebook. *Journal of Enterprise Information Management*, 27(1), 6–30. <https://doi.org/10.1108/JEIM-04-2012-0011>
- Ryan, R. M., & Deci, E. L. (2000). Intrinsic and extrinsic motivations: Classic definitions and new directions. *Contemporary Educational Psychology*, 25(1), 54–67.
- Sundar, S. S. (2012). Social psychology of interactivity in human-website interaction. In *Oxford handbook of internet psychology*. Oxford University Press.
- Sundar, S. S., & Kim, J. (2005). Interactivity and persuasion: Influencing attitudes with information and involvement. *Journal of Interactive Advertising*, 5(2), 5–18.
- Toubia, O., & Stephen, A. T. (2013). Intrinsic vs Image-Related Utility in Social Media: Why Do People Contribute Content to Twitter? *Marketing Science*, 32(3), 368–392. <https://doi.org/10.1287/mksc.2013.0773>
- Untaru, E. N., Ispas, A., Candrea, A. N., Luca, M., & Epuran, G. (2016). Predictors of individuals' intention to conserve water in a lodging context: the application of an extended Theory of Reasoned Action. *International Journal of Hospitality Management*, 59, 50–59. <https://doi.org/10.1016/j.ijhm.2016.09.001>
- Venkatesh, Morris, Davis, & Davis. (2003). User Acceptance of Information Technology:



Toward a Unified View. *MIS Quarterly*, 27(3), 425. <https://doi.org/10.2307/30036540>

Wang, C., Zhang, J., Yu, P., & Hu, H. (2018). The theory of planned behavior as a model for understanding tourists' responsible environmental behaviors: The moderating role of environmental interpretations. *Journal of Cleaner Production*, 194, 425–434.

Yang, S.-U., & Lim, J. S. (2009). The effects of blog-mediated public relations (BMPR) on relational trust. *Journal of Public Relations Research*, 21(3), 341–359.

Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the Academy of Marketing Science*, 28(1), 67–85.

Zipf, G. K. (2016). *Human behavior and the principle of least effort: An introduction to human ecology*. Ravenio Books.