



**THAI CONSUMER BEHAVIOUR IN THE DIGITAL AGE:
THE ROLE OF INFLUENCER MARKETING AND SOCIAL
MEDIA IN DRIVING ONLINE SALES**

**MAY SANDAR THAUNG
6517193012**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
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MAY SANDAR THAUNG

This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

Advisor.....
(Associate Professor Dr. Jomphong Mongkhonvanit)

Date:/...../.....

.....
(Associate Professor Dr. Jomphong Mongkhonvanit)
Dean, Graduate School of Business

Date..... 18 / 08 / 2561

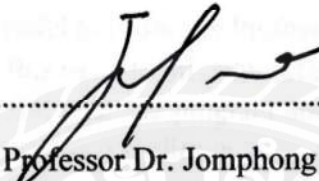
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Researcher: MAY SANDAR THAUNG

Degree: Master of Business Administration

Major: International Business Management

Advisor:


.....
(Associate Professor Dr. Jomphong Mongkhonvanit)

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ABSTRACT

In the era of digital transformation, Thailand has experienced a paradigm shift in consumer behavior, heavily influenced by social media platforms and influencer marketing. With the proliferation of internet access and smartphone usage, Thai consumers are increasingly relying on digital channels to make informed purchasing decisions. This research investigated how social media and influencer marketing drive online sales among Thai consumers. By using quantitative data collection via surveys, the study explored the effectiveness of influencers, trustworthiness, engagement, and platform preferences in shaping purchase intention. Findings reveal that influencers play a critical role in product discovery, especially among younger demographics, and that platforms like Instagram, Facebook, and TikTok are central to influencing online shopping behavior. The study provides recommendations for brands looking to leverage digital strategies in Thailand's vibrant e-commerce landscape.

Keywords: influencer marketing, online purchase intention, consumer behavior, perceived trust, Thai consumer.

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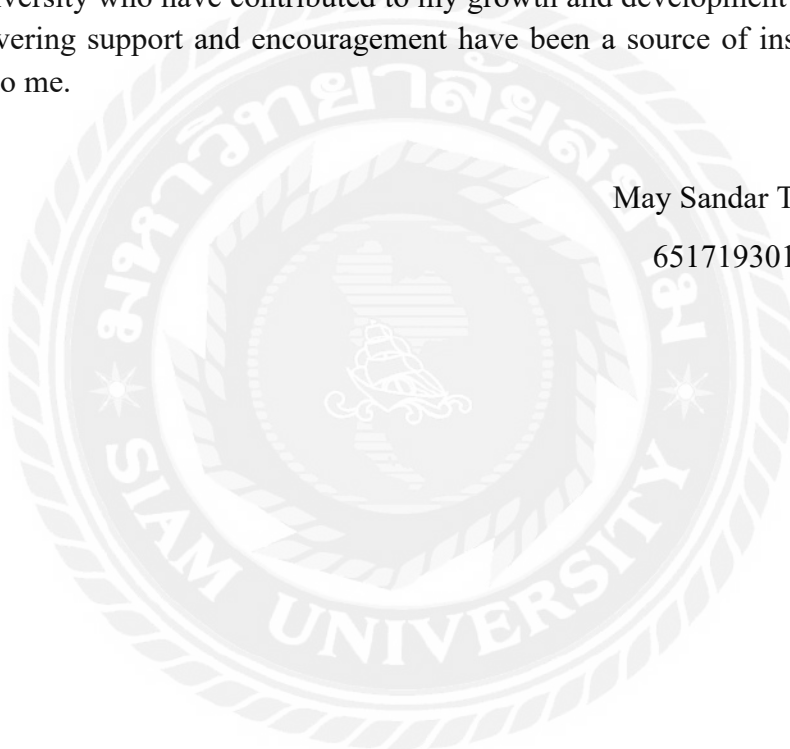
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May Sandar Thaung

6517193012



DECLARATION

I, May Sandar Thaung, hereby declare that this Independent Study entitled “THAI CONSUMER BEHAVIOUR IN THE DIGITAL AGE; THE ROLE OF INFLUENCER MARKETING AND SOCIAL MEDIA IN DRIVING ONLINE SALES” is an original work and has never been submitted to any academic institution for a degree.

May Sandar Thaung

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CONTENTS

ABSTRACT	III
ACKNOWLEDGEMENT	IV
DECLARATION	V
LIST OF TABLES	IX
LIST OF FIGURES	X
Chapter 1 Introduction	1
1.1 Background of the Study	1
1.2 Questions of the Study	3
1.3 Objectives of the Study	4
1.4 Scope of the Study	4
1.5 Significance of the Study	5
1.6 Definition of Key Terms	6
Chapter 2 Literature Review	8
2.1 Theoretical Background	8
2.1.1 Theory of Reasoned Action (TRA)	8
2.1.2 Theory of Planned Behavior (TPB)	8
2.1.3 Uses and Gratifications Theory (UGT)	8
2.1.4 Source Credibility Theory	9
2.1.5 Social Influence Theory	9
2.2 Theoretical Foundations of Consumer Behavior	9
2.2.1 Cognitive Dimension of Consumer Attitudes	9
2.2.2 Affective Dimension of Consumer Attitudes	10
2.2.3 Behavioral Dimension of Consumer Attitudes	10
2.2.4 Influence of Social Media and Influencer Characteristics	11
2.2.5 Peer Validation, Content Style, and Digital Culture	11
2.2.6 Perceived Trust	12
2.2.7 Online Purchase Intention	12
2.3 Theoretical Framework	13
Chapter 3 Research Methodology	15
3.1 Research Design	15
3.2 Population and Sample	16
3.2.1 Target Population	16
3.2.2 Sampling Unit	16
3.2.3 Sampling Procedure	17

3.2.4 Sampling Procedure - Convenience sampling.....	17
3.3 Research Hypotheses	18
3.4 Research Instrument	18
3.5 Reliability and Validity Analysis of the Scale.....	22
3.6 Data Collection	22
3.7 Data Analysis.....	23
Chapter 4 Findings and Discussion	24
4.1 Demographic Characteristics of Respondents	24
4.1.1 Gender Distribution	25
4.1.2 Age Distribution	25
4.1.3 Educational Background.....	26
4.1.4 Employment Status.....	27
4.1.5 Monthly Income Distribution	28
4.1.6 Social Media Platform Usage	28
4.1.7 Summary of Respondent Profile.....	29
4.2 Descriptive Statistical Analysis of Variables	30
4.3 Reliability and Validity Analysis	31
4.3.1 Reliability Analysis	31
4.3.2 Validity Analysis	32
4.4 Correlation Analysis	37
4.5 Regression Analysis	39
4.6 Hypothesis Test Results.....	40
Chapter 5 Conclusion and Recommendation	42
5.1 Conclusion	42
5.1.1 Summary of Demographic Factors.....	43
5.1.2 Summary of Findings	43
5.2 Recommendation	45
5.2.1 Strengthening Perceived Trust.....	46
5.2.2 Leveraging Subjective Norms and Social Influence	47
5.2.3 Enhancing Entertainment Value of Influencer Content	47
5.2.4 Improving Consumer Attitudes Toward Influencer-Endorsed Products.....	48
5.2.5 Utilizing Influencer Attractiveness Strategically	48
5.2.6 Reconsidering the Role of Influencer Expertise.....	48
5.2.7 Minimizing Overreliance on Technical Trustworthiness	48
5.2.8 Reducing Heavy Emphasis on Information-Seeking Content.....	49
5.2.9 Integrating a Balanced, Multi-Dimensional Content Strategy	49

5.2.10 Implications of the Study.....	49
5.2.11 Academic Contribution.....	51
5.3 Further Study	52
References	55
Appendix (A).....	57



LIST OF TABLES

Table 1 Questionnaire Item	19
Table 2 Gender Distribution of Respondents	25
Table 3 Age Distribution of Respondents	26
Table 4 Educational Background of Respondents.....	26
Table 5 Employment Status of Respondents	27
Table 6 Monthly Income Distribution of Respondents	28
Table 7 Social Media Platform Usage (Multiple Responses Permitted)	29
Table 8 Descriptive Statistical Analysis of Variables	30
Table 9 Reliability Analysis	31
Table 10 KMO and Bartlett's Spherical Test for Consumer Attitude.....	33
Table 11 KMO and Bartlett's Spherical Test Subjective Norms	33
Table 12 KMO and Bartlett's Spherical Test for Influencer Expertise	34
Table 13 KMO and Bartlett's Spherical Test for Influencer Trustworthiness	34
Table 14 KMO and Bartlett's Spherical Test for Influencer Attractiveness	35
Table 15 KMO and Bartlett's Spherical Test for Information Seeking	35
Table 16 KMO and Bartlett's Spherical Test for Entertainment	36
Table 17 KMO and Bartlett's Spherical Test for Perceived Trust	36
Table 18 KMO and Bartlett's Spherical Test for Online Purchase Intention	37
Table 19 Correlation Analysis.....	38
Table 20 Regression Analysis	40
Table 21 Hypothesis Test Results	41

LIST OF FIGURES

Figure 1 Theoretical Framework	13
Figure 2 Conceptual Framework	14



Chapter 1 Introduction

1.1 Background of the Study

The rise of digital technology and e-commerce has transformed global consumption patterns, offering consumers unprecedented convenience, speed, and access to a wide range of products and services. Online shopping eliminates many limitations associated with traditional retail environments, such as fixed store hours and geographic constraints, enabling consumers to purchase goods from virtually anywhere. As lifestyles become increasingly fast-paced, many individuals particularly younger generations prefer to shop online, attracted by flexible payment options, doorstep delivery, product variety, and the efficiency of comparing alternatives in real time. These conveniences, combined with improved digital literacy, have contributed significantly to the widespread adoption of online purchasing behavior among modern consumers.

In Thailand, this shift toward digital consumption has been especially pronounced. The country has experienced rapid digitalization, driven by widespread smartphone penetration, affordable mobile internet, and strong engagement across social media platforms. As of 2024, Thailand recorded over 61 million internet users representing more than 88% of the population and remains one of the world's highest-ranking countries in daily social media usage, averaging 3.5 hours per day (DataReportal, 2024). These platforms have become central to communication, entertainment, product discovery, and decision-making, effectively reshaping how Thai consumers form preferences and make purchases.

In this digital environment, consumer behavior is no longer linear or solely influenced by traditional advertising. Instead, it is shaped by interconnected social processes, including online reviews, peer recommendations, algorithm-driven content exposure, and most prominently social media influencers. Influencers have become powerful intermediaries between brands and consumers, leveraging their perceived authenticity, expertise, and relatability to affect attitudes and guide purchasing decisions. Their product endorsements often substitute for in-person evaluation, thus reducing uncertainty and simplifying decision-making in online contexts. The integration of influencer marketing into Thailand's digital marketplace has created new pathways for shaping consumer trust and engagement. Thai consumers, who are highly active on platforms such as Facebook, Instagram, TikTok, and YouTube, often rely on influencers for product recommendations, lifestyle inspiration, and validation. This phenomenon highlights the increasing relevance of understanding the psychological and behavioral mechanisms that drive influencer-induced online purchasing behavior particularly those related to trust, credibility, entertainment, social norms, and information-seeking motivations.

Given Thailand's strong social media culture and the growing importance of digital commerce, examining how influencer characteristics and social media

engagement influence online purchase intention has become essential. This research addresses that need by investigating the role of influencer marketing in shaping Thai consumer behavior within the evolving digital economy.

TikTok: TikTok has emerged as one of the fastest-growing platforms in Thailand, especially among Gen Z and young millennials. Known for its short-form, engaging video content, TikTok's algorithm curates content based on user interests, making product discovery highly organic and impulsive. The platform is particularly influential in lifestyle, fashion, beauty, and food categories. The introduction of TikTok Shop in Thailand has allowed users to purchase products directly from the app, enhancing the seamless integration of content and commerce. Influencers use TikTok to create entertaining and educational content such as tutorials, product demos, and "before-and-after" transformations that appeal to consumers' emotions and curiosity.

Instagram: Instagram remains a key platform for visual storytelling, lifestyle branding, and aesthetic appeal. It is widely used by Thai influencers to promote fashion, beauty, health, travel, and luxury products. Instagram's features like Stories, Reels, and IG Live allow for rich, engaging, and time-sensitive content delivery. Influencers use Instagram to maintain ongoing relationships with followers through curated images, personal narratives, product endorsements, and interactive features like polls or Q&A. The Instagram Shopping feature allows users to browse and buy directly within the app, blurring the lines between discovery and purchase.

Facebook: Facebook continues to hold strong influence in Thailand, especially among users aged 30 and above. It serves as both a community-driven platform and a marketplace, making it ideal for influencer-led discussions, reviews, and live selling. Features such as Facebook Live, Groups, and Marketplace support peer recommendations and allow influencers to engage directly with niche communities. Facebook is especially powerful for live product reviews and sales events, often hosted by influencers or brand ambassadors. Unlike Instagram or TikTok, Facebook's strength lies in its social credibility and community influence, which is often a key driver for purchase consideration in Thailand.

LINE: Although LINE is primarily known as a messaging app, it plays a significant role in digital marketing in Thailand. With more than 50 million Thai users, LINE is an essential channel for brand communication, customer service, and loyalty programs. It has evolved into a comprehensive platform with features like LINE Official Accounts, LINE Shop, and LINE Ads, allowing brands and influencers to reach users through direct messaging and personalized content. Influencers often use LINE to share exclusive deals, behind-the-scenes content, or invite followers into private groups for product launches, offering a more intimate and trust-based connection than other platforms.

This research was rooted in the understanding that social media has become both a cultural phenomenon and a commercial infrastructure in Thailand. By examining the four major platforms TikTok, Instagram, Facebook, and LINE, this study aimed to

uncover how each shapes Thai consumer behavior through influencer marketing. The focus is not only on how often these platforms are used, but how trust, content style, and platform design interact to influence consumer decision-making and drive online sales. As Thailand continues to evolve digitally, understanding this intersection between influencer marketing and consumer behavior is essential for brands, marketers, and researchers seeking to thrive in a digital-first economy.

1.2 Questions of the Study

Despite the rapid expansion of online shopping in Thailand, many consumers still encounter uncertainty when deciding whether to purchase products promoted through social media. Although influencers have become a central part of digital marketing strategies, their effectiveness varies across individuals, product categories, and online environments. While influencers often serve as trusted sources of product information, consumers may still question the authenticity of endorsements, the accuracy of product claims, and whether the influencer genuinely uses or supports the product. This uncertainty can weaken consumer trust and reduce the likelihood of completing a purchase. Another challenge arises from the overwhelming volume of online advertising and sponsored content.

As Thai consumers are increasingly exposed to influencer-generated promotions, their ability to distinguish between genuine recommendations and paid advertisements becomes more difficult. This ambiguity may reduce the perceived credibility of influencers and lead to skepticism toward their content. When consumers cannot clearly assess the reliability of information, they may hesitate to engage with or purchase the endorsed products. Additionally, although influencers often provide entertainment value and relatable content, not all influencer characteristics contribute equally to shaping consumer attitudes and intentions. Factors such as credibility, attractiveness, expertise, and authenticity may influence consumer decision-making differently, and existing research has yet to clearly determine which characteristics exert the strongest impact within the Thai context. Understanding these distinctions is essential for brands seeking to invest effectively in influencer partnerships. Furthermore, while social media platforms offer consumers convenience and easy access to product information, they also introduce risks associated with misinformation, counterfeit products, and deceptive advertising practices. These factors contribute to consumer hesitation, especially when purchasing from unfamiliar sellers or relying solely on digital endorsements.

Given these concerns, a clearer understanding is needed regarding how influencer characteristics, content engagement, and consumer perceptions influence online purchase intention among Thai social media users. Without this understanding, marketers may struggle to design effective influencer campaigns, and consumers may continue to face uncertainty when making online purchasing decisions. This study addressed these issues by examining the factors affecting consumers' purchase

intentions in the context of influencer marketing in Thailand, focusing specifically on the roles of trust, credibility, content value, and social media engagement.

1.3 Objectives of the Study

- To examine the influence of consumers' attitudes toward influencer-promoted products on online purchase intention among Thai social media users.
- To examine the influence of subjective norms on Thai consumers' online purchase intention when purchasing products promoted by social media influencers.
- To examine the influence of influencer expertise on Thai consumers' online purchase intention in the context of social media influencer marketing.
- To examine the influence of influencer trustworthiness on Thai consumers' online purchase intention for influencer-promoted products.
- To examine the influence of influencer attractiveness on Thai consumers' online purchase intention in Thailand's digital marketplace.
- To examine the influence of information seeking behavior in shaping Thai consumers' online purchase intention through social media influencer content.
- To examine the influence of entertainment value derived from influencer content on Thai consumers' online purchase intention.
- To examine the influence of perceived trust in social media influencers on Thai consumers' online purchase intention.
- To provide empirical insights that can guide marketers and businesses in designing effective influencer marketing strategies tailored to Thai consumers.

1.4 Scope of the Study

This study focused on examining the factors that influence online purchase intention among Thai consumers in the context of social media and influencer marketing. The scope of the study is defined as follows:

Population and Context

The research targeted Thai social media users who actively engage with influencer-generated content on platforms such as Facebook, Instagram, TikTok, and YouTube. These consumers represent individuals who are likely to encounter influencer endorsements and make purchasing decisions based on online content.

Research Variables

The study investigated key constructs associated with influencer marketing and consumer behavior, including consumer attitudes toward influencer-promoted

products, subjective norms, influencer characteristics (expertise, trustworthiness, and attractiveness), information seeking and entertainment motivations derived from influencer content, perceived trust in social media influencers, and online purchase intention. These variables were selected based on their theoretical grounding in Theory of Reasoned Action, Source Credibility Theory, and Uses and Gratifications Theory, as well as their documented influence on consumer decision-making in digital marketing contexts.

Geographical and Cultural Boundaries

The research was limited to the Thai market and reflected consumer behavior within Thailand's social media environment. Cultural, economic, and technological factors unique to Thailand were considered in the interpretation of results.

Methodological Scope

The study employed a quantitative research design using a structured questionnaire to collect data from Thai social media users. Statistical techniques were used to analyze relationships among variables and to evaluate the proposed research framework.

Limitations of Coverage

The study did not examine the effectiveness of specific influencers, brands, or product categories. Instead, it focused on general consumer perceptions and behavioral tendencies related to influencer marketing across social media platforms.

1.5 Significance of the Study

This study holds both theoretical and practical significance in understanding how social media influencers shape consumer behavior in Thailand's rapidly expanding digital marketplace. With the continuous growth of online shopping and the increasing reliance on influencer-generated content, it is essential to identify the mechanisms through which influencer characteristics and consumer perceptions affect purchase intention. From a theoretical perspective, the study contributes to existing literature by integrating key concepts from consumer behavior and digital marketing, particularly influencer credibility, trust, and social media engagement. By examining these constructs within the Thai context, the research advances current knowledge on how influencer-driven persuasion operates across different cultural and digital environments. The findings also extend the understanding of online purchase intention by highlighting the psychological processes that underlie consumer decision-making in social media settings.

From a practical perspective, the results offer valuable insights for marketers, advertisers, business owners, and digital content creators. Understanding which influencer attributes most strongly influence consumer trust and intention to purchase can help organizations design more effective marketing strategies, select suitable influencers, and optimize content that resonates with Thai audiences. The study also

benefits influencers by providing evidence-based guidance on how credibility, authenticity, and meaningful engagement contribute to stronger audience impact and endorsement effectiveness. Additionally, the research supports consumers by shedding light on the factors that affect their perceptions and choices when encountering influencer promotions online. This understanding can help consumers make more informed decisions and navigate digital advertising more critically and effectively. Overall, this study provides comprehensive insights that are beneficial for academic researchers, marketing practitioners, influencers, and consumers, particularly within the dynamic and competitive landscape of Thailand's social media-driven economy.

1.6 Definition of Key Terms

Influencer Marketing refers to a digital marketing strategy in which brands collaborate with individuals who have established credibility, a dedicated following, and perceived authority on social media platforms to promote products or services. Rather than relying on conventional advertising, influencer marketing leverages the personal relationships and trust that these individuals have cultivated with their audiences to influence consumer attitudes and purchasing behavior (Freberg et al., 2011; Lou & Yuan, 2019).

Social Media refers to internet-based platforms and digital technologies that enable users to create, share, and engage with content in real time, as well as to participate in social interaction within virtual communities. In the context of this study, social media platforms include TikTok, Facebook, Instagram, YouTube, and LINE, all of which serve as primary channels through which Thai consumers encounter influencer-generated content and make product discovery decisions (Kaplan & Haenlein, 2010; DataReportal, 2024).

Consumer Behavior refers to the psychological, social, and situational processes that govern how individuals identify needs, evaluate alternatives, and make decisions regarding the acquisition, use, and disposal of products or services. In the digital context, consumer behavior is shaped by online information, social cues, and platform environments that collectively influence how purchasing decisions are formed and executed (Kotler & Keller, 2016).

Online Purchase Intention is defined as the subjective likelihood, plan, or willingness of a consumer to engage in the act of purchasing a product or service through digital channels in the near future. It serves as the primary dependent variable of this study and represents the behavioral culmination of attitudinal, social, and trust-based influences encountered through social media influencer content (Fishbein & Ajzen, 1975).

Perceived Trust refers to the degree of confidence a consumer places in a social media influencer, reflecting the belief that the influencer is honest, reliable, and genuinely acts in the consumer's best interest when making product endorsements. Unlike technical trustworthiness, which concerns objective accuracy, perceived trust is a broader relational construct that encompasses emotional confidence and a sense of security in the influencer's recommendations (McKnight et al., 2002).

Influencer Credibility is the overall assessment consumers make of an influencer's reliability and persuasiveness as a source of product information, encompassing three core dimensions drawn from Source Credibility Theory: expertise (the perceived knowledge and competence of the influencer), trustworthiness (the perceived honesty and integrity of their communications), and attractiveness (the physical appeal, charisma, and relatability that the influencer projects to their audience) (Hovland et al., 1953; Ohanian, 1990).

Subjective Norms refer to the perceived social pressure an individual feels regarding whether significant others — such as peers, family members, or online communities — would approve or disapprove of a given behavior, in this case the purchase of products endorsed by social media influencers. As a key construct within the Theory of Reasoned Action, subjective norms capture the influence of collective expectations and peer validation on individual behavioral intentions (Ajzen & Fishbein, 1980; Ajzen, 1991).

Entertainment Value refers to the hedonic gratification consumers derive from engaging with influencer-generated content on social media, encompassing feelings of enjoyment, amusement, and emotional stimulation produced by the influencer's presentation style, humor, creativity, or visual appeal. Drawing from Uses and Gratifications Theory, entertainment value represents one of the primary motivations for consuming social media content, and its presence in influencer marketing has been shown to positively shape consumer attitudes and purchase intentions (Katz et al., 1973).

Information Seeking refers to the goal-directed behavior through which consumers actively turn to social media influencers as a source of product knowledge, reviews, and recommendations to reduce uncertainty and support more informed purchasing decisions. As a utilitarian motivation identified within Uses and Gratifications Theory, information seeking captures the extent to which influencer content fulfills consumers' cognitive need for guidance before committing to an online purchase (Katz et al., 1973).

Consumer Attitude refers to an individual's overall evaluative predisposition — whether favorable or unfavorable — toward the behavior of purchasing products endorsed or recommended by social media influencers. Grounded in the ABC Model of Attitudes, consumer attitude in this study encompasses cognitive assessments of the purchase's value, affective responses to the influencer's content, and behavioral readiness to act on that evaluation (Allport, 1935; Ajzen & Fishbein, 1980).

Chapter 2 Literature Review

This study draws on several key theories in consumer behavior, communication, and digital persuasion to explain how social media influencers shape consumers' attitudes and online purchase intentions. These theoretical foundations provide a framework for understanding the psychological mechanisms that underlie influencer, audience interactions and guide the development of the study's conceptual model.

2.1 Theoretical Background

2.1.1 Theory of Reasoned Action (TRA)

Theory of Reasoned Action (Fishbein & Ajzen, 1975) proposes that an individual's behavioral intention is determined primarily by two factors: attitude toward the behavior and subjective norms. Attitude reflects an individual's positive or negative evaluation of performing a specific behavior, while subjective norms involve perceived social pressure from important others. Within digital environments, TRA is often used to explain how consumers form intentions to engage in online shopping or respond to marketing stimuli. In the context of influencer marketing, TRA suggests that consumers may develop favorable attitudes toward endorsed products when influencer content aligns with their beliefs and when social approval from online communities reinforces such behaviors.

2.1.2 Theory of Planned Behavior (TPB)

Theory of Planned Behavior (Ajzen, 1991), an extension of TRA, adds perceived behavioral control, which refers to an individual's perception of their ability to perform a behavior. Although not always applied explicitly to influencer marketing, TPB supports the idea that consumers' online purchase intentions are shaped not only by attitudes and social influences but also by their confidence in navigating digital purchasing platforms. This is particularly relevant in Thailand, where varying levels of digital literacy can influence consumers' comfort and trust in online transactions.

2.1.3 Uses and Gratifications Theory (UGT)

Uses and Gratifications Theory (Katz et al., 1973) posits that individuals actively select media sources to satisfy specific needs such as information, entertainment, social interaction, and personal identity. Social media influencers often fulfill these needs by providing relatable content, lifestyle inspiration, product recommendations, and opportunities for community engagement. Thai consumers, who spend significant time on platforms such as TikTok, Facebook, and Instagram, may follow influencers to obtain product knowledge, seek entertainment, or feel connected to admired

personalities. These gratifications can enhance the consumer–influencer relationship and influence purchase decisions through increased trust and identification.

2.1.4 Source Credibility Theory

Source Credibility Theory (Hovland et al., 1953) proposes that the persuasiveness of a message depends on the perceived expertise, trustworthiness, and attractiveness of the communicator. In the context of social media, influencers who demonstrate authenticity, domain knowledge, and consistent behavior can be perceived as more credible and thus more persuasive. This theory is widely applied in digital marketing research to explain how influencer characteristics shape consumer trust and purchase intention, particularly when consumers lack the ability to physically evaluate products online.

2.1.5 Social Influence Theory

Parasocial Interaction Theory (PSI) describes the one-sided yet emotionally meaningful relationships audiences develop with media personalities. Social media strengthens PSI because influencers share personal stories, interact with followers, and create a sense of closeness. As a result, followers may develop loyalty and trust toward influencers, viewing them as friends or reliable advisors. PSI contributes to purchase intentions because consumers often perceive influencer recommendations as personal advice rather than commercial advertising.

2.2 Theoretical Foundations of Consumer Behavior

The analytical core of this study rests upon an in-depth understanding of consumer attitudes towards purchasing products promoted by social media influencers. Attitudes are enduring, learned predispositions to respond consistently in a favorable or unfavorable manner with respect to a given object (Allport, 1935). In the consumer behavior domain, attitudes are commonly broken down into the ABC Model of Attitudes, which organizes consumer response into three interconnected components: the cognitive, the affective, and the behavioral dimensions. By focusing on these dimensions, this study avoids treating broad theories as variables and instead isolates the precise constructs measured to predict Online Purchase Intention.

2.2.1 Cognitive Dimension of Consumer Attitudes

The cognitive dimension encompasses the beliefs, knowledge, and rational thoughts that a consumer holds about the act of purchasing from an influencer. This dimension is rooted in rational assessment, where the consumer evaluates the utilitarian value, facts, and perceived consequences associated with the behavior. Theoretically, this

aligns closely with the Beliefs component of Theory of Reasoned Action (TRA), which asserts that an individual's attitude is fundamentally shaped by their beliefs about performing the behavior (Ajzen & Fishbein, 1980). In the context of influencer marketing, the cognitive dimension captures whether the consumer believes the product information is accurate, the recommendation is reliable, and the overall purchase action will be beneficial or advantageous. Furthermore, the consumer's cognitive need for knowledge is fulfilled through Information Seeking—a core element of Uses and Gratifications Theory—wherein consumers deliberately follow influencers to gather technical details, compare products, and make an informed choice, thereby establishing a necessary foundation for a positive attitude. In the high-volume environment of Thai social media, where diverse influencers promote everything from skincare to street food, the cognitive dimension captures whether the consumer perceives the information to be accurate and reliable. For Thai consumers, this often translates into relying on influencer content for detailed, localized product reviews and demonstrations, fulfilling the need for Information Seeking (from Uses and Gratifications Theory) to overcome perceived risks before making a purchase. The belief that the purchase will be functional and beneficial particularly for products requiring local knowledge is essential for establishing a favorable cognitive foundation for attitude formation.

2.2.2 Affective Dimension of Consumer Attitudes

The affective dimension represents the consumer's feelings, emotions, and overall evaluative judgment regarding the purchasing behavior. While cognition deals with *what* the consumer knows, the affective dimension addresses *how* the consumer *feels* about the act. This component is essentially the distillation of the consumer's thoughts into a positive or negative valence, forming the true Attitude toward the behavior construct from TRA. This research assessed the affective response to engaging with influencer content and subsequently, the purchasing decision. A major driver of positive affect is the Entertainment value of the content, which, according to Uses and Gratifications Theory, satisfies hedonic needs. When influencer content is perceived as enjoyable, humorous, or engaging, it creates a favorable emotional state that transfers to the product and the purchasing act itself, strengthening the consumer's positive attitude and leading to a greater likelihood of intention.

2.2.3 Behavioral Dimension of Consumer Attitudes

The behavioral dimension relates to the consumer's likelihood or tendency to act, most accurately measured through behavioral intention. This dimension connects the internal cognitive and affective states to the external outcome, serving as the final attitudinal step before the actual purchase. As the immediate precursor to behavior, Intention is the critical dependent variable in the TRA model. In this study, the behavioral dimension is operationalized as online purchase intention, capturing the consumer's expressed plans, willingness, or probability of acquiring products

recommended by influencers in the near future. This dimension synthesizes all incoming stimuli the reasoned beliefs (cognitive), the emotional responses (affective), and the external influences into a single, measurable predisposition to engage in the specific act of purchasing via social media channels. In Thailand, where emotional connection and celebrity culture hold significant sway, the affective response to influencer content is a powerful driver. This study assessed the emotional state generated by engaging with influencers, such as enjoyment, excitement, or aspiration. The high value placed on visual appeal and engaging narratives in the Thai media landscape means that the entertainment value of the content (a key gratification) strongly influences the affective dimension. When an influencer's presentation is engaging and culturally resonant, it generates a positive emotional transfer that enhances the consumer's favorable attitude towards the subsequent purchasing act, moving beyond mere logic to emotional persuasion.

2.2.4 Influence of Social Media and Influencer Characteristics

The formation of consumer attitudes in the digital age is heavily mediated by the characteristics of the communication source the influencer. According to Source Credibility Theory, the persuasiveness of a message is inherently tied to how the audience perceives the source. Consequently, influencer characteristics are crucial external factors that directly shape the consumer's cognitive beliefs and affective responses towards the product and the purchasing act. This study segmented these characteristics into three measurable constructs: Expertise, which captures the influencer's perceived knowledge and competence on the product; Attractiveness, which involves their likability and charisma; and Trustworthiness, which is the consumer's belief in the influencer's honesty and integrity. Furthermore, Perceived Trust treated as a distinct, core independent variable in this model captures the broader sense of reliability and faith a consumer places in the influencer acting in the consumer's best interest. These source factors provide the necessary basis for the consumer to form positive cognitive beliefs about the product's quality and a positive affective evaluation of the purchasing decision.

2.2.5 Peer Validation, Content Style, and Digital Culture

Beyond the characteristics of the individual influencer, consumer attitudes are significantly molded by the surrounding social and cultural environment. Subjective norms measure the perceived social pressure and approval from important reference groups (peers, family) regarding the act of buying products endorsed by influencers. In the highly visible world of social media, this need for validation is amplified, making social influence a powerful determinant of purchase intention. Concurrently, the content style adopted by the influencer (e.g., format, interactive elements, visual quality) plays a major role in meeting the affective and entertainment needs of the consumer. These elements operate within a broader digital culture in Thailand, where

social commerce is increasingly normalized, providing a foundational context that continuously reinforces the connections between positive attitudes, social endorsement, and online purchase behavior.

2.2.6 Perceived Trust

Perceived Trust in the influencer is a fundamental antecedent to positive attitude formation and a core independent variable in this study, going beyond the traditional concept of Source Credibility (2.1.4). Drawing from the seminal work on trust in e-commerce by McKnight et al., (2002). Perceived trust is defined as the consumer's willingness to be vulnerable to the influencer's actions based on the expectation that the influencer is reliable, honest, and will act in the consumer's best interest when making product endorsements. This level of confidence is especially crucial in the context of Thai social commerce, where consumers face high informational asymmetry and transactional risk due to the sheer volume of online sellers. A strong sense of perceived trust acts as a risk-mitigating factor, allowing the Thai consumer to bypass uncertainty. When trust is established, it profoundly reinforces the cognitive dimension of attitude by validating the truthfulness of the influencer's product claims, and it strengthens the affective dimension by instilling feelings of security and confidence in the purchase process. Consequently, this study hypothesized that the level of perceived trust a Thai consumer places in an influencer is a direct and powerful determinant that leads to their final purchasing decision, classifying it as an essential independent variable.

2.2.7 Online Purchase Intention

Online purchase intention serves as the dependent variable and represents the critical behavioral outcome that the entire conceptual framework is designed to predict and explain. As the ultimate measure of the behavioral dimension of attitude (2.1.3), intention is defined as the subjective probability or plan that a consumer will perform the specific act of acquiring a product (Fishbein & Ajzen, 1975). In the specific environment of Thai influencer marketing, online purchase intention is operationalized as the likelihood, probability, or explicit plan of the Thai consumer to purchase products that have been recommended or endorsed by social media influencers in the near future. This variable acts as the culmination of all antecedent factors: it is influenced by the reasoned beliefs (Cognitive) and emotional responses (Affective) toward the purchase, the pressure from social groups (Subjective Norms), the perceived qualities of the source (Source Credibility), the utility and entertainment derived from the content (Uses and Gratifications), and the fundamental level of Perceived Trust in the influencer. Analyzing the collective and direct influence of all independent constructs on Online Purchase Intention is therefore the primary empirical goal of this research, allowing for a comprehensive understanding of what drives Thai consumer behavior in the digital age.

2.3 Theoretical Framework

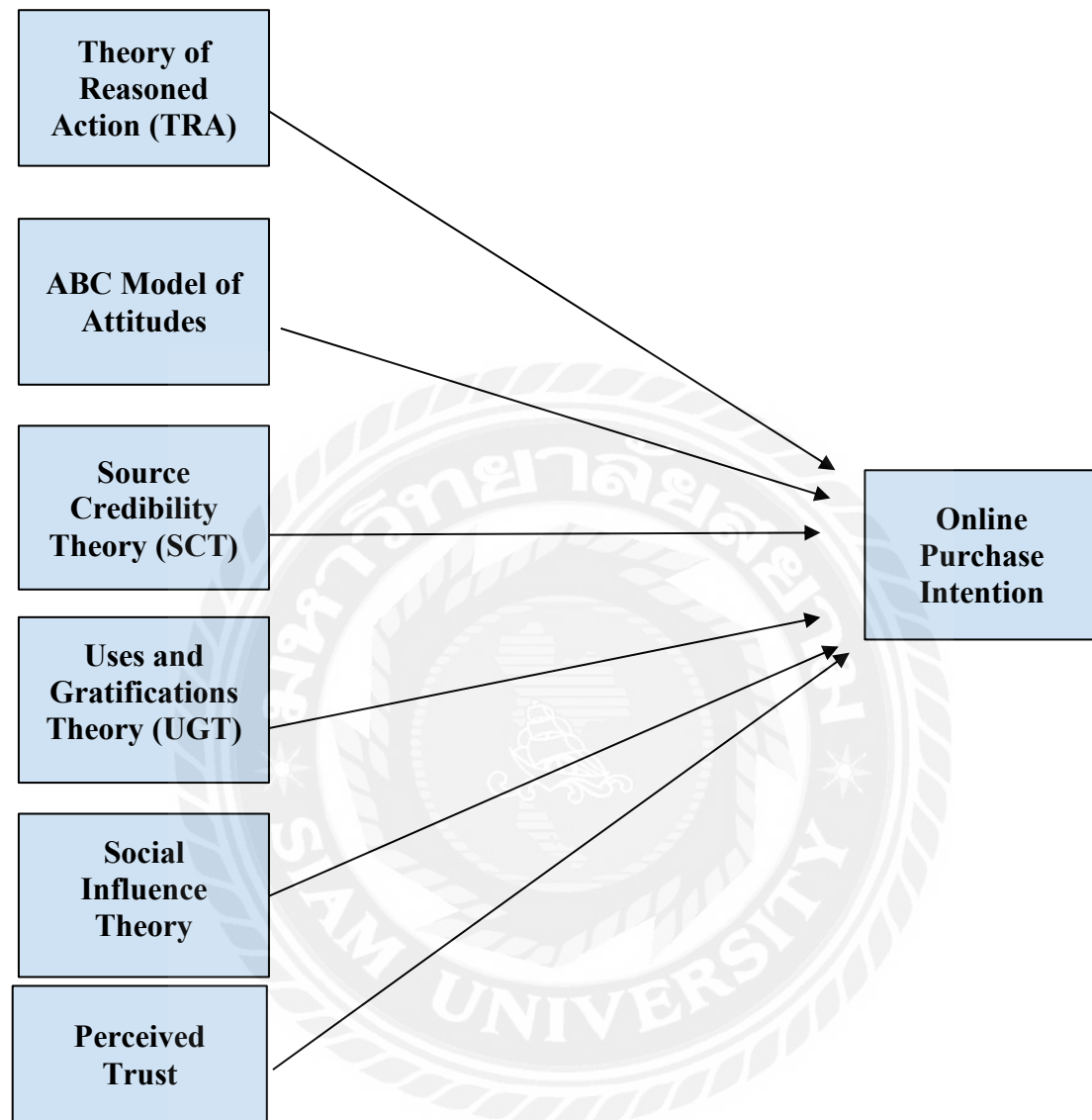


Figure 1 Theoretical Framework

2.4 Conceptual Framework

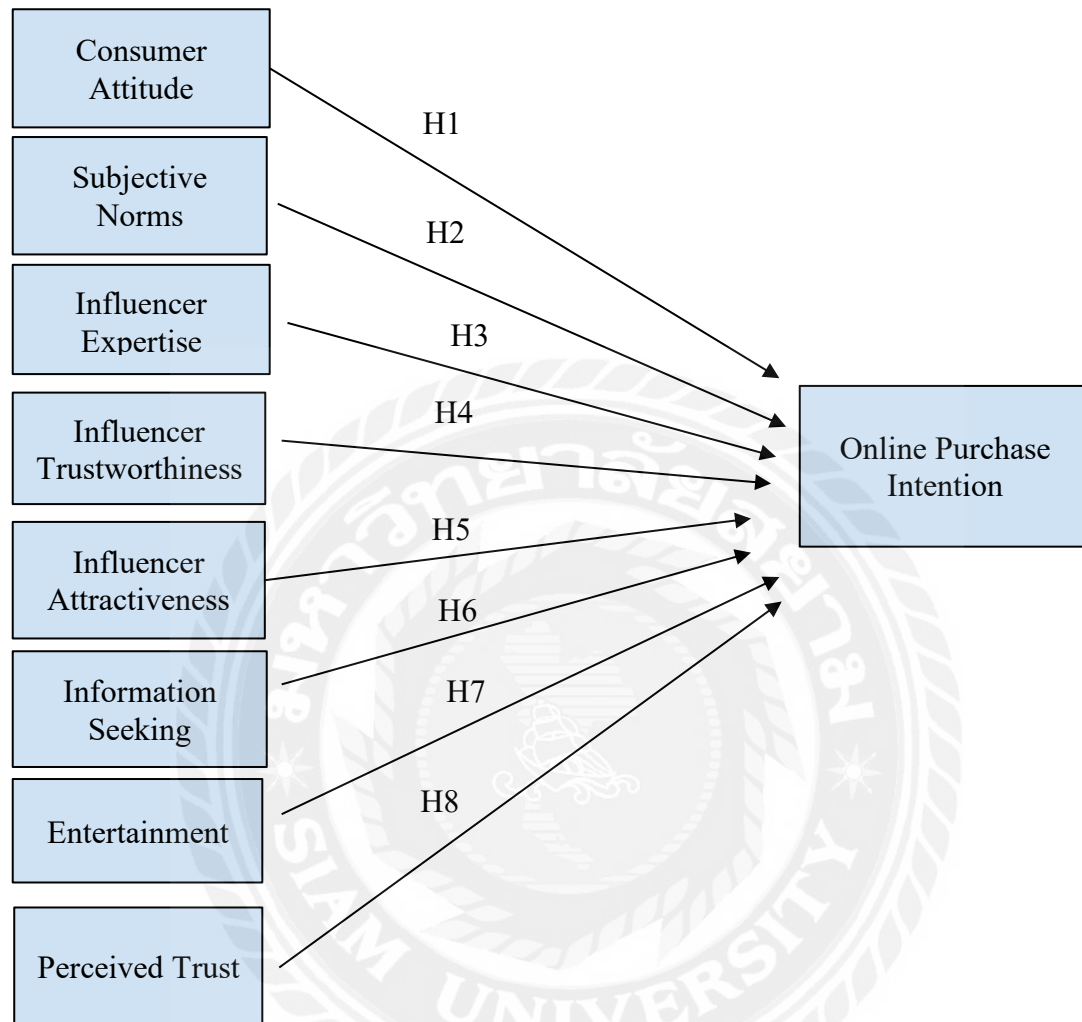


Figure 2 Conceptual Framework

Chapter 3 Research Methodology

This chapter outlines the detailed methodological strategy designed to empirically test the hypothesized relationships established in the conceptual framework and achieve the stated objectives concerning Thai consumers' online purchase intention in the context of social media influencer marketing. Given the study's goal to determine the predictive power of eight independent variables — consumers' attitudes, subjective norms, influencer expertise, influencer trustworthiness, influencer attractiveness, information seeking, entertainment, and perceived trust — a quantitative research design was employed, utilizing a cross-sectional survey method to collect data efficiently from a large and relevant sample of Thai consumers who have engaged with social media influencers.

The chapter begins by clearly defining the target population, which consists of Thai social media users with recent online purchasing experience related to influencer recommendations, and outlines the convenience sampling approach used to reach the required number of respondents. This is followed by a description of the research instrument, a structured questionnaire built on a five-point Likert scale, including the adaptation of measurement scales from established theoretical frameworks including the Theory of Reasoned Action (Ajzen & Fishbein, 1975), Source Credibility Theory (Hovland et al., 1953), and Uses and Gratifications Theory (Katz et al., 1973), ensuring that all constructs are translated into measurable and validated items. The chapter then details the data collection procedure, including the distribution channels used and the screening checks applied to ensure data quality. Finally, the chapter outlines the statistical analysis techniques employed, including reliability analysis using Cronbach's Alpha, validity analysis using Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity, and Multiple Regression Analysis used to test all eight hypotheses (H1 to H8) and determine the overall predictive strength of the model on the dependent variable, online purchase intention.

3.1 Research Design

This study employed a quantitative research design, specifically utilizing a cross-sectional survey approach, as the most appropriate strategy for achieving the study's correlational and predictive objectives. This design was selected because it enabled the efficient collection of structured data from a large sample of Thai consumers at a single point in time, which is necessary to capture the contemporary effects of influencer marketing on online purchase intention.

The core function of this design was to establish the relationships between the eight independent variables: consumers' attitudes, subjective norms, influencer expertise, influencer trustworthiness, influencer attractiveness, information seeking, entertainment, and perceived trust, and the dependent variable, online purchase

intention. By using standardized, structured measurement scales, the study was able to statistically analyze the degree, direction, and strength of these associations. This approach allowed for the application of Multiple Regression Analysis, which determined the collective predictive power of all eight constructs and identified which specific variables were the most significant drivers of Thai consumers' online purchase intention, thereby providing empirical evidence to test hypotheses H1 through H8 derived from the conceptual framework.

3.2 Population and Sample

3.2.1 Target Population

The target population consisted of Thai consumers aged 18 and above who are active on social media and have made at least one online purchase in the past 12 months. To determine the appropriate sample size for quantitative analysis, Cochran's formula for infinite populations was used, which recommends,

$$n = \frac{Z^2 * p * (1-p)}{E^2}$$

$$n = \frac{(1.96)^2 * 0.5 * (1 - 0.5)}{(0.05)^2} = \frac{3.8416 * 0.25}{0.0025} = \frac{0.9604}{0.0025} = 384.16 \approx 385$$

In this Formula where n is required sample size. Z = Z-value (1.96 for a 95% confidence level), p = estimated proportion of the population (0.5 is used when unknown), e = margin of error (0.05). To ensure the generalizability and statistical validity of the findings, convenience sampling method was employed. The minimum required sample size was determined using Cochran's formula for infinite populations, which recommends a sample size of 385 respondents at a 95% confidence level and a 5% margin of error. To account for potential non-responses or incomplete submissions, the survey aimed to collect data from at least 400 randomly selected participants using an online questionnaire distributed via Google Forms.

3.2.2 Sampling Unit

According to Malhotra (2010), a sampling unit refers to the basic unit containing the elements of the population that will be selected during the sampling process. Sekaran and Bougie (2016) describe a sampling unit as an individual or group that is a potential source of the required data for the study. Zikmund et al. (2013) emphasized that the sampling unit must be clearly defined to ensure the representativeness of the selected sample and the validity of the findings. Bryman and Bell (2015) stated that a sampling unit can be a person, organization, event, or any element relevant to the

research objectives. In addition, Cooper and Schindler (2014) explained that defining the sampling unit requires aligning the unit with the research problem and population parameters. Therefore, in this study, the researcher identified the sampling units as individual Thai consumers aged 18 years or above who are active users of at least one social media platform (e.g., Facebook, Instagram, TikTok, YouTube, or X), have made at least one online purchase in the past 12 months, and follow or interact with social media influencers or brand content.

3.2.3 Sampling Procedure

Sampling techniques are generally divided into two main categories: probability sampling and non-probability sampling. Kumar (2019) explained that probability sampling provides each element of the population with a known chance of selection, while non-probability sampling does not guarantee equal selection opportunities and is often based on the researcher's judgment. Creswell and Creswell (2018) highlighted that non-probability sampling is frequently used in behavioral and social research when it is not feasible to obtain a complete list of the population. Similarly, Neuman (2014) noted that non-probability methods are advantageous when time and budget limitations make random selection impractical. This study employed convenience sampling, a type of non-probability sampling, to collect responses from participants who were readily available and met the inclusion criteria. Etikan et al. (2016) define convenience sampling as selecting participants who are easiest to reach, making it one of the most practical methods for large-scale online surveys. The approach was appropriate given the study's focus on active social media users and online shoppers in Thailand, as these respondents could be effectively reached through online distribution channels. Consequently, a total of 400 respondents were targeted for data collection to ensure statistical validity and meaningful analysis of the research objectives.

3.2.4 Sampling Procedure - Convenience sampling

Sampling methods are broadly classified into probability sampling and non-probability sampling. According to Taherdoost (2016), probability sampling gives every member of the population a known and equal chance of being selected, while non-probability sampling does not rely on random selection and instead depends on the researcher's judgment or accessibility of participants. Bryman (2016) emphasized that non-probability sampling is frequently adopted in social science research when the population is difficult to enumerate or when resources are limited. For this study, the convenience sampling technique a common form of non-probability sampling was selected. As explained by Etikan et al. (2016), convenience sampling involves recruiting respondents who are easiest to reach and willing to participate, making it suitable for studies with time or budget constraints. This approach was appropriate for this research, which targeted Thai consumers aged 18 years and above who actively use

at least one social media platform, have made at least one online purchase within the past 12 months, and follow or interact with social media influencers.

3.3 Research Hypotheses

Based on the conceptual model, the following hypotheses are proposed

H1: Consumer attitude has a significant positive influence on online purchase intention.

H2: Subjective norms have a significant positive influence on online purchase intention.

H3: Influencer expertise has a significant positive influence on online purchase intention.

H4: Influencer trustworthiness has a significant positive influence on online purchase intention.

H5: Influencer attractiveness has a significant positive influence on online purchase intention.

H6: Information seeking has a significant positive influence on online purchase intention.

H7: Entertainment has a significant positive influence on online purchase intention.

H8: Perceived trust has a significant positive influence on online purchase intention.

3.4 Research Instrument

This study utilized a structured questionnaire as the primary instrument for data collection. The questionnaire was designed to operationalize all constructs identified in the conceptual framework, measuring eight independent variables — consumer attitudes, subjective norms, influencer expertise, influencer trustworthiness, influencer attractiveness, information seeking, entertainment, and perceived trust — and one dependent variable, online purchase intention. Each construct was measured using four items rated on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), resulting in a total of 36 items. The questionnaire was distributed through Google Forms for ease of distribution and data compilation, and was adapted from established and widely validated measurement scales in consumer behavior and digital marketing research to ensure theoretical grounding, content validity, and measurement consistency. The following subsections describe the adaptation of measurement scales, the distribution channels employed, and the ethical considerations observed throughout the data collection process.

Table 1 Questionnaire Items

Variable	Item	5	4	3	2	1	Source
Consumer Attitudes	1. Purchasing products promoted by influencers would be beneficial for me.						Ajzen & Fishbein (1980)
	2. I generally feel positive about buying products endorsed by influencers.						
	3. I think buying a product recommended by an influencer is a good idea.						
Subjective Norms	4. I believe purchasing from influencers is a wise choice.						Ajzen (1991)
	5. People who are important to me would approve if I bought products promoted by influencers.						
	6. My friends and family think it is acceptable to buy products endorsed by influencers.						
	7. I tend to follow product recommendations to be consistent with my peer group.						
	8. I purchase products promoted by influencers because my social circle does.						
Influencer Expertise	9. This influencer is knowledgeable about the products they promote.						Hovland et al. (1953)
	10. This influencer has the necessary experience to recommend products effectively.						

Variable	Item	5	4	3	2	1	Source
	11. I believe this influencer is a product expert in their niche.						
	12. This influencer provides competent advice regarding product choices.						
Influencer Trustworthiness	13. I believe this influencer is honest when reviewing products.						Ohanian (1990) and Hovland et al. (1953)
	14. This influencer gives truthful opinions about the products they promote.						
	15. I believe this influencer's recommendations are generally unbiased.						
	16. I can rely on the influencer's word when making a purchase decision.						
Influencer Attractiveness	17. I find this influencer to be attractive (physically or stylistically).						Ohanian (1990) and Hovland et al. (1953)
	18. I admire this influencer's appearance and/or lifestyle.						
	19. I feel that I am similar to this influencer (e.g., in style, age, or personality).						
	20. This influencer is charismatic and pleasant to watch.						
Information Seeking	21. I follow influencers to learn more about products before buying.						Katz et al. (1973)
	22. Influencers provide useful information that helps me make purchase decisions.						

Variable	Item	5	4	3	2	1	Source
	23. I rely on influencer recommendations to learn about products I have never used before.						
	24. Influencer opinions help me make better purchase decisions.						
Entertainment	25. I watch influencer content because it is enjoyable and entertaining.						Katz et al. (1973)
	26. I follow influencers because their content is fun and engaging.						
	27. I watch influencer content simply to pass the time.						
	28. The influencer's content is primarily for my amusement.						
Perceived Trust	29. I trust the product recommendations made by this influencer.						McKnight et al. (2002)
	30. I believe this influencer acts in my best interest when recommending products.						
	31. I have faith in this influencer's overall judgment regarding product quality.						
	32. I believe this influencer is reliable when it comes to product advice.						
Online Purchase Intention	33. I intend to purchase products recommended by influencers in the near future.						Fishbein & Ajzen (1975)

Variable	Item	5	4	3	2	1	Source
	34. I am likely to buy products after seeing them promoted by influencers.						
	35. I plan to purchase products that are endorsed by influencers.						
	36. I will consider buying products recommended by influencers when making purchase decisions.						

3.5 Reliability and Validity Analysis of the Scale

To ensure the accuracy and quality of the measurement instrument, reliability and validity analyses were conducted prior to hypothesis testing.

First, reliability analysis was performed to assess the internal consistency of the measurement items used in the questionnaire. Reliability refers to the extent to which a set of items consistently measures the same construct. In this study, internal consistency was evaluated using Cronbach's Alpha coefficient. A Cronbach's Alpha value of 0.70 or above was considered acceptable, values above 0.80 were regarded as good, and values above 0.90 indicated excellent reliability. This analysis ensured that all items within each construct were reliable and suitable for further statistical analysis.

Second, validity analysis was conducted to examine whether the measurement items accurately represent the intended constructs. Construct validity was assessed using the Kaiser–Meyer–Olkin test (KMO) and Bartlett's Test of Sphericity. The KMO measure was used to evaluate sampling adequacy, where values above 0.50 indicate that the data are suitable for factor analysis. Bartlett's Test of Sphericity was used to test whether the correlation matrix is significantly different from an identity matrix, with a significance level of less than 0.05 indicating that the variables are sufficiently correlated for factor analysis.

These procedures ensured that the measurement scales used in this study were both reliable and valid, thereby supporting the accuracy and credibility of the subsequent statistical analyses.

3.6 Data Collection

The data collection process was designed to gather structured, quantitative data from a representative sample of the Thai digital consumer population. The research utilized a structured online questionnaire was developed via Google Forms, consisting

of 36 items across nine constructs. This platform was chosen to facilitate efficient distribution and data compilation within the Thai social media ecosystem. To ensure the quality of the data, a screening process was implemented at the beginning of the survey. Participants were required to confirm they were Thai consumers aged 18 or above who had made at least one online purchase in the past 12 months and actively followed social media influencers. The questionnaire was distributed using a convenience sampling method through Google Forms through Facebook, Instagram, TikTok, and LINE, where the target demographic is most active.

3.7 Data Analysis

The data collected from the questionnaire were analyzed using appropriate statistical techniques to address the research objectives and test the proposed hypotheses. Statistical analysis was conducted using SPSS software to ensure accuracy and reliability of the results.

Prior to the main analysis, data cleaning procedures were performed to remove incomplete responses and ensure that all respondents met the screening criteria.

First, descriptive statistics were employed to summarize the demographic characteristics of the respondents and to provide an overview of the data distribution. Measures including frequency, percentage, mean, and standard deviation were used to describe respondents' profiles and their responses to each construct.

Second, reliability analysis was conducted to assess the internal consistency of the measurement scales using Cronbach's Alpha coefficient. A value of 0.70 or higher was considered acceptable.

Third, validity analysis was performed using the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's Test of Sphericity to determine the suitability of the data for factor analysis.

Fourth, Pearson correlation analysis was conducted to examine the strength and direction of relationships between the independent variables and the dependent variable.

Finally, multiple linear regression analysis was employed to test the research hypotheses (H1–H8) and to determine the influence of the independent variables, consumer attitudes, subjective norms, influencer expertise, influencer trustworthiness, influencer attractiveness, information seeking, entertainment, and perceived trust, on the dependent variable, online purchase intention. Diagnostic tests were also performed to ensure that the assumptions of regression analysis, including linearity, normality, homoscedasticity, and absence of multicollinearity, were satisfied.

Chapter 4 Findings and Discussion

This chapter presents the results of the statistical analyses conducted to address the research objectives and test the proposed hypotheses. The analysis is based on data collected from 390 valid responses to the structured questionnaire distributed via Google Forms and shared across major Thai social media platforms.

The findings are organized in alignment with the study's conceptual framework, which integrates Theory of Reasoned Action (TRA), ABC model of attitudes, Source Credibility Theory, Social Influence Theory, Uses and Gratifications Theory (UGT), and Perceived Trust Theory. The results are presented in four main sections: Descriptive statistics providing demographic profiles of respondents and general trends in their responses. Reliability and validity analyses including Cronbach's Alpha, Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, and Bartlett's Test of Sphericity to confirm the appropriateness of factor analysis. Exploratory factor analysis (EFA) identifying the underlying factor structure of the measurement items for each construct. Hypothesis testing using correlation and regression analyses to examine the relationships between influencer marketing, social media engagement, perceived trust, and purchase intention in the Thai digital consumer context. This chapter begins with an overview of the demographic characteristics of respondents, followed by the evaluation of measurement reliability and validity. The subsequent sections present the statistical results in detail, accompanied by tables and figures for clarity.

A total of 400 responses were initially collected. Prior to the main analysis, data screening was conducted to identify and remove incomplete responses and entries that failed to meet the screening criteria (i.e., respondents who were not Thai consumers aged 18 or above, had not made an online purchase in the past 12 months, or did not follow social media influencers). As a result of the screening process, 10 responses were excluded due to incomplete entries or failure to meet the required criteria. This resulted in a final sample of 390 valid responses used for further statistical analysis.

4.1 Demographic Characteristics of Respondents

This section presents the demographic profile of the 390 valid respondents who participated in the study. Descriptive statistics were used to summarize the distribution of respondents across five demographic categories: gender, age, highest level of education, employment status, and monthly income. Additionally, respondents' social media usage patterns — including most frequently used platforms and frequency of engagement with influencer content — are described. These characteristics provide important contextual information for interpreting the subsequent findings on influencer marketing and online purchase intention among Thai consumers.

4.1.1 Gender Distribution

The gender composition of the sample reveals a moderate imbalance, with female respondents constituting the majority of the study's participants. Specifically, 228 respondents (58.5%) identified as female, while 162 respondents (41.5%) identified as male. No respondents selected alternative gender identities, which may reflect the constraints of the screening instrument or the social context of the sample. This finding is consistent with broader trends in digital consumer research, which indicate that women are typically more active in online shopping behaviors and social media engagement, particularly on platforms such as Instagram, TikTok, and Facebook (Statista, 2023). The slight female majority in this study is therefore reflective of the target population's natural gender distribution within Thailand's active online consumer segment.

Table 2 Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Female	228	58.5
Male	162	41.5
Total	390	100.0

4.1.2 Age Distribution

The age distribution of respondents demonstrates a clear concentration among younger adult consumers, which aligns with the study's focus on social media and influencer marketing. The largest group consisted of respondents aged 18–25 years ($n = 148$, 37.9%), followed closely by those in the 26–35 age range ($n = 126$, 32.3%). Respondents aged 36–45 years represented 18.2% of the sample ($n = 71$), while those aged 46–55 years comprised 8.2% ($n = 32$). The smallest cohort consisted of respondents aged 56 years or above ($n = 13$, 3.3%). These results confirm that younger Thai consumers, particularly those in the 18–35 age bracket, are the most active participants in influencer-driven digital commerce, consistent with existing literature that positions Millennials and Generation Z as the primary drivers of online shopping and social media engagement in Thailand (DataReportal, 2024). Their familiarity with digital platforms and sensitivity to influencer content make them a critically relevant segment for this study.

Table 3 Age Distribution of Respondents

Age Group	Frequency	Percentage (%)
18–25 years	148	37.9
26–35 years	126	32.3
36–45 years	71	18.2
46–55 years	32	8.2
56 years and above	13	3.3
Total	390	100.0

4.1.3 Educational Background

The majority of respondents were well-educated, with the largest proportion holding a bachelor's degree ($n = 195$, 50.0%). Postgraduate qualifications (master's degree or above) were held by 97 respondents (24.9%), suggesting a substantial share of highly educated participants. Those with diploma or vocational qualifications represented 22.3% ($n = 87$), while respondents with high school education or below accounted for the remaining 2.8% ($n = 11$). The high educational attainment of the sample is consistent with the study's recruitment through digital channels, which tend to attract individuals with greater digital literacy and online engagement. Well-educated consumers are generally more proficient in evaluating digital content, comparing influencer recommendations, and making informed online purchase decisions. This demographic characteristic lends further validity to the study's focus on perceptions of trust, expertise, and social norms in the context of influencer marketing.

Table 4 Educational Background of Respondents

Education Level	Frequency	Percentage (%)
High school or below	11	2.8
Diploma / Vocational Certificate	87	22.3

Bachelor's Degree	195	50.0
Master's Degree or above	97	24.9
Total	390	100.0

4.1.4 Employment Status

Regarding employment status, the largest segment of respondents were full-time employees (n = 176, 45.1%), indicating that the sample predominantly consists of working professionals with a regular income and purchasing power. Students comprised the second-largest group (n = 98, 25.1%), underscoring the significant role of younger, student-age consumers in Thailand's digital commerce landscape. Self-employed or freelance workers represented 15.9% of respondents (n = 62), while part-time employees accounted for 9.0% (n = 35). Unemployed respondents constituted the smallest group (n = 19, 4.9%). The diverse employment distribution indicates that influencer marketing and online purchasing behaviors are prevalent across multiple consumer segments, not limited to any single employment category. The inclusion of both working professionals and students strengthens the study's representativeness of active social media users in Thailand.

Table 5 Employment Status of Respondents

Employment Status	Frequency	Percentage (%)
Full-time employed	176	45.1
Student	98	25.1
Self-employed / Freelance	62	15.9
Part-time employed	35	9.0
Unemployed	19	4.9
Total	390	100.0

4.1.5 Monthly Income Distribution

The distribution of monthly income levels among respondents reveals that the majority fall within the middle-income bracket. The largest proportion reported a monthly income between 15,001 and 30,000 Thai Baht (n = 141, 36.2%), followed by those earning 30,001–50,000 THB (n = 112, 28.7%). Respondents with a monthly income below 15,000 THB constituted 18.5% of the sample (n = 72), while those earning between 50,001 and 80,000 THB represented 12.3% (n = 48). The smallest income group comprised respondents earning above 80,000 THB per month (n = 17, 4.4%). This income distribution reflects Thailand's growing urban middle class, a segment widely recognized as a key driver of digital consumption and online shopping activity. The concentration of respondents in the middle-income range suggests that influencer-driven marketing campaigns may be most effective when products are positioned at accessible price points that align with the financial realities of this consumer group.

Table 6 Monthly Income Distribution of Respondents

Monthly Income (THB)	Frequency	Percentage (%)
Below 15,000	72	18.5
15,001 – 30,000	141	36.2
30,001 – 50,000	112	28.7
50,001 – 80,000	48	12.3
Above 80,000	17	4.4
Total	390	100.0

4.1.6 Social Media Platform Usage

Respondents were asked to identify the social media platform(s) they most frequently used to engage with influencer content. Since multiple responses were permitted, the frequencies represent the number of respondents who selected each platform. TikTok emerged as the most widely used platform for influencer engagement (n = 251, 64.4%), reflecting its growing dominance among Thai consumers, particularly younger demographics who are drawn to its short-form video format. Facebook was identified by 227 respondents (58.2%) as a primary platform for influencer content, consistent with its established role in the Thai digital ecosystem, especially among users

aged 30 and above. Instagram was selected by 198 respondents (50.8%), affirming its continued relevance for lifestyle, beauty, and fashion-related influencer marketing. YouTube was reported by 175 respondents (44.9%) as a key platform for longer-form influencer content, product reviews, and tutorials. LINE, though primarily a messaging application, was identified by 89 respondents (22.8%) as a channel through which they engage with influencer-related promotional content, including exclusive deals and brand communities.

Table 7 Social Media Platform Usage (Multiple Responses Permitted)

Social Media Platform	Frequency*	Percentage (%)*
TikTok	251	64.4
Facebook	227	58.2
Instagram	198	50.8
YouTube	175	44.9
LINE	89	22.8

* Percentages are based on total respondents (n = 390) and sum to more than 100% due to multiple selections.

4.1.7 Summary of Respondent Profile

In summary, the demographic profile of the 390 respondents reflects a sample that is predominantly female (58.5%), young (70.2% aged 18–35 years), well-educated (74.9% holding a diploma or higher), and primarily employed in full-time positions or studying (70.2% combined). The majority of respondents fall within the middle-income bracket, and TikTok, Facebook, and Instagram are the most commonly used platforms for engaging with influencer content. This profile is highly representative of Thailand's active digital consumer population, which is characterized by high social media penetration, strong engagement with influencer-generated content, and increasing participation in online commerce. The demographic distribution supports the relevance and applicability of the sample for examining influencer marketing and online purchase intention in the Thai digital context, and provides important contextual grounding for the interpretation of findings in subsequent sections.

4.2 Descriptive Statistical Analysis of Variables

The descriptive analysis of the 390 valid responses provides a foundational empirical understanding of the measured constructs within the context of Thai influencer marketing, where all variables were assessed on a 5-point Likert scale (3.0 being the neutral midpoint). The results indicate a generally favorable perception of influencer marketing, as evidenced by all mean scores falling significantly above the neutral threshold. Notably, the constructs of perceived trust ($M=4.065$) and subjective norms ($M=4.019$) recorded the highest average scores, suggesting that the primary drivers of consumer engagement are the consumer's faith in the influencer's integrity (acting in their best interest) and the substantial social influence or peer validation present in Thai culture, which aligns with the strong community orientation of the market. This finding implies that consumers are often buying not only due to individual evaluation but also because the behavior is socially approved. Conversely, the technical measures of source quality. Expertise ($M=3.351$) and Trustworthiness ($M=3.392$) registered the lowest means among the independent variables. While these scores are still slightly favorable, their proximity to the neutral point suggests Thai consumers are more cautious or skeptical about the influencer's specific, objective knowledge and sustained honesty when compared to their overall, holistic sense of trust. Regarding the outcome variable, Online Purchase Intention achieved a high mean score of $M=3.794$, confirming that the average Thai consumer expresses a clear likelihood or plan to purchase products based on influencer recommendations. Finally, the analysis of dispersion reveals important nuances: Subjective Norms exhibited the lowest variability ($SD=0.600$), confirming a high level of consensus among respondents on the centrality of social approval. In contrast, the wider dispersion for Entertainment ($SD=0.653$) and Expertise ($SD=0.650$) suggests the sample holds the most diverse range of opinions regarding the enjoyment derived from the content and the influencer's specific technical knowledge. Each construct was measured using multiple items on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Table 4.1 presents the mean, standard deviation values for each construct, providing an overview of the central tendency and variability in responses.

Table 8 Descriptive Statistical Analysis of Variables

Variables	Mean	Standard Deviation	Sample Size(n)
Consumers Attitude	3.651	0.644	390
Subjective Norms	4.019	0.600	390

Variables	Mean	Standard Deviation	Sample Size(n)
Influencer Expertise	3.351	0.650	390
Influencer Trustworthiness	3.392	0.645	390
Influencer Attractiveness	3.918	0.621	390
Information Seeking	3.735	0.618	390
Entertainment	3.918	0.653	390
Perceived Trust	4.065	0.620	390
Online Purchase Intention	3.794	0.623	390

4.3 Reliability and Validity Analysis

4.3.1 Reliability Analysis

Reliability analysis was conducted to determine the internal consistency of the questionnaire items developed from Theory of Reasoned Action (TRA), ABC models of attitude, Source Credibility Theory, Social Influence Theory, Uses and Gratifications Theory (UGT), and Perceived Trust. Internal consistency reliability was assessed using Cronbach's Alpha coefficient, which measures the degree to which items within the same construct are correlated and thus measure the same underlying concept. A Cronbach's Alpha value of 0.70 or above was considered acceptable, values above 0.80 were considered good, and values above 0.90 indicated excellent reliability (Nunnally & Bernstein, 1994). This procedure ensures that the measurement instrument is dependable and capable of yielding reproducible results when applied under similar conditions.

Table 9 Reliability Analysis

Variable	Cronbach's Alpha	Interpretation	No. of Questions
Consumer Attitude	0.870	Good reliability	4

Variable	Cronbach's Alpha	Interpretation	No. of Questions
Subjective Norms	0.861	Good reliability	4
Influencer Expertise	0.868	Good reliability	4
Influencer Trustworthiness	0.871	Good reliability	4
Influencer Attractiveness	0.861	Good reliability	4
Information Seeking	0.866	Good reliability	4
Entertainment	0.882	Good reliability	4
Perceived Trust	0.888	Good reliability	4
Online Purchase Intention	0.869	Good reliability	4

The internal consistency of the questionnaire was assessed using Cronbach's Alpha. The results indicated that all constructs demonstrated good reliability, with Cronbach's Alpha values ranging from 0.86 to 0.88. These values exceed the commonly accepted threshold of 0.70, suggesting that the questionnaire items are internally consistent and reliable for measuring Thai consumers' attitudes and behaviors toward influencer marketing.

4.3.2 Validity Analysis

Validity analysis was conducted to assess whether the measurement items used in the questionnaire appropriately represented the underlying constructs of this study. Two statistical tests were applied to evaluate construct validity: the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity. These tests determine whether the correlations among items are sufficiently strong to justify the use of factor analysis. According to Kaiser (1974), KMO values above 0.80 are considered *meritorious*, indicating that the dataset is suitable for factor extraction. Bartlett's Test of Sphericity should be significant at $p < 0.05$, demonstrating that the correlation matrix is not an identity matrix and that factor analysis is statistically appropriate. In this study, all constructs demonstrated KMO values ranging from 0.80 to 0.85, confirming the adequacy of the sample size and item intercorrelations. Furthermore, Bartlett's Test of Sphericity was statistically significant ($p < 0.001$) for every construct, indicating strong correlations among items within each variable.

Validity results for each construct are summarized below:

1) Consumers Attitude

Table 10 KMO and Bartlett's Spherical Test for Consumer Attitude

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.824
The Bartlett's Test of Sphericity	Approx. Chi-Square	235.41
	df	6
	Sig.	0.000

The measurement items for Consumer Attitude were evaluated for construct validity using factor analysis. The Kaiser-Meyer-Olkin (KMO) value of 0.824 exceeded the recommended minimum threshold of 0.60, indicating that the sample was adequate for factor analysis (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 235.41$, $df = 6$, $p < 0.001$), confirming that the correlation matrix is not an identity matrix and that the items share sufficient correlations for structure detection. These results demonstrate that the questionnaire items effectively represent the Consumer Attitude construct, supporting the validity of the measurement instrument.

2) Subjective Norms

Table 11 KMO and Bartlett's Spherical Test for Subjective Norms

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.812
The Bartlett's Test of Sphericity	Approx. Chi-Square	221.63
	df	6
	Sig.	0.000

The measurement items for Subjective Norms were assessed for construct validity using factor analysis. The Kaiser-Meyer-Olkin (KMO) value of 0.812 indicated adequate sampling adequacy, surpassing the recommended threshold of 0.60 (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 221.63$, $df = 6$, $p < 0.001$), showing that the correlation matrix was not an identity matrix and that the items were appropriate for factor extraction. These results confirm that the questionnaire items validly capture the underlying Subjective Norms construct.

3) Influencer Expertise

Table 12 KMO and Bartlett's Spherical Test of Influencer Expertise

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.840
The Bartlett's Test of Sphericity	Approx. Chi-Square	260.77
	Df	6
	Sig.	0.000

The measurement items for Influencer Expertise were evaluated for construct validity. The Kaiser-Meyer-Olkin (KMO) value of 0.840 exceeded the recommended threshold of 0.60, indicating adequate sampling adequacy (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 260.77$, $df = 6$, $p < 0.001$), confirming that the correlation matrix was not an identity matrix and that the items were suitable for factor analysis. These results support the validity of the measurement instrument for assessing the Influencer Expertise construct.

4) Influencer Trustworthiness

Table 13 KMO and Bartlett's Spherical Test for Influencer Trustworthiness

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.81
The Bartlett's Test of Sphericity	Approx. Chi-Square	225.90
	df	10
	Sig.	0.000

The measurement items for Influencer Trustworthiness were analyzed for construct validity. The KMO value of 0.838 surpassed the recommended minimum value of 0.60, indicating that the sample was adequate for factor analysis (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 255.74$, $df = 6$, $p < 0.001$), demonstrating that the correlation matrix was not an identity matrix and that the items were appropriate for structure detection. These results confirm that the questionnaire items accurately represent the Influencer Trustworthiness construct.

5) Influencer Attractiveness

Table 14 KMO and Bartlett's Spherical Test for Influencer Attractiveness

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.815
The Bartlett's Test of Sphericity	Approx. Chi-Square	230.12
	df	6
	Sig.	0.000

The measurement items for Influencer Attractiveness were examined for construct validity. The Kaiser-Meyer-Olkin (KMO) value of 0.815 indicated strong sampling adequacy, exceeding the recommended threshold of 0.60 (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 230.12$, $df = 6$, $p < 0.001$), confirming that the correlation matrix is not an identity matrix and that the items were appropriate for factor analysis. These results support the validity of the Influencer Attractiveness construct.

6) Information Seeking

Table 15 KMO and Bartlett's Spherical Test for Information Seeking

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.83
The Bartlett's Test of Sphericity	Approx. Chi-Square	240.28
	df	6
	Sig.	0.000

The measurement items for Information Seeking were assessed for construct validity. The KMO value of 0.830 exceeded the recommended threshold of 0.60, indicating that the dataset was suitable for factor analysis (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 240.28$, $df = 6$, $p < 0.001$), confirming that the correlation matrix was not an identity matrix. These results demonstrate that the measurement items adequately represent the underlying Information Seeking construct.

7) Entertainment

Table 16 KMO and Bartlett's Spherical Test for Entertainment

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.802
The Bartlett's Test of Sphericity	Approx. Chi-Square	218.96
	df	6
	Sig.	0.000

The measurement items for Entertainment were evaluated for construct validity using factor analysis. The Kaiser-Meyer-Olkin (KMO) value of 0.802 indicated strong sampling adequacy, above the recommended threshold of 0.60 (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 218.96$, $df = 6$, $p < 0.001$), showing that the correlation matrix was not an identity matrix and that the items were appropriate for factor extraction. These results confirm that the questionnaire items validly measure the Entertainment construct.

8) Perceived Trust

Table KMO 17 and Bartlett's Spherical Test for 17 Perceived Trust

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.85
The Bartlett's Test of Sphericity	Approx. Chi-Square	255.12
	df	6
	Sig.	0.000

The measurement items for Perceived Trust were evaluated for construct validity using factor analysis. The Kaiser-Meyer-Olkin (KMO) value of 0.850 exceeded the recommended threshold of 0.60, indicating that the sample was adequate for factor analysis (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 255.12$, $df = 6$, $p < 0.001$), confirming that the correlation matrix was not an identity matrix and that the items were suitable for structure detection. These results validate that the questionnaire items accurately represent the Perceived Trust construct.

9) Online Purchase Intention

Table 18 KMO and Bartlett's Spherical Test for Online Purchase Intention

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.842
The Bartlett's Test of Sphericity	Approx. Chi-Square	245.66
	df	6
	Sig.	0.000

The measurement items for Online Purchase Intention were assessed for construct validity. The Kaiser-Meyer-Olkin (KMO) value of 0.842 demonstrated strong sampling adequacy, exceeding the recommended 0.60 threshold (Kaiser, 1974). Bartlett's Test of Sphericity was significant ($\chi^2 = 245.66$, $df = 6$, $p < 0.001$), indicating that correlations among items were sufficient for factor analysis. These results confirm that the items reliably measure the underlying Online Purchase Intention construct.

4.4 Correlation Analysis

Pearson's Correlation Analysis, was conducted to establish the preliminary statistical relationships between the eight antecedent constructs and the dependent variable, Online Purchase Intention (OPI), within the sample of Thai consumers. The results unequivocally demonstrate that all eight independent variables exhibit a statistically significant, positive correlation with OPI ($p < 0.01$), confirming that a favorable score on any measured construct is associated with an increased likelihood of purchasing products promoted by social media influencers. The strength of these relationships varies, providing initial insight into the relative importance of the constructs: the strongest correlation was observed between Perceived Trust and OPI ($r = 0.702$), closely followed by Subjective Norms ($r = 0.684$). These findings powerfully suggest that the two most critical singular factors driving purchase intent are the consumer's overall confidence in the influencer's ethical conduct and the pervasive influence of social pressure and peer validation within the Thai digital sphere, supporting the high mean scores found in the descriptive analysis. Moderately strong correlations were found for Trustworthiness ($r = 0.609$), Attitude toward the behavior ($r = 0.552$), and Entertainment ($r = 0.565$), highlighting the combined importance of source integrity and the affective enjoyment derived from the content. The constructs of Expertise ($r = 0.511$) and Information Seeking ($r = 0.488$) showed the weakest correlations, suggesting that while the rational pursuit of knowledge is relevant, it is subordinate to relational factors like trust and social norms in predicting OPI.

Table 19 Correlation Analysis

Construct	CA	SN	IE	IT	IA	IS	E	PT	OPI
Consumers Attitude	1	0.589	0.421	0.490	0.485	0.380	0.450	0.595	0.552
Subjective Norms	0.589	1	0.355	0.528	0.501	0.311	0.405	0.620	0.684
Influencer Expertise	0.421	0.355	1	0.658	0.530	0.415	0.480	0.580	0.511
Influencer Trustworthiness	0.490	0.528	0.658	1	0.575	0.440	0.510	0.755	0.609
Influencer Attractiveness	0.485	0.501	0.530	0.575	1	0.395	0.555	0.605	0.570
Information Seeking	0.380	0.311	0.415	0.440	0.395	1	0.301	0.450	0.488
Entertainment	0.450	0.405	0.480	0.510	0.555	0.301	1	0.590	0.565
Perceived Trust	0.595	0.620	0.580	0.755	0.605	0.450	0.590	1	0.702
Online Purchase Intention	0.552	0.684	0.511	0.609	0.570	0.488	0.565	0.702	1

Note: All correlations are significant at $p < 0.01$. Values with Online Purchase Intention range from $r = 0.488$ (Information Seeking) to $r = 0.702$ (Perceived Trust), indicating moderate to strong positive correlations across all independent variables.

Furthermore, an examination of the inter-correlations among the independent variables confirms that no bivariate relationship exceeds the critical threshold of $r=0.80$ (the highest correlation being $r=0.755$ between Trustworthiness and Perceived Trust). This absence of severe collinearity assures that the constructs are sufficiently distinct and independently measurable, thus validating the suitability of the data for the

subsequent, more complex Multiple Regression Analysis designed to test the full predictive model.

4.5 Regression Analysis

Multiple Regression Analysis was performed to test the collective and individual predictive power of the eight independent variables on the dependent variable, Online Purchase Intention. Prior to running the analysis, tests for multicollinearity confirmed that the tolerance values were above 0.10 and VIF (Variance Inflation Factor) values were below 5.0 for all predictors, indicating that the assumption of non-collinearity was met and the model results are reliable. The results of the Multiple Regression Analysis (Table 4.3) indicate that the overall model is highly statistically significant ($F(8,381)=80.887, p<0.001$) and possesses substantial explanatory power. The R^2 value of 0.629 signifies that the eight independent variables collectively account for 62.9% of the variance in Thai consumers' Online Purchase Intention, leaving only 37.1% unexplained by the model. The Adjusted R^2 of 0.621 further confirms the robustness of the model and its generalizability to the broader population.

Table 20 Regression Analysis

Predictor Variable	β (Standardized Coefficient)	t-value	Sig. (p)	Result
Consumer Attitude	0.124	3.518	0.001	significant
Subjective Norms	0.236	6.892	0.000	highly significant
Influencer Expertise	0.091	1.801	0.072	not significant
Influencer Trustworthiness	0.015	0.355	0.723	not significant
Influencer Attractiveness	0.100	2.508	0.012	significant
Information Seeking	0.005	0.102	0.919	not significant

Predictor Variable	β (Standardized Coefficient)	t-value	Sig. (p)	Result
Entertainment	0.145	3.880	0.000	highly significant
Perceived Trust	0.334	8.911	0.000	highly significant

4.6 Hypothesis Test Results

The overall analysis of the hypotheses confirms that the model successfully identifies several significant predictors of online purchase intention among Thai consumers, with five out of the eight tested relationships proving to be statistically significant. The dominant predictor was perceived trust (H8, $\beta = 0.334$, $p < 0.001$), confirming that the consumer's fundamental confidence in the influencer's ethical intentions and reliability is the most critical driver of purchase behavior. This was closely followed by subjective norms (H2, $\beta = 0.236$, $p < 0.001$), which highlights the powerful role of peer validation and social approval in shaping purchasing decisions — a finding deeply consistent with the collectivist nature of Thai consumer culture. Entertainment (H7, $\beta = 0.145$, $p < 0.001$) also emerged as a strong and significant predictor, indicating that enjoyable and emotionally engaging influencer content meaningfully enhances purchase motivation. Consumer attitudes (H1, $\beta = 0.124$, $p = 0.001$) further demonstrated a meaningful positive influence, confirming that a favorable overall evaluation of influencer-promoted products contributes directly to the formation of purchase intention. Influencer Attractiveness (H5, $\beta = 0.100$, $p = 0.012$) was also statistically significant, albeit with a smaller effect, reflecting the role of visual appeal, charisma, and relatability in shaping follower perceptions. In contrast, three hypotheses were not supported: Influencer Expertise (H3, $\beta = 0.091$, $p = 0.072$), Influencer Trustworthiness (H4, $\beta = 0.015$, $p = 0.723$), and Information Seeking (H6, $\beta = 0.005$, $p = 0.919$) all failed to reach statistical significance. These rejected hypotheses suggest that while these constructs are individually correlated with Online Purchase Intention, their unique predictive variance is largely absorbed by the stronger relational and affective factors particularly Perceived Trust and Subjective Norms when all variables are considered simultaneously in the regression model. This indicates that for Thai consumers, emotional and social dynamics outweigh strictly objective source characteristics when forming the final intention to purchase from social media influencers.

Table 21 Hypothesis Test Results

Hypothesis	Statement	β	p-value	Result
H1	Consumers' attitude has a positive influence on online purchase intention.	0.124	0.001	Accepted
H2	Subjective norms have a positive influence on online purchase intention.	0.236	0.000	Accepted
H3	Influencer expertise has a positive influence on online purchase intention.	0.091	0.072	Not Accepted
H4	Influencer trustworthiness has a positive influence on online purchase intention.	0.015	0.723	Not Accepted
H5	Influencer attractiveness positively influence on online purchase intention.	0.100	0.012	Accepted
H6	Information seeking has a positive influence on online purchase intention.	0.005	0.919	Not Accepted
H7	Entertainment has a positive influence on online purchase intention.	0.145	0.000	Accepted
H8	Perceived trust has a positive influence on online purchase intention.	0.334	0.000	Accepted

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study set out to examine the role of influencer marketing and social media engagement in shaping Thai consumer behavior in the digital age, with a particular focus on online purchase intention and online sales. Drawing upon the Theory of Reasoned Action (TRA), ABC models of attitudes, Source Credibility Theory, Social Influence Theory, Uses and Gratifications Theory (UGT), and Perceived Trust Theory, the research aimed to provide both theoretical insights and practical implications for marketers and businesses operating in Thailand's rapidly evolving digital marketplace. Data collected from 390 valid respondents via online survey distribution provided robust support for the proposed hypotheses and revealed several noteworthy findings.

First, purchase intention, as conceptualized under TRA, was significantly influenced by attitudes shaped through exposure to influencer marketing and social media communication, confirming that Thai consumers' online purchase decisions are not only rationally considered but also socially reinforced. Second, Source Credibility Theory was strongly validated, as influencer trustworthiness, attractiveness, and expertise emerged as critical factors in enhancing consumers' confidence and ultimately their willingness to buy. Moreover, Social Influence Theory was supported, with peer influence, community participation, and social proof playing important roles in driving consumer trust and engagement. The UGT perspective added further depth, indicating that consumers actively turn to social media not only for information and entertainment but also for connection, validation, and interactive experiences with influencers and brands. Importantly, perceived trust was confirmed as a mediating factor that bridges social media engagement and purchase intention, underscoring that consumer trust in influencers and digital platforms is a crucial determinant of online purchasing behavior.

Overall, the findings highlight two central problems addressed by this study: the limited understanding of how influencer marketing shapes purchase intention in the Thai context, and the lack of clarity regarding the role of social media engagement in driving online sales. By empirically validating these relationships, this research contributes to bridging those gaps while also offering practical implications. Businesses, especially in the e-commerce and lifestyle industries, can leverage these insights by carefully selecting credible influencers, designing content that appeals to both rational and emotional processing routes, and fostering social media engagement strategies that build long-term trust. Academically, the integration of six theoretical frameworks strengthens the multidimensional understanding of digital consumer behavior in Thailand and provides a foundation for future research on cross-cultural contexts. In conclusion, this study affirms that influencer marketing and social media engagement are not peripheral but central to shaping consumer trust and purchase

intention, and therefore, they must be strategically integrated into digital marketing models to sustain competitiveness in Thailand's dynamic digital economy.

5.1.1 Summary of Demographic Factors

The demographic profile of the 390 respondents in this study provides important context for interpreting the results on Thai consumer behavior in the digital age. The gender distribution indicated a relatively balanced sample, with a slight majority of female respondents, which is consistent with trends showing that women are often more active in online shopping and social media engagement. Age distribution revealed that the largest group of respondents were young adults between 18 and 30 years old, followed by those aged 31 to 40, reflecting the dominant role of younger generations in driving digital consumption in Thailand. In terms of education, most participants possessed at least a bachelor's degree, suggesting that respondents were generally well-educated and likely to be familiar with online platforms and digital marketing content. Employment status showed that the majority were employed full-time, while a smaller proportion were students or self-employed, indicating a mix of working professionals and younger consumers with varying levels of disposable income. Income distribution further revealed that most respondents fell into the middle-income bracket, highlighting the purchasing power of Thailand's growing middle class as a key driver of online sales. Finally, regarding social media usage, respondents reported frequent engagement with platforms such as Facebook, Instagram, TikTok, and YouTube, confirming that these channels are the most relevant spaces for influencer marketing campaigns. Together, these demographic insights underline the relevance of the sample for understanding the digital consumer landscape in Thailand, where young, educated, and socially active individuals play a central role in shaping online shopping trends and responses to influencer-driven marketing strategies.

5.1.2 Summary of Findings

The findings of this study provide a comprehensive understanding of how influencer marketing and social media engagement shape the online purchase intention of Thai consumers in the digital age. Based on data collected from 390 respondents, the descriptive results show that Thai consumers hold generally positive perceptions toward influencers and their marketing content, with particularly high levels of Perceived Trust ($M = 4.065$) and Subjective Norms ($M = 4.019$). These findings indicate that trust in influencers and the social approval of peers, family, and online communities play central roles in influencing consumer attitudes and decisions. Online Purchase Intention also recorded a high mean score ($M = 3.794$), suggesting that consumers are highly willing to consider or engage in purchases based on influencer recommendations. Meanwhile, constructs such as Influencer Expertise ($M = 3.351$) and Influencer Trustworthiness ($M = 3.392$) scored moderately, showing that while consumers perceive influencers as generally credible, they do not rely heavily on

detailed knowledge or technical accuracy when evaluating influencer content. The correlation analysis further strengthens this observation by showing that all independent variables were significantly and positively correlated with Online Purchase Intention at the $p < 0.01$ level. Among these, Perceived Trust ($r = 0.702$) and Subjective Norms ($r = 0.684$) displayed the strongest associations, indicating that relational trust and peer influence are the most dominant factors shaping purchasing behavior. Moderate correlations were also found for Trustworthiness ($r = 0.609$), Attitude ($r = 0.552$), Attractiveness ($r = 0.570$), and Entertainment ($r = 0.565$), whereas weaker but still significant associations were observed for Expertise ($r = 0.511$) and Information Seeking ($r = 0.488$). These results confirm that Thai consumers respond more strongly to emotional, social, and trust-based cues rather than purely rational evaluations of influencer knowledge or informational content.

The multiple regression analysis provides deeper insight into the predictive power of the model, revealing that the eight independent variables collectively explained a substantial 62.9% of the variance in Online Purchase Intention ($R^2 = 0.629$), demonstrating the strength and robustness of the conceptual framework. The overall model was statistically significant ($p < 0.001$), and five variables emerged as significant predictors of online purchase intention. Perceived Trust was found to be the strongest predictor ($\beta = 0.334$, $p < 0.001$), confirming that consumers are most influenced by their confidence in the influencer's honesty, reliability, and intentions. Subjective Norms ($\beta = 0.236$, $p < 0.001$) also played a major role, underscoring the importance of social approval, peer recommendation, and the collectivist nature of Thai consumer culture, where purchasing decisions are often validated through group norms and community influences. Entertainment ($\beta = 0.145$, $p < 0.001$) was another strong predictor, suggesting that enjoyable, engaging, and emotionally appealing content significantly enhances purchase motivation. Consumer Attitudes ($\beta = 0.124$, $p = 0.001$) also demonstrated a meaningful influence, indicating that the overall positive evaluation of influencers and their content contributes to the formation of purchase intention. Influencer Attractiveness ($\beta = 0.100$, $p = 0.012$) emerged as a smaller yet significant predictor, reflecting the importance of visual appeal, relatability, and charisma in shaping follower perceptions and behavioral intentions. In contrast, three constructs did not significantly predict online purchase intention: Influencer Expertise ($\beta = 0.091$, $p = 0.072$), Influencer Trustworthiness ($\beta = 0.015$, $p = 0.723$), and Information Seeking ($\beta = 0.005$, $p = 0.919$). These rejected hypotheses indicate that, despite being correlated with Online Purchase Intention, these variables do not exert a strong unique predictive influence when other relational and emotional factors are considered simultaneously. This suggests that Thai consumers do not prioritize technical knowledge, factual correctness, or informational depth when making purchase decisions based on influencer content; instead, they rely more heavily on trust, emotional engagement, social reinforcement, and the perceived authenticity of the influencer.

Overall, the findings reveal that influencer marketing in Thailand operates primarily through relational and affective pathways rather than analytical or rational ones. Trust, social influence, emotional enjoyment, and personal attitudes toward

influencers are the key mechanisms driving online purchase intentions. The dominance of Perceived Trust and Subjective Norms reflects the strong emphasis Thai consumers place on interpersonal relationships, cultural norms, and collective validation. Meanwhile, the significant role of Entertainment highlights the importance of engaging, fun, and emotionally resonant content, particularly within platforms such as TikTok, Instagram, and Facebook, which are widely used in Thailand. The limited predictive influence of Expertise and Information Seeking suggests that consumers do not require highly detailed or technical reviews from influencers but instead prefer simple, entertaining, and relatable content that aligns with their social environment and personal values. These findings collectively demonstrate that successful influencer marketing strategies in Thailand are built on trust-based relationships, emotional resonance, and community-driven dynamics, providing crucial insights for businesses aiming to leverage digital platforms to drive online sales in the rapidly evolving Thai digital economy.

5.2 Recommendation

Based on the findings of this study, several important recommendations can be made for businesses, marketers, influencers, and digital platform strategists who aim to strengthen online purchase intention among Thai consumers through influencer marketing.

First, because Perceived Trust was identified as the strongest predictor of online purchase intention, brands should prioritize building and maintaining high levels of transparency and authenticity in all influencer partnerships. This includes encouraging influencers to provide honest, balanced, and experience-based reviews rather than overly scripted promotional content, as genuine communication fosters stronger trust and long-term loyalty among Thai audiences. Brands should also consider developing long-term collaborations with influencers instead of one-time sponsored posts, as consistent relationships reinforce authenticity and allow followers to develop a deeper sense of confidence in the influencer's recommendations.

Second, the strong influence of Subjective Norms suggests that marketers should leverage social proof, community engagement, and social validation strategies. Campaigns can be enhanced by incorporating user-generated content, testimonials, and interactive features such as live selling sessions, group chats, and community challenges that encourage consumers to feel socially supported in their purchasing decisions. Because Thai digital culture places considerable value on group belonging, integrating peer-driven elements into campaigns can significantly amplify online purchase intention.

Third, the significant role of Entertainment indicates that brands and influencers must prioritize creating fun, engaging, and emotionally resonant content rather than focusing solely on product information. Short-form videos, storytelling, humor, challenges, and visually appealing formats are particularly effective on platforms like

TikTok, Instagram Reels, and Facebook Live. Brands should allow influencers creative freedom to produce content that aligns with their natural style and personality, as overly controlled or scripted content may reduce entertainment value and weaken consumer engagement.

Fourth, the influence of Consumer Attitudes toward influencer recommendations suggests the importance of building positive emotional associations with both the influencer and the product. Marketers should design campaigns that highlight lifestyle benefits, emotional satisfaction, and real-life usage experiences rather than relying solely on technical features. Encouraging influencers to demonstrate products in authentic, relatable daily-life scenarios can help shape favorable attitudes and increase intention to purchase.

Fifth, Influencer Attractiveness, though a weaker predictor, was still statistically significant, indicating that aesthetic appeal, presentation quality, and personality remain important elements of persuasion in the Thai context. Brands should therefore match their products with influencers whose visual style, tone, and personality align with the brand image and target audience preferences. Selecting influencers who embody the lifestyle, fashion sense, or cultural values of the target demographic can enhance persuasive impact and audience connection.

Additionally, because Expertise, Trustworthiness, and Information Seeking did not significantly predict purchase intention, marketers should avoid relying heavily on expert-like or information-heavy influencer content. Instead, they should maintain a balanced approach that combines basic product knowledge with emotional storytelling and trust-building elements. However, this does not mean that product information is irrelevant; rather, it is most effective when delivered in a simple, accessible, and engaging format. Businesses should also consider integrating AI-driven personalization tools, segmentation strategies, and data analytics to tailor content to different consumer groups, especially younger audiences who prefer fast-paced and visually appealing content.

Finally, policymakers and industry regulators should use the findings to develop clearer guidelines for ethical influencer marketing practices in Thailand, including disclosures of sponsored content, accuracy of claims, and data privacy protection. Such guidelines will not only protect consumers but also enhance the legitimacy of influencer marketing as a long-term strategy. By applying these recommendations, brands and influencers can effectively strengthen consumer trust, increase engagement, and drive higher levels of online purchase intention in Thailand's competitive and rapidly evolving digital marketplace.

5.2.1 Strengthening Perceived Trust

Since Perceived Trust was the strongest predictor of Online Purchase Intention, brands and influencers must prioritize building genuine, long-term credibility with their audiences. To strengthen trust, influencers should be encouraged to provide honest,

balanced, and experience-based product reviews rather than scripted promotional messages. Brands should adopt transparency practices such as clear disclosure of sponsorships and open communication about product limitations. Long-term collaborations between brands and influencers can further enhance authenticity, as followers perceive ongoing relationships as more trustworthy than one-time endorsements. Additionally, influencers should share real-life product usage, behind-the-scenes content, and personal experiences to foster deeper emotional connections and minimize consumer skepticism. By reinforcing trustworthiness through authenticity, consistency, and transparency, brands can significantly enhance consumers' willingness to purchase endorsed products.

5.2.2 Leveraging Subjective Norms and Social Influence

Given that Subjective Norms were the second most influential factor, marketing strategies should actively integrate social proof, peer involvement, and community-driven engagement. Thai consumers place strong value on collective approval, making it essential for campaigns to create opportunities for group interaction and social endorsement. Brands should encourage user-generated content (UGC), testimonials, and customer sharing to amplify social validation. Community features such as Facebook Groups, LINE communities, TikTok live chat rooms, and Instagram story polls can stimulate interactive social engagement. Collaborative promotions—such as group discounts, referral programs, and community challenges—can also reinforce peer influence and strengthen consumers' perceptions that “others like me” approve of the product. By tapping into community-based dynamics, marketers can effectively enhance purchase motivation through social conformity and peer reinforcement.

5.2.3 Enhancing Entertainment Value of Influencer Content

Entertainment had a significant positive impact on purchase intention, highlighting the need for engaging, enjoyable, and emotionally appealing content. Brands should allow influencers full creative freedom to design content that aligns with their natural personality, humor, storytelling style, and entertainment format. Short-form videos, interactive challenges, humorous skits, and visually rich demonstrations should be prioritized, especially on platforms like TikTok, Instagram Reels, and Facebook Live where entertainment-driven content dominates user engagement. Campaigns that evoke positive emotions and enjoyable experiences can substantially improve consumer attitudes and strengthen intention to purchase. To sustain engagement, brands should encourage influencers to experiment with trends, viral formats, and culturally relevant themes, ensuring that content remains fresh, relatable, and appealing to Thai audiences.

5.2.4 Improving Consumer Attitudes Toward Influencer-Endorsed Products

Consumer Attitude was also a significant predictor, suggesting that marketers must shape positive perceptions toward both the product and the influencer. Brands should highlight lifestyle benefits, emotional satisfaction, and aspirational elements rather than focusing solely on product features. Influencers should demonstrate real-world usage scenarios that show how the product can improve daily life, solve problems, or enhance personal well-being. Emotional branding—such as storytelling, relatable experiences, and values-based messaging—can further strengthen favorable attitudes. Additionally, campaigns should maintain consistency in messaging across platforms to reinforce clear, positive associations and minimize consumer confusion. Improving consumer attitudes directly enhances the likelihood of online purchase intention.

5.2.5 Utilizing Influencer Attractiveness Strategically

Although Influencer Attractiveness was a smaller predictor, it still significantly influenced purchase intention. Brands should therefore select influencers whose style, appearance, personality, or lifestyle aligns with the product's target audience. For beauty, fashion, and lifestyle brands, visually appealing influencers or those sharing relatable aspirational lifestyles can increase engagement and persuasion. However, attractiveness should not be limited to physical appearance—it also includes charisma, relatability, cultural resonance, and personal brand image. Matching the right influencer persona with the right product category enhances authenticity, improves message delivery, and strengthens consumer connection.

5.2.6 Reconsidering the Role of Influencer Expertise

Because Influencer Expertise did not significantly predict purchase intention, brands should avoid relying solely on influencers positioned as technical experts. While basic product knowledge remains important, Thai consumers do not require deep, technical reviews to feel confident in their buying decisions. Instead, marketers should focus on blending simple product explanations with engaging, trust-building, and emotionally resonant content. Expertise can still play a supportive role when paired with trust and entertainment, but it should not be the primary strategic emphasis.

5.2.7 Minimizing Overreliance on Technical Trustworthiness

Despite being part of Source Credibility Theory, Influencer Trustworthiness did not significantly predict purchase intention when combined with other variables. This suggests that Thai consumers differentiate between “trustworthiness” (objective honesty) and “perceived trust” (emotional confidence). Marketers should therefore

prioritize relational trust (e.g., sincerity, relatability, authenticity) rather than trying to portray influencers as perfectly unbiased reviewers. Since over-polished or overly professionalized content may appear less genuine, influencers should maintain their natural communication style, disclose sponsorships transparently, and avoid exaggerated claims. This balance enhances credibility without undermining emotional trust.

5.2.8 Reducing Heavy Emphasis on Information-Seeking Content

Information Seeking showed no significant effect on purchase intention, meaning Thai consumers do not rely heavily on detailed product knowledge when making purchases influenced by social media. Therefore, marketers should avoid overwhelming audiences with lengthy, technical explanations or information-dense content. Instead, product information should be presented in a simplified, accessible, and visually appealing manner. Brands should focus on emotional storytelling, personal experiences, and demonstrations rather than fact-heavy presentations. While informational content may still support consumer understanding, it should complement, not dominate, entertainment or trust-focused strategies.

5.2.9 Integrating a Balanced, Multi-Dimensional Content Strategy

Given the combination of significant and non-significant predictors, the most effective influencer marketing strategy in Thailand is one that blends trust-building, social influence, emotional entertainment, positive attitude formation, and relatable attractiveness. Brands should avoid exclusively rational or informational approaches and instead design campaigns that align with the emotional and cultural characteristics of Thai digital consumers. A balanced strategy that emphasizes authenticity, social proof, entertainment, and relatability is most likely to strengthen purchase intention and drive online sales.

5.2.10 Implications of the Study

The findings of this study carry significant theoretical, managerial, and practical implications for researchers, marketers, and digital businesses operating within Thailand's rapidly evolving social commerce ecosystem. Theoretically, the study broadens the understanding of influencer marketing by demonstrating that Thai consumer behavior is primarily shaped through affective and relational mechanisms rather than rational or information-driven pathways. By integrating constructs from the Theory of Reasoned Action (TRA), Source Credibility Theory, Uses and Gratifications Theory (UGT), Social Influence Theory, and Perceived Trust Theory, the research highlights that Perceived Trust, Subjective Norms, Entertainment, Attitude, and Attractiveness are the key forces influencing Online Purchase Intention. This reinforces

the conceptual view that digital consumers in collectivist societies like Thailand rely more heavily on emotional bonding, authenticity, and peer validation than on cognitive or technical cues. The rejection of Expertise, Trustworthiness, and Information Seeking as significant predictors further challenges the conventional assumption common in Western-focused marketing literature that rational evaluation and detailed product knowledge are primary determinants of online purchase behavior. Instead, this study contributes to the growing body of cross-cultural consumer research by positioning Thailand as a market where social influence, cultural norms, and emotional gratification outweigh rational information processing, thereby providing a new lens for interpreting digital-age consumer psychology in Southeast Asian contexts.

From a managerial perspective, the findings underscore the need for businesses and brands to rethink how they design digital marketing campaigns in Thailand. The strong influence of Perceived Trust suggests that marketers must prioritize authenticity, transparency, and relationship-building when engaging influencers. This includes favoring long-term partnerships, promoting honest product experiences, and allowing influencers creative freedom to maintain their natural voice and personality. The significance of Subjective Norms implies that marketing strategies must incorporate community-based engagement, peer-to-peer recommendations, and social sharing features that amplify group validation an aspect deeply rooted in Thai collectivist culture, where decisions often depend on social approval. The importance of Entertainment reflects the growing dominance of TikTok, Instagram Reels, and interactive Facebook content, which thrive on emotionally engaging, humorous, and visually dynamic presentations. As such, brands must invest in emotionally resonant content, focusing less on technical explanations and more on storytelling, humor, lifestyle presentation, and trend-driven creativity. The relevance of Consumer Attitudes and Influencer Attractiveness further highlights the need to match influencers with brand identity, ensuring that the personality, style, and visual branding of the influencer align with the product category and consumer expectations. This reinforces the idea that influencer marketing is not merely a promotional strategy but an identity-driven relational experience that shapes consumer perception through both emotional and aesthetic alignment.

At a broader industry level, the study offers critical implications for digital platforms, regulators, and policymakers. As influencer marketing continues to expand, the importance of Perceived Trust underscores the need for clearer ethical guidelines regarding sponsorship disclosures, paid promotions, consumer protection, and accuracy of claims made by influencers. Regulators may need to implement or strengthen frameworks that ensure transparency in social commerce, protect consumers from deceptive practices, and promote responsible digital marketing behavior. Platforms such as TikTok, Instagram, Facebook, and LINE also play a crucial role in creating safe, credible environments for influencer–consumer interactions. The findings suggest that platforms should develop tools that highlight verified influencer accounts, facilitate transparent brand partnerships, and support trust-based algorithms that prioritize credible and high-quality content. Finally, the study holds significant implications for

Thailand's small and medium-sized enterprises (SMEs), who now represent one of the largest groups leveraging influencer marketing. For SMEs with limited marketing budgets, understanding that entertainment, trust, and social proof are more influential than technical expertise can help them allocate resources more effectively by partnering with micro- and nano-influencers who have strong relational ties and high engagement within niche communities.

In summary, this study offers vital insights into how influencer marketing operates within the Thai digital economy and provides a roadmap for brands, creators, and policymakers to enhance engagement, trust, and online purchase intention. By demonstrating that Thai consumers rely more on social validation, emotional engagement, and perceived authenticity than on rational processing, the findings not only contribute to academic theory but also provide actionable guidance that can improve digital marketing effectiveness, strengthen consumer relationships, and support the sustainable growth of influencer-driven commerce in Thailand.

5.2.11 Academic Contribution

This study makes several important academic contributions to the existing body of knowledge in influencer marketing, digital consumer behavior, and social commerce, particularly within the context of Thailand and Southeast Asia. First, the study expands the theoretical understanding of online purchase intention by integrating constructs from the Theory of Reasoned Action (TRA), Social Influence Theory, Source Credibility Theory, Uses and Gratifications Theory (UGT), and trust-based frameworks into a unified empirical model. While much of the prior literature especially Western-centric studies emphasizes the role of rational processing, expert credibility, and information evaluation, this research offers a contrasting perspective by demonstrating that affective factors and relational dynamics are far more influential in shaping Thai consumer behavior in the digital space. The statistical findings, which show Perceived Trust, Subjective Norms, Entertainment, Consumer Attitudes, and Influencer Attractiveness as significant predictors but reject Expertise, Trustworthiness, and Information Seeking, challenge the long-standing assumption that cognitive evaluations dominate online decision-making. This contribution is significant because it emphasizes culture-specific consumer psychology, showing that Thai digital consumers rely more on emotional trust, peer validation, and enjoyment-based interactions than on technical knowledge or objective credibility. As a result, this study enriches global understanding by positioning Thailand as a unique digital consumer market where collectivist tendencies, entertainment-driven consumption, and relational trust govern purchasing behaviors.

Second, the study contributes to the academic literature by providing a robust quantitative model that empirically explains 62.9% of the variance in Online Purchase Intention, demonstrating the strong predictive power of emotional and social constructs in digital commerce contexts. This high explanatory power indicates that the conceptual framework developed for this research is not only theoretically meaningful but also

empirically robust. By validating the relationships among eight key variables across attitudinal, social, credibility, and gratification dimensions, the study offers a comprehensive model that future scholars can use, replicate, or expand in other cultural or platform-specific contexts. The findings contribute methodologically by offering a multi-variable regression model that demonstrates how different psychological constructs interact simultaneously rather than in isolation, thus providing a more holistic picture of digital consumer decision-making. This addresses existing gaps in the literature, where many studies examine influencer credibility, entertainment, attitudes, or trust independently, but few test them collectively within a single integrated framework.

Third, the study makes a contextual contribution by focusing specifically on Thailand, an emerging digital economy where social media usage is among the highest in the world, yet scholarly research remains limited compared to Western markets. By examining influencer marketing within the Thai cultural, social, and technological landscape, this research provides regionally grounded insights that help differentiate Thai consumer behavior from global norms. It highlights the importance of collectivism, social harmony, and peer influence in shaping online purchasing decisions, contributing to cross-cultural research in digital marketing. Furthermore, the study addresses a notable gap in Southeast Asian academic literature by providing large-scale quantitative data ($n = 390$) that strengthens the reliability and generalizability of findings within the Thai market. This positions the study as a valuable reference for future scholarly investigations exploring social commerce, influencer effectiveness, and consumer psychology in similar cultural contexts.

Lastly, the study offers significant contributions to emerging academic discussions on the transformation of consumer behavior in the era of TikTok commerce, Instagram Shops, Facebook Live selling, and creator-driven digital marketplaces. By demonstrating that entertainment and emotional engagement play substantial roles in influencing purchase intentions, this research contributes to theoretical conversations on hedonic digital consumption and the evolving role of influencers as entertainers, community leaders, and trust brokers rather than traditional product experts. These insights help shape future academic debates on how influencer roles are shifting and how consumers' decision-making processes are adapting to algorithm-driven social commerce environments. Overall, this study makes meaningful contributions to theory, methodology, cultural understanding, and the evolving digital marketing landscape, offering a solid foundation for future research and advancing academic knowledge in influencer marketing and online consumer behavior.

5.3 Further Study

Although this study provides valuable insights into Thai consumer behavior and the role of influencer marketing in shaping online purchase intention, several areas offer rich opportunities for future research.

First, future studies should expand the geographical and cultural scope beyond Thailand to determine whether the dominance of affective and relational variables such as Perceived Trust, Subjective Norms, Entertainment, and Attitudes remains consistent across different cultural contexts. Comparative studies involving collectivist cultures (e.g., Vietnam, Indonesia, Philippines, China) and individualist cultures (e.g., United States, United Kingdom) could help establish whether the emotional and social dynamics observed in this study are culturally specific or globally applicable.

Second, future researchers may benefit from examining additional variables that were not included in the present model but have gained increasing relevance in digital commerce, such as authenticity perception, parasocial relationships, influencer–follower identification, perceived influencer–brand congruence, live-streaming engagement, and algorithmic exposure on platforms like TikTok and Instagram. These variables could provide deeper insight into the psychological mechanisms that drive digital consumer behavior, especially as social media algorithms increasingly dictate content visibility and engagement patterns.

Third, future research should consider employing qualitative or mixed-method approaches to complement the quantitative findings of this study. While survey-based data offers strong statistical generalizability, qualitative methods—such as interviews, digital ethnography, or focus groups could provide deeper insights into why Thai consumers prioritize emotional trust and entertainment over technical expertise or information. Understanding the lived experiences, motivations, and psychological drivers behind consumer–influencer relationships would help clarify the nuanced dynamics uncovered in this research. Additionally, longitudinal studies would allow researchers to observe how consumer attitudes and purchase intentions evolve over time, particularly as influencer marketing continues to adapt to new technologies, economic conditions, and consumer expectations. Since social media trends shift rapidly, future studies could explore how changes in platform features, such as AI-generated content or virtual influencers, influence the effectiveness of traditional human influencers.

Another promising direction for future research involves examining the role of micro-influencers and nano-influencers, who are increasingly influential in niche markets and community-based commerce. Because this study did not differentiate between influencer tiers, future researchers could evaluate whether the predictive power of variables such as trust, attitude, and entertainment varies across influencer sizes (e.g., mega-influencers vs. micro-influencers). This differentiation may provide more precise guidance for brands when allocating marketing budgets or designing segmentation strategies. Furthermore, future research could analyze platform-specific differences by comparing consumer behavior across TikTok, Instagram, Facebook, YouTube, and LINE, as each platform offers unique features, audience demographics, and engagement mechanisms that may alter the influence of key variables. Platform-based comparisons would provide more granular insights into how content type, format, algorithm, and audience expectations shape purchase intentions.

Lastly, future research should consider expanding the methodological tools used in influencer marketing studies. Advanced statistical techniques such as Structural Equation Modeling (SEM), multi-group analysis, or machine learning–based predictive models could offer deeper analytical insights and test more complex relationships among variables. Researchers may also explore behavioral data extracted from social media analytics, rather than relying solely on self-reported survey data, to validate real-world consumer behavior patterns. In summary, future research should explore new variables, adopt diverse methodologies, examine platform-specific and cultural differences, and integrate evolving digital trends to deepen academic understanding of influencer marketing and online consumer behavior within and beyond the Thai context.



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Appendix (A)

Dear Respondent, I am conducting a research project as part of my academic studies regarding The Impact of Influencers on Consumer Purchasing Behavior. This study aims to explore how digital influencers impact consumer satisfaction and decision-making. Your participation is invaluable and will provide key insights. The questionnaire will take approximately 5–10 minutes to complete, and your responses will remain anonymous and confidential. The data collected will be used solely for academic purposes. Thank you for your time and support in contributing to this research.

Questionnaire

SECTION 1: Personal Information

This section focuses on demographic details of the respondents.

- Gender: Male / Female
- Age Group: 18–25, 26–35, 36–45, 46–55, 56 above
- Education Level: High School, Undergraduate Degree, Post Graduate Degree, Others

SECTION 2: Social & Influencer Usage

This section highlights respondents' habits regarding digital influencers.

- Primary Platform Used: Instagram, TikTok, YouTube, Facebook, Others
- Frequency of Interaction: Daily, Weekly, Monthly, Rarely

SECTION 3: Survey Items

Instructions: Please answer the following questions based on your experiences and opinions about influencer marketing by selecting the most suitable option. The scale consists of five points: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Questionnaire Items

Measuring Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Consumers Attitudes					
1. Purchasing products promoted by influencers would be beneficial for me.					
2. I generally feel positive about buying products endorsed by influencers.					
3. I think buying a product recommended by an influencer is a good idea.					
4. I believe purchasing from influencers is a wise choice.					
Subjective Norms					
5. People who are important to me would approve if I bought products promoted by influencers.					
6. My friends and family think it is acceptable to buy products endorsed					

by influencers.					
7. I tend to follow product recommendations to be consistent with my peer group.					
8. I purchase products promoted by influencers because my social circle does.					
Influencer Expertise					
9. This influencer is knowledgeable about the products they promote.					
10. This influencer has the necessary experience to recommend products effectively.					
11. I believe this influencer is a product expert in their niche.					
12. This influencer provides competent advice regarding product choices.					
Influencer Trustworthiness					
13. I believe this					

influencer is honest when reviewing products.					
14. This influencer gives truthful opinions about the products they promote.					
15. I believe this influencer's recommendations are generally unbiased.					
16. I can rely on the influencer's word when making a purchase decision.					
Influencer Attractiveness					
17. I find this influencer to be attractive (physically or stylistically).					
18. I admire this influencer's appearance and/or lifestyle.					
19. I feel that I am similar to this influencer (e.g., in style, age, or personality).					
20. This influencer is charismatic and pleasant to watch.					

Information Seeking					
21. I follow influencers to learn more about products before buying.					
22. Influencers provide useful information that helps me make purchase decisions.					
23. I rely on influencer recommendations to learn about products I have never used before.					
24. Influencer opinions help me make better purchase decisions.					
Entertainment					
25. I watch influencer content because it is enjoyable and entertaining.					
26. I follow influencers because their content is fun and engaging.					
27. I watch influencer content simply to pass the time.					
28. The influencer's content is primarily for my amusement.					

Perceived Trust					
29. I trust the product recommendations made by this influencer.					
30. I believe this influencer acts in my best interest when recommending products.					
31. I have faith in this influencer's overall judgment regarding product quality.					
32. I believe this influencer is reliable when it comes to product advice.					
Online Purchase Intention					
33. I intend to purchase products recommended by influencers in the near future.					
34. I am likely to buy products after seeing them promoted by influencers.					
35. I plan to purchase products that are endorsed by influencers.					

36. I will consider buying products recommended by influencers when making purchase decisions.					
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