An Exploratory Mixed Method Study on the Measurements for Purchasing K-Pop Products

Ms. Suthamon Settaapithan

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Marketing
Graduate School of Business
Assumption University
Academic Year 2015
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Thesis Title	An Exploratory Mixed Method Study on the Measurements for Purchasing K-Pop Products
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November, 2015

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ABSTRACT

This paper investigates the reasons for purchasing K-pop products (products which K-pop bands presented or used) by Thai consumers. Also, the factors that most influence final consumers' decisions in the Thai cultural context. This study also further explores how K-pop bands are symbolically important for Thai consumers' self-image. The benefits of this research will affect K-pop as well as non-K-pop agencies, marketing managers, and production companies**.** Purchase intentions, without trust can be created due to many variables. Such results could establish appropriate marketing strategies in response to the issues corresponding to the new generation's decision to purchase in the future. A total of 542 Thai people nationwide, whose age started from 21-44 years old who had purchased K-pop products at least once, completed the survey online, and are the target respondents. An exploratory mixed method designed by Creswell (2007) was applied to test all three hypotheses. One original contribution is about the relationship among trust in recommendation agents (RAs) and trust in RAs' product recommendation towards the intention to purchase. The results show that customers trust in RAs' product recommendations received by trust in RAs which have a positive effect on the intention to purchase based on RAs (K-pop bands) when consumers have trust in RAs. Moreover, K-pop products greatly affect the intention to purchase based on RAs. This result can explain that consumers pay intention in products which they want to purchase more than the recommendation agents of products. Trust in recommendation agents is the one of factors which makes consumers know about the products and can prove products' quality by recommendation agents. The positive relationships between the proposed factors (trust in recommendation agents, trust in RAs' product recommendations or products which RAs use) and the intention to purchase based on RAs have been confirmed. Still, consumers' intention to purchase could be higher if marketers tried to increase the value of these factors. Such a strategy would be beneficial to improve consumer retention rates and could help companies sustain growth and profits. Moreover, we should analyze other more K-pop bands to prove this result in the future.

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CHAPTER 1

GENERALITIES OF THE STUDY

This chapter provides an introduction for the background and how importance of the purchasing behavior of Thai customers regarding K-pop bands, and the factors influence. The statement of the problems, research objectives, scope of research, research limitations and significance of the study are explained in this chapter. The last part of this chapter is the definition of the terms. In this part, besides the common definition, the researcher added operational definitions to the important terms that are practically used in this research.

1.1 Introduction to the study

Intention to purchase based on Recommendation Agents (RAs) which in this study are K-pop bands is as the subjective norm. Recommendation Agents are persons who suggest or guide product or service as a presenter or a person who uses the product or service (Becerra and Korgaonkar, 2009). Subjective Norm is the recognition of the other party that are critical to what they want or don't behavior (Fishbein and Ajzen, 1980, p. 57).

In this study, K-pop bands make people likely to comply with and follow them as subjective norm. The intention of end consumers to purchase due to the conforming generated by a trust in which many factors that contributes to make them believe in both K-pop bands and the products which K-pop bands recommend. However, we will find answers in this research. Fishbein and Ajzen (1980) explains that the attitude toward the behavior is the belief that on Behaviors. If a person believes that the behavior will be affected positively. It is likely to have a positive attitude toward it. Which mean person whom believe in the K-pop bands will likely to have a positive benefit towards K-pop bands. The researcher wants to study this topic to investigate how and how much effect of K-pop product which refers from K-pop bands toward Thai customers. Normally nowadays internet is the most update channels and researcher realizes that is the best way to mainly use this channel to get the result to be more develop from the pretest.

Fishbein and Ajzen (1980) had presented two methods of measuring subjective norm which firstly is the direct measuring subjective norm; and the secondly indirect measuring subjective norm. The direct measuring subjective norm is the evaluation of an individual's

belief to the opinions of most people that is important to him/her. Influencing the individual to do some certain behaviors or not to do it.

For example, a girl who loves K-pop bands and willing to buy K-pop product because she like K-pop bands. This study measures the direct influence of end consumer towards K-pop bands. The indirect measuring subjective norm is the sum of multiples during beliefs about the attitude of the group, according to their actions (Normative Beliefs) which means the belief that each person in the according group needs there to do or not to do that behavior.

Also, an incentive to conform the expectations of the reference group refers the perception of the person that they want to do as a reference group wants there to do with the group referenced. For example, a girl wanted to be like her sister, which love K-pop bands. So a girl going to likes K-pop bands by wanting to be like her sister.

In the following part, the researcher provides the reason why K-pop is used on Recommendation Agents (RAs) in this study trend of K-pop in Thailand (see 1.1.1, pp. 2-6), K-pop (see 1.1.2, p. 6), K-pop bands and backgrounds of two K-pop bands named Super Junior and EXO applied in this study (see 1.1.3, pp. 7-35), employment history of K-pop (see 1.1.4, pp. 36-51), and intention to purchase K-pop product (see 1.1.5, p. 51), by Thai customer who age of above 20 years old. They are the focus target population used in this study.

Background

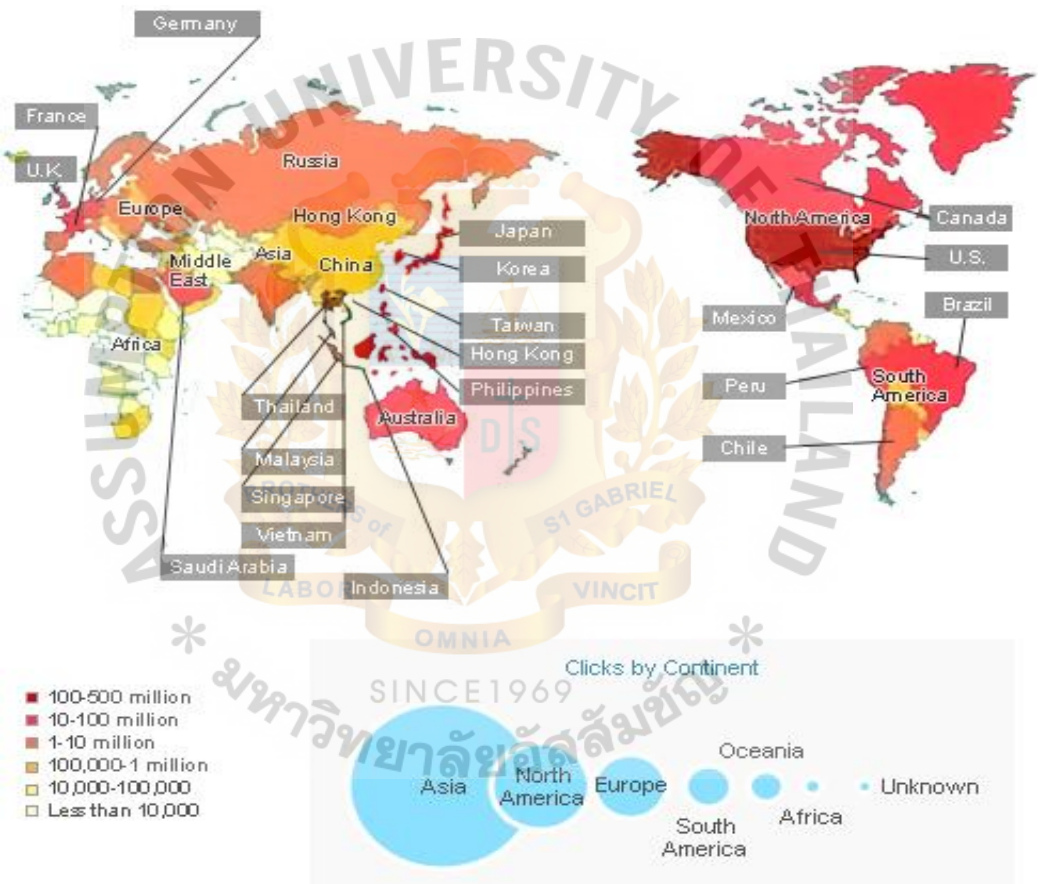
1.1.1 K-pop trend in Thailand background

Stared from global trends, global trends are fashion which happens among every region of the world (Mrak, 2000). K-pop are a highly popular trend in Thailand since 2004, it is generally accepted the fact that K-Pop has strongly influenced among Thai customers (http://www.hu.ac.th, Translate into English by the author, Retrieved July 25, 2015) such influence can be seen from the marketing of goods and services from the examples mentioned below, several companies, both products made in Korea and non- made in Korea are trying hard to put the concept of K-pop into that product or services. For example, Korean style of fashion apparel, music, foods, beverages, so that their sales volume can reach the peak in time.

The following four figures proved that K-pop have potential to increase the value of market in Thailand. Figure 1.1-1.4, pp. 2-6 explains why K-pop is so popular in Global and how K-pop bands can create reputation worldwide through a network.

Figure 1.1, p. 3 Explain that K-pop is appealing to global and most popular in South East Asia and America. The K - pop fever began in the late 2000s when Korean boy bands and girl groups (commonly called "idol groups" in Korea)

Figure 1.1: Global views of K-pop videos on YouTube (2011)

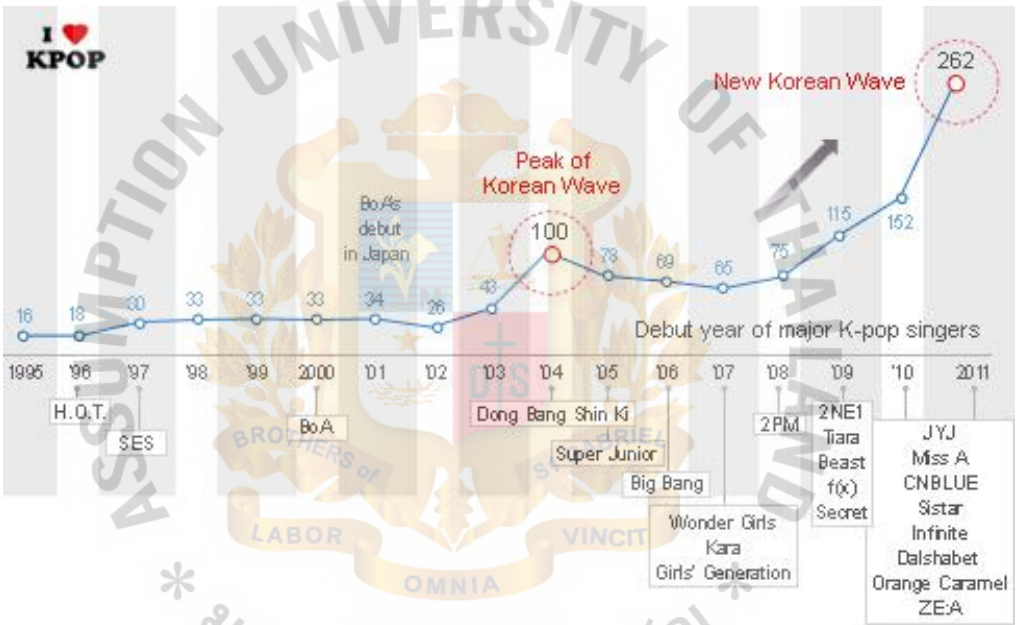


Source: Reorganizer "YouTube video clicks for K-pop reach 2.3 billion from 235 countries, "The JoongAng llbo, January 2, 2012, http://www.koreafocus.or.kr/design3/essays/view.asp?volume_id=120&content_id=104017&category=G, Retrieved July 25, 2015

Figure 1.2, p. 4 Explain that Korean pop music has peaked in popularity some 10 years after the first steps to take the genre abroad. Compared to the early peak in 2004 when the index reached 100, in 2011 the index rose to 262, marking a 2.6-fold increase in seven years.

In 2015 male group fan club ranking from the MBN surveyed the official fan clubs (located in Daum fan cafes) http://www.allkpop.com/meme_view/njelb2/so/po24, Retrieved July 25, 2015 have officially measured in February 7, 2015 that our example K-pop bands, Super junior have an official fan club 138,453 persons and EXO have an official fan club 136,485 persons.

Figure 1.2: Global Trend of K-pop Korean wave indices



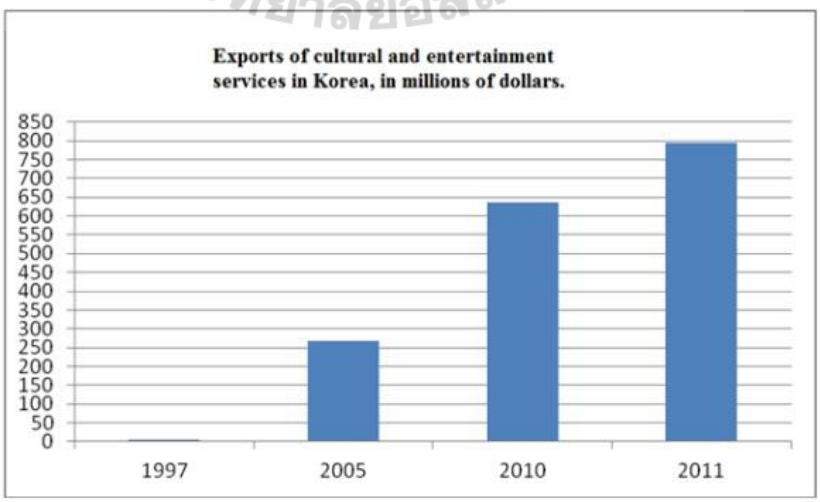
Source:http://www.koreafocus.or.kr/design3/essays/view.asp?volume_id=120&content_id=104017&category=G, Retrieved July 25, 2015

A decade ago, K-pop is the main stream of world pop culture that remarkable and study as a special case. Because not only the boy and girl group, these are the export goods that powerful and are tremendous values to South Korea. They also act as a cultural ambassador for the Korean brands, leading products and services market to worldwide consumers (obviously is Samsung). Seamlessly and likeable The latest survey results from the organization's surveillance of Korea (Korea's content watchdog) stated that K-pop culture in terms of export value more than 50% during 2011-2012, representing an average value of US$ 290 million (Baht 9.6. Billion) a year ago. Global media studies, K-pop trend. This is

why CNN coverage of the prospectus to us that K-pop culture, is spreading widely throughout the world. The catalyst is a global social network, fans and the strict management of the agency. For example, in the last year, nine young members of Girls' Generation can knock Justin Bieber, hung pendulum girl; Miley Cyrus and the outside line trend; Lady Gaga and comes outstanding to sit in the 'Video of the Year' award of YouTube Music Awards 2013. This reinforces the K-pop trend is the pride of the Asian entertainment industry. Look at the substantial success. We can see such stunning statistics like concert Mnet Asia Music Awards (MAMA) at the Hong Kong. Concert tickets for over one thousand seats were fully booked within less than an hour. Or more than 13 million fans who voted for their favorite artist on the company's website. In the market site, the presence of Korean artist in the media and TV channels also mean RAstings which will be soaring in that day. Or the future of the brand's sales surpassed the target within the next few weeks. An interesting question is what the secret of creating "image" which make Korean artist outstanding nowadays is. (http://www.marketeer.co.th, Translate into English by the author, Retrieved July 25, 2015)

Figure 1.3, p. 5 explains that according to the Bank of Korea, exports of cultural and entertainment services; such as films, TV dramas and K-pop content - accounted for US$794 million (Won 890 billion) in 2011, up 25 percent from US$637 million in 2010. This is the highest overseas profit since overseas sales began in 1997.

Figure 1.3: Export of cultural and entertainment services in Korea, in millions of dollars.



Source: http://www.inaglobal.fr/en/music/article/k-pop-story-well-oiled-industry-standardized-catchy-tunes, Retrieved July 25, 2015

Korean artists can make profit in Thailand in several ways, such as music, concerts or presenters of any products/services even produced by any country. Such items sales volume will be back if sold in Thailand. The loves and likes in Korean artists are shown by their fans purchasing tickets no matter how expensive it is and how many rounds they had. These people have very high loyalty to the bands. (http://www.marketingoops.com, Translate into English by the author, Retrieved July 25, 2015)

Figure 1.4, p. 8 Explain that the cultural diamond model used in sociology was employed to analyze the factors behind the success of K-pop. The diamond`s four corners carry major determinants of the success:

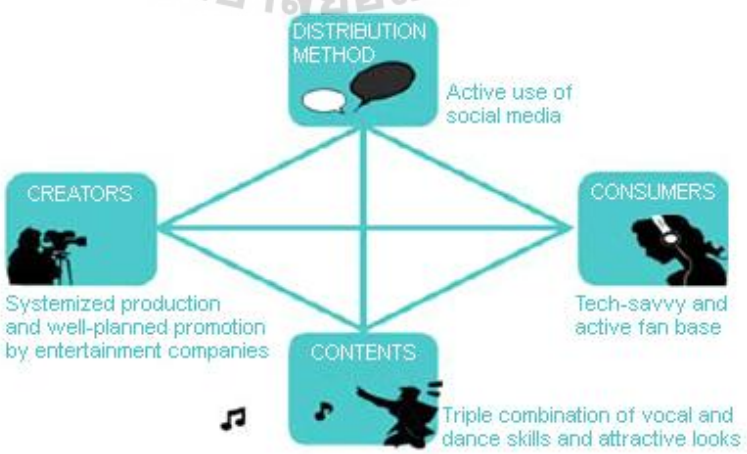
1) Creators: Entertainment companies developed systemized training and carefully laid plans to advance into overseas markets.

2) Distribution: The time and cost for entering overseas markets is shortened with the use of social media such as YouTube, Facebook and Twitter, through which contents are spread spontaneously.

3) Consumers: The rapid spread of the popularity of K-pop can be attributed to fans who are typically tech-savvy and eager to share information and opinions

4) Contents: K-pop stars display highly polished levels of singing and dance and attractive looks. They attract fans and maintain their popularity by constantly trying to release new songs and refining their style.

Figure 1.4: Success of K-pop, Cultural diamond model



Source:http://www.koreafocus.or.kr/design3/essays/view.asp?volume_id=120&content_id=104017&category=G, Retrieved July 25, 2015

1.1.2 K-pop

"K-pop" is coming from "Korea" and "Pop music" combines together. Pop music (originated in modern form in the western during the 1950s and 1960s, deriving from rock and roll (1940s-early 1950s)) is a style of music which features easy listening and has exciting melody, entertain the audience. Pop music is often mixed with a touch of music genres, such as Rock, Jazz, Hip Hop, Reggae, Electronic music, Dance, Rhythm and Blues (R & B), Funk, and even Folk. (http://www.en.wikipedia.org, Retrieved July 25, 2015)

K-pop music is Korean pop music, in other words pops music produced by South Korean either group or solo artist, such as Shinhwa, BoA, Rain, Seven, TVXQ, SNSD, Miss A, Kara, Wonder Girls, Super Junior, SHINee, 2PM, f (x), Tara, A Pink, Beast, EXO, B.A.P., and Big Bang. K-pop is nowadays so internationally popular throughout Asia such as in China, Japan, Taiwan, Hong Kong, Philippines, Thailand and other countries in Southeast Asia. The popularity of Korean music is often considered to be one of the growths of extremism in Korean, popularity of Korean culture in Asia (http://www.oknation.net, Translate into English by the author, Retrieved July 25, 2015)

1.1.3 K-pop band

The K - pop band is a subset of K-pop artist, regularly know as South Korean dance music group which can perform shows with singing and dancing (http://www.en.wikipedia.org, Retrieved July 25, 2015). Normally can say that K-Pop bands are more attractive than a solo artist because of the difference between members, duties and different positions in the band even the performance are more interesting and make people subscribe. Interest attractive of the K-pop bands can say that are band members. Therefore, the researcher illustrates Super Junior and EXO, K-Pop bands which have interesting members and famous in Thailand deeply to be the example case as follows.

Super Junior is a boy band from South Korea, formed by a producer, Lee Soo-man, of SM entertainment. Primary have 12 members (11 Korean and 1 Chinese) but later they have got another one member, make Super Junior have 13 members now, can accept that this boy band has most many members. The members of this band all are having pass through the audition stage to get in and they all have personal talent of entertainment work before.

Whether actor, moderator or model. (http://www.th.wikipedia.org, Translate into English by the author, Retrieved July 25, 2015)

Local news source MBN released a 2015 mid-year report on the fanclub membership numbers for K-pop boy and girl groups, ranking the top 15. MBN surveyed the official fan clubs (located in Daum fan cafes) of the numerous boy and girl groups in K-pop. The 2015 numbers were recorded May 27 for boy groups. Super Junior have 134,982 and EXO have 134,083 fanclubs which are set as ranked 8th and 9th of chart.

1.1.4 SWOT analysis of K-pop

Table 1.1, p.8 will explain about the Strengths, Weaknesses, Opportunities and Threats of K-pop in term of marketing. (Pilot study from above reference)

Table 1.1: SWOT analysis of K-pop

Strengths	Are in Artists and K-pop group themselves. Ability and precision in performances by their consistent training combine with marketing strategies, export Korea culture. Strong music style, unique culture and recognition traditional value well establish nationality.
Weaknesses	Differences language, Korea pop music use Korean language which foreigner doesn't understand. Also the distance between artist and fan base which live in other countries.
Opportunities	further expansion internationally to develop a stronger international customer through distribution online and expand into the higher end market.
Threats	Language limitation. Lacking more of Korean traditional culture, receive high volume foreign cultures and combine with Korea style more. In a future culture may swallow.

Super Junior had debut through television on the 6th November 2005. Super Junior mainly has 12 members and then will become 13 members later. At that time this band had much most members of South Korea K-pop bands. It could be one factor which makes Super Junior very popular and interested. (http://www.th.wikipedia.org, Translate into English by the author, Retrieved July 25, 2015)

Before the debut of Super Junior, many members have previously aired on television already, such as actors, entertainers and moderators. These probably emphasize on our famous among the entertainment industry and may have a base reputation which can call as

celebrity of South Korea as well. (http://www.th.wikipedia.org, Translate into English by the author, Retrieved July 25, 2015)

Since Super Junior debut, the groups were divided into small groups of four, it was SM Entertainment purpose to break Super Junior into small groups to increase the capacity of the activities of the group, as well as a variety of music genres. This could be another reason that Super Junior can capture right targets and have variety fans. Music genre is changed for each subgroup of each band. (http://www.th.wikipedia.org, Translate into English by the author, Retrieved July 25, 2015)

Super Junior KRY was established in November 2006 consists of three members of the Super Junior Kyu Hyun, Ryeowook and Yesung, the name of the group KRY was derived from the names of them there. This group was highlighted for slow songs and the voices of each other sounds are excellent and famous. (http://www.th.wikipedia.org, Translate into English by the author, Retrieved July 25, 2015)

Super Junior T or Super Junior Trot is a subgroup of the official number two of Super Junior. Founded in February 2007 consisted of six members from Super Junior including Leeteuk (group leader), Heechul, Kangin, Shindong, Sungmin and Eunhyuk. Super Junior T is an emerging from the concept of SM Entertainment which realized that the trad music which is the oldest of Korean traditional music and were slowly declining reputation. So they want the new generation bands to take a trot come a new blend of musical genres Such as modern pop and rap. (http://www.th.wikipedia.org, Translate into English by the author, Retrieved July 25, 2015)

Super Junior M is the subgroup Number three of the Super Junior and is the first international music group in the Chinese music industry with members from both China and South Korea. Comprising members of the Super Junior five people is Hankyung (leader), Donghae, Siwon, Ryeowook and Kyuhyun and members of the band for two people is Henry and Zhou Mi. However, due to problems in the contract with the agency make a change such member Hankyung was picked out and changed member as Sungmin (as the head unit), Eunhyuk, Donghae, Siwon, Ryeowook, Kyuhyun, and a member from China is Henry and Zhou Mi. (http://www.th.wikipedia.org, Translate into English by the author, Retrieved July 25, 2015)

Super Junior-Happy or Super Junior-H is the subgroup No. 4 of Super Junior. Founded in June 2008 comprising six members from Super Junior are Leeteuk (group leader), Yesung, Kangin, Shindong, Sungmin and Eunhyuk. By This unit will focus on theme music more lovely and comfortable sound, like song “Pajama Party” issued style clear and express the adorable of members undeniably. (http://www.th.wikipedia.org, Translate into English by the author, Retrieved July 25, 2015)

EXO is a Chinese-Korean boy band which has 12 members under SM Entertainment. In 2012, EXO is divided into two subgroups, EXO-K and EXO-M (K means KOREA (South Korea) and M means MANDARIN (Chinese Mandarin)), promoting in Korea and China respectively. They had a debut in China and Korea at the same time. EXO was gradually launched band members one by one, divided into EXO-K and EXO-M, which represents the activity together in both Korea and China. EXO-K consists of Su Ho, Kai, Chan Yeol, Se Hun, Baekhyun and D.O.. EXO-M consists of Kris, Lu Han, Tao, Lay, Xui Min and Chen. (http://www.musicstation.kapook.com, Translate into English by the author, Retrieved July 25, 2015)

However, SM entertainment, selected the method to debut this boy bands difference with introduction one by one through the teaser that made fans wait expectantly who will be the next member? What do they look like? Finally, how many members of this band? Until the 11th January 2012 at the release of the teaser, Sehun appeared among members of 11 other people, just like as a solution that consists of 12 members in boy band name EXO. About the name EXO, agency said they got inspiration from planet outside the system as EXO planet. It is like newcomer who came from the worlds which no one knows. (http://www.musicstation.kapook.com, Translate into English by the author, Retrieved July 25, 2015)

After capturing the hearts of many girls in early 2012, the boy band EXO's absence from the Korean music industry for more than one year to ambush training and experiences from various categories. The band became famous and more widespread by the advertising, their music videos including on performances in different variety shows and is well-known as the EXO is hot all worldwide. (http://www.musicstation.kapook.com, Translate into English by the author, Retrieved July 25, 2015)

From a background of the K - pop band which illustrated, can clearly found the ability of K-pop bands and the ability of agency marketing statistics (SM Entertainment) and also the role of their fans that have contributed strongly to drive the artists they like. Thus, from the viewpoint of marketing in Thailand have did not miss to pick this point to utilize. From the foregoing, because of Thailand has a teenager who loves Korean artist from receiving Korean culture such as Korean series, Korean food and especially Korean music through the many media channels makes these teenagers have cultivated passion tacitly. (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015) There are many organizations in Thailand have opted Korean artist to advertise or promote their products as the following examples. (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015)

True Music Business Group Director, True Corporation Public Company Limited (Thailand) said that Korean singers have the opportunity in the marketing business in Thailand more because the Thailand artist supply more than demand. While the Korean artist has formed well from the looks and performances that reached Thai teens as a target. (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015)

To choose a presenter, if the targeted audiences are teenagers, they must select famous artists. As if they're not famous enough will be risks because they will not be recognized and remembered. (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015)

When Positioning magazine report that, "DTAC" wanted to launch the prepaid mobile phone schemed "Happy" targeting teenagers again (http://www.positioningmag.com, Translate into English by author, Retrieved July 25, 2015). Need to choose for a Korean singer. Mr. Pakorn Pannachet, Senior Director of Product Management Public Limited Company Total Access Communications Company Limited (Thailand) said that “Happy” won't work in teenager market. But it appears that customers have many children. Therefore, to maintain the old base and draw new customers, they found that targeting children by using the advantage of the Korean music era will be a success.

Content team of DTAC, which is understood in Korea and stand sure to hit the target. Because of the focus group are the young teenagers before they get into the university which have true passion and can be divided into two major groups. The people from the main group are wealthy and the other group has lower income. The rich ones can afford the concert tickets, even it costs up to Baht 6,000, if they have two rounds of performance, these types of

people will participate in both, but if they have many rounds of performance, they will choose the most expensive one and likely to join the normal one again. If a kid does not have much money, they will try to get close to the staff to be nearly to the artist. (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015)

This is the dedication of the fans to Korea singers. Mr. Pakorn said Happy campaign brought the content about Korean for customer to download, Starting with MBLAQ (name of K-pop band), from music to entertainment news, gossip Korea. A hit with this group from the site www.pingbook.com, there is also a sweepstakes tour to Korea as well. Mr. Pakorn is sure to make Happy by DTAC achieve two goals are strong in the teenager target group because it's the teenager offering specific liking and branding the modern sense more intend. (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015)

Famous brand “YAMAHA” the targeted customers of Yamaha Fino motorcycle group are the teenagers. The presenters they used are Thai duo singers "Golf-Mike" in 2006-2007. Suangsuda Manasbunpempoon, general manager of advertising and marketing of Thailand Yamaha Motor Company. Said that Fino is the product for the new generation's lifestyle and Korea trend is the part of lifestyle marketing, so perfectly when taken as a presenter. Many Korean singers are idols of the young people under the age of 18 which coincides with the target of Fino and Fiore most. Now working age, which the age of 25 years or above is interested in foreign singer. Despite the high cost as tens of millions of Baht and rigorous process, from securing the artist, secrets of the queue, the process takes more concise such as CF (Commercial Film) 3 techs to maintain uptime and developed by professional artists. Pay heavily, but the result is worth the Suangsuda said “the brand ignition in the recognition in fast and then the recognition will come." (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015)

And also Acer, ELF is a group of fans of a band call Super Junior which stands for Ever Lasting Friend (ELF). The strength of the fan base, making "Acer" the Information Technology brand from Taiwan employed "Choi Siwon," the artist, a member of Super Junior from Korea as a presenter for the first time. Nitipat Praweenwongwuthi, senior marketing manager of Acer Computer Company Limited announced that Acer were looking for recognized presenter and aiming at different target from other brands. Particularly presenter that is being used in many brands because they fear that consumers would be confused. Choose "Siwon" because the artist is well-recognized by teenagers. Consistent with

the direction Acer wants to make a brand look more modern and younger than ever, and supports new business that Acer is going to invade which are smart phones and tablets. Although the cost of Korean presenter is more expensive than the cost of Thai presenter 3-4 times, but Acer are sure it is worthwhile. Because of the loud crowd cheering to the presenter on the opening day at Central World. Many of the teenagers who came and waited in advance over six hours made Acer more recognizable. (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015)

There is also the OPPO brand phone from China, which use picture of authentic Korean brand living spaces to move to a global positioning, brand but the emotion brand is Korean, to penetrate the teenage customers. The mobile feature phone functionality, color cover featured a television color display produced for Thai customers in Korea style. OPPO also hired 2PM (name of K-pop band) band as their presenter and organized small concerts for customers periodically to refresh the brand. (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015)

All are from different of Korean singer, which place artist for the 'right' audience target, such as appearances, trained dance routines and professional acting make the performance on stage incredibility. It's not uncommon that these can catch Thai customer's eyes. This is another choice for ready to pay brand and want to reach with teenagers fast. (http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015)

Korean artists' wages as a presenter for advertisement that are published in television report at the beginning of 2011 are ranked as follows.[1] (**Source:** http://www.positioningmag.com, Translate into English by the author, Retrieved July 25, 2015) This table is linked with background of Commercial and presenter (see 1.1.4)

[1] Exchange rate as of April 1, 2011 is at 30.43 baht per US dollar. Source: www.bot.or.th

Table 1.2: Korean artists' wages as a presenter for advertisement

Korean Artists/ Band	Wages (million US dollars)
Rain and Bigbang	1-1.5
2PM, SNSD, Lee Hyori, and 2NE1	0.8-0.9
Lee Seung Gi, Kim Hyun Joong, Jay Park, Super Junior, JYJ, Son Dambi and Wonder Girls	0.5-0.6
2AM, KARA, 4minute, MBLAQ and After School	0.4
IU, FT Island, Seo In Young and SECRET	0.2-0.3

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

1.1.5 Background of Commercial and presenter (CF) of Super Junior and EXO

Table 1.3-1.9, pp.14-20 will explain about the employment history of Super Junior since debuting. Super Junior will divide as each member, which has 10 members regularly. (**Source:** https://www.smtown.com/, Retrieved July 25, 2015)

Table 1.3: Background of Commercial and presenter (CF) of Super Junior

Super Junior Member	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
DongHae			School uniform brand 'Ivy Club' CF model								
			Binggrae 'heat hunt' CF model								
			Casual brand 'NII' CF model								
					Sunkist sweetie aid CF model						
					South Korea's first Chinese artist stamp model selection						
						China casual clothing brand syeonma CF model					
						The global beverage brand 'Pepsi' Chinese-speaking CF model					
						China mobile phone brand 'OPPO' CF model					
						Kyochon' CF model					
								Japan famous convenience store company, Circle K line Syracuse CF model			
								The LG electronics advertising modell chosen			
									Lotte duty free models		

Table 1.4: Background of Commercial and presenter (CF) of Super Junior sequenced by alphabetically (continue 1)

Super Junior Member	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Eunhyuk			School uniform brand 'Ivy Club' CF model								
			Casual brand 'NII' CF model								
					Sunkist sweetie aid CF model						
						Kyochon' CF model					
								Japan famous convenience store company, Circle K line Syracuse CF model			
								LG electronics advertising model chosen			
									Lotte duty free models		
HeeChul			School uniform brand 'Ivy Club' CF model								
				1677 collect call' CF model							
				Haitaii beverage Sunkist 'Lemonade' & 'Grapefruit Aid' CF model							
					Sunkist sweetie aid CF model						
						Kyochon' CF model					
								Japan famous convenience store company, Circle K line Syracuse CF model			

Table 1.5: Background of Commercial and presenter (CF) of Super Junior sequenced by alphabetically (continue 2)

Super Junior Member	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
KangIn			School uniform brand 'Ivy Club' CF model								
			Casual brand 'NII' CF model								
				1677 collect call' CF model							
				Haitai beverage Sunkist 'Lemonade' & 'Grapefruit Aid' CF model							
					Sunkist sweetie aid CF model						
						Kyochon' CF model					
KyuHyun			School uniform brand 'Ivy Club' CF model								
			Casual brand 'NII' CF model								
					Sunkist sweetie aid CF model						
					South Korea's first Chinese artist stamp model selection						
						China casual clothing brand syeonma CF model					
						The global beverage brand 'Pepsi' Chinese-speaking CF model					
						China mobile phone brand 'OPPO' CF model					
						Kyochon' CF model					

Table 1.6: Background of Commercial and presenter (CF) of Super Junior sequenced by alphabetically (continue 3)

Super Junior Member	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
KyuHyun								Japan famous convenience store company, Circle K line Syracuse CF model			
								LG electronics advertising model chosen			
								Thai presenter Masita Seaweed			
									Lotte duty free models		
										SKtelecomm 'nut' CF model	
Leeteuk		Pepsi									
			School uniform brand 'Ivy Club' CF model								
			Binggrae 'heat hunt' CF model								
			Casual brand 'NII' CF model								
					Sunkist sweetie aid CF model						
						Kyochon' CF model					
								Japan famous convenience store company, Circle K line Syracuse CF model			
								LG electronics advertising modell chosen			
								Lotte duty free models			

Table 1.7: Background of Commercial and presenter (CF) of Super Junior sequenced by alphabetically (continue 4)

Super Junior Member	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
RyeoWook			School uniform brand 'Ivy Club' CF model								
			Casual brand 'NII' CF model								
					Sunkist sweetie aid CF model						
					South Korea's first Chinese artist stamp model selection						
						China casual clothing brand syeonma CF model					
						The global beverage brand 'Pepsi' Chinese-speaking CF model					
						China mobile phone brand 'OPPO' CF model					
						Kyochon' CF model					
								Japan famous convenience store company, Circle K line Syracuse CF model			
								LG electronics advertising model chosen			
ShinDong			School uniform brand 'Ivy Club' CF model								
			Casual brand 'NII' CF model								
				1677 collect call' CF model							
					Sunkist sweetie aid CF model						
						Kyochon' CF model					

Table 1.8: Background of Commercial and presenter (CF) of Super Junior sequenced by alphabetically (continue 5)

Super Junior Member	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
ShinDong								Japan famous convenience store company, Circle K line Syracuse CF model			
								LG electronics advertising model chosen			
									Lotte duty free models		
Siwon	Elite uniforms when shooting										
		Biyotteu									
			School uniform brand 'Ivy Club' CF model								
			Casual brand 'NII' CF model								
				Thai cosmetic brand 12 PLUS body powder Extra cooll' CF model							
				Thai Deodorant cosmetics brand 12Plus CF model							
					Jean casual brand 'Edisu (EVISU)' CF model						
					Sunkist sweetie aid CF model						
					South Korea's first Chinese artist stamp model selection						
						China casual clothing brand syeonma CF model					
						The global beverage brand 'Pepsi' Chinese-speaking CF model					
						China mobile phone brand 'OPPO' CF model					

Table 1.9: Background of Commercial and presenter (CF) of Super Junior sequenced by alphabetically (continue 6)

Super Junior Member	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Siwon						Kyochon' CF model					
							SK Telesis W brand smartphone 'reaction phones' CF model				
								Japan famous convenience store company, Circle K line Syracuse CF model			
								Cosmetics brand Mamode 'first male model chosen			
								LG electronics advertising modell chosen			
									Lotte duty free models		
									Maeil Dairy Coffee brand 'latte' CF model		
										SKtelecomm 'nut' CF model	
SungMin			School uniform brand 'Ivy Club' CF model								
			Casual brand 'NII' CF model								
					Sunkist sweetie aid CF model						
						Kyochon' CF model					
								Japan famous convenience store company, Circle K line Syracuse CF model			
								LG electronics advertising model chosen			
									Lotte duty free models		

EXO

Table 1.10, p.21 will explain about the employment history of EXO since debuting. EXO Established recently in 2012 and oriented present as groups.

(**Source:** https://www.smtown.com/, Retrieved July 25, 2015)

Table 1.10: Background of Commercial and presenter (CF) of EXO

2012	2013	2014	2015
The Face Shop			
Samsung Smart PC			
Calvin Klein			
	Netural Republic		
	SKT LTE (SK Telecom) Smartphone application		
	← Ivy Club →		
	← Kolon Sport →		
	← Game in Kakao Talk →		
	← Kolon Sport →		
		Baskin Robbin	
		KFC	
		Lotte Peppero	
		Lotte Duty Free	
		Lotte Crunky	
		Lotte Ice-cream	
		Sunny10	
		Baskin Robbin	
		← MCM →	

1.1.6 Intention to purchase of K-pop product by Thai customer

Intention to purchase of K-pop product by Thai customer is very high level and the marketers use the psychological statistic to sell K-pop product. (http://www.gotoknow.org, Translate into English by the author, Retrieved July 25, 2015) For example, as per a metaphor of Bill Wright, an executive of Toy Kingdom in Time,

"If you bring a Pokemon go sale with cabbage. I believe that cabbage is sold out."

Such statement can be applied in several other countries, including Mexico, Canada, and European children and teenagers markets who Pokemon maniac.

Likewise, the First Pokemon Movie and its games online will stay in a similar way on what Bill Wright stated as follows: -

"Thai marketers thought that, the products or services in Thailand will definitely be sold out if led by K-pop trend."

These two following examples proved how importance of K-pop bands in Thailand.

Thai customers fans of Korean artist maniac willing to pay extra in every way like purchasing products/services advertised by them in order to just get into "Fan meeting." Thus, the K - pop band is applied in this study in order to prove strong intention to purchase of Korean artist maniac by Thai (http://www.gotoknow.org, Translate into English by the author, Retrieved July 25, 2015).

1.2 Statement of the Problem

In the east, China, Singapore, Philippines, Hong Kong, Japan and Taiwan were affected by the distribute level of Korea wave. Huang (2009) it can be seen that the popularity for Korea Wave is not only around Asia, but it has also expanded to the Middle East, Latin America, certain parts of Europe and United States (See Figure 1.1: Global views of K-pop videos on YouTube (2011) and Figure 1.2: Global Trend of K-pop Korean wave indices). Korean media and popular culture now play an important role in mobilizing international support for Korea-based transnational corporations, as demonstrated above. As Korean media institutions increase their exports in the East Asian region, they tend to encourage popular tastes that are similar to Western, rather than Korean, individualistic-consumerist values. As evidenced by many studies on this subject, the media audiences in the East Asian region are rapidly becoming more homogeneous (Ching and Leo, 2000).

The sales of K-pop product that definitely have been affected from "Korean Masculinities and Transcultural Consumption" (Lee and Sun, 2012) said is a very useful and critical discussion of theoretical paradigms for the transnational fandom study of South Korean popular culture, informed by the originality of the Hallyu fan club surveys. It fills a gap in the English-language literature on popular cultural studies, which is heavily biased towards the global consumption and re-localization of American or Japanese popular cultures. According to a 2009 United Nations Educational, Social, and Cultural Organization (UNESCO) report, Korea ranked seventeenth in terms of the size of cultural goods and services exported to other

countries. Traditional cultural powerhouses such as the United States, the United Kingdom, Canada, France, and Germany ranked highest. Korea was also outranked in tourism by several other Asian nations, such as Thailand, Malaysia, and Japan (UNESCO, 2009).

While the market size of K-pop product in Thailand was very popular due to many reasons such as Reputation of K-pop, to trends style, good quality of K-pop product. This situation affected to increase revenue of agencies and production companies who produced K-pop band or K-pop product selling in Thailand. Refer to the data of the Thailand market from (http://www.marketingoops.com, Translate into English by the author, Retrieved July 25, 2015), and Global Trend of K-pop Korean wave indices (http://www.koreafocus.or.kr/design3/essays/view.asp?volume_id=120&content_id=104017 &category=G,, retrieved July 25, 2015), show the number of sales points which can confirm the popularity of K-pop. Then this opportunity may create the factors and the best way to gain the highest revenue and profit for others, such as marketing managers or to study strategies by Academicians. Therefore, to study and analyze each factors influence consumer purchase intention will be a successful part of business strategy for marketers to improve consumers' purchase intention and gain more sales to grow the business.

The researcher wants to study this topic to investigate how and how much effect of K-pop product which refers from K-pop bands toward Thai customers to create purchase intention. To develop Thai business markets from the active influence of K-pop which impact international markets, especially Thailand. Nowadays Thailand has wildly cultural openness. Therefore, the K-pop is famous in Thailand and have extremely popular in Thai (http://www.gotoknow.org, Translate into English by author, retrieved July 25, 2015) Entrepreneurs in Thailand used K-pop to increase sales and K-pop artists usually been chosen as a presenter in Thailand. This is the reason why the research uses K-pop bands as Recommendation Agents in this study. Therefore, this research needed to identify the factors that make the K-pop Band famous in Thailand. Why Thai people are behaving to purchase K-pop product. General research question is to identify the factors affecting purchasing behavior of Thai people under Korean singers' influence. The questionnaire will use concepts from the interview (See pilot Study, pp. 60-63) to create a questionnaire.

1. Is there any relationship between the Trust in Recommendation Agents and Intention to purchase based on K-pop?
2. How attitude towards product present by K-pop of Trust in RAs product recommendation or product which Recommendation Agents use does mediates the

relationship between the Trust in RAs product recommendation or product which Recommendation Agents use and Intention to purchase based on K-pop?

3. How customer does the Trust in Recommendation Agents affect Trust in RAs product recommendation or product which Recommendation Agents use?
4. Is there any relationship between Appearance and Trust in Recommendation Agents?
5. Is there any relationship between Ability and Trust in Recommendation Agents?
6. Is there any relationship between Reputation and Trust in Recommendation Agents?
7. Is there any relationship between Criticism and Trust in Recommendation Agents?
8. Is there any relationship between Interaction and Trust in Recommendation Agent?.
9. Is there any relationship between News and Trust in Recommendation Agents?
10. Is there any relationship between Criticism and Trust in RAs product recommendation?
11. Is there any relationship between Interaction and Trust in RAs product recommendation?
12. Is there any relationship between News and Trust in RAs product recommendation?

1.3 Research Objectives

The general objective of this research is to find the importance of Intention to purchase based on K-pop in creating and sustaining a stronger and wider consumer base for developing today business market strategy. Researcher tried to identify many factors which lead to development of intention to purchase such as Trust in Recommendation Agents, Attitude toward Recommendation agents and Trust in RAs product recommendation.

The main specific research objectives of this research are the following:-

1. To identify the relationship between the perceived Attractiveness and Trust in Recommendation Agents.
2. To analyze the relationship between perceived impression towards Trust in Recommendation Agents.
3. To analyze the relationship between the perceived impression and Trust in RAs product recommendation or product which RAs used.
4. To analyze the relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs used.
5. To analyze the relationship between the Trust in Recommendation Agents toward Intention to purchase based on Recommendation Agents.
6. To analyze the relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents.

7. To analyze the relationship between News channel and Intention to purchase based on Recommendation Agents.

This research objectives lead to the scope of the research shown as follows.

1.4 Scope of the research

This research had focused on relationship. The researcher went forward to find the relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation, Trust in Recommendation Agents and Intention to purchase based on K-pop. The researcher has selected only Thai customers who come from different age groups who like or love K-pop bands as the targeted population. Questionnaires were distributed online and collected from 542 respondents. The respondents of this study will include people whose ages older than 21 years old (http://www.cps.chula.ac.th, Retrieved July 25, 2015), eight genders (Male, Female, Lady boy, Tomboy, Dee, Gay, Lesbian, Bisexual), and also who had purchased product base for K-pop band in the past two or three years.

The conceptual framework of this research has both independent and dependent variables. The independent and intervening variables in this study are Trust in Recommendation Agents, Trust in RAs product recommendation, Appearance, Ability, Reputation, Criticism, Interaction, and News. The dependent variable is intended to purchase based on K-pop. This study seeks to analyze the relationships between these variables and understanding them. The questionnaire consists of 47 questions, divided into 5 affecting to trust. The questionnaire will cover all the variables.

This research selects Super Junior and EXO by of its good and popular, many members of K-pop bands in Thailand as the first choice of study and others K-pop bands became of it's the second choice of study. Moreover, Super Junior and EXO have interaction and customer relationship marketing using various techniques through the internet or event to gain customer trust and long-term relationship from customers. Thus, this research can study all variables in this research via Super Junior and EXO easily.

1.5 Limitations of the study

This study is limited only on K-pop bands, especially for Super Junior and EXO, the researcher selected online respondents from Thailand. And the respondents were purposefully chosen based on convenience method and who were willing to answer the questionnaires.

Another limitation to this study is to find the fact that there are what variables that can possibly affect customer intends to purchase.

The major limitations of this study are the following. Firstly, in this study, the researcher focuses on K-pop trend only. Secondly, the result of the study will represent the factors to customers in Thailand. Thirdly, the sampling units will be selected from Thailand population only due time. Then, the researcher test 35 sampling respondents selected online by SAS license number 12400609. The response will use to improve the Appearance, Ability, Reputation, Criticism, Interaction, News, Trust in Recommendation Agents, Trust in RAs product recommendation. The questionnaire will redesign and renovate. Then a researcher has to test sampling by SAS to see how much reliable of response and how questionnaire sample to fit lunch the questionnaire through online again. Lastly, the final version online during July-August 2015.

1.6 Significance of the study

The current popularity of Korean or Korean wave has spread across Asia. Previously, South Korea was a small country which its culture did not stand out as other countries like China or Japan with high cultural capital. But South Korea has been trying to promote themselves and their culture to be widely known throughout Asia. Especially, converting the cultural capital, this is available to be cultural products through strategic planning. There was a clear and serious preparation, to become a potential cultural brand in the Asian markets. Generating revenue for the country can be enormous.

One of the ways to penetrate the Asian markets of Korea that must be mentioned is the K-pop trend. It is well known that Asian entertainment market today is full of Koreans artists / singers (Idols), whether as a solo artist or group. And they're popular with the ultimate period of five to ten years as products of South Korea's development of these artists become "Brand cultural". Producer, Small medium enterprises, Large enterprises, Entrepreneurs and advertising companies wants K-pop bands to be their presenter.

Therefore the question arises, how Korea created a phenomenal K-pop Fever in Asia. They need to know what are the factors that affecting consumers' intention to purchase based on K-pop. They could make a better decision based on the result, such as what is the consumers' attitude about the products which K-pop stars present or use.

The researcher provides implications for managers who implement a promotion strategy. The result of this study would contribute managers' issue a marketing strategy depends upon the intention to purchase.

1.7 Definition of Terms

Ability: Ability is the trustor's perception of a trustee's competencies and knowledge salient to the expected behavior .ability is also the influential antecedent to establish trust among members who are usually centred on a specific mutual interest, hobby, event, etc. In addition benevolence is the belief in a trustee's intention to treat the trustor well regardless of the trustee's own profit (Mayer *et al*., 1995). Ability is having knowledge, skills, or competencies that allow an individual to have influence in a specific area (Gubbins and MacCurtain, 2008; Mayer, Davis and Schoorman, 1995). In this study, trustee is Recommendation agents whom are K-pop bands coming with their talent such as acting, dancing, and singing or may combine with their Appearance or Reputation on their work. (See pilot Study, pp.60-63)

Appearance: As the preceding quotations indicate, appearance is part of a person's nonverbal communication; and appearance are tied directly to "attractiveness." And physical attractiveness, one must readily admit it is a "prized possession" as well as an esteemed one, in society today. "You would rather hire the applicant that you find more attractiveness because society taught you to associate beauty with other favorable characteristics." These appearance norms, and especially attractiveness, "good looks and beauty are based on and shaped by culture, cultural norms, and society and community standards (Mahajah, 2007; Steinle, 2006). In this study, the appearance is looks which effect to impression on people. It is may a beauty of the body or face, which have good looking. (See pilot Study, pp. 60-63)

Bisexual: One of six kinds of this study sexual orientation. The term bisexuality is mainly used in the context of the human attraction to denote romantic or sexual feelings toward both men and women**.** (https://en.wikipedia.org/wiki/Bisexuality Translate into English by the author, Retrieved October 4, 2015) A significant of people who have they experience sexual and emotional attractions and feelings for people of different genders at some point during their lives. For lack of a better term, they are called bisexuals. (http://www.kathylabriola.com/articles/what-is-bisexuality-who-is-bisexual, Retrieved November 3, 2015)

Celebrity: Celebrities can be an influential reference group and therefore a powerful asset for Marketers. Celebrities can give testimonials about the benefits of using a product, endorse a Product, or act as a spokesperson for a brand for an extended period (Blackwell et al., 2006) Celebrity endorsement is a common marketing communication strategy for building brand image. Advertisers believe that the use of a celebrity affects advertising effectiveness, brand recall and recognition, as well as purchase intentions and follow-through (Spry et al., 2011).

Criticism: is a broad term for normative work on how individuals should behave, what is wrong with our current social system, or how society should be organized. The social criticism of advertising includes work designed to influence public opinion about the role of advertising in our society or to influence public policy issues (e.g., what constitutes illegal deceptive advertising). Is the personal opinion in public of a person or people. (Ahuvia, 1998 and See pilot Study, pp. 60-63) In this study, Criticism may be able to call as comment from social or people who stand out say something about their interest to express their inwardness about it. This criticism usually has affecting which often support or changing the mentality of the listeners. In some cases, the criticism can be assured that the products or services of, their respective corporations are good or not. Thus, criticism is often a testament to the seller. (See pilot Study, pp. 60-63)

Dee: One of six kinds of this study sexual orientation, Dee is a female who loves or sexual attraction to Tom boy and normally is Tom boy's couple. (http://guru.sanook.com/21060/ Translate into English by the author, Retrieved October 4, 2015)

Gay: One of six kinds of this study sexual orientation, gay or homosexual is sexual attraction or sexual behavior between members of the same gender which is male. As a sexual orientation, homosexuality is "an enduring pattern of emotional, romantic, and/or sexual attractions" primarily or exclusively to people of the same sex. It "also refers to a person's sense of identity based on those attractions, related behaviors, and membership in a community of others who share those attractions." (https://en.wikipedia.org/wiki/Gay Translate into English by the author, Retrieved October 4, 2015)

Gender: Gender identity is considered to be a two-dimensional model, with masculine traits comprising one dimension, and feminine traits the other. Psychologists believe that varying degrees of these traits coexist within an individual (Gill et al. 1987). Gender identity,

sometimes referred to as an individual's psychological sex, has been defined as the "fundamental, existential sense of one's maleness or femaleness" (Spence 1984).

Intention to purchase based on the RA: Intention mean purpose or aim is your intention. It's something you mean to do. In this study is intending to purchase or exchange money with a product or service which Recommendation Agents presently or use. (Dobholkar *et al*., 2012) In this study, K-pop bands are Recommendation Agents which in position as presenter, own or use the product. In other words can say that is the trust in K-pop bands and K-pop band product which lead from Appearance, Reputation, or Ability and Impression which from News, Interaction or criticism. And from the Trust in K-pop bands or K-pop bands product will lead to create an intention to purchase based on K-pop bands. (See pilot Study, pp. 60-63)

Interaction (in this case, K-pop band): the term 'interaction' we find two concepts: 'inter' (between, among, of) and 'action' (exertion of energy or influence). The interaction term is usually taken to mean to act reciprocally or to act on one another. Similar terms - co-operate, Co act, engage, commune – are used to express a mutual or reciprocal action or relation. Coordinated means to bring parts in proper relation. Interaction is a relational concept. (Various, 2008) In this study, Interaction between K-pop bands and customer or fan club can appear on the internet such as Social network, official web page, Twitter or Event which mostly will make person will be more impressed. (See pilot Study, pp. 60-63)

Korean wave: Korean wave also means Korean trend, The Korean wave refers to the phenomenon of Korean entertainment and popular culture rolling over the world with pop music, TV dramas, and movies. Also known as "Hallyu" (한류) in Korean, the term was first coined by the Chinese press in the late 1990s to describe the growing. (Kim *et al*., 2007)The Korean Wave, which encompasses the South Korea culture that has made its way up as a global phenomenon are made up of Korean drama (k-drama), music (k-pop), films, animated comics, language, food, fashion and technology. Korean drama (k-drama) is the first South Korean culture that is being introduced and it was popular and slowly as technology evolved, certain mediums such as YouTube has been made available which made the spread of hallyu is even wider with the broadcast of the music (k-pop) and it has been expanding since then.

K-pop: K-pop is the subset of the Korean wave, is a music genre and includes any kind of popular music from South Korea. It is also an important part of South Korea's cultural

export, tourism industry and is included in the neologistic term The Korean Wave or Hallyu as it is called. K-pop has appropriated parts of Hip hop, Electronic music, Soul, RnB, and many others. A popular topic among several K-pop blogs online is cultural appropriation within K-pop. Some have a positive approach and argues that this is the reason for its global popularity, while others are more critical (http://www.en.wikipedia.org/wiki/Korean_Wave Retrieved July 31, 2015)

K-pop product: In this study is the product which represents by K-pop, whether in any form whatsoever, such as a presenter, producer, recommendation agent or a brand ambassador. K-pop product can be divided into many categories, music, drama series, beauty cosmetic, fashion, accessory and goods. (http://kpoptown.com/ Retrieved October 4, 2015 and pilot Study, pp. 60-63)

Lady boy: One of six kinds of this study sexual orientation, lady boy is a person who born with formally male gender, but want to be female, is a Thai term that refers to either a transgender woman or an effeminate gay male in Thailand. A significant number of Thais perceive Lady boys as belonging to a third gender, including many Lady boys themselves, while others see them as either a kind of man or a kind of woman. (https://en.wikipedia.org/wiki/Kathoey Translate into English by the author, Retrieved October 4, 2015)

Lesbian: One of six kinds of this study sexual orientation**,** Lesbian is a female homosexual: a female who experiences romantic love or sexual attraction to other females. The term lesbian is also used to express a sexual identity or sexual behavior regardless of sexual orientation, or as an adjective to characterize or associate nouns with female homosexuality or same-sex attraction. (https://en.wikipedia.org/wiki/Lesbian Translate into English by the author, Retrieved October 4, 2015)

News: News traditionally implies an interest in the products of news organizations. The major criterion for inclusion in the "news" category is a label that separates news from entertainment and advertising. This is usually a formal specification (a program name or title), rather than a functional assumption left to viewers. The messages come in various packages (bulletins, programs, television, magazines, documentaries), and they include several message features (spoken words, length of story, source of information, hard versus soft content, newscaster appearance, use of graphics, and film and video editing). The one

common characteristic of these elements is that they are attributes of messages. (Reeves, 1989) In this study, namely, news related to K-pop is advertised or updated about their daily life. (See pilot Study, pp. 60-63)

Others: In this study, others is a sub set of genders for descriptive analysis to explain personal information in questionnaire part five, which gather lifestyle of sexual orientation which are Gay, Lady boy, Lesbian, Tom boy, Dee and Bisexual.

Recommendation Agents: Recommendation Agents are the person who suggest or guide as presenter in any distribution as a commercial or uses products or service by them self. (Becerra and Korgaonkar, 2009) In this study, K-pop bands are Recommendation Agents.

Reputation: Perceived good reputation of a company is positively related to initial trust in commerce. Regarding the company competency category, perceived good reputation and willingness to customize were the principal determinants influencing initial trust. Potential consumers believed that if a company has a good reputation in the marketplace, then web site and its advertisements are more trustworthy, even if it lacks of tangible and physical signs (Koufaris and Hampton-Sosa, 2004). the opinion that people have of someone or something, based on past behavior or character. In this study, Perceived Reputation is the factor which leads to make people to be paying attention or interest in Brand and RAs and also leading forward to become consumers. (See pilot Study, pp.60-63)

Sexual orientation: Sexual orientation is the term used to describe what gender(s) someone is sexually and/or romantically attracted to (Planned Parenthood Federation of America, 2014), normally has been officially except for 63 types according to http://apath.org/rede/23.html. In this study, the researcher has defined by pilot study, which related to Thai people for 6 types, such as Gay, Lady boy, Tomboy, Dee, Lesbian and Bisexual.

Tomboy: One of six kind of this study sexual orientation**,** Tom boy is a girl who exhibits characteristics or behaviors considered typical of a boy, including wearing masculine clothing and engaging in games and activities that are physical in nature and are considered in many cultures to be unfeminine or the domain of boys. (https://en.wikipedia.org/wiki/Tomboy Translate in to English by author, Retrieved October 4, 2015) according to Oxford English Dictionary "has been connected with connotations of rudeness and impropriety" throughout its use. **Trust in Recommendation Agents:** Trust is the willingness to be risky to the actions of a trustee, and it is displayed by actions taken

despite perceived risk, uncertainty, and/or breach. In this study is trust in Recommendation Agents, who suggest or guide as a presenter or person who uses a product or service. (Becerra and Korgaonkar, 2009) In this study, K-pop bands are Recommendation Agents. In other words can say that is the trust in K-pop bands which lead from likely in Attractiveness which from Appearance, Reputation, or Ability and Impression which from News, Interaction or criticism. (See pilot Study, pp. 60-63)

Trust in RAs product Recommendations: the willingness to be a risk and believe in a product or service which Recommendation agents present or use. (Becerra, Korgaonkar, 2009) In this study, K-pop bands are Recommendation Agents which in position as presenter, owner or use the product. In other words can say that is the trust in K-pop band product which lead from likely in Impression which from News, Interaction or criticism. (See pilot Study, pp. 60-63)

1.8 Abbreviations

Abbreviations	Description
CD	Compact disc
CF	Commercial Film
DVD	Digital versatile disc
DTAC	Total Access Communication Public Company Limited
ELF	Ever Lasting Friend (Super Junior fan club)
K-pop	Korea Pop music
MAMA	Mnet Asia Music Awards
R&B	Rhythm and Blues
RAs	Recommendation Agents
SJ	Super Junior

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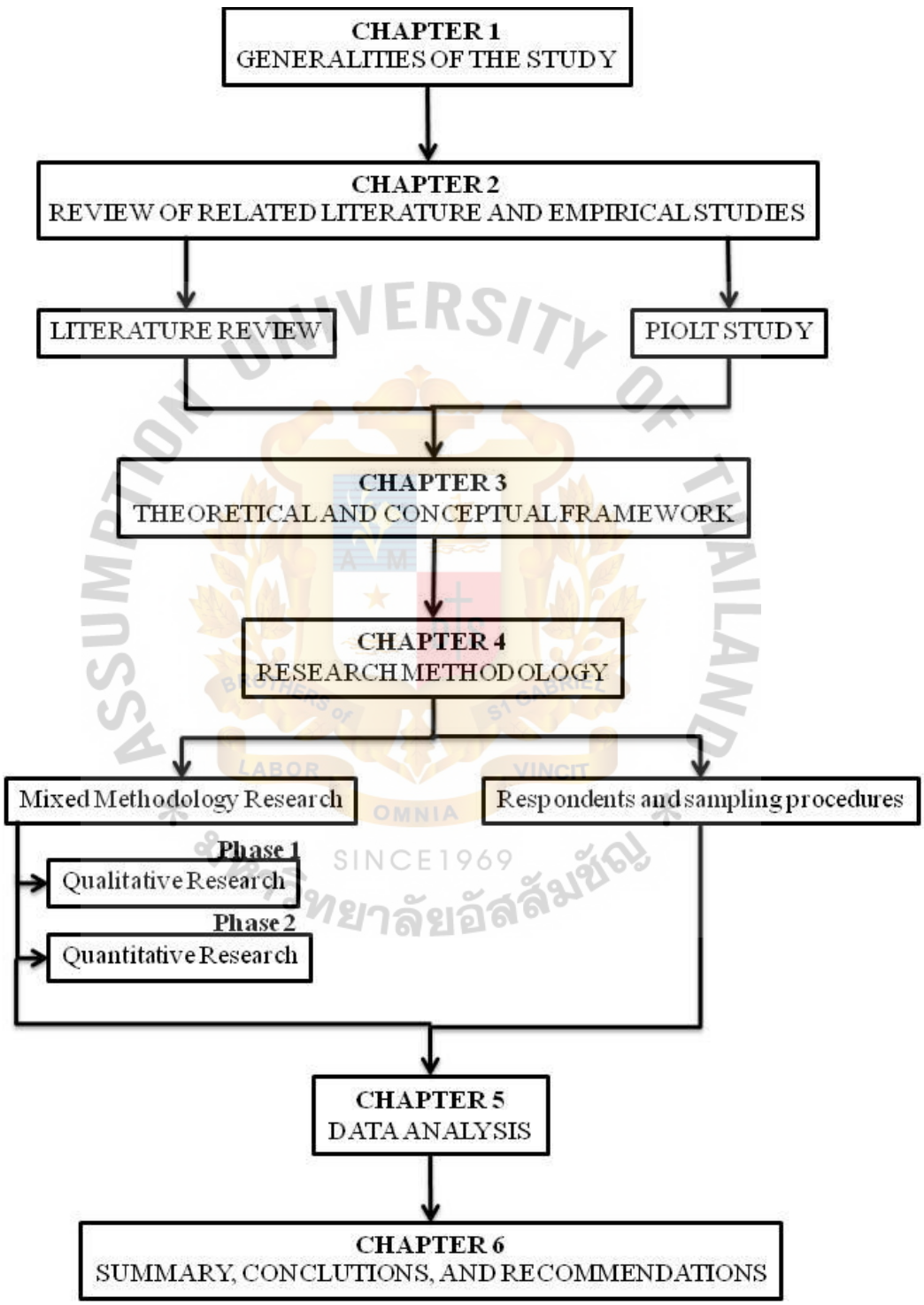
1.9 Research process

Figure 1.5, explains over view of organization of this research study for six chapters.

Figure 1.5: organization of this study



Source: created by author

CHAPTER 2

REVIEW OF RELATED LITERATURE AND EMPIRICAL STUDIES

This chapter will explain the literature of each selected variable and the related studies. It consists of three sections. The first part will explain the related definitions and theories of the independent and dependent variables by explaining the concepts of the variables. The second part will talk about the reviewed related literature which will support the modified research, conceptual framework, and the last part will describe the previous studies which will show the purpose of this research.

2.1 Literature review

2.1.1 Dependent variables

In this part, the researcher concludes the related theories and reviews of related literatures' each variable acquired in the conceptual framework are stated and explained throughout the previous studies.

Intention to purchase products based on the RA (K-pop bands) is the only dependent variable of this study.

2.1.1.1 Intention to purchase products based on the RA (in this case, K-pop bands)

Dobholkar *et al.* (2012) and Pilot Study defined intention to purchase a product as whether consumers' perceived levels of participation in using RAs have any impact on trust and behavioral intentions (c.f., Zaichowsky, 1985) in the use of an RAs, and whether it would lead to greater participation or be a result of participation as well as the effective involvement would have to trust in the RA. The intention to purchase is an antecedent of a purchase decision Purchase intention is defined as an individual's intention to buy a specific brand he or she has chosen for him or herself after a certain evaluation (Laroche, Kim, and Zhou, 1996). Notwithstanding the enveloping view that stated intentions are possibly the best predictors of actual behavior (Ajzen and Fishbein, 1980) Purchase intention has been measured in several ways, such as measuring the expressed intention to purchase using a scale composed of several positively worded statements of environmentally responsible behaviors (Backhaus *et al*., 2005; Sun and Morwitz, 2005).

Therefore, the intention which created by RA (in this case, K-pop bands) will make people create demand and willing to purchase a product by whatever factors such as Appearance, Reputation or Ability that create RA attraction to the customer. This is the most important marketing strategy, besides creating intention to purchase the product it also can

make the product well-known during that time as well. (See pilot study, pp. 63-65)

2.1.2 Independent variables

In this study, Independent variables are Trust in Recommendation Agents (in this case, K-pop bands), Trust in RA's product recommendation or product which RAs use (in this case, K-pop bands), Appearance (in this case, K-pop bands), Ability (in this case, K-pop bands' acting, dancing, and singing), Reputation (in this case, K-pop bands), Criticism (in this case, K-pop bands), Interaction (in this case, K-pop bands) and News (in this case, K-pop bands)

2.1.2.1 Trust in Recommendation Agents (in this case, K-pop bands)

Trust beliefs or expectations, based on characteristics of the object of trust, about Outcome dependent on the behavior of the object of trust. The literature suggests four characteristics as the foundation of predominant cognitive trust beliefs (e.g. McKnight *Et al*., 2002). In this study of trust in Recommendation Agents define as presenters or people who use or recommend products, In this case are K-pop bands which mostly appear on Advertisement, Television Series, Showcase performance, Event, Music Video or in daily life (Becerra and Korgaonkar, 2009 and Pilot study)

2.1.2.2 Trust in RA's product recommendation or product which RAs use (in this case, K-pop bands)

Trust is the willingness to be vulnerable to the actions of a trustee, and it is displayed by actions taken despite perceived risk, uncertainty, and/or vulnerability (see, e.g. Jevons and Gabbott, 2000) influence of perceiving product on consumer behavior mediated by brand trust, product trust or Recommendation Agents trust (in this case, K-pop bands) because the characteristics of the above said was the basis of trust in the product. In addition, product trust may vary with brand trust because the brand influence varies with the product's influence on consumer behavior. (Becerra and Korgaonkar 2009 and Pilot study)

2.1.2.3 Appearance (in this case, K-pop bands)

Appearance is part of a person's nonverbal communication; and appearance is tied directly to "attractiveness." And physical attractiveness, one must readily admit it is a "prized possession" as well as an esteemed one, in society today. "You would rather hire the applicant that you find more attractiveness because society taught you to associate beauty with other favorable characteristics." These appearance norms, and especially attractiveness,

“good looks and beauty are based on and shaped by culture, cultural norms, and society and community standards (Mahajah, 2007; Steinle, 2006 and Pilot Study)

2.1.2.4 Reputation (in this case, K-pop bands)

The perceived good reputation of a company is positively related to initial trust in commerce. Regarding the company competency category, perceived good reputation and willingness to customize were the principal determinants influencing initial trust. Potential consumers believed that if a company has a good reputation in the marketplace, then web site and its advertisements are more trustworthy, even if it lacks of tangible and physical signs (Koufaris and Hampton, 2004). Users also believed that a company’s willingness to customize their products or services was an indicator of a company’s capabilities, resources, and benevolence or concerns toward its consumers (Koufaris and Hampton, 2004), attracting consumers to engage in transactions and strengthening initial trust. (Chen and Barnes, 2007)

2.1.2.5 Ability (in this case, K-pop bands’ acting, dancing, and singing)

Mayer *et al*. (1995) and Pilot study defined Ability is having the knowledge, skills, or competencies that allow an individual to have influence in a specific area (Gubbins and MacCurtain, 2008; Mayer *et al*., 1995). This means that the individual must be knowledgeable or skillful in the area that is important to the individual who is the trustee. In this study, the trustee is Recommendation agents whom are K-pop band coming with their talent such as acting, dancing, and singing or may combine with their Appearance or Reputation on their work.

2.1.2.6 Perceive Attractiveness

Appearance, Reputation and Ability are three sub independent variables are combining to Perceive Attractiveness. (Relate literature, See Ch.3 **Theoretical** framework and Pilot study)

2.1.2.7 News (in this case, K-pop bands)

News traditionally implies an interest in the story which update in that time. The major criterion for inclusion in the “news” category is the label that separates news from entertainment and advertising. This is usually a formal specification (a program name or title), rather than a functional assumption left to viewers. The messages come in various packages (bulletins, programs, television, magazines, documentaries), and they include several message features (spoken words, length of story, source of information, hard versus soft content, newscaster appearance, use of graphics, and film and video editing). The one common characteristic of these elements is the qualification of messages. Normally, news

related to K-pop is advertised or updated about their daily life. (Reeves and Byron, 1989) and Pilot Study)

2.1.2.8 Interaction (in this case, K-pop bands)

Varey and Richard, 2008 and Pilot Study defined the term of 'interaction' that show in two concepts: 'inter' (between, among, of) and 'action' (exertion of energy or influence). The interaction term is usually taken to mean to act reciprocally or to act on one another. Similar terms - co-operate, coach, engage, commune – are used to express a mutual or reciprocal action or relation. Coordinated means to bring parts in proper relation. Interaction is a relational concept. In this study, the interaction between consumer and K-pop bands definitely create effective to consumer minds.

2.1.2.9 Criticism (in this case, K-pop bands)

Criticism defines as a broad term for normative work on how individuals should behave, what is wrong with our current social system, or how society should be organized. The social criticism of advertising includes concept designed to influence public opinion about the role of advertising in our society or to influence public policy issues (e.g., what constitutes illegal deceptive advertising). It's the personal opinion in public of a person or people. In this study will interpret whether it can make an effect to consumer perception or not. (Ahuvia, 1998 and Pilot Study)

2.1.2.10 Perceive impression

News, Interaction and Criticism are three sub independent variables are combining to Perceive impression. (Relate literature, See Ch.3 **Theoretical** framework and Pilot study)

2.2 Pilot study

In this study, to be understood deeply in this research, the researcher use exploratory mixed method research. In Table 2.1-2.4, pp.38-41 to created questionnaire researcher had by interview with three respondents of K-pop band's fan club in three distributions, directly, through telephone and through the internet by Facebook message on April 2015.

Table 2.1– Interview with K-pop band's fan club (04/2015)

Questions	Interview1	Interview2	Interview3	Hidden abstract concept
1. **Do you like the K - pop band? Which K-pop band do you like? Why?**	Yes, I like EXO. Because they don't worry about their image much. I like their songs, dancing routines, their overall abilities, mostly there wrote the songs themselves. Honestly, I love his face. He's handsome, of course. And yes, I started to watch them because their reputation.	I, like many bands such as; Super Junior, TVXQ, SHINEE, EXO. I like their music, looks, and abilities. EXO has a different concept from others band since debut (special power). EXO comes from SM entertainment, so there're interesting.	I used to like sister before, but now, EXO. I started from liking their songs and then I like it all. Love their music style.	• Abilities • Appearance • Reputation • Music style • Agency
2. **How do you start to like this band?**	Word of mouth, so I looked on YouTube and watched the show name "EXO Showtime" the reality show and continue loving this band until now.	From friends, so I started to watch.	Through internet for all. Music videos, Songs, YouTube. There were interesting because there were Rookie.	• Criticism • Internet • Rookie

Table 2.2– Interview with K-pop bands' fan club (04-2015) (Continue 1)

Questions	Interview1	Interview2	Interview3	Hidden abstract concept
3. Which member do you like, why?	TAO, he has angry face all time, but have cute nature.	KAI, he has a different style and skin tone.	D.O., main vocal. Love him.	• Style • Appearance
4. How many albums have this band released?	5, including 3 mini albums	5, including 3 mini albums	5, including 3 mini albums	
5. If This band have concert in Thailand, would you go?	Absolutely, yes.	Of course.	Yesssss, I mainly to convert.	• Purchase intention
6. Have you ever been purchasing products which relate to K-pop bands or not, what is it?	Yes, Photobook, standy, cosmetic, and a brooch.	Yes, Album, concert light stick, limited edition.	Yes, Photobook, I never bought a CD.	• Purchase behavior

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Table 2.3– Interview with K-pop bands' fan club (04-2015) (Continue 2)

Questions	Interview1	Interview2	Interview3	Hidden abstract concept
7. The products you buy which base on K-pop bands are necessary to be officially produced?	No, if unofficial products are good, they're OK.	For me, if I like, I will buy them all.	It's not necessary, but I don't buy them anyway.	• Purchase intention
8. Where can we buy official product?	If hurry, I would "Pre-order" through Online shop which direct sale from Korea. If not, people can buy at True or B2S stores in Thailand, some stores have difference premium.	Pre-Order Online is a better way. At their webpage or fan-sites.	For me, I ask my friend to buy it directly from Korea.	• Purchase behavior
9. Where can we buy an unofficial product?	Online shops or events.	Same as I said, their webpage or fan-sites.	Internet	• Purchase behavior

Table 2.4– Interview with K-pop bands' fan club (04-2015) (Continue 2)

Questions	Interview1	Interview2	Interview3	Hidden abstract concept
10. Do you ever follow them by purchasing any products that they use? (Not presenter)	Yes, I used to buy earrings.	Yes, for a fan club like me. If the artist does or uses anything and we know where to buy we will follow too.	No. but I will, if I see something I like too.	• Purchase behavior
11. What channel that you choose to follow K-pop band news?	Twitter, Website official EXO-M, Website official EXO-K, Website official SM entertainment and Official **Facebook page**. Internet only, it's the fastest way.	Twitter, Fansite, SM entertainment website	A Facebook fan page, I normally follow live concert pictures.	• News channels • Internet
12. Would you introduce the K - pop band you like to your friends?	I have many friends are EXO fans.	Sure.	Yes, My friend psycho me first. I love them now, I'll psycho others.	• Criticism

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2.3 Review of related Literature

2.3.1 Relationship of Intention to purchase product base on the RA and Trust in RA's product recommendation

Dobholkar *et al.,* (2012) studied the relations between recommendation agent and customers. From the survey, customers who use Recommendation Agents in shopping and it show that mostly Recommendation Agents have highly effect to intention to the purchase of products. Study from customers' point of view to the Recommendation Agents and products. The result varies factor that customer trust in the product which their brought such as "Because this RAs recommend so I trust in the product." "Because this RAs is a famous person so I can trust in." "Because I trust in recommending Advertising of this product." Most people who trust in Recommendation Agents usually trust in the product which RAs recommend and will subscribe in the next recommend as well.

A survey by Gefen (2000) investigated the behavior of customers in product and found that customers' intention to buy was influenced by trust in this RAs. Subsequent research drew similar conclusions, indicating that consumers' trust in an RAss affected their intention to purchase from the recommend or their loyalty to the RAs (Chang and Chen, 2008; Chih *et al.,* 2009; Cyr *et al*., 2008; Kim *et al*., 2008; Salo and Karjaluoto, 2007; Wu and Chang, 2006). Based on the above literature we proposed: Increased degrees of trust in an RAss will increase the consumer's intention to purchase products from the recommendations.

2.3.2 The relationship between the Trust in RA's product recommendation or product which RAs uses and Trust in Recommendation Agents

Research result in offline system shows that active participation positively influences trust in varying trust referents. Carlos and Haka (1989) found that increase employee participation in decision about their work led to greater trust in organizations. Ouschan *et al*., (2006) found that patients will trust in physicians who led them in patient-physician consultations. Wang and Wart (2007) found that normal citizen participation in public police and a government announcement affect in their trust in government

Apart from that, whereas Recommendation Agent literature has tested only one trust construction… i.e., trust in an RAs; offline research (e.g., Doney and Cannon 1997; Milliman and Fugate 1988; Wood *et al*. 2008) and online study (Stewart 2003) has tested varies trust referents in the same study to understand the trust process in greater depth.

Based on extant offline literature in customer's participation as well as possibility of many trust referents in any given context, it is expected that active participation in using Recommendation Agent will have strange believe in Recommendation Agent, "Website of RAs and product recommended by RAs. The reason for this is as follows: Recommendation Agents are consumer-oriented by design, because they are built to elicit input of customers to understand the customers better what products they want and to suggest the matching products with customer preferences. Dobholkar *et al.* (2012)

The trust transference has been widely argued (e.g., Doney and Cannon 1997; Milliman and Fugate 1988; Wood *et al*., 2008). Milliman and Fugte (1988) found that in an unfair selling process, consumers' trust in the trading company report has transferred to trust in salesperson of that company. Doney and Cannon (1997) found support for Trust Transference process in relations that buyer organization in a supplier organization led to believe in salesperson who work for supplier organization. Wood *et al*. (2008) found trust transference effect in opposite ways of consumer's trust of salesperson led to greater trust in seller organization. A trust transference process has confirmed in online context as well. Stewart (2003) represents trusts transfer from well-known website to an unknown website by link them on well-known websites through hypertext links.

2.3.3 Relationship between Reputation and Trust in Recommendation Agents

The reputation of the company asks of customer's trust (Resnick and Zeckhauser, 2001). It's reduced demand for credibility or complete credentials (Hoffman *et al*., 1999; Lee, 2002; Madu and Madu, 2002; McKnight *et al*., 2002a, b; Kim *et al*., 2003). Good reputation help reduce risk which concerns, consumers who make online purchases or transactions (Constantinides, 2004). Company reputation factors have brand trust and concordance of purchase product and service before purchasing.

Regard capability category of company perceives good reputation and willingness to customization is the main factor which influence the initial online trust in the company. The potential of online consumers, which believe that if a company have a good reputation in the market, this website is more reliable, although lack of signs tangible and physical. (Koufaris and Hampton, 2004). Generally, management has an impact on e-vendors, has increased reputation and familiarity in market by using existing tools such as advertisement and link with famous website or search engines.

Website capability is also an important factor: good reputation has been hailed as a good sign of a company candid with superior capabilities; willingness to customize is an indication of the benevolence of the company and the consumers' consideration. Different levels of management of trust relations between Initial consumers online trust and there perceive in the website. Higher degree of initial online trust and familiarity with the purchase online stimulate higher levels of purchase intention of consumers; familiarity with purchase online will reduce consumers' risk bring a positive attitude in purchase intention to relax the purchase decision (Constantinides, 2004).

Capability of company also can influence consumers' online trust and intention to purchase. (Balasubramanian *et al*., 2003; Koufaris and Hampton, 2004), including properties such as size of the company, good reputation, willingness to customize (Koufaris and Hampton, 2004), and interaction with online consumers. The majority of consumers think bigger company will have a better capability to respond demand and demands of them. (Jarvenpaa *et al*., 2000) and increase their online trust (Koufaris and Hampton, 2004). It is also being offered that, companies which have a good reputation to behave have the willingness opportunity to continue to maintain their reputation. (Doney and Cannon, 1997; Figueiredo, 2000; Jarvenpaa *et al*., 2000), and respond to the consumers' concerns about the product or service. (Pennington *et al.,* 2003). Recognition of the good reputation of the company is positively correlated with the initial online trust in e-commerce.

2.3.4 Relationship between Ability and Trust in Recommendation Agents

Capability in perceiving or trustor of the capability of trustee's capability and an important knowledge of expected behavior (Mayer *et al*., 1995). For trustworthy people as doctors with medical ability and trust psychologist who has knowledge of psychology. In the context of social network, capability comes first which influences to create trust in group of member which usually are center of specific manual interest, especially hobby, event, etc. Moreover, in benevolent is trust in the intentions of trustee treat the trustor well regardless of the trustee's own profit (Mayer *et al*., 1995).

Increase degree of consumers' perceived ability of the recommenders in social network service will increase consumers' trust in product recommendation.

Another interesting discovery of this research is perceived critical mass had less effect perceived ability and perceived benevolence/integrity. This may because they trust in product recommendation in social networks, which concerned with risk decision and it depends on

more reasons and thoughtful. Customers are not sure that all the product recommendations are equitable or not. Therefore, in the opposite way with perceived ability and perceived benevolence/integrity of other members in social network perceive critical mass of product evaluation in social network may be the secondary factors of trust in product recommendation. (Ahuvia, 1998)

Our result stated that the most important way to increase trust in product recommendation which increase perceived ability and perceived integrity of website, social network members and increase member which gladly to share information about the product recommendation to others. For example, encouraging information sharing. Among the products users that have the experience and encouraging members to show their goodwill in social network service, which can increase perceived ability and perceived benevolence/integrity of members.

2.3.5 The relationship between Interaction and Trust in RA's product recommendation or product which RAs uses

Yoon (2002) Explain the mechanism of online trust: security assurance, Reputation, web searching, fulfillment. (I.e. Willingness to customize) presentation (i.e. Website quality) technology and interaction (i.e. E-forum) These mechanisms are divided into three dimensions of online trust.

- Technique base: in web searching, technology and presentation.
- Uncertainty of transactions and security: security assurance
- Capability base: Reputation, fulfillment and interaction.

Online trust and the capability of companies, the Company's ability can also influence consumer's online trust and intention to purchase. (Balasubramanian *et al.,* 2003; Koufaris and Hampton, 2004) including features such as company size, good reputation, willingness to customize. (Koufaris and Hampton, 2004), and interacting with online customers. Most consumers think that the larger companies have better abilities to meet the needs and demands of them. (Jarvenpaa *et al*., 2000) and increase their online trust. (Koufaris and Hampton, 2004).

Perceived interaction with consumers is positively correlated with the initial online trust in E-commerce. In addition, purchasing, experience will have a positive relationship with the

intention of purchase in E-commerce (Shim *et al*., 2001; So *et al*., 2005). “Familiarity deals with an understanding of the current actions of other people or of objects, while trust deals with beliefs about the future actions of other people” (Gefen, 2000, p. 727). The two methods familiar to build trust:

- Proposed a framework for future expectations; and
- Creating a sustainable idea of consumers based on previous interactions. (Gefen, 2000).

2.3.6 The relationship between Criticism and Trust in RA’s product recommendation or product which RAs uses

Study from Antecedents and consequences of trust in online product recommendations: An empirical study in social shopping, the survey result showed perceived ability, perceived benevolence/integrity, and perceived criticism of reviewers have mostly mentioned for three reasons from shopper recommendations. Moreover, the result of an open-ended question shown that perceived criticism is one more important to trust in product recommendation (Chang and Chen, 2008; Kim and Tadisina, 2005; McKnight *et al*., 2002; Salo andKarjaluoto, 2007). It shows that consumers tend to have more trust in shoppers’ recommendation. Thus, we will increase perceive critical mass (PCM) as before, three trusts in recommendation therefore, we hypothesized that.

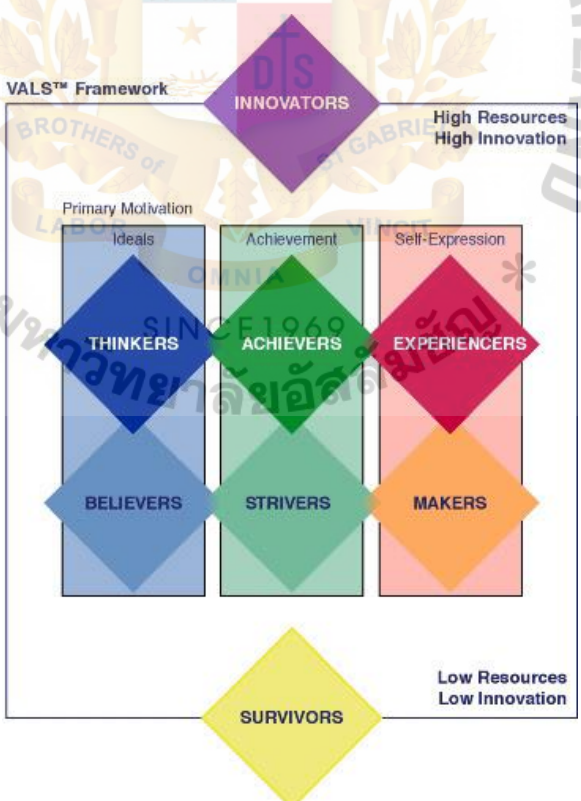
- Increase degrees of consumer perceive ability of Recommenders in social network service will increase the trust of consumer in product recommendations
- Increase degrees of consumer perceived benevolence/integrity of Recommenders in social network service will increase the trust of consumer in product recommendations.
- Increase degrees of consumer perceive ability of Recommenders in social network service will increase the trust of consumer in product recommendations.

Our result has confirmed that trust in website and trust in product recommendation influence from concerned website factors (i.e. Perceived web reputation, perceived web quality and perceived institution assurance) and concerned social network factors (i.e. Perceived ability, perceived benevolence/integrity and perceived critical mass) respectively. Research results consistent with those from past studies. (Chang and Chen, 2008; Kim and Tadisina, 2005; McKnight *et al*., 2002; Salo andKarjaluoto, 2007).

Another interesting discovered by this research is perceived criticism to have less effect than perceived benevolence/integrity. This may because they trust in product recommendation in social networks that concerned with risk decision and it is up to the judge more rational and humane. Consumers are unsure whether all product recommendations are justified or not. Therefore, in contrast to perceiving ability and perceived benevolence/integrity of other members in social network perceives criticism of product assessment in social network may as a second factor of trust in product recommendation. (Chang and Chen, 2008; Kim and Tadisina, 2005; McKnight *et al*., 2002; Salo andKarjaluoto, 2007).

This research will devide respondents by VALS, proprietary psychometric method, measures these and other predictive attitudes—in conjunction with behaviors and demographics. Figure 2.1, p.47 explain types correspond to VALS segments of US adults based on two concepts for understanding consumers: primary motivation and resources.

Figure 2.1: VALS Framework



Source: Strategic business insights 2014, http://www.strategicbusinessinsights.com/, Retrieved November 3, 2015

Consumer lifestyles and values (VALS) constructs are an integral part of the internal influence approach to understanding the consumer. The most widely used approach to lifestyle measurements are the Activities, Interests, and Opinions (AIO) rating statements (Wells and Tigert, 1977). Kahle (1996) defines them as the criterion individuals follow to select and justify their actions. As a result, values and lifestyles influence the taking of decisions, personal behavior and attitude toward objects and the other's conducts (Fraj & Martinez, 2006) including to sex-orientation which relate to this study. The focus of marketers and consumer researchers has generally been on identifying the broad trends that influence how consumers live, work, and play. It allows a population to be viewed as consisting of distinct individuals with feeling and tendencies, arranged in compatible groups (segments) and to make more understand in consumers. In general, researchers tend to equate psychographics with the study of lifestyles which relate to sex-oreintation. Market researchers use psychographic research to describe a consumer segment which helps an organization to better understand and reach its customers. Hence, lifestyle which relate to sex-orientation patterns provide broader, a multidimensional views of consumers. The basic premise of lifestyle research is that the more marketers know about and understand their customers, the more effectively they can communicate with and serve them (Kaynak and Kara, 1996).

The relationship between subjects' values and their tendency to sex-orientation of Thai people is quite clear in both the literature about values and lifestyles and the studies focused on the intention to purchase and trust of consumers. As a result, in the traditional models that describe the individual values by means of the VALS scale, factors with a conceptualization very close to innovativeness have been identified, such as experimentalism or the search for novelty (Mitchell, 1983; Novak & McEvoy, 1990; Martin et al, 2000; Chan & Leung, 2005; Fraj & Martínez, 2006) or innovation (Mitchell, 1983; Martin et al., 2000; Chan & Leung, 2005). So, experimentalism is the value that characterizes people to looking for variety desire in their lives in order to feel fulfilled which in this research have difine it in sex-orientation; One the other hand, literature about the adoption and diffusion of new products and services has associated the most innovative consumers with psychological characteristics with a conceptualization very close to and can define by VALS.

Table 2.4– Literature review of dependent variable as previous study

Author/ year	Title/ Country	Objectives	Findings	Observation
Dobholkar *et al*., (2012)	Consumer participation and the trust transference process in using online recommendation agents: Using samples of 222 which 68 undergraduate students from a Southeastern University, United State of America and 154 people who were contacted through an online survey form as participants.	To extend the extant literature on RA as well as research in offline contexts on consumer participation and the trust transference process.	Intention to purchase product base on the RA varied according to the Trust in RA's product recommendation.	K-pop products have created a trust by K- pop bands in several ways, commercial, presenter, brand ambassador or use in their K-pop artist lifestyle, there would have potential to create Intention to purchase K-pop product in customers' mind.
Dobholkar *et al*., (2012)	Consumer participation and the trust transference process in using online recommendation agents: Using samples of 222 which 68 undergraduate students from a Southeastern University, United State of America and 154 people who were contacted through an online survey form as participants.	To extend the extant literature on RA as well as research in offline contexts on consumer participation and the trust transference process.	Intention to purchase product base on the RA varied according to the Trust in RA's product recommendation.	Customers who use K-pop bands as leading in shopping and lifestyle would show that mostly K-pop bands have highly effect to customers' mind which create intention to the purchase K-pop products.

Table 2.5– Literature review of dependent variable as previous study (continued 1)

Author/ year	Title/ Demographic profile	Objectives	Findings	Observation
Dobholkar *et al*., (2012)	Consumer participation and the trust transference process in using online recommendation agents: Using samples of 222 which 68 undergraduate students from a Southeastern University, United State of America and 154 people who were contacted through an online survey form as participants.	To identify how the Trust in RA's product recommendation influencing Intention to purchase product base on the RA	Intention to purchase product base on the RA varied according to the Trust in RA's product recommendation.	Trust in a K-pop bands have positively affected to customers purchase K-pop products intention from K-pop bands recommend or customer loyalty to the K-pop bands**.**
Hsiao *et al*., (2010)	Antecedents and consequences of trust in online product recommendations An empirical study in social shopping: Using samples of 1,219 which collected via an internet survey. The hyperlink of the survey questionnaire was posted on the Bahamut website for 14 days.	To improve understanding of the reasons why people trust the Information about product recommendations and to investigate the impact of The trust on the consumers' intention to purchase products.	Intention to purchase product base on the RA varied according to the Trust in RA's product recommendation.	Increased degrees of trust by perceiving attractiveness and perceive the impression in K-pop bands would increase the consumer's purchase intention to K-pop products from the recommendations which are k-pop bands.

Table 2.6– Literature review of independent variable as previous study

Author/ year	Title/ Demographic profile	Objectives	Findings	Observation
Hsiao *et al*., (2010)	Antecedents and consequences of Trust in online product recommendations An empirical study in social shopping: Using samples of 1,219 which collected via an internet survey. The hyperlink of the survey questionnaire was posted on the Bahamut website for 14 days.	To improve understanding of the reasons why people trust the Information about product recommendations and to investigate the impact of The trust on the consumers' intention to purchase products.	Recommendation Agents are consumer-oriented by design, because they are built to elicit input of customers to understand the customers better what products they want and to suggest the matching products with customer preferences and will create a Trust in Recommendation Agents.	There is significant impact on matter in positive or negative ways of K-pop bands on K-pop products. There are six factors leading Trust in K-pop bands which are Appearance, Reputation, and Ability are combined as Perceive attractiveness. News, Interaction, and Criticism combine as perceived impression

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Table 2.7– Literature review of independent variable (continued 1)

Author/ year	Title/ Demographic profile	Objectives	Findings	Observation
Dobholkar *et al*., (2012)	Consumer participation and the trust transference process in using online recommendation agents: Using samples of 222 which 68 undergraduate students from a Southeastern University, United State of America and 154 people who were contacted through an online survey form as participants.	To extend the extant literature on RA as well as research in offline contexts on consumer participation and the trust transference process.	The results show that greater participation in using an RAs leads to higher trust on the website, in the RA, and in the RA's recommendations. These findings are consistent with that research where consumer participation was found to engender trust.	Trust in the K - pop product which K-pop bands present or use can be divided into three factors which are News, Interaction, and Criticism which in this study have combined them as Perceive impression.
Cavico *et al*., (2012)	Appearance Discrimination, "Lookism" And "Lookphobia" In The Workplace: The journal of applied business research; Nova Southeastern University, United State of America	The article provides a discussion of societal norms concerning "attractiveness" the existence of appearance discrimination in employment, the presence of "preferring prettier".	Appearance is part of a person's nonverbal communication; and appearance is tied directly to "attractiveness." And physical attractiveness, one must readily admit it is a "prized possession" as well as an esteemed one, in society today.	Appearance of K-pop bands is a significant factor to make consumer interest in captor their eyes on them and lead to create trust process on K-pop. Such as create loyalty, believe or maniac in K-pop bands.

Table 2.8– Literature review of independent variable (continued 2)

Author/ year	Title/ Demographic profile	Objectives	Findings	Observation
Chen and Barnes (2007)	Initial trust and online buyer behavior: Using samples of 103 which the study provides links to several online forums requesting volunteers for 2 weeks. Primary data collection focused on undergraduate and postgraduate students in Taiwan.	Trust is one of the key obstacles for vendors succeeding; a lack of trust is likely to discourage consumers from participating in the market. This research aims to investigate how consumers develop their initial trust and purchase intentions.	Potential consumers believed that if a company has a good reputation in the marketplace, then web site and its advertisements are more trustworthy, even if it lacks of tangible and physical signs.	Perceived good reputation of a company which in this study are agency companies of K-pop bands are positively related to initial trust in commerce. Regarding the company competency category, perceived good reputation and willingness.

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Table 2.9– Literature review of independent variable (continued 3)

Author/ year	Title/ Demographic profile	Objectives	Findings	Observation
Heavy and Murphy (2012)	A proposed cooperation framework for organizations and their leaders: Enterprise Research Centre, University of Limerick, Limerick, Ireland	The emergent elements of trust and risk provide a basis for the proposed cooperation framework. The proposed framework has utility for organizations and themselves Leadership and informs us that trust has the potential to reduce risk and increase cooperation.	Ability is having knowledge, skills, or competencies that allow an individual to have influence in a specific area. This means that the individual must be knowledgeable or skillful in the area that is important to the individual who is the trustee.	In this study, the trustee is Recommendation agents whom are K-pop band coming with their talent such as acting, dancing, and singing or which relate to my dependent variable: Ability and create Reputation on their work.
Reeves (1989)	Theories about News and Theories about Cognition Arguments for a More Radical Separation: The American Behavioral Scientist	Definitions influence research by specifying the units or things to which concepts apply. Personalities apply to people, networks apply to organizations, and governments apply to nations.	News traditionally implies an interest in the story which update in that time. The major criterion for inclusion in the "news" category is the label that separates news from entertainment and advertising.	In this study, the one common characteristic of these elements is the qualification of messages. Normally, K-pop band news are duly advertised or updated about them which are come in several ways such as internet, television or magazine

Table 2.10– Literature review of independent variable (continued 4)

Author/ year	Title/ Demographic profile	Objectives	Findings	Observation
Varey and Richard (2008)	Marketing as an Interaction System: Australasian Marketing Journal	The discussion proceeds from the general perspective of humans living among others, to the specific situation of marketing in society.	The term of 'interaction' that show in two concepts: 'inter' (between, among, of) and 'action' (exertion of energy or influence). The interaction term is usually taken to mean to act reciprocally or to act on one another.	In this study, the interaction between consumer and K-pop bands definitely create an effect to consumers' mind. It can happen in several ways, such as through concert, internet or meeting event.
Ahuvia (1998)	Social criticism of advertising On the role of literary theory and the use of data: Journal of Advertising, The University of Michigan Business School	The use of literary theory for the social criticism of advertising is discussed. In particular, an examination is made of what types of claims can be made simply by analyzing an ad itself and what types of social criticism require extrinsic data about how other readers understand the ad or the historical context of its creation.	Criticism defines as a broad term for normative work on how individuals should behave, what is wrong with our current social system, or how society should be organized. The social criticism of advertising includes concept designed to influence public opinion about the role of advertising in our society or to influence public policy issues (e.g., what constitutes illegal deceptive advertising)	Criticism or comment is the personal opinion in public of a person or people. In this study will interpret whether it can make an effect to consumer perception in matter in positive or negative ways. It can be appearing in almost all distribution, K-pop band and agencies would like it to create positive affect.

Table 2.11– Critical discussion of Literature review

Author/ year	Table	Title	Critical discussion
Dobholkar *et al*., 2012	2.4, p.49	Consumer participation and the trust transference process in using online recommendation agents	Show that continuation which created by Recommendation Agents to Intention to purchase product base on the Recommendation Agents. By the Recommendation Agents will create Trust in Recommendation Agents and lead to Trust in RA's product recommendation which have highly effect to create Intention to purchase product base on the Recommendation Agents.
Dobholkar *et al*., 2012; Hsiao *et al*., (2010)	2.5, p.50	Consumer participation and the trust transference process in using online recommendation agents**;** Antecedents and consequences of trust in online product recommendations An empirical study in social shopping	Show that Trust in a Recommendation Agent affected their intention to purchase from the recommend or their loyalty to the Recommendation Agents and if loyalty which created by trust are increasing, the Intention to purchase product base on the Recommendation Agents will be increase as same.

Table 2.12– Critical discussion of Literature review (continued 1)

Author/ year	Table	Title	Critical discussion
Dobholkar *et al*., 2012; Cavico *et al*., 2012	2.7, p. 52	Consumer participation and the trust transference process in using online recommendation agents; Appearance Discrimination, "Lookism" And "Lookphobia" In The Workplace	Show that Appearance of Recommendation Agents are the main character to create preference and intention to follow in any way, such as internet, television or magazine to consume news about Recommendation Agents and then it will create a Trust in Recommendation Agents and Trust in RA's product recommendation or product which Recommendation Agents use which are coming from three factors which are News, Interaction, and Criticism are as external factors that affect to speculation.
Heavy and Murphy, 2012; Reeves, 1989	2.9, p.54	A proposed cooperation framework for organizations and their leaders; Theories about News and Theories about Cognition Arguments for a More Radical Separation	Show that The talent such as acting, dancing, and singing of the K - pop band (which is Recommendation Agents of this study) or may combine with their Appearance or Reputation on their work which normally can receive daily by news which related to the K - pop band such as they're advertised, working or updated about their daily life.

Table 2.13– Critical discussion of Literature review (continued 2)

Author/ year	Table	Title	Critical discussion
Varey and Richard, 2008; Ahuvia, 1998	2.10, p.55	Marketing as an Interaction System**;** Social criticism of advertising On the role of literary theory and the use of data	Show that interaction between consumer and K-pop bands (which is Recommendation Agents of this study) definitely create effective to consumer mind and consumer perception and will create Criticism which whether it can make effect in a good or bad way to any consumer perception.

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2.4 Analytical review of literature

Perceive Attractiveness and Intention to purchase based on RAs (in this study, K-pop band)

Perceive attractiveness is dependent variables which combine three sub variables appearance, ability and reputation. According to Cavico *et al*., (2012), studied about Appearance Discrimination, "Lookism" And "Lookphobia" In The Workplace. Their study provides a discussion of societal norms concerning “attractiveness” the existence of appearance discrimination. Appearance is part of a person’s nonverbal communication; and appearance is tied directly to “attractiveness.” And physical attractiveness, one must readily admit it is a “prized possession” as well as an esteemed one, in society today “good looks and beauty are based on and shaped by culture, cultural norms, and society and community standards (Mahajah, 2007; Steinle, 2006 and Pilot Study). Publish in the journal of applied business research; Nova Southeastern University, United State of America

Koufaris and Hampton (2004), studies about Perceived good reputation of the company are positively related to initial trust in commerce. Regarding the company competency category, perceived good reputation and willingness to customize were the principal determinants influencing initial trust. Heavey and Murphy (2012), studies about a proposed cooperation framework for organizations and their leaders and define Ability is having the knowledge, skills, or competencies that allow an individual to have influence in a specific area. Studies in Enterprise Research Centre, University of Limerick, Limerick, Ireland. The researcher found that perceive attractiveness which come from the appearance, reputation and ability have a relationship to intention to purchase based on RAs (in this study, K-pop band)

Perceive impression and Intention to purchase based on RAs (in this study, K-pop band)

Perceive impression is dependent variables which combine three sub variables News, interaction and criticism. Reeves (1989) said that News is traditionally implied an interest in the story which update at that time. The major criterion for inclusion in the “news” category is the label that separates news from entertainment and advertising. Publish in Theories about News and Theories about Cognition Arguments for a More Radical Separation: The American Behavioral Scientist.

Varey and Richard (2008) said in Marketing as an Interaction System: Australasian Marketing Journal about Interaction that is usually taken to mean to act reciprocally or to act

on one another. Ahuvia (1998) studies about Social criticism of advertising On the role of literary theory and the use of data, Criticism defines as a broad term for normative work on how individuals should behave, what is wrong with our current social system, or how society should be organized. Publish in Journal of Advertising, The University of Michigan Business School. The researcher found that perceive impression which come from news, interaction and criticism have effect to consumer mind and have the possibility to create an intention to purchase based on RAs (in this study, K-pop band)

Trust in Recommendation Agents and Intention to purchase based on RAs (in this study, K-pop band)

Dobholkar *et al*., (2012) studies in Consumer participation and the trust transference process in using online recommendation agents which show that The results show that greater participation in using Recommendation Agents leads to higher trust in the website, in the Recommendation Agents, and in the RAs recommendations. Studies using samples of 222 which 68 undergraduate students from a Southeastern University, United State of America and 154 people who were contacted through an online survey form as participants. The results showed when people have trust in the K - pop band this will be an opportunity for sellers to increase more sales point.

Trust in RAs product recommendation or product which RAs use and Intention to purchase based on RAs (in this study, K-pop band)

Hsiao *et al*., (2010) studies in Antecedents and consequences of Trust in online product recommendations An empirical study in social shopping which shows that Recommendation Agents is consumer-oriented by design, because they are built to elicit input of customers to understand the customers better what products they want and to suggest the matching products with customer preferences and will create a Trust in Recommendation Agents. Studies using samples of 1,219 which collected via an internet survey. The hyperlink of the survey questionnaire was posted on the Bahamut website for 14 days. The researcher found if the product or brand have innovation or initiate the markets, that product or that brand will meet customer satisfaction and loyalty. The researcher found the results that when people have trust in the K - pop product will lead people create purchase intention.

CHAPTER 3

THEORETICAL AND CONCEPTUAL FRAMEWORK

Partly in the third chapter as follows: In the first section esteemed the intended variables theoretical framework and proposed variables to be studied are described. The researcher specifically developed the conceptual framework and explained of varying variables obtaining related from literature and theories examples from the chapters before. The Third and the fourth part are research hypothesis and operationalize variable.

3.1 Theoretical Framework

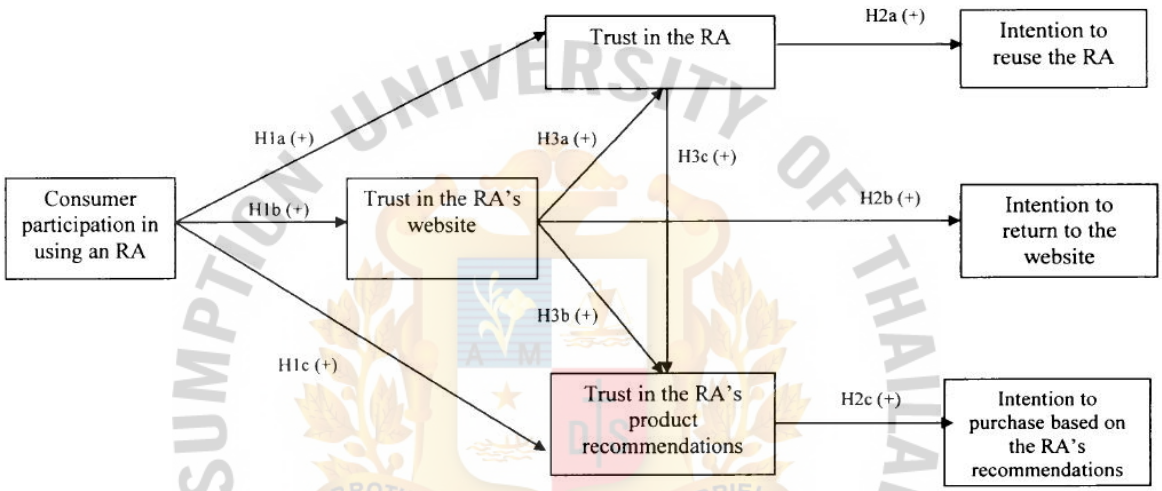
The theoretical framework of this study presents theories about factors that effect on intention to purchase. The researcher, modified the conceptual framework based on 5 major research models to observe how to improve intention to purchase based on the K - pop band. In the real business, consumers are satisfied by different conditions. Production companies have to consider why some consumers intend and why others are not so they can find the best solution to improve consumer intention in order to grow their business in the future. The first research model was developed by Dabholkar and Sheng (2012) who studied about "Consumer participation and the trust transference process in using online recommendation Agents". The second model was developed by Sahney *et al*., (2013) who studied "Conceptualizing consumer ''trust'' in online buying behavior: an empirical inquiry and model development in Indian context". The third research model was developed by Hsiao *et al*., (2010) who studied "Antecedents and consequences of trust in online product recommendations: An empirical study in social shopping". The fourth research model was developed by Chen and Barnes (2007) who studied "Initial trust and online buyer behavior". The last research model was developed by Becerra and Korgaonkar (2009) who studied "Effects of trust beliefs on consumers' online intentions". All details are as follows:

Figure 3.1, p.62 explain Dabholkar and Sheng (2012) studied the trust transference process by using recommendation Agents. Their outcome illustrated that trust has a positive effect on intentions to remain purchasing. Moreover, when consumers have highly attended in Recommendation Agents, consumers' attitude will be more favorable.

Figure 3.1: The research model of "Consumer participation and the trust transference process in using online recommendation Agents."

FIGURE 1

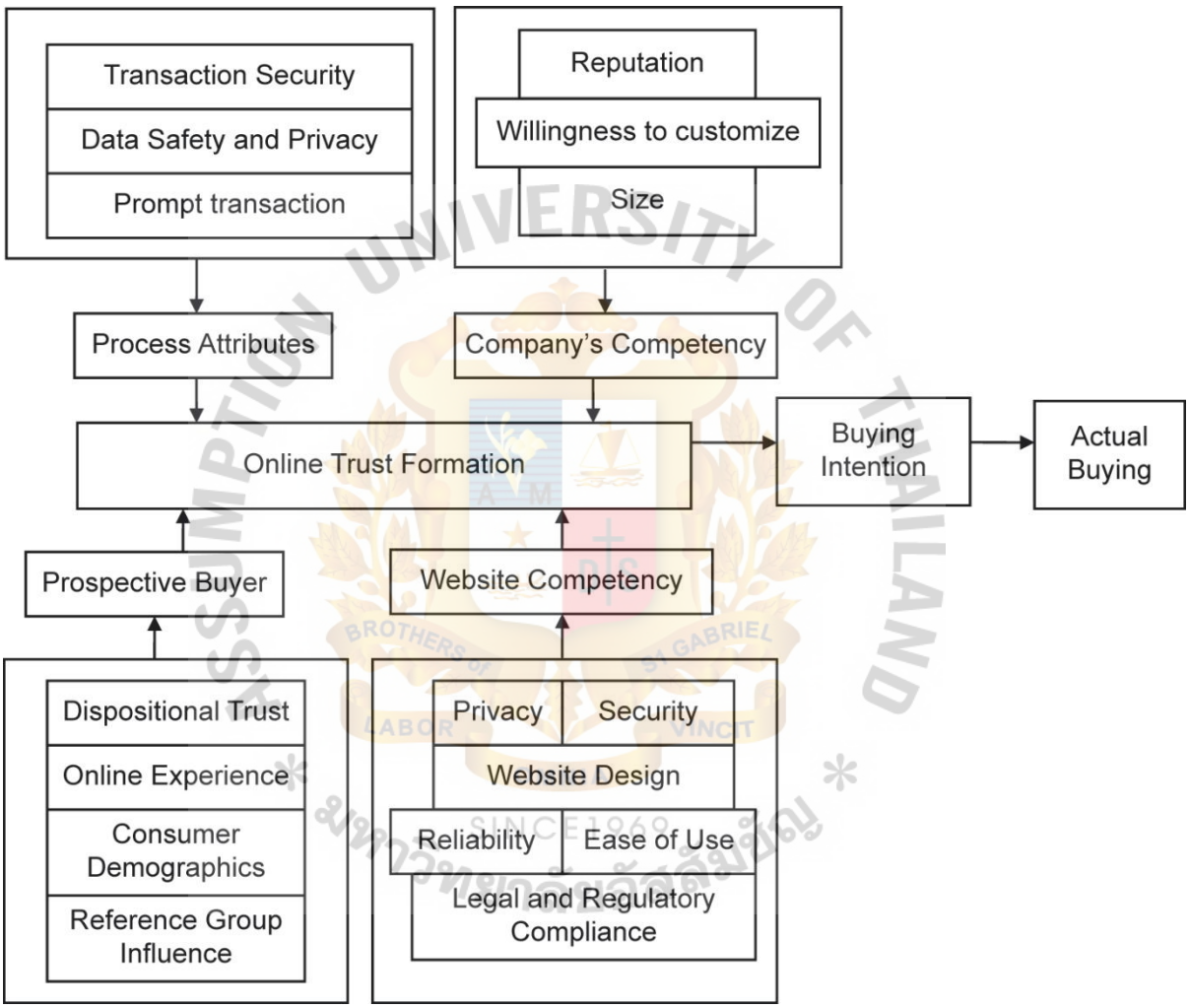
Conceptual Model



Source: Dabholkar, P.A., & Sheng, X. (2012) Consumer participation and the trust transference process in using online recommendation Agents. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 25, ABI/INFORM Complete, 96-117

Figure 3.2, p.63 explain Sahney *et al*. (2013) studied the emphasis consumers' trust in online buying behavior Predict model was using a 327 respondent from who used Indian RAsilway website, internet users' survey. Online trust formations of buying tickets were found to be an important relationship between the amount and buying intention.

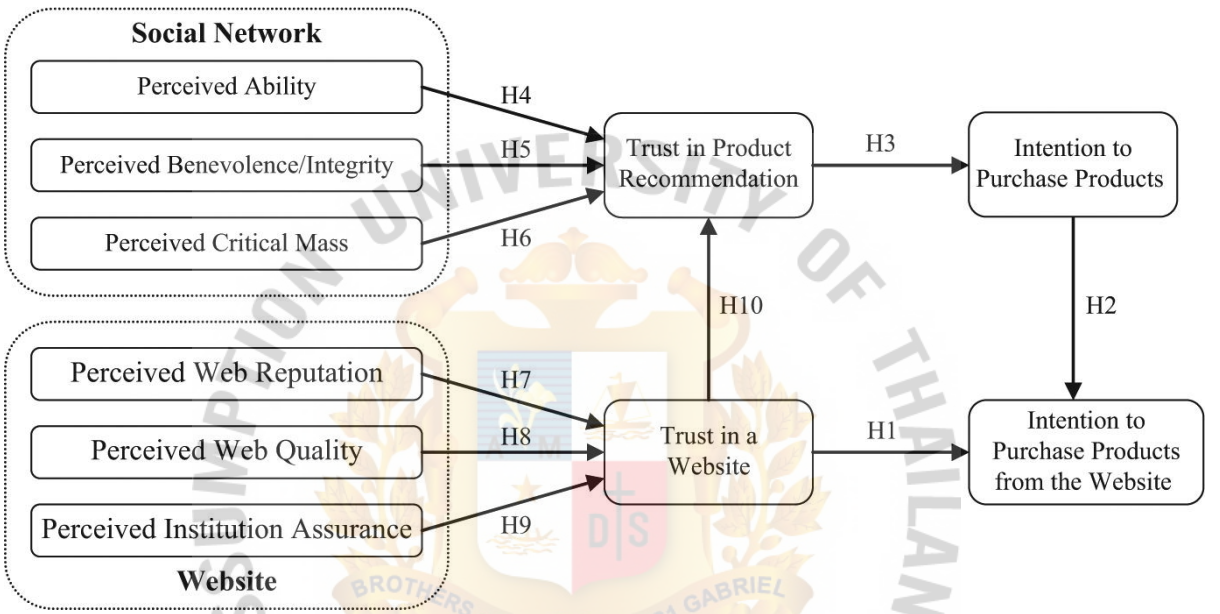
Figure 3.2: The research model of "Conceptualizing consumer ''trust'' in online buying behavior: an empirical inquiry and model development in the Indian context"



Source: Sahney, S., Ghosh, K., & Shrivastava, A. (2013) Conceptualizing consumer ''trust'' in online buying behavior. *Journal of Asia business studies vol. 7 no. 3*, 278-298

Figure 3.3, p.64 explain Lun Hsiao *et al*. (2010) studied trust in online product recommendations of consumers with a particular focus on social shopping. Their outcome illustrated that trust has a positive effect on intentions to remain purchasing. Moreover, when consumers has highly attended in the Recommendation, consumers' attitude will be more favorable.

Figure 3.3: The research model of "Antecedents and consequences of trust in online product recommendations: An empirical study in social shopping"



Source: Lun Hsiao, K., Chuan Lin, J.C., Ying Wang, X., Peng Lu, H., & Yu, H. (2010) Antecedents and consequences. *Online Information Review.* Vol. 34 No. 6, 935-953

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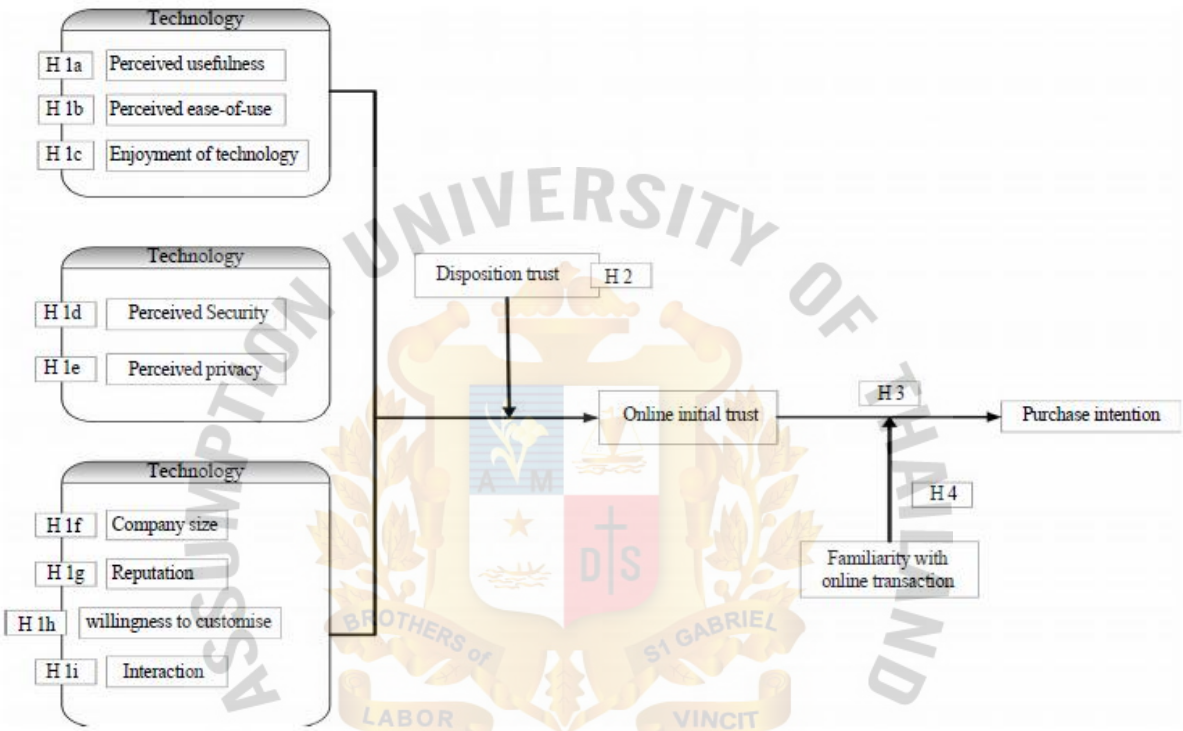
Figure 3.4, p.65 explain Hui Chen and Barnes (2007) studied the extended online buyer behavior; using perceived usefulness, perceived easy to use, enjoyment of technology, perceived security, perceived privacy, company size, reputation, willingness to customize and interaction as basic predictors. The result illustrated that multichannel effects exist between the online trust and purchasing intention.

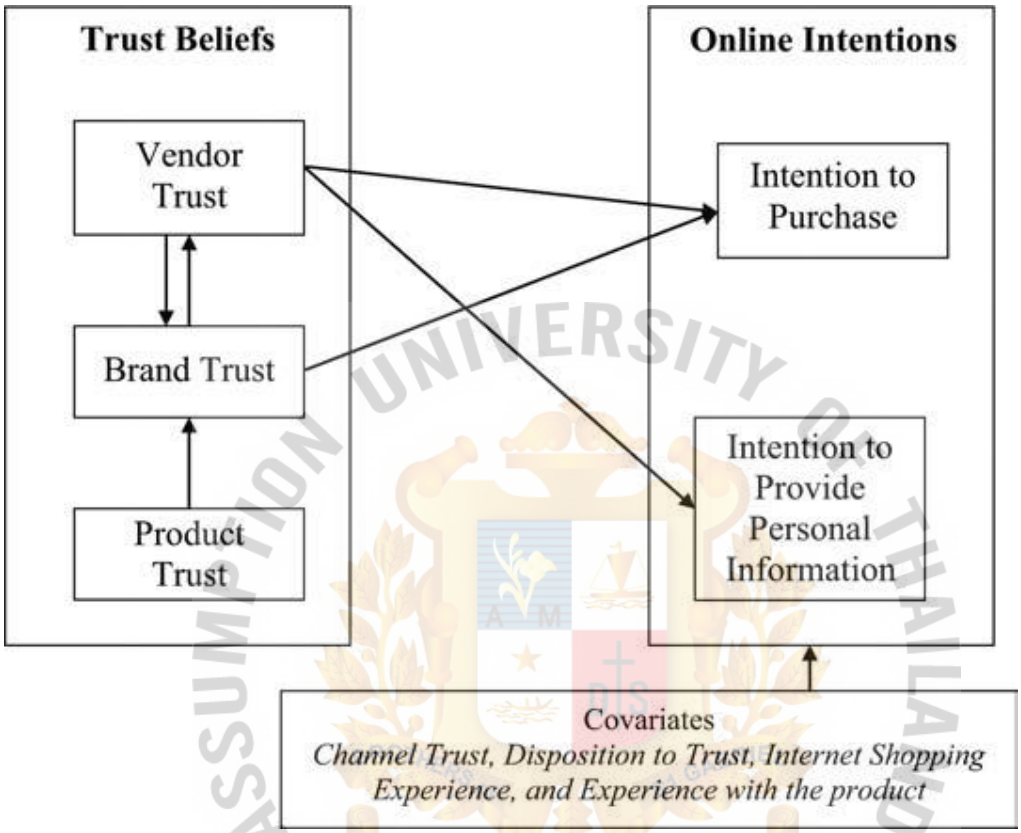
Figure 3.4: The research model of "Initial trust and online buyer behavior"



Source: Hui Chen, Y., & Barnes, S. (2007) Initial trust and online buyer behavior. *Industrial Management & Data Systems*. Vol. 107 No. 1, 21-36

Figure 3.5, p.66 explain Becerra and Korgaonkar (2011) studied the impact of trust, belief on online intention. From the studied of 422 samples, the result showed that vender trust and brand trust is significantly and positively influence on intention to purchase.

Figure 3.5: The research model of "Effects of trust beliefs on consumers' online intentions"



Source: Becerra, E.P., & Korgaonkar, P.K. (2011) Effects of trust beliefs on consumer. *European Journal of Marketing.* Vol. 45 No. 6, 936-962

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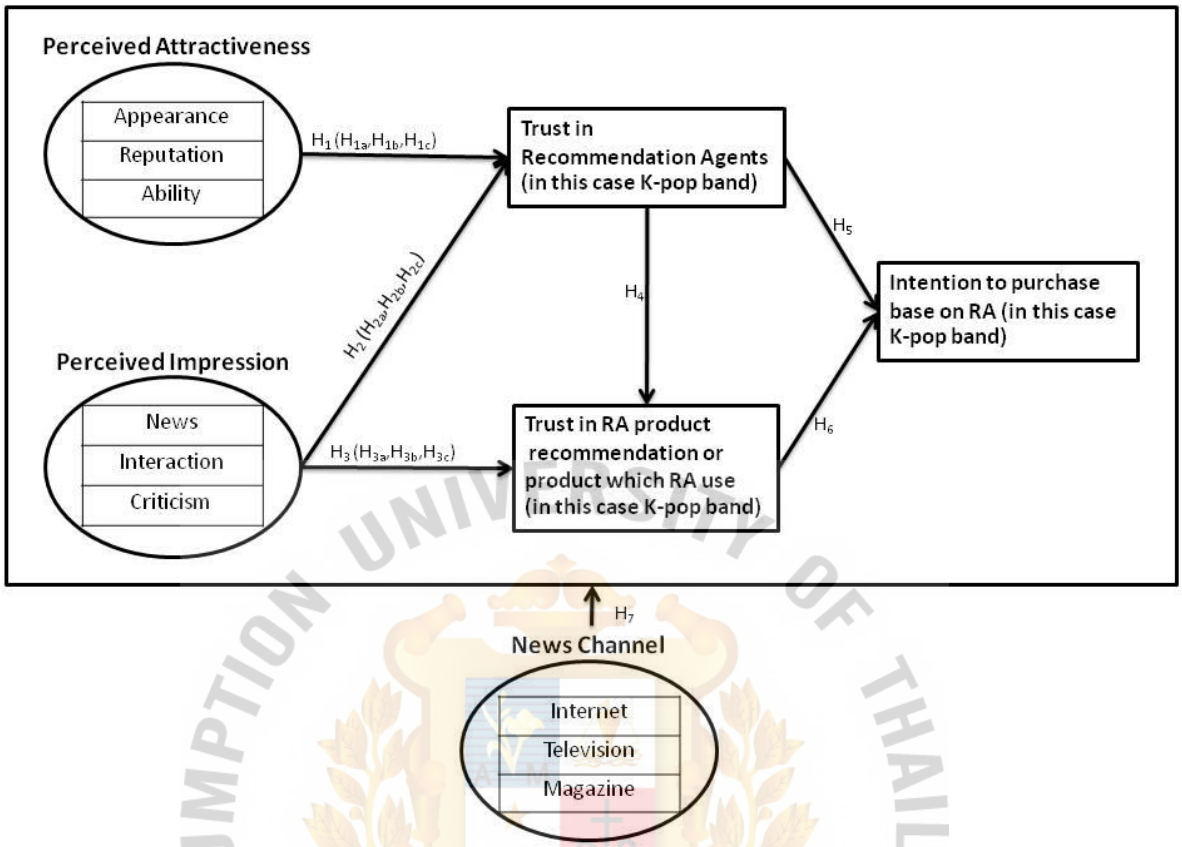
3.2 Conceptual Framework

Figure 3.6, p.68 explain that the researcher studied the analysis to identify how to improve intention to purchase based on the K - pop band by link the relationship factors from previous studies to construct the conceptual framework. The first research model (Dabholkar, P.A., & Sheng, X. (2012) Consumer participation and the trust transference process in using online recommendation Agents), the researcher investigated trust transference process in using recommendation Agents which will be implied to trust in K-pop bands that has a linear relationship with intention to purchase. The second research model (Sahney, S., Ghosh, K., & Shrivastava, A. (2013) Conceptualizing consumer ‘‘trust’’ in online buying behavior), the researcher found the online trust formations of buying were found to be an important relationship between the amounts and buying intention online trust can influence the consumers buying therefore researcher link this concept to moderate on K-pop bands and K-pop product. The third research model (Lun Hsiao, K., Chuan Lin, J.C., Ying Wang, X., Peng Lu, H., & Yu, H. (2010) Antecedents and consequences), their outcome illustrated that trust has a positive effect on intentions to remain purchasing. Moreover, when consumers has highly attended in the Recommendation, consumers' attitude will be directly affected to the consumers purchase intention. The fourth research model (Hui Chen, Y., & Barnes, S. (2007) Initial trust and online buyer behavior), the result illustrated that multichannel effects exist between the online trust and purchasing intention. The last research model (Becerra, E.P., & Korgaonkar, P.K. (2011) Effects of trust beliefs on consumer), the impact of trust, belief on online intention. The result showed that vender trust and brand trust are significant and has positively influenced on intention to purchase to increase sale. From five theoretical frameworks which all have purchase intention as independent variable, researcher have select dependent variables to modified conceptual framework of a study of relationship between Perceived Attractiveness (Appearance, Reputation, Ability), Perceived Impression (News, Interaction, Criticism), Trust in Recommendation Agents, Trust in RAs product recommendation or product which RAs use (independent variables) to Intention to purchase base on RA (dependent variables). In other words, the independent variables are supposed to affect the intention to purchase based on RA of recommending products.

Figure 3.6: Conceptual Framework



Source:

1. Dabholkar, P.A., & Sheng, X. (2012) Consumer participation and the trust transference process in using online recommendation Agents. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 25, ABI/INFORM Complete, 96-117
2. Sahney, S., Ghosh, K., & Shrivastava, A. (2013) Conceptualizing consumer ‘‘trust’’ in online buying behavior. *Journal of Asia business studies vol. 7 no. 3*, 278-298
3. Lun Hsiao, K., Chuan Lin, J.C., Ying Wang, X., Peng Lu, H., & Yu, H. (2010) Antecedents and consequences. *Online Information Review.* Vol. 34 No. 6, 935-953
4. Hui Chen, Y., & Barnes, S. (2007) Initial trust and online buyer behavior. *Industrial Management & Data Systems*. Vol. 107 No. 1, 21-36
5. Becerra, E.P., & Korgaonkar, P.K. (2011) Effects of trust beliefs on consumer. *European Journal of Marketing.* Vol. 45 No. 6, 936-962

3.3 Statistical Hypotheses

A hypothesis is the answer which researcher predicted in advance. To answer the aim of the research which be placed. Zikmund (2009) mentioned that is a message that shows the relationship between variables. It must be a declarative sentence preset Lange by studying related research or any documents assumption of each must have at least two variables in the two types is comparing characteristics of and relationships. The hypothesis statement as shown below are designed to describe the relationship of perceived Attractiveness (Appearance, Reputation, and Ability), perceived Impression (News, Interaction, and Criticism), News channel (Internet, Television, and Magazine), Trust in Recommendation Agents, Trust in RAs product recommendation or product which RAs use, and Intention to purchase based on Recommendation Agents.

Hypotheses 1:

H_{1o}: There is no statistical significant relationship between perceived Attractiveness and Trust in Recommendation Agents.

H_{1a}: There is a statistical significant relationship between the perceived Attractiveness and Trust in Recommendation Agents.

Hypotheses 2:

H_{2o}: There is no statistical significant relationship between perceived impression towards Trust in Recommendation Agents.

H_{2a}: There is a statistical significant relationship between perceived impression towards Trust in Recommendation Agents.

Hypotheses 3:

H_{3o}: There is no statistical significant relationship between perceived impression and Trust in RAs product recommendation or product which RAs used.

H_{3a}: There is a statistical significant relationship between the perceived impression and Trust in RAs product recommendation or product which RAs used.

Hypotheses 4:

H_{4o}: There is no statistical significant relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs used.

H_{4a}: There is a statistical significant relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs used.

Hypotheses 5:

H_{5o}: There is no statistical significant relationship between the Trust in Recommendation Agents toward Intention to purchase based on Recommendation Agents.

H_{5a}: There is a statistical significant relationship between the Trust in Recommendation Agents toward Intention to purchase based on Recommendation Agents.

Hypotheses 6:

H_{6o}: There is no statistical significant relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents.

H_{6a}: There is a statistical significant relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents.

Hypotheses 7:

H_{7o}: There is no statistical significant relationship between News channel and Intention to purchase based on Recommendation Agents.

H_{7a}: There is a statistical significant relationship between News channel and Intention to purchase based on Recommendation Agents.

3.4 Operationalization of the Dependent, and Independent Variables

In this part, the researcher, implied to find definition and measurement of the concept of each variable: Perceived Attractiveness (Appearance, Reputation, Ability), Perceived Impression (News, Interaction, Criticism), Trust in Recommendation Agents, Trust in RAs product recommendation or product which RAs use (independent variables) to Intention to purchase based on RA (dependent variables). Table 3.7-3.16, pp. 71-80 shows the operational components of independent variables and dependent variables.

Table 3.7: Operationalization of the Variables

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
Dependent Variables: Intention to purchase based on Recommendation Agents	Intention to purchase a product as whether consumers' perceived levels of participation in using RAs have any impact on trust and behavioral intentions (Dobholkar *et al*., 2012 and Pilot Study)	Intention to purchase based on RA 1) I would buy those (new) products advertised by K-pop bands. 2) I believe in those (new) products or anything advertised by K-pop bands. 3) I would purchase any (new) products advertised by K-pop bands within my budget amount. 4) I must purchase the limited edition of (new) products advertised by K-pop bands. 5) I will purchase any (new) products used by K-pop bands even though they are not advertising agent. (Such as fan made products, product which K-pop bands use)	Interval Scale	Part 4: Dependent Variables Question number: 4.1-4.7	2. To investigate how the Trust in Recommendation Agents mediates the relationship between Intention to purchase based on Recommendation Agents

Table 3.8: Operationalization of the Variables (continued 1)

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
		6) I will purchase products advertised by K-pop bands because I feel obligated to support him. 7) I will recommend my family and friends to buy (new) products advertised by K-pop bands.			
Independent Variables: Trust in Recommendation Agents	Trust in Recommendation Agents is defined as a presenter or person who use or recommend products, In this case is a K - pop band. (Becerra and Korgaonkar, 2009 and Pilot study)	Trust in Recommendation Agents 1) I have positive thinking towards the whole pictures of K-pop bands. 2) K-pop bands' members are people I can fully trust. 3) I trust in K-pop bands unconditionally.	Interval Scale	Part 3: Independent Variables Question number: 3.31-3.33	2. To explore how perceived Attractiveness and perceived impression affect Trust in Recommendation Agents.

Table 3.9: Operationalization of the Variables (continued 2)

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
Independent Variables: Trust in RAs product recommendation or product which RAs uses	Influence of perceiving product on consumer behavior mediated by brand trust, product trust or Recommendation Agents trust (in this case, K-pop band). (Becerra and Korgaonkar, 2009 and Pilot study)	Trust in RAs product recommendation or product which RAs uses 1) I rely on being advertising agent of K-pop bands' (n) products. 2) I trust in anything that K-pop bands recommend. 3) I trust that those (new) products are for me because K-pop bands recommend them in their advertisements.	Interval Scale	Part 3: Independent Variables Question number: 3.34-3.36	2. To study the relationship between the perceived impression and Trust in RAs product recommendation or product which RAs uses.
Independent Variables: Perceived Attractiveness – Appearance	Appearance is part of a person's nonverbal communication; and appearance is tied directly to "attractiveness." And physical attractiveness,	Perceived Attractiveness – Appearance 1) K-pop band's fashion and appearances have influence on me and my wardrobe**.** 2) K-pop band's appearance catches my eyes.	Interval Scale	Part 3: Independent Variables Question number: 3.1-3.5	1. To investigate how Perceived Attractiveness - Appearance mediates the relationship between the Trust

Table 3.10: Operationalization of the Variables (continued 3)

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
	one must readily admit it is a "prized possession" as well as an esteemed one, in society today. (Mahajah, 2007; Steinle, 2006 and Pilot Study)	3) I think that the concept of K-pop band fashion has been and will be great in the future. 4) K-pop band's appearance influenced me to go shopping. 5) I will be satisfied using the products that promoted by using K-pop band's appearance			in Recommendation Agents.
Independent Variables: Perceived Attractiveness – Reputation	The perceived good reputation of the company is positively related to initial trust in commerce. Regarding the company competency category, perceived good reputation and willingness to customize	Perceived Attractiveness – Reputation 1) I know a K - pop band from word of mouth. 2) Reputation of the K - pop band came from their agency. 3) Reputation of products those K-pop bands have presented, increasing their popularity.	Interval Scale	Part 3: Independent Variables Question number: 3.6-3.11	1. To explore how Perceived Attractiveness – Reputation affect Trust in Recommendation Agents.

Table 3.11: Operationalization of the Variables (continued 4)

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
	were the principal determinants influencing initial trust. (Koufaris and Hampton, 2004)	4) It is my opportunity to make interest in (new) products of K-pop bands they have presented and used. 5) K-pop bands have introduced me (new) products which they presented and used in the past 2-3 years. 6) The reputation of K-pop bands influences me to trust the products they presented and used in the past 2-3 years, even seen only once.			
Independent Variables: Perceived Attractiveness - Ability	Ability is having knowledge, skills, or competencies that allow an individual to have influence in a specific	Perceived Attractiveness – Ability 1) K-pop bands' abilities (acting, dancing, and singing) make me become their fan club. 2) K-pop bands' abilities make me	Interval Scale	Part 3: Independent Variables Question number: 3.12-	1. To study the relationship between Perceived Attractiveness - Ability and Trust in

Table 3.12: Operationalization of the Variables (continued 5)

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
	area. (Mayer *et al*., 1995 and Pilot study)	admire (new) products they have presented and used in the past 2-3 years. 3) I like K-pop bands because of their great talents (such as singing, dancing and acting at the same time). 4) If K-pop bands really use such (new) products that they have presented in the past 2-3 years in their daily life, I will use the same products or services as well. 5) K-pop bands have become an advertising agent for my next purchase of (new) products that they have presented in the past 2-3 years.		3.16	Recommendation Agents.

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Table 3.13: Operationalization of the Variables (continued 6)

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
Independent Variables: Perceived Impression-News	News traditionally implies an interest in the story which update in that time. The major criterion for inclusion in the "news" category is a label that separates news from entertainment and advertising. This is usually a formal specification (a program name or title), rather than a functional assumption left to viewers. (Reeves and Byron, 1989)	Perceived Impression-News 1) My impression of K-pop bands' news (about real daily life like a concert, acting, and variety show) make me follow their style. 2) I like K-pop bands' new products because I'm impressed on K-pop bands' news (about real daily life like a concert, acting, and variety show) before. 3) Reading news about K-pop bands to fulfill my free time is part of my daily life. 4) International news of K-pop bands made me proud to be part of their fan club. 5) Using K-pop bands to present	Interval Scale	Part 3: Independent Variables Question number: 3.17-3.22	1. To investigate how Perceived impression - News and Trust in RAs product recommendation or product which RAs use.

Table 3.14: Operationalization of the Variables (continued 7)

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
		(new) products motivates me to purchase the products. 6) It is my obligation to follow up K-pop bands' news continually.			
Independent Variables: Perceived Impression-Interaction	Interaction is a relational concept. In this study, the interaction between consumer and K-pop band definitely create effective to consumer minds. (Varey and Richard, 2008 and Pilot Study)	Perceived Impression-Interaction 1) Interaction between K-pop bands and me through the internet impressed me and made me have greater trust in their ability. 2) Interaction between K-pop bands and I at their concert impressed me and made me have greater trust in their ability. 3) Interaction between K-pop bands	Interval Scale	Part 3: Independent Variables Question number: 3.23-3.26	1. To find out the relationship 1. between perceived impression - Interaction and Trust in RAs product recommendation or product which RAs use.

Table 3.15: Operationalization of the Variables (continued 8)

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
		and I through fan club meeting events impressed me and made me have greater trust in his ability. 4) Interaction between K-pop bands and I in any channels impressed me and made me have greater trust in their ability.			
Independent Variables: Perceived Impression-Criticism	Criticism defines as a broad term for normative work on how individuals should behave, what is wrong with our current social system, or how society should be organized. (Ahuvia, 1998 and Pilot Study)	Perceived Impression-Criticism 1) Comments of other fan clubs about K-pop bands affected me. 2) Comments of non-fan club about K-pop bands affected me. 3) Comments of both fan club and non-fan-club about their (new) products motivate my purchase intention.	Interval Scale	Part 3: Independent Variables Question number: 3.27-3.30	1. To analyze the relationship between perceived impression-Criticism and Trust in RAs product recommendation or product which RAs use.

Table 3.16: Operationalization of the Variables (continued 9)

Variable	Concept of variables	Operational Component	Measurement scale	Questionnaire number	Research Objective number
		4) Comments from people who use K-pop bands' (n) products affected purchase/repurchase intention			

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CHAPTER 4

RESEARCH METHODOLOGY

Research methodology of this research will be overall explained in this chapter to clarify the research destination. It was divided into 6 sections that are the way of research used, respond and sampling procedures, research instruments/questionnaire, protests, collection of data/gather procedures, and statistical treatment of data.

4.1 Mixed Methodology Research

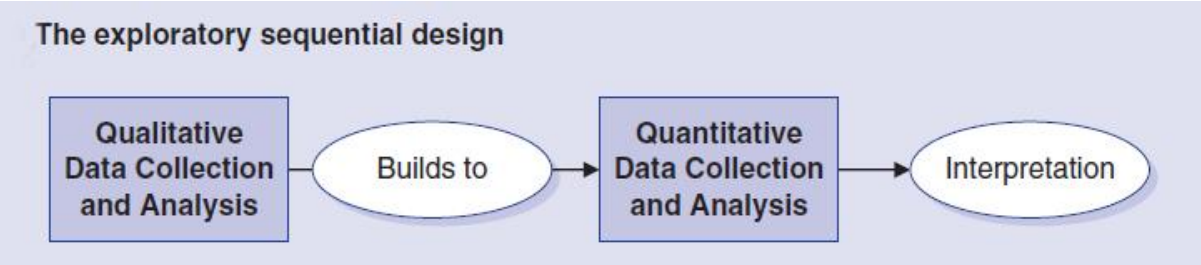
The researcher used exploratory research (Creswell and Clark, 2007)and pilot study to collect data. The purpose of the exploratory research process is a progressive narrowing of the scope of the scope of the research topic and a transformation of the discovered problems in to define ones (Zikmund, 2009). The main purpose of the exploratory design is to generalize Qualitative result research Based on a few of the first phase to a larger sample gathered during the second phase. As well as an exploratory design that the intention of the two phases exploratory design is the result of the first, quality-oriented approach can help develop or inform the second, a quantitative method. (Greene *et al*., 1989).

This research is the research integrates quantitative and qualitative composition. The technical, methods, approach, and concept, are used in order to answer the research more completely. (Johnson and Onwuegbuzi, 2004) This type of design is a kind of research which uses quantitative and qualitative methods to define research problems. Determination of research methods, Data Collection Data analysis and conclusion reference. (Tashakkori and Teddlie, 2009)

Mixed Methods Research is adopting quantitative and qualitative research methods used to research on the same research findings to be careful and tightened using the strengths in the quantitative research resolves weakness of qualitative research and use the strengths of qualitative research to resolve the weaknesses of the quantitative research (Creswell and Clark, 2007).

Figure 4.1, p.82 explain the exploratory sequential design method of Mixed Methods Research Designs

Figure 4.1: Prototypical Versions of the Mixed Methods Research Designs: The exploratory sequential design



Mixed methodology research is a research in the social sciences and behavioral sciences. Starting from demography, then spread into line educational psychology. The concept of Positivism positive believes theory as a set, belief in the causal correlation of dimension which can statistical proof (Causal relationships). The concept of cause and effect analysis with real phenomenon (Contructionism) belief in reason and visible Relationship fact, in the manner of Symbolism and Interpretivism.

Why do we have to use the combination of Qualitative and quantitative together? Because it can deliver better results, also have the most trust consistent and keep in tracks with most phenomena occurs. Literature often used Quantitative research as a set or before the start of the study and research. Then follow, supplemented by Qualitative research. There is no mixed equal, mostly in quantitative research will be about 70 percent, followed by qualitative about 30 percent as well as a salad tray which has bodies supported research findings from a quantitative point that needs clearer emphasis. (Teddlie and Tashakkori, 1998)

Reason of Mixed Methods is to give the clearest answers to the questions that were ambiguous. In particular, the effects of quantitative examination found that some social context affecting the student behavior, which is variable, but cannot find a reason to explain it better. Have to highlights searching for a qualitative deeply into the source of the answer. Primary data were sourced directly by facts from people who truly know the origin or the original source of the real stories. (Teddlie and Tashakkori, 1998)

The value of Mixed Methods research (Creswell and Clark, 2007)

1. To get answers to the research, only one way cannot be answered comprehensively.

2. To get answers is extensive and profound.

3. Consistent with the nature of social science that involves the study of human behavior.

4. Allows researchers to setup questions, to have more variety research purposes and to allow researchers to use tools/ techniques to find answers in wide range.

Overall, it helps compensate the weaknesses and creates more strengths of each method of research and help to take advantage of research for each line more fully.

Limitations of the mix method research. (Teddlie and Tashakkori, 2009)

1) Difficulties in the implementation of the only one researcher.

2) Researchers need to learn how to research, both quantitative and qualitative approach and must know how to mix properly.

3) The high cost and long duration.

4) Uncertainty in the methodology of the research mix.

5) Research reports written form is unclear. And Problems in the results conclusion / the understanding to the reader when the result of the two methods differ.

The main point to prove of mixed method research

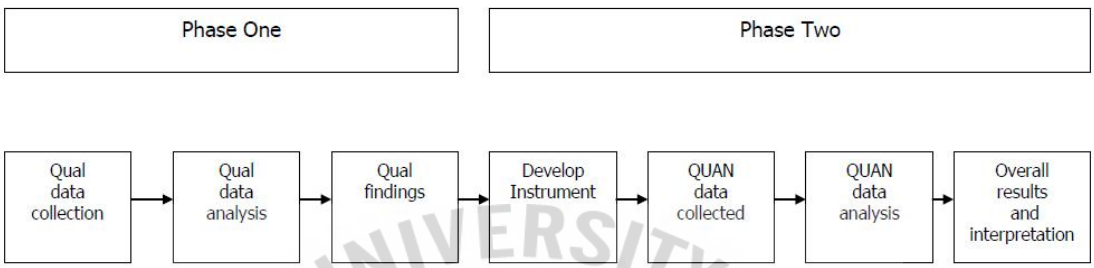
Sociological Research in Quantitative will believe in a person's behavior. That will be determined not only factors such as the age of the individual, but also determined by factors at the household level and community or village which called Social context.

Research in social psychology that highlights on education in Quantitative to believe that a person's behavior, such as the scores, and ability to recognize. Will be determined by age, but also include the background context of the personality of the classroom teacher. Environmental factors that around person in a manner context of culture, and traditions.

The procedures of Mixed Method Research

Figure 4.2, p.84 explains the exploratory **processes** of Mixed Methods Research which divide in two phases

Figure 4.2 Mixed methods research process framework adopted by Myers and Oetzel (2003) (Adapted from Creswell & Plano Clark, 2007)



4.1.2 Phase one

Step 1 Defining the research question might be only one question that is included both quantitative and qualitative or several separate questions are quantitative question and qualitative question. Our research is exploring the factors that affect the Thai people to buy products at the K-pop as a presenter or product as interview questions mentioned in chapter 2.

Step 2 Determine the purpose of research. Objectives can be set up on one or more, based on the research questions. To know the attraction of the market that make the customers purchase and found factors which can help approaches further to promote Thai market in the future.

Step 3 Choose the method of research. That should be a mixed method based on which conventional. Our research starts with Qualitative before Quantitative, to writing starting from in qualitative research:

• To begin the writing from the research question, which is a form of in qualitative research questions such as faith communities to purchase the K-pop bands have a product or not.

• After that reviewing the literature in the past. Who does what, where, what I need to know, what I do not know yet

• After that entering Methodology, Qualitative Research will focus primarily Grounded theory approach so there is no conceptual framework. No definition of Operations Research and most importantly, there are no population and sample. There is no random sampling trial.

Step 4 data collection methods using qualitative. Data collection focuses on direct interviews with the person who is a K-pop fan club which usually purchases this kind of product.

Step 5 Data analysis using qualitative. From direct interviews, the researcher has found the initial factors which make Thai people purchase this type of product. Then bring the results obtained from this interview, create asking questions to find examples to confirm that are true or not.

Step 6 Finding for qualitative data for 30 samples. Conducted pretest by questionnaire about 30 samples. In this case use 35 respondents through online questionnaire.
(Teddlie and Tashakkori, 2009)

4.1.3 Phase two

Step 7 Interpretations or translates the data using qualitative. Bring 35 respondent into SAS software to find T-test, Anova, Cronbach's Alpha Coefficient to see the stability of the question and the answer to look that question was usable or not. In this process, the researcher found that there were minor discrepancies, which caused from the corresponding question is not enough. Therefore, it was adjusted to a new questionnaire to more reflective and more understand to respond.

Step 8 data collection methods using quantitative. Bring the questionnaire that used or developed to enable people to make a questionnaire to get around 500 respondents

Step 9 Data analysis using quantitative. Bring 500 respondents in to the SAS program to interpret the analysis.

Step 10 To assess the accuracy and reliability of the data, both quantitative and qualitative. Bring results from the analysis to evaluate the accuracy.

Step 11: Conclusion and research reports.

(Teddlie and Tashakkori, 2009)

4.2 Qualitative Research

- Originated from the philosophy of Naturalism or Phenomenalism
- Aimed at understanding the phenomenon deeply.
- The research focused on Descriptive approach.
- Give emphasis to the process of obtaining the truth by a holistic vision (holistic view).
- Use an inductive analysis method (inductive method).
- Seek knowledge in order to create a rule / theory.
- Aim to understand description, semantic Search Including demolition of existing knowledge and creation of knowledge / new theory.
- Learn from the small target group.
- Describe a specific focus group study.

(Teddlie and Tashakkori, 2009)

4.3 **Quantitative Research**

- Originated from Positivism
- Focus on the truth that people will accept (common reality).
- The research focuses on the analysis and experimentation, based on statistical methods
- Give emphasis to get the results rather than the process. The implementation process, Pattern quite obviously Regulation
- Use deductive method with the expected test answers in advance.
- Start with theoretical research.
- Aim to describe, predict, control and verify the validity of the theory by testing hypotheses defined in advance.
- A large sample is a great representation of the population Based on a random probability theory.
- Conclusions according to the population.

(Teddlie and Tashakkori, 2009)

4.4 Respondents and sampling procedures

4.4.1 Population and sample

According to Zikmund (2009), target population is a clearly defined group of individuals or families who are experiencing a problem or need. In general, shopping has always come from intention to purchase. Since the researcher wanted to investigate about the factor which created an intention to purchase product base on RAs recommendation, which recommendation agents in this study is a K - pop band, thus in this research, the target population which researcher had used in order to conduct the research is K-pop band fans club customer in Thailand.

4.4.2 Sample size

For this research, the researcher selected 35 respondents as the sample size. According to Zikmund (2009), a sample size of a sample is the number of observations or cases specified by the estimated variance of the population, the magnitude of acceptable error and the confidence level. In trial research, the size of the sample is influenced by the value selected for alpha (α= probability of type one error), beta (β= probability of type two error), by the selection of an important increment of test respondents and by the value of population or sample variance (Diamond, 1981).

The sample size is determined by the formula of (Diamond, 1981) as follows:

$$N = 2(t_\alpha + t_\beta)2\,\frac{S^2}{2}$$

Where:

"N" is the number of sample sizes required for each group,

"t_α" is the t deviation associated with a 1 error,

"t_β" is the t deviation associated with type 2 error,

"S" is the sample standard deviation,

" " is the difference between means, which important for the effect.

Assume the alpha value is 0.05 and beta value is 0.2 (the value that is normally used in the statistic). Sample standard deviation and difference between means estimates from the previous research. Therefore,

$N= 2\ (2.11+1.34)^2 \quad (1.8)^2/(1.5)^2 = 34.28$

The value of N is equal to 34.28 Therefore, this research use 35 respondents are required in the trial to ensure statistical correctly.

4.4.3 Sample procedure

The sample of the study is the customers who have experience in purchasing product base on RA (K-pop band) recommendation recently with using non-probability sampling method. Non-probability sampling method will be used when there is a high chance of variable error, and the lack of characteristics that allow the researcher to estimate the error (Baker *et al*., 2013). From the study, the researcher uses convenience sampling and judgment sampling. After some study, convenience sampling can be defined as a tool which the sample population has a convenient time to spend on the research or the researcher have time to spread out the questionnaire (Barker *et al*., 2013). The researcher used some methodology for spreading the questionnaire as follows:

4.4.3.1 Judgment sampling

Baker *et al*. (2013) defines it as the population sampling, which have the specific purpose in their mind or the same interesting for the research. The criteria used to select the internet users who have experience in purchasing products based on RA (K-pop band) recommendation within Thailand recently to collect the data.

4.4.3.2 Convenience sampling

To distribute questionnaire throughout the internet, the respondents that have time and interest in the K - pop band as product recommendation agents will be the respondents or the fan-club of the K - pop band will be the valid respondents of the research.

4.5 Research Instruments/Questionnaire

This study used a questionnaire as an instrument to collect data required for analyzing the dependent and independent factors. The data were collected from customers that have been in purchasing product base on RA (K-pop band) recommendation. The development of

this questionnaire was completed so that the relationship between perceived attractiveness of appearance, Reputation, ability, perceived impression of news, interaction, criticism, trust in recommendation agents and trust in RAs product recommendation or product which RAs use of the K - pop band can be evaluated. At first, the questionnaire design will consist of screening questions whether the respondents have been experiencing for the k-pop band recommendation or not. Then, the questionnaire design consists of 2 parts of dependent, independent, and general data that affect the intention to purchase based on the K - pop band and the last part will consists of demographic factors.

4.5.1 Screening Question

Part 1: Screening Question, the researcher used screening question to find the suitable respondents. There are 3 questions which are used to ask whether the respondent like k-pop band or has ever purchased product base for K-pop band or not. If respondent has experience of purchasing product base for K-pop band which they like, they can continue doing the questionnaire. Otherwise, there don't have to continue the questionnaire.

4.5.2 Independent Variables

Part 2: In this section contains of all 8 independent variables that will affect toward intention to purchase based on the K - pop band as follows:

Independent variables	**Question number**
Appearance consists of questions	1-5
Reputation consists of questions	6-11
Ability consists of questions	12-16
The news consists of questions	17-22
Interaction of questions	23-26
Criticism Usefulness consists of questions	27-30
Trust in Recommendation Agents consists of questions	31-33
Trust in RAs product recommendation or product which RAs use consists of questions	34-36

Intention to purchase based on Recommendation Agents consists of questions 37-43.

The questions for Appearance were adopted for the study of Mahajah (2007) and Steinle (2006) and pilot Study. Appearance means part of a person's nonverbal communication; and appearance is tied directly to "attractiveness." And physical attractiveness, one must readily admit it is a "prized possession" as well as an esteemed one, in society today Mahajah (2007) and Steinle (2006). The questions for Reputation were adopted for the study of Koufaris and Hampton-Sosa (2004). The reputation of the company is positively related to initial trust in commerce Koufaris and Hampton (2004). The questions for Ability were adopted for the study of Mayer *et al*. (1995). Ability is having knowledge, skills, or competencies that allow an individual to have influence in a specific area Mayer *et al*. (1995). The questions for News were adopted for the study of Reeves and Byron (1989). News traditionally implies an interest in the story which updates in that time Reeves and Byron (1989). The questions for Interaction were adopted for the study of Varey and Richard J. (2008). The interaction term is usually taken to mean to act reciprocally or to act on one another Varey and Richard J. (2008). The questions for Criticism were adopted for the study of Ahuvia (1998). Criticism defines as a broad term for normative work on how individuals should behave, what is wrong with our current social system, or how society should be organized Ahuvia (1998). The questions for Trust in Recommendation Agents were adopted for the study of Becerra and Korgaonkar (2009). Trust beliefs or expectations, based on characteristics of the object of trust, about outcomes dependent on the behavior of the object of trust. The literature suggests four characteristics as the foundation of predominant cognitive trust beliefs McKnight *et al*. (2002). The questions for Trust in RAs product recommendation or product which RAs use was adopted for the study of Becerra and Korgaonkar (2009). Trust is the willingness to be vulnerable to the actions of a trustee, and it is displayed by actions taken despite perceived risk, uncertainty, and/or vulnerability Jevons and Gabbott (2000).

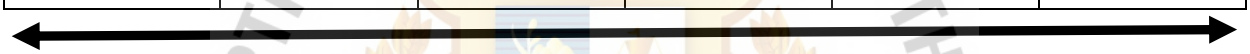
4.5.3 Dependent Variable

Part 2.2: Dependent variable which is the Intention to purchase based on the recommendation agents. The questions for Intention to purchase based on recommendation agents was adopted for the study of Dobholkar *et al*. (2012). Intention to purchase a product is whether consumers' perceived levels of participation in using RAs have any impact on trust and behavioral intentions Zaichowsky (1985). Therefore, the intention which created by RA (in this case, K-pop band) will make people create demand and willing to purchase a

product by whatever factors such as Appearance, Reputation or Ability that create RA attraction to the customer. This is the most important marketing strategy, beside create an intention to purchase the product it also can make the product well-known during that time as well.

There are eight independent variables and one dependent variable which the researcher has used to conduct this study. This study, the researcher designs six points' scales because it's more elaborate than five points' scales, respondents answer three or four of six points' scale is more clearly than from three of five points' scales. Used consisted of the following interval scale:

1	2	3	4	5	6
Preferred	Most likely preferred	Likely preferred	Unlikely preferred	Most unlikely preferred	Not preferred



4.5.4 General Information

Part 2.3: general, this section consists of general characteristics information about the respondents such as gender, age, education or the occupation that respondents have. The scales of measurement are category scales, and there is also one open-ended question. In this part the question will consists in the last page from question 1-4 which including Gender, Age, Education, and Occupation.

4.6 pretests

Pretest is the process that the researchers have to find out the problem from designing the questionnaire that will be launch in the future (Zikmund, 2009) this test will be used to find out the error in the questionnaire when obtaining the data from respondents with the pre-test the researcher can find out the relationship of each question inside variables and if there is a mistake or the testing of question in each variable more than 0.6 the research have to correct and adjusting the questionnaire that will make the questionnaire more effective to collect the data from respondents.

The pretest this study consists of 35 respondents is a totally valid respondent of Thailand who have experience in purchasing product base on recommendation agents (K-pop

band) in order to test the reliability of the questionnaire. This protest was conducted on May 5, 2015.

For testing the reliability of the questionnaire the researcher used SAS for testing all the multi-points scale items in the questionnaire with that the researcher will know the reliability of the questionnaire. According to their feedback, the questionnaire was adapted and adjusted to make sure that respondent are truly understand the questionnaire.

Table 4.1: Cronbach's Coefficient Alpha test result

	ALPHA's RESULTS
Perceive Attractiveness	0.931
Perceive Impression	0.932
Trust in Recommendation Agents	0.838
Trust in RAs product Recommendation	0.923
Intention to purchase based on RA	0.941

According to the Table 4.1, p.92 the pretest of all variable inside the questionnaire was reliable since all of the alpha testing was greater than 0.6. Then, the researcher can use the questionnaire as an instrument for this study.

4.7 Collection of Data

From this research, in order for the researcher to evaluate all the factors that affect purchase toward Recommendation Agents (K-pop bands), the researcher used primary data which were collected via the internet through the internet, users that have experience in purchasing product base for K-pop band before recently for at least 500 sets of questionnaire. The questionnaire distributes during June 2015. The researchers screen the respondents by screening questions to the customers that they have experiences in purchasing product base for K-pop band recently. The researcher distributes the questionnaire to the respondents who are willing to answer the questionnaire for this research.

The secondary data was collected from many previous studies and from various articles and journals (such as Emerald, Pro-Quest, Textbook, and etc.) in order to gain more information supporting the study of purchasing product base on Recommendation Agents.

The data collected was interpreted and analyzed by SAS and provided the results of this research.

4.8 Statistical treatment of data

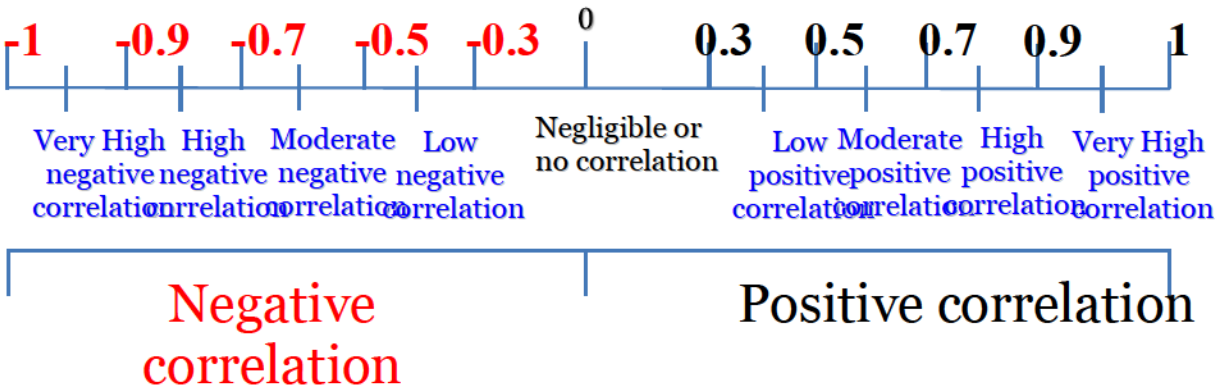
4.8.1 The statistics used in the data analysis

In this research used both parametric test and non- parametric test methods to find relationship between dependent and independent variables of the study, the researcher collected the data via questionnaire that contains a variety of information that related to the research. The Statistical Analysis Software (SAS) was used to analyze all the data that were separated in the study to study relationship between variable and test the hypothesis and interpreting them. Thus, the researcher used Pearson correlation coefficient techniques for this research.

4.8.2 Pearson product moment correlation coefficient

The Pearson correlation coefficient or called linear product-moment correlation. Correlation is defined as testing the relationship between variables. To measure the correlation, it is better to use the linear product-moment correlation coefficient, which is to identify the strength of the relationship which is expressed as *r*. The coefficient *r* is lies between -1 and 1, and if the dependent variable increase while independent variable increase, the researcher concludes that there is positive relationship between variables. Otherwise, if the dependent variable increases while independent variables decrease, the researcher will concludes that there is a negative relationship between variables (Huake,2011)

Figure 4.2: The correlation coefficient (r) ranges from -1 (a perfect negative correlation) to 1 (a perfect positive correlation).



Source: Zikmund,W.G.(2009). Effect of Correlation Level on the Use of Auxiliary Variable

in Double Sampling for Regression Estimation. Agunbiade, 314.

As above table shows clearly that the sign of value *are* showing the positive or negative relationship between two variables. And if the value is larger than 0.5 or less than (-0.5), it shows there is a strong relationship between two variables. Otherwise, if the value of *r* is less than 0.5 or more than (-0.5), it shows that there is a weak relationship between two variables

According to Zikmund (2009), the most popular technique indicates that relationship of one variable to another is the simple correlation analysis. The simple correlation coefficient is a statistical measure of the covariance or association between two variables. The formula for calculating the correlation coefficient for two variables x and y is shown as follows:

$$r_{yx} = r_{xy} = \frac{\sum_{i=1}^{n}(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^{n}(x_i - \bar{x})^2 \sum(y_i - y)^{-2}}}$$

Where the symbols x and y represent the sample means of x and y, respectively. In summary, due to the above assumptions, the researcher applied the MANOVA to analyze the relationship between consumer-based brand equity and customer ethnocentrism with the moderating variable of attitude towards the country of origin. If the MANOVA test proves, then the researcher will apply the Pearson correlation coefficient is applied to test the relationship between the Trust on Recommendation Agents with Perceive Attractiveness and Perceive Impression.

4.8.3 T-Distribution

It's a kind of the hypothesis testing that the researchers used a small sample size (n ≤30). The researcher must be aware of the variance of the population, or if in the case do not know the variance of the population because in research, the researcher would never know the variance of the population. The researcher may use the variance of the sample size (S2) instead. The t - test is used in cases are as follows:

- Testing hypotheses about the mean of a single group of population.
- Testing hypotheses about the mean of two groups of populations.

But we use the only one population group and then want to test that the average score for this

group is different from the standard or not. Other specified criteria are considered in the average population. The test procedure is as follows.

1. Check the preliminary agreement of the test are as follows.

1.1 Samples are from random, and independent of each other.

1.2 The population has a normal distribution.

1.3 Do not know the variance of the population.

1.4 Information is in Section interval or ratio.

2. Formulate a statistical hypothesis

For two ways testing

$H_{\circ}$: $\mu=\mu_{\tilde{0}}$

H_1: $\mu\neq\mu_{\tilde{0}}$

For one way testing

$H_{\circ}$: $\mu=\mu_{\tilde{0}}$

H_1: $\mu>\mu_{\tilde{0}}$ Or $\mu<\mu_{\tilde{0}}$ One or the other

3. Determine α

4. Calculate the t statistics from the formula.

$$t = \frac{\bar{x}-\mu}{s_{\bar{x}}}$$

With n-1 degrees of freedom.

5. Determine scope of the crisis by using t crisis.

5.1 $t \leq -t_{\frac{}{2}}$ And $t \geq t_{\frac{}{2}}$ For H_1: $\mu\neq\mu_{\tilde{0}}$

5.2 $t \leq -t_{\propto}$ For H_1: $\mu<\mu_{\tilde{0}}$

5.3 $t \geq -t_{\propto}$ For H_1: $\mu>\mu_{\tilde{0}}$

6. Conclusion

Consider only numbers not symbol

The T = t crisis will deny $H_{\circ}$

t < t crisis will accept $H_{\circ}$

4.8.4 Wilcoxon Rank Sum test

The Wilcoxon rank-sum test is a nonparametric alternative to the two sample t-test which is based solely on the order in which the observations from the two samples fall (Ng, and Balakrishnan, 2004). This test is preferred when:

- Compute the differences between related observations
- Rank the absolute differences from low to high
- Return the signs to the ranks and sum positive and negative ranks
- Compare the smaller of the two rank sums with the *T* value, obtained from the Appendix of Wilcoxon T values.

Table 4.2: Wilcoxon Rank-Sum Test for News channel Classified by Intention to purchase product base on Recommendation Agents

Wilcoxon Scores (Rank Sums) for Variable Intention to purchase Classified by Variable 1.3) What is/are your communication channel(s) you use to receive K-pop band information?					
1.3) What is/are your communication channel(s) you use to receive K-pop band information?	**N**	**The sum of Scores**	**Expected Under H0**	**Std Dev Under H0**	**Mean Score**
All	148	37255.50	40108.0	1619.43058	251.726351
Internet	390	108003.50	105690.0	1629.50606	276.932051
Magazine	1	359.50	271.0	156.03861	359.500000
Television	2	992.50	542.0	220.46750	496.250000
Average scores were used for ties.					

Kruskal-Wallis Statistic This statistic has the form

$$S = \left(\frac{12}{N(N+1)} \sum_{i=1}^{k} \frac{R_i^2}{n_i} \right) - 3(N+1)$$

Where $R_i = \sum_{j=1}^{n_i} R_{ij}$ is the sum of ranks for the *i*th level. Other multi-sample scores are similar to their two-sample equivalent scores. For details, refer to Hajek (1969).

Kruskal-Wallis Test	
Chi-Square	7.2975
DF	3
PR > Chi-Square	0.0630

The results indicate that there is a statistically significant difference among the four communication channels (chi-square with two degrees of freedom = 7.2975, p = 0.0001).

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Table 4.3: Summary of Hypothesis and Statistical Analysis

Hypotheses	**Statistic method**	**Part number and Questionnaire number**
$H1_o$: There is no statistical significant relationship between perceived Attractiveness and Trust in Recommendation Agents. $H1_a$: There is a statistical significant relationship between the perceived Attractiveness and Trust in Recommendation Agents.	**Correlation**	Part 3: Independent variable Question number: 3.1-3.16
$H2_o$: There is no statistical significant relationship between perceived impressions toward Trust in Recommendation Agents. $H2_a$: There is a statistical significant relationship between perceived impressions toward Trust in Recommendation Agents.	**Correlation**	Part 3: Independent variable Question number: 3.17-3.30
$H3_o$: There is no statistical significant relationship between perceived impression and Trust in RAs product recommendation or product which RAs uses. $H3_a$: There is a statistical significant relationship between the perceived impression and Trust in RAs product recommendation or product which RAs uses	**Correlation**	Part 3 Independent variable Question number: 3.17-3.36
$H4_o$: There is no statistical significant relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs uses. $H4_a$: There is a statistical significant relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs uses.	**Correlation**	Part 3 Independent variable Question number: 3.31-3.33

Table 4.4: Summary of Hypothesis and Statistical Analysis (continued)

Hypotheses	**Statistic method**	**Part number and Questionnaire number**
$H5_o$: There is no statistical significant relationship between the Trust in Recommendation Agents toward Intention to purchase based on Recommendation Agents. $H5_a$: There is a statistical significant relationship between the Trust in Recommendation Agents toward Intention to purchase based on Recommendation Agents.	**Correlation**	Part 3: Independent variable Question number: 3.34-3.36
$H6_o$: There is no statistical significant relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents. $H6_a$: There is a statistical significant relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents.	**Correlation**	Part 3: Independent variable Question number: 3.37-3.43
$H_{7o:}$ There is no difference between News channels and Intention to purchase based on Recommendation Agents. $H_{7a:}$ There is a difference between News channels and Intention to purchase based on Recommendation Agents.	**Correlation**	Part 1: Screening Question Question number: 3

CHAPTER 5

DATA PRESENTATION AND CRITICAL DISCUSSION OF RESULTS

This chapter examines the analysis collection of data from a sample size of 542 respondents in the Thailand area. The data is interpreted by using SAS program license number 12400609. Researcher use both descriptive and inferential analysis to define the relationship of demographic, independent variables (exogenous), intervening variables, and dependent variable (endogenous) through the total of seven hypotheses.

5.1 The result of the Descriptive Analysis of the Study

This section was divide the data to analyzed in two parts. The first part is the characteristics of the respondents for four factors (age, gender, education, occupation). The second part is a descriptive analysis of eight independent variables which combine in groups for five. (Perceive Attractiveness, Perceive Impression, Trust in recommendation agents, Trust in RAs product recommendation or product which RAs uses and Intention to purchase based on K-pop band).

5.1.1 The characteristics of The Respondents

Characteristics of our respondents can be categorized into age, gender, education and occupation. Respondent must be Thai customer whose age is from 21 years old onwards. The results are shown in the following tables from Table 5.1, p.100 to 5.4, p.101 (Also see Appendix A).

Table 5.1 Descriptive Analysis of Age of Respondents

Age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
21-35	540	99.63	540	99.63
36-45	2	0.37	542	100.00

Table 5.1 shows the age group of the respondents in this research. Among the 542 respondents, 540 respondents were age between 21 to 35 years old which is 99.63% of the total sample, 2 respondents were age between 36 to 45 years old which is 0.37% of the total sample. It can be understood from this research that the highest percentage of the respondents are in the age group of 21 to 35 years old while the lowest percentage of the respondents is 36 to 45 years old.

Table 5.2 Descriptive Analysis of Gender of Respondents

Gender	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Male	2	0.37	2	0.37
Female	463	85.42	465	85.79
Others	77	14.21	542	100.00

Table 5.2 shows the gender group of the respondents in this research. Among the 542 respondents, 2 respondents were male, which is 0.37% of the total sample, 463 respondents were female which is 85.42% of the total sample. 77 respondents were others which are 14.21% of the total sample. It can be understood from this research that the highest percentage of the respondents are female while the lowest percentage of the respondents is male.

Table 5.3 Descriptive Analysis of Education Level of Respondents

Education Level	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Bachelor's degree	511	94.28	511	94.28
Master's degree	31	5.72	542	100.00

Table 5.3 shows the education level group of the respondents in this research. Among the 542 respondents, 511 respondents were bachelor's degree which is 94.28% of the total sample, 31 respondents were master's degree which is 5.72% of the total sample. It can be summarized from this research that the highest percentage of the respondents are in the education level of bachelor's degree while the lowest percentage of the respondents is in the education level of the master's degree.

Table 5.4 Descriptive Analysis of Occupation of Respondents

Occupation	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Student	368	67.90	368	67.90
Working	134	24.72	502	92.62
Both	40	7.38	542	100.00

Table 5.4 shows the occupation group of the respondents in this research. Among the 542 respondents, 368 respondents were student which is 67.90% of the total sample, 134 respondents were working which is 24.72% of the total sample. 40 respondents were both

(student and working) which is 7.38% of the total sample. It can be summarized from this research that the highest percentage of the respondents are student while the lowest percentage of the respondents is both (student and working).

Table 5.5 The Cross Tabulation Analysis between Age and Gender

		Age (years old)		Total
		21-35	36-45	
Gender		2	0	2
Male	**Frequency**			
	Colum percentage	0.37	0.00	
Female	**Frequency**	461	2	463
	Colum percentage	85.37	100.00	
Others	**Frequency**	77	0	77
	Colum percentage	14.26	0.00	
		540	2	542
Total	**Frequency**			

Table 5.5 illustrates the cross tabulation between age and gender of the respondents. Among 542 respondents, 2 (0.37%) out of 540 respondents who are aged between 21 to 35 years old are male and none of respondents out of 2 who are aged between 36 to 45 years old are male. It can be concluded that respondents who are aged between 21 to 35 years old were more likely male than other age group.

461 (85.37%) out of 540 respondents who are aged between 21 to 35 years old are female, 2 (100%) out of 2 respondents who are aged between 36 to 45 years old are female. It can be concluded that respondents who are aged between 36 to 45 years old were more likely female than other age group.

77 (14.26%) out of 540 respondents who are aged between 21 to 35 years old are others and none of respondents out of 2 who are aged between 36 to 45 years old are others. It can be concluded that respondents who are aged between 21 to 35 years old were more likely others than other age group.

Table 5.6 The Cross Tabulation Analysis between Age and Education Level

		Age (years old)		Total
		21-35	36-45	
Education level				
Bachelor's degree	**Frequency**	509	2	511
	Colum percentage	94.26	100.00	
Master's degree	**Frequency**	31	0	31
	Colum percentage	5.74	0.00	
Total	**Frequency**	540	2	542

Table 5.6 illustrates the cross tabulation between age and education level of the respondents. Among 542 respondents, 509 (94.26%) out of 540 respondents who are aged between 21 to 35 years old are bachelor's degree educated, 2 (100%) out of 2 who are aged between 36 to 45 years old are bachelor's degree educated. It can be concluded that respondents who are aged between 36 to 45 years old were more likely bachelor's degree educated than other age group.

31 (5.74%) out of 540 respondents who are aged between 21 to 35 years old are master's degree educated and none of respondents out of 2 who are aged between 36 to 45 years old are master's degree educated. It can be concluded that respondents who are aged between 21 to 35 years old were more likely master's degree educated than other age group.

Table 5.7 The Cross Tabulation Analysis between Age and Occupation

		Age (years old)		Total
		21-35	36-45	
Occupation				
Student	**Frequency**	368	0	368
	Colum percentage	68.15	0.00	
Working	**Frequency**	132	2	134
	Colum percentage	24.44	100.00	
Both	**Frequency**	40	0	40
	Colum percentage	7.41	0.00	
Total	**Frequency**	540	2	542

Table 5.7 illustrates the cross tabulation between age and occupation of the respondents. Among 542 respondents, 368 (68.15%) out of 540 respondents who are aged between 21 to 35 years old are student and none of respondents out of 2 who are aged between 36 to 45

years old are student. It can be concluded that respondents who are aged between 21 to 35 years old were more likely student than other age group.

132 (24.44%) out of 540 respondents who are aged between 21 to 35 years old are working, 2 (100%) out of 2 respondents who are aged between 36 to 45 years old are working. It can be concluded that respondents who are aged between 36 to 45 years old were more likely working than other age group.

40 (7.41%) out of 540 respondents who are aged between 21 to 35 years old are both (student and working) and none of respondents out of 2 who are aged between 36 to 45 years old are both (student and working). It can be concluded that respondents who are aged between 21 to 35 years old were more likely both (student and working) than other age group.

Table 5.8 The Cross Tabulation Analysis between Gender and Age

		Gender			Total
		Male	Female	Others	
Age (years old)					
21-35	**Frequency**	2	461	77	540
	Colum percentage	100.00	99.57	100.00	
36-45	**Frequency**	0	2	0	2
	Colum percentage	0.00	0.43	0.00	
Total	**Frequency**	2	463	77	542

Table 5.8 illustrates the cross tabulation between gender and age of the respondents. Among 542 respondents, 2 (100%) out of 2 respondents who are male are aged between 21 to 35 years old, 461 (99.57%) out of 463 respondents who are female are aged between 21 to 35 years old, 77 (100%) out of 77 respondents who are others are aged between 21 to 35 years old. It can be concluded that there are male and others respondents than other groups who are aged between 21 to 35 years old.

None of respondents out of 2 who are male are aged between 36 to 45 years old, 2 (0.43%) out of 463 respondents who are female are aged between 36 to 45 years old, none of respondents out of 77 who are others are aged between 36 to 45 years old. It can be concluded that there are more female respondents than others gender groups who are aged between 36 to 45 years old.

Table 5.9 The Cross Tabulation Analysis between Gender and Education Level

		Gender			Total
		Male	Female	Others	
Education level					
Bachelor's degree	**Frequency**	2	437	72	511
	Colum percentage	100.00	94.38	93.51	
Master's degree	**Frequency**	0	26	5	31
	Colum percentage	0.00	5.62	6.49	
Total	**Frequency**	2	463	77	542

Table 5.9 illustrates the cross tabulation between gender and education level of the respondents. Among 542 respondents, 2 (100%) out of 2 respondents who are male are bachelor's degree educated, 437 (94.38%) out of 463 respondents who are female are bachelor's degree educated, 72 (93.51%) out of 77 respondents who are others are bachelor's degree educated. It can be concluded that there are more male respondents than the other gender group who are bachelor's degree educated.

None of respondents out of 2 who are male are master's degree educated, 26 (5.62%) out of 463 respondents who are female are master's degree educated, 5 (6.49%) out of 77 respondents who are others are master's degree educated. It can be concluded that there are more others respondents than others gender groups who are master's degree educated.

Table 5.10 The Cross Tabulation Analysis between Gender and Occupation

		Gender			Total
		Male	Female	Others	
Occupation					
Student	**Frequency**	1	321	46	368
	Colum percentage	50.00	69.33	59.74	
Working	**Frequency**	0	114	20	134
	Colum percentage	0.00	24.62	25.97	
Both	**Frequency**	1	28	11	40
	Colum percentage	50.00	6.05	14.29	
Total	**Frequency**	2	463	77	542

Table 5.10 illustrates the cross tabulation between gender and occupation of the respondents. Among 542 respondents, 1 (50%) out of 2 respondents who are male are student, 321

(69.33%) out of 463 respondents who are female are student, 46 (59.74%) out of 77 respondents who are other students. It can be concluded that there are more female respondents than the other gender group who are student.

None of respondents out of 2 who are male working, 114 (24.62%) out of 463 respondents who are female working, 20 (25.97%) out of 77 respondents who are others are working. It can be concluded that there are more others respondents than others gender groups who are working.

1 (50%) out of 2 respondents who are male are both student and working, 28 (6.05%) out of 463 respondents who are female are both student and working, 11 (14.29%) out of 77 respondents who are others are both student and working. It can be concluded that there are more male respondents than the other gender group who are both student and working.

Table 5.11 The Cross Tabulation Analysis between Education Level and Age

		Education level		Total
		Bachelor's degree	Master's degree	
Age (years old)				
21-35	**Frequency**	509	31	540
	Colum percentage	99.61	100.00	
36-45	**Frequency**	2	0	2
	Colum percentage	0.39	0.00	
Total	**Frequency**	511	31	542

Table 5.11 illustrates the cross tabulation between education level and age of the respondents. Among 542 respondents, 509 (99.61%) out of 511 respondents who are bachelor's degree educated are aged between 21 to 35 years old, 31 (100%) out of 31 respondents who are master's degree educated are aged between 21 to 35 years old, 2 (0.39%) out of 511 respondents who are bachelor's degree educated are aged between 36 to 45 years old and none of respondent from 31 respondents who are master's degree educated are aged between 36 to 45 years old. It can be concluded that most of master's degree educated respondent aged between 21 to 35 years old, there are more bachelor's degree educated respondent aged between 36 to 45 years old.

Table 5.12 The Cross Tabulation Analysis between Education Level and Gender

		Education level		Total
		Bachelor's degree	Master's degree	
Gender				
Male	**Frequency**	2	0	2
	Colum percentage	0.39	0.00	
Female	**Frequency**	437	26	463
	Colum percentage	85.52	83.87	
Others	**Frequency**	72	5	77
	Colum percentage	14.09	16.13	
Total	**Frequency**	511	31	542

Table 5.12 illustrates the cross tabulation between education level and gender of the respondents. Among 542 respondents, 2 (0.39%) out of 511 respondents who are bachelor's degree educated are male and none of respondent from 31 respondents who are master's degree educated are male. It can be concluded that there is more bachelor's degree educated respondents than others education level group who are male.

437 (85.52%) out of 511 respondents who are bachelor's degree educated are female, 26 (83.87%) out of 31 respondents who are master's degree educated are female. It can be concluded that there is more bachelor's degree educated respondents than others education level group who are female.

72 (14.09%) out of 511 respondents who are bachelor's degree educated are others, 5 (16.13%) out of 5 respondents who are master's degree educated are others. It can be concluded that there is more master's degree educated respondents than others education level group who are the others.

Table 5.13 The Cross Tabulation Analysis between Education Level and Occupation

		Education level		Total
		Bachelor's degree	Bachelor's degree	
Occupation				
Student	**Frequency**	357	11	368
	Colum percentage	69.86	35.48	
Working	**Frequency**	122	12	134
	Colum percentage	23.87	38.71	
Both	**Frequency**	32	8	40
	Colum percentage	6.26	25.81	
Total	**Frequency**	511	31	542

Table 5.13 illustrates the cross tabulation between education level and occupation of the respondents. Among 542 respondents, 357 (69.86%) out of 511 respondents who are bachelor's degree educated are student, 11 (35.48%) of 31 respondents who are master's degree educated are student. It can be concluded that there is more bachelor's degree educated respondents than others education level group who are student.

122 (32%) out of 511 respondents who are bachelor's degree educated are working, 12 (38.71%) out of 31 respondents who are master's degree educated are working. It can be concluded that there is more master's degree educated respondents than others education level group who are working.

32 (6.26%) out of 511 respondents who are bachelor's degree educated are both student and working, 8 (25.81%) out of 31 respondents who are master's degree educated are both student and working. It can be concluded that there is more master's degree educated respondents than others education level group who are both student and working.

Table 5.14 The Cross Tabulation Analysis between Occupation and Age

		Occupation			Total
		Student	Working	Both	
Age (years old)					
21-35	**Frequency**	368	132	40	540
	Colum percentage	100.00	98.51	100.00	
36-45	**Frequency**	0	2	0	2
	Colum percentage	0.00	1.49	0.00	
Total	**Frequency**	368	134	40	542

Table 5.14 illustrates the cross tabulation between occupation and age of the respondents. Among 542 respondents, 368 (100%) out of 368 respondents who are student are aged between 21 to 35 years old, 132 (98.51%) of 134 respondents who are working are aged between 21 to 35 years old. 40 (100%) out of 40 respondents who are both student and working are aged between 21 to 35 years old. It can be concluded that there are more student and both student and working respondents than working group who are aged between 21 to 35 years old.

None of respondent from 368 respondents who student are aged between 36 to 45 years old, 2 (1.49%) out of 134 respondents who are working are aged between 36 to 45 years old and none of respondent from 40 respondents who both student and working are aged between 36 to 45 years old. It can be concluded that there are more working respondents than others group who are aged between 36 to 45 years old.

Table 5.15 The Cross Tabulation Analysis between Occupation and Gender

		Occupation			Total
		Student	Work	Both	
Gender					
Male	**Frequency**	1	0	1	2
	Colum percentage	0.27	0.00	2.50	
Female	**Frequency**	321	114	28	463
	Colum percentage	87.23	85.07	70.00	
Others	**Frequency**	46	20	11	77
	Colum percentage	12.50	14.93	27.50	
Total	**Frequency**	368	134	40	542

Table 5.15 illustrates the cross tabulation between occupation and gender of the respondents. Among 542 respondents, 1 (0.27%) out of 368 respondents who are student are male, none of respondent from 134 respondents who are working are male. 1 (2.50%) out of 40 respondents who are both student and working are male. It can be concluded that there are more both student and working respondents than others group who are male.

321 (87.23%) out of 368 respondents who student is female, 114 (85.07%) out of 134 respondents who are working are female, 28 (70%) out of 40 respondents who are both

student and working are female. It can be concluded that there are more student respondents than others group who are female.

46 (12.50%) out of 368 respondents who student or others, 20 (14.93%) out of 134 respondents who are working are others, 11 (27.50%) out of 40 respondents who are both student and working are others. It can be concluded that there are more both student and working respondents than others group who are the others.

Table 5.16 The Cross Tabulation Analysis between Occupation and Education Level

		Occupation			Total
		Student	Work	Both	
Education level					
Bachelor's degree	**Frequency**	357	122	32	511
	Colum percentage	97.01	91.04	80.00	
Master's degree	**Frequency**	11	12	8	31
	Colum percentage	2.99	8.96	20.00	
Total	**Frequency**	368	134	40	542

Table 5.16 illustrates the cross tabulation between the occupation and education level of the respondents. Among 542 respondents, 357 (97.01%) out of 368 respondents who are studying for a bachelor's degree educated, 122 (91.04%) of 134 respondents who are working or bachelor's degree educated. 32 (80%) out of 40 respondents who are both student and working or bachelor's degree educated. It can be concluded that there are more student respondents than others group who are bachelor's degree educated.

11 (2.99%) of 368 respondents who are studying for a master's degree educated, 12 (8.96%) out of 134 respondents who are working or master's degree educated, 8 (20%) of 40 respondents who are both student and working or master's degree educated. It can be concluded that there are more both student and working respondents than others group who are master's degree educated.

5.2 The Result of Independent Variables

The independent variable: Perceive Attractiveness, Perceive Impression, Trust in Recommendation Agents and Trust in RAs product Recommendation are taken for this research and classified on the basis of six point scale ranging from Most likely preferred to Most unlikely preferred. The findings can be obtained from the total score of the respondents.

And also, the mean, and standard deviations are presented and analyzed for each independent and moderating variables. The results were shown in following tables from table 5.17 to 5.20

5.2.1 Perceive Attractiveness

Table 5.17 The Analysis of Perceive Attractiveness in terms of agreement level by using Average Mean and Standard Deviation

	N	Mean	Std.deviation
K-pop band outward appearance creates an opportunity of making my decision to follow the fashion style/trend (Figure d, e)	542	2.74	1.347
K-pop band outward appearance catches my eyes.	542	2.26	1.382
I think that the concept of fashion that the K - pop band had been and will become is great. (Figure a)	542	2.66	1.316
K-pop band outward appearance initiates my idea for upcoming shopping. (Figure a, b, c)	542	2.99	1.374
It would be my most pleasant to use K-pop band outward appearance's product (Figure a, b, c)	542	2.98	1.396
I know a K - pop band from word of mouth.	542	2.95	1.543
Reputation of the K - pop band came from their agency.	542	2.41	1.505
Reputation of product that the K - pop band had presented made those renowned. (Figure a, b, c, d)	542	2.65	1.325
It is my opportunity of making interest in (new) products/services of the K - pop band they have presented and used. (Figure a, b, c, d)	542	2.73	1.312
The K - pop band makes me well known in (new) products/services they have presented and used in the past 2-3 years (see Figure a, b, c, d, e)	542	2.48	1.326
The reputation of the K - pop band can make me trust the product they have presented and used in the past 2-3 years even seen only once. (Figure a, b, c, d)	542	3.22	1.349
K-pop band (acting, dancing, and singing) make me become K-pop band fan club	542	2.09	1.475
K-pop band's ability make me admire (new) products/services they have presented and used in the past 2-3 years. (Figure a, b, c, d)	542	2.91	1.406
I like K-pop band because of their great talent (such as singing and dancing and acting at the same time).	542	1.76	1.373
If the K - pop band really use such (new) products/services that he have presented in the past 2-3 years in their daily life, I will follow to use that behavior as well.	542	3.23	1.465
The K - pop band become an advertising agent for my next purchase of (new) products/services that he have presented in the past 2-3 years. (Figure b, c, d)	542	3.15	1.424

Table 5.17 shows that mean for “K-pop band outward appearance creates an opportunity of making my decision to follow the fashion style/trend (Figure d, e)” is 2.74, with the standard deviation 1.347. The mean for “K-pop band outward appearance catches my eyes.” is 2.26, with the standard deviation 1.382. The mean for “I think that the concept of fashion that the K - pop band had been and will become is great. (Figure a)” is 2.66, with the standard deviation 1.316. The mean for “K-pop band outward appearance initiates my idea for upcoming shopping. (Figure a, b, c)” is 2.99, with the standard deviation 1.374. The mean for “It would be my most pleasant to use K-pop band outward appearance’s product (Figure a, b, c)” is 2.98, with the standard deviation 1.396. The mean for “I know a K - pop band from word of mouth.” Is 1.95, with the standard deviation 2.543. The mean for “Reputation of K-pop band came from their agency.” is 2.41, with the standard deviation1. 505. The mean for “Reputation of product that the K - pop band had presented made those renowned. (Figure a, b, c, d)” is 2.65, with the standard deviation 1.325. The mean for “It is my opportunity of making interest in (new) products/services of the K - pop band they have presented and used. (Figure a, b, c, d)” is 2.73, with the standard deviation1. 312. The mean for “K-pop band makes me well known in (new) products/services they have presented and used in the past 2-3 years (see Figure a, b, c, d, e)” is 2.48, with the standard deviation 1.326. The mean for “The reputation of the K - pop band can make me trust the product they have presented and used in the past 2-3 years even seen only once. (Figure a, b, c, d)” is 3.22, with the standard deviation 1.349. The mean for “K-pop band (acting, dancing, and singing) make me become a K - pop band fan club” is 2.09, with the standard deviation 1.475. The mean for “K-pop band’s ability make me admire (new) products/services they have presented and used in the past 2-3 years. (Figure a, b, c, d)” is 2.91, with the standard deviation 1.406. The mean for “I like the K - pop band because of their great talent (such as singing and dancing and acting at the same time).” is 1.76, with the standard deviation1. 373. The mean for “If the K - pop band really use such (new) products/services that he have presented in the past 2-3 years in their daily life, I will follow to use that behavior as well.” is 3.23, with the standard deviation 1.465. The mean for “K-pop band become an advertising agent for my next purchase of (new) products/services that he have presented in the past 2-3 years. (Figure b, c, d)” is 3.15, with the standard deviation 1.424. The researcher found that the highest Perceive Attractiveness in terms of agreement level is 3.23 which is “If the K - pop band really use such (new) products/services that he have presented in the past 2-3 years in their daily life, I will follow to use that behavior as well.” And the lowest Perceive Attractiveness in terms of

agreement level is 1.76 which is “I like the K - pop band because of their great talent (such as singing and dancing and acting at the same time).”

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5.2.2 Perceive Impression

Table 5.18 The Analysis of Perceive Impression in terms of agreement level by using Average Mean and Standard Deviation

	N	Mean	Std.deviation
My impression on K-pop band's news (about real daily life like a concert, acting, and variety show) makes me follow their style	542	2.37	1.378
I like K-pop band's new products/services because I impress in K-pop band's news (about real daily life like a concert, acting, and variety show) before.	542	2.88	1.425
Reading any real daily life news about the K - pop band to fulfill my free time as a hobby.	542	2.27	1.491
Internationlized of K-pop band's news make me proud of being their fan club. (Figured)	542	2.07	1.469
Being advertising agent of K-pop band's (new) products/services motivates my purchase intention. (Figure a, b, c)	542	2.92	1.399
It is my obligation to follow up K-pop band news continuously.	542	2.59	1.473
Interaction between K-pop band and me through internet impress me and have greater trust in his ability.	542	2.13	1.306
Interaction between K-pop band and me at his concert impress me and have greater trust in his ability	542	1.88	1.449
Interaction between K-pop band and me through fan club meeting, event impress me and have greater trust in his ability	542	2.00	1.445
Interaction between K-pop band and me in any channels impress me and have greater trust in his ability	542	1.98	1.353
Comments of other fan clubs about the K - pop band affected me.	542	3.33	1.464
Comments of non-fan club about the K - pop band affected me.	542	3.59	1.572
Comments of both fan club and non-fan-club about their (new) products/services motivate purchase intention.	542	3.52	1.395
Comments from being used of the K - pop band about (new) products/services affected purchase/repurchase intention	542	3.30	1.391

Table 5.18 shows that mean for “My impression on K-pop band’s news (about real daily life like a concert, acting, and variety show) makes me follow their style” is 2.37, with the standard deviation 1.378. The mean for “I like K-pop band’s new products/services because I impress in K-pop band’s news (about real daily life like a concert, acting, and variety show) before.”is 2.88, with the standard deviation 1.425. The mean for “Reading any real daily life news about the K - pop band to fulfill my free time as a hobby.”is 2.27, with the standard deviation 1.491. The mean for “Internationlized of K-pop band’s news make me proud of being their fan club. (Figured)” is 2.07, with the standard deviation 1.469. The mean for “Being advertising agent of K-pop band’s (new) products/services motivates my purchase intention. (Figure a, b, c)” is 2.92, with the standard deviation 1.399. The mean for “It is my obligation to follow up K-pop band news continuously.” is 2.59, with the standard deviation 1.473. The mean for “Interaction between K-pop band and me through internet impress me and have greater trust in his ability.” is 2.13, with the standard deviation 1.306. The mean for “Interaction between K-pop band and me at his concert impress me and have greater trust in his ability” is 1.88, with the standard deviation 1.449. The mean for “Interaction between K-pop band and me through fan club meeting, event impress me and have greater trust in his ability” is 2.00, with the standard deviation 1.445. The mean for “Interaction between K-pop band and me in any channels impress me and have greater trust in his ability” is 1.98, with the standard deviation 1.353. The mean for “Comments of other fan clubs about the K - pop band affected me.” is 3.33, with the standard deviation 1.464. The mean for “Comments of non-fan club about the K - pop band affected me.” is 3.59, with the standard deviation 1.572. The mean for “Comments of both fan club and non-fan-club about their (new) products/services motivate purchase intention.” is 3.52, with the standard deviation 1.395. The mean for “Comments from being used of the K - pop band about (new) products/services affected purchase/repurchase intention” is 3.30, with the standard deviation 1.391. The researcher found that the highest Perceive Impression in terms of agreement level is 3.59 which is “Comments of non-fan club about the K - pop band affected me.” And the lowest Perceive Impression in terms of agreement level is 1.88 which is “Interaction between K-pop band and me at his concert impress me and have greater trust in his ability.”

5.2.3 Trust in Recommendation Agents

Table 5.19 The Analysis of Trust in Recommendation Agents in terms of agreement level by using Average Mean and Standard Deviation

	N	Mean	Std.deviation
I have positive thinking towards whole pictures of the K - pop band.	542	2.39	1.272
The K - pop band is the person whom I can fully trust.	542	3.13	1.358
I trust in the K - pop band unconditionally.	542	3.48	1.517

Table 5.19 shows that mean for "I have positive thinking towards whole pictures of the K - pop band." is 2.39, with the standard deviation 1.271. The mean for "K-pop band is the person whom I can fully trust." is 3.13, with the standard deviation 1.358. The mean for "I trust in the K - pop band unconditionally." is 3.48, with the standard deviation 1.517. The researcher found that the highest Trust in Recommendation Agents in terms of agreement level is 3.48 which is "I trust in the K - pop band unconditionally." And the lowest Trust in Recommendation Agents in terms of agreement level is 2.39 which is "I have positive thinking towards whole pictures of the K - pop band."

5.2.2 Trust in RAs product Recommendation

Table 5.20 The Analysis of Trust in RAs product Recommendation in terms of agreement level by using Average Mean and Standard Deviation

	N	Mean	Std.deviation
I rely on being advertising agent of K-pop band's (new) products/services. (Figure b, c, d, e)	542	3.14	1.267
I trust anything that K-pop bands' recommendation of (new) products/services.	542	3.47	1.344
I trust that those (new) products/services is for me because K-pop band's recommendation in his advertisement. (Figure b, c, d, e)	542	3.57	1.409

Table 5.20 shows that mean for “I rely on being advertising agent of K-pop band’s (new) products/services. (Figure b, c, d, e)” is 3.14, with the standard deviation 1.267. The mean for “I trust anything that K-pop bands’ recommendation of (new) products/services.” is 3.47, with the standard deviation 1.344. The mean for “I trust that those (new) products/services is for me because K-pop band’s recommendation in his advertisement. (Figure b, c, d, e)” is 3.57, with the standard deviation 1.409. The researcher found that the highest Trust in RAs product Recommendation in terms of agreement level is 3.57 which is “I trust that those (new) products/services is for me because K-pop band’s recommendation in his advertisement. (Figure b, c, d, e)” And the lowest Trust in RAs product Recommendation in terms of agreement level is 3.14 which is “I rely on being advertising agent of K-pop band’s (new) products/services. (Figure b, c, d, e)”

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5.3 The Result of Dependent Variables

5.3.1 Intention to purchase product base on Recommendation Agents

Table 5.21 The Analysis of Intention to purchase product base on Recommendation Agents in terms of agreement level by using Average Mean and Standard Deviation

	N	Mean	Std.deviation
I would buy those (new) products/services advertised by the K - pop band. (Figure b)	542	3.41	1.378
I will feel pleasant and Trustful to buy those (new) products/services advertised by the K - pop ban (Figure a, b, c, d, e)	542	3.57	1.328
I would purchase any (new) products/services advertised by K-pop band within my budget amount. (Figure b, c, d, e)	542	2.84	1.450
I must purchase the limited edition of (new) products/services advertised by the K - pop band.	542	3.38	1.495
I will purchase any (new) products/services used by the K - pop band even though they are not advertising agent (Figure a). (Such as fan made products, product which K-pop band use)	542	3.29	1.498
I will purchase products advertised by the K - pop band because I feel obligated to support him. (Figure b, c, d, e)	542	3.39	1.465
I will recommend my family and friends to buy (new) products/services advertised by the K - pop band. (Figure a, b, c, d, e)	542	3.78	1.527

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Table 5.21 shows that mean for "I would buy those (new) products/services advertised by the K - pop band. (Figure b)" is 3.41, with the standard deviation 1.378. The mean for "I will feel pleasant and Trustful to buy those (new) products/services advertised by K-pop band (Figure a, b, c, d, e)" is 3.57, with the standard deviation 1.33. The mean for "I would purchase any (new) products/services advertised by K-pop band within my budget amount. (Figure b, c, d, e) " is 2.84, with the standard deviation 1.450. The mean for "I must purchase the limited edition of (new) products/services advertised by the K - pop band." is 3.38, with the standard deviation 1.495. The mean for "I will purchase any (new) products/services used by the K - pop band even though they are not advertising agent. (Figure a) (such as fan made products, product which K-pop band use)" is 3.29, with the standard deviation 1.498. The mean for "I will purchase products advertised by the K - pop band because I feel obligated to support him. (Figure b, c, d, e)" is 3.39, with the standard deviation 1.465. The mean for "I will recommend my family and friends to buy (new) products/services advertised by the K - pop band. (Figure a, b, c, d, e)" is 3.78, with the standard deviation 1.527. The researcher found that the highest Intention to purchase product base on Recommendation Agents in terms of agreement level is 3.78 which is "I will recommend my family and friends to buy (new) products/services advertised by the K - pop band. (Figure a, b, c, d, e)" And the lowest Intention to purchase product base on Recommendation Agents in terms of agreement level is 2.84 which is "I would purchase any (new) products/services advertised by K-pop band within my budget amount. (Figure b,c,d,e)"

Table 5.22 Summary of the analysis of demographic factors by using Frequency and Percentage

Variables	Frequency (f)	Percentage (%)
Age (years old)		
-21 to 35	540	99.63
-36 to 45	2	0.37
Gender		
-Male	2	0.37
-Female	463	85.42
-Others	77	14.21
Education level		
-Bachelor's degree	511	94.28
-Master's degree	31	5.72
Occupation		
-Student	368	67.90
-Working	134	24.72
-Both	40	7.38

Total	**542**	**100**

5.4 Cronbach's Alpha Coefficient Table

In this study, the researcher applied Cronbach's Alpha test to test the questions of each variable. As Sekaran and Bougie (2010) stated that if the level of alpha test above or equal.6, it means that variable is reliable and consistent and the researcher can apply this questionnaire to collect the data as a research instrument (Sekaran and Bougie, 2010). All results are shown in Table 5.23, p.121.

Table 5.23 Cronbach's Alpha Coefficient Table

VARIABLES	ALPHA's RESULTS
Perceive Attractiveness	0.909
Perceive Impression	0.902
Trust in Recommendation Agents	0.802
Trust in RAs product Recommendation	0.882
Intention to purchase based on RA	0.919

5.5 Hypotheses Testing Results

Hypotheses 1

$H1_o$: There is no statistical significant relationship between perceived Attractiveness and Trust in Recommendation Agents.

$H1_a$: There is a statistical significant relationship between the perceived Attractiveness and Trust in Recommendation Agents.

Table 5.24: Pearson Product Moment Coefficient Correlation Test for Perceive Attractiveness

		Perceive Attractiveness	Trust in Recommendation Agents
Perceive Attractiveness	Pearson Correlation	1	0.534
	Sig. (2-tailed)		0.0001
	N	542	542
Trust in Recommendation Agents	Pearson Correlation	0.534	1
	Sig. (2-tailed)	0.0001	
	N	542	542

Table 5.24 illustrates the result of Pearson Product Moment Coefficient Correlation test to determine the relationship between Perceive Attractiveness and Trust in Recommendation Agents of K-pop product. It can be analyzed that there is a relationship between Perceive Attractiveness and Trust in Recommendation Agents of K-pop product with a two-tailed significance of 0.0001 which is lower than 0.05 (0.0001<0.05). Consequently, the null hypothesis ($H1_o$) is rejected, which means that the Perceive Attractiveness does have an influence on the Trust in Recommendation Agents of K-pop product at 0.05 level of significance.

Hypotheses 2

$H2_o$: There is no statistical significant relationship between perceived impression towards Trust in Recommendation Agents.

$H2_a$: There is a statistical significant relationship between perceived impression toward Trust in Recommendation Agents.

Table 5.25: Pearson Product Moment Coefficient Correlation Test for Perceive Impression

		Perceived impression	Trust in Recommendation Agents
Perceived impression	Pearson Correlation	1	0.604
	Sig. (2-tailed)		0.0001
	N	542	542
Trust in Recommendation Agents	Pearson Correlation	0.604	1
	Sig. (2-tailed)	0.0001	
	N	542	542

Table 5.25 illustrates the result of Pearson Product Moment Coefficient Correlation test to determine the relationship between the Perceived impression and Trust in Recommendation Agents of K-pop product. It can be analyzed that there is a relationship between Perceived impression and Trust in Recommendation Agents of K-pop product with a two-tailed significance of0.0001 which is lower than 0.05 (0.0001<0.05). Consequently, the null hypothesis ($H2_o$) is rejected, which means that the Perceive impression does have an influence on the Trust in Recommendation Agents of K-pop product at 0.05 level of significance.

Hypotheses 3

$H3_o$: There is no statistical significant relationship between perceived impression and Trust in RAs product recommendation or product which RAs uses.

$H3_a$: There is a statistical significant relationship between the perceived impression and Trust in RAs product recommendation or product which RAs uses.

Table 5.26: Pearson Product Moment Coefficient Correlation Test for Perceive Impression

		Perceived impression	Trust in RAs product recommendation or product which RAs uses
Perceived impression	Pearson Correlation	1	0.461
	Sig. (2-tailed)		0.0001
	N	542	542
Trust in RAs product Correlation	Pearson	0.461	1
Recommendation or product Which RAs use	Sig. (2-tailed)	0.0001	
	N	542	542

Table 5.26 illustrates the result of Pearson Product Moment Coefficient Correlation test to determine the relationship between Perceived impression and Trust in RAs product recommendation or product which RAs use of the K - pop product. It can be analyzed that there is a relationship between Perceived impression and Trust in RAs product recommendation or product which RAs use of the K - pop product with a two-tailed significance of0.0001 which is lower than 0.05 (0.0001<0.05). Consequently, the null hypothesis ($H3_o$) is rejected, which means that the Perceive impression does have an influence on the Trust in RAs product recommendation or product which RAs use of the K - pop product at 0.05 level of significance.

Hypotheses 4

$H4_o$: There is no statistical significant relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs uses.

$H4_a$: There is a statistical significant relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs uses.

Table 5.27: Pearson Product Moment Coefficient Correlation Test for Trust in Recommendation Agents

		Trust in Recommendation Agents	Trust in RAs product recommendation or product which RAs uses
Trust in Recommendation Agents	Pearson Correlation Sig. (2-tailed) N	1 542	0.616 0.0001 542
Trust in RAs product Correlation Recommendation or product Which RAs use	Pearson Sig. (2-tailed) N	0.616 0.0001 542	1 542

Table 5.27 illustrates the result of Pearson Product Moment Coefficient Correlation test to determine the relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs use of the K - pop product. It can be analyzed that there is a relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs use of the K - pop product with a two-tailed significance of0.0001 which is higher than 0.05 (0.0001<0.05). Consequently, the null hypothesis ($H4_o$) is rejected, which means that the Trust in Recommendation Agents does have an influence on the Trust in RAs product recommendation or product which RAs use of the K - pop product at 0.05 level of significance.

Hypotheses 5

$H5_o$: There is no statistical significant relationship between the Trust in Recommendation Agents toward Intention to purchase based on Recommendation Agents.

$H5_a$: There is a statistical significant relationship between the Trust in Recommendation Agents toward Intention to purchase based on Recommendation Agents.

Table 5.28: Pearson Product Moment Coefficient Correlation Test for Trust in Recommendation Agents

		Trust in Recommendation Agents	Intention to purchase based on Recommendation Agents
Trust in Recommendation Agents	Pearson Correlation Sig. (2-tailed) N	1 542	0.515 0.0001 542
Intention to purchase base On Recommendation Agents	Pearson Correlation Sig. (2-tailed) N	0.515 0.0001 542	1 542

Table 5.28 illustrates the result of Pearson Product Moment Coefficient Correlation test to determine the relationship between the Trust in Recommendation Agents and Intention to purchase based on Recommendation Agents of K-pop product. It can be analyzed that there is a relationship between the Trust in Recommendation Agents and Intention to purchase based on Recommendation Agents of K-pop product with a two-tailed significance of0.0001 which is higher than 0.05 (0.0001<0.05). Consequently, the null hypothesis ($H5_o$) is rejected, which means that the Trust in Recommendation Agents does have an influence on the Intention to purchase based on Recommendation Agents of K-pop product at 0.05 level of significance.

Hypotheses 6

$H6_o$: There is no statistical significant relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents.

$H6_a$: There is a statistical significant relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents.

Table 5.29: Pearson Product Moment Coefficient Correlation Test for Trust in RAs product recommendation

		Trust in RAs product recommendation or product which RAs uses	Intention to purchase based on Recommendation Agents
Trust in RAs product Recommendation or product Which RAs use	Pearson Correlation Sig. (2-tailed) N	1 542	0.741 0.0001 542
Intention to purchase base On Recommendation Agents	Pearson Correlation Sig. (2-tailed) N	0.741 0.0001 542	1 542

Table 5.29 illustrates the result of Pearson Product Moment Coefficient Correlation test to determine the relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents of K-pop product. It can be analyzed that there is a relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents of K-pop product with a two-tailed significance of0.0001 which is higher than 0.05 (0.0001<0.05). Consequently, the null hypothesis ($H6_o$) is rejected, which means that the Trust in RAs product recommendation or product which RAs use does have an influence on the Intention to purchase based on Recommendation Agents of K-pop product at 0.05 level of significance.

Hypotheses 7

$H_{7o:}$ There is no difference between News channels and Intention to purchase based on Recommendation Agents.

$H_{7a:}$ There is a difference between News channels and Intention to purchase based on Recommendation Agents.

Table 5.30: Pearson Product Moment Coefficient Correlation Test for News Channels by Internet

		Perceive Attractiveness	Trust in Recommendation Agents
Perceive Attractiveness	Pearson Correlation	1	0.470
	Sig. (2-tailed)		0.0001
	N	542	542
Trust in Recommendation Agents	Pearson Correlation	0.470	1
	Sig. (2-tailed)	0.0001	
	N	542	542

Table 5.30 illustrates the result of Pearson Product Moment Coefficient Correlation test to determine the relationship of News Channels by Internet to other variables by use the relationship between Perceive Attractiveness and Trust in Recommendation Agents of K-pop product. It can be analyzed that there is a relationship between Perceive Attractiveness and Trust in Recommendation Agents of K-pop product with a two-tailed significance of0.0001 which is higher than 0.05 (0.0001<0.05). Consequently, the null hypothesis ($H7_o$) is rejected, which means that the Perceive Attractiveness does have an influence on the Trust in Recommendation Agents of K-pop product at 0.05 level of significance.

Due to Pearson Product Moment Coefficient Correlation Test for News Channels by Television and News Channels by Magazine have no effect at all, the researcher will not mention to them.

Table 5.31: Pearson Product Moment Coefficient Correlation Test for News Channels by all from above answer (Internet, Television, Magazine)

		Perceive Attractiveness	Trust in Recommendation Agents
Perceive Attractiveness	Pearson Correlation	1	0.660
	Sig. (2-tailed)		0.0001
	N	542	542
Trust in Recommendation Agents	Pearson Correlation	0.660	1
	Sig. (2-tailed)	0.0001	
	N	542	542

Table 5.31 illustrates the result of Pearson Product Moment Coefficient Correlation test to determine the relationship of News channels with all from above answer (Internet, Television, Magazine) to other variables by use the relationship between Perceive

Attractiveness and Trust in Recommendation Agents of K-pop product. It can be analyzed that there is a relationship between Perceive Attractiveness and Trust in Recommendation Agents of K-pop product with a two-tailed significance of0.0001 which is higher than 0.05 (0.0001<0.05). Consequently, the null hypothesis ($H7_o$) is rejected, which means that the Perceive Attractiveness does have an influence on the Trust in Recommendation Agents of K-pop product at 0.05 level of significance.

Table 5.32: Summary of hypothesis testing

Null Hypotheses	A statistic used	Significant Level	Result
H_{1o}	Pearson Coefficient Correlation	0.01	Rejected H_{1o}
H_{2o}	Pearson Coefficient Correlation	0.01	Rejected H_{2o}
H_{3o}	Pearson Coefficient Correlation	0.01	Rejected H_{3o}
H_{4o}	Pearson Coefficient Correlation	0.01	Rejected H_{4o}
H_{5o}	Pearson Coefficient Correlation	0.01	Rejected H_{5o}
H_{6o}	Pearson Coefficient Correlation	0.01	Rejected H_{6o}
H_{7o}	Pearson Coefficient Correlation	0.01	Rejected H_{7o}

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CHAPTER 6

CONCLUSIONS, AND RECOMMENDATIONS

This chapter gives the summary of the research, the conclusions and the recommendations that are derived from this study.

6.1 Summary of findings

This section presents the interpretation of the results of the data gathered, which include a summary of respondents trust in recommendation agents, factors and trust in RAs product recommendation or product which RAs use factors with the intention to purchase product base on recommendation agents.

6.1.1 Characteristics of the respondents

Based on the data collected from 542 respondents, 540 of them were in the age of 21 to 35 years old and 2 were in the age of 36 to 45 years old, which took 99.63% and 0.37% of the total respondents respectively and most of them are in the age of 21 to 35 years old. In gender category is composed of 2 male, 463 female and 77 others respondents counting for 0.37%, 85.42% and 14.21% of the total population. In terms of education, level of respondents, 511 of respondents were from bachelor degree and represents 94.28% of total respondents. Lastly, the highest numbers of respondents were student which is 67.90% of the total population. Which can summarize that mostly of K-pop consumer are age 21 to 35 years old female student in bachelor degree.

6.1.2 Descriptive analysis of independent, dependent variables

In this study, there were four independent variables (Perceive Attractiveness, Perceive Impression, Trust in Recommendation Agents and Trust in RAs product Recommendation) and one dependent variable (Intention to purchase product base on RA). Each variable has different sub-questions. All the descriptive results of variables are shown in table 5.1 to table 5.22.

The first independent variable Perceive Attractiveness has fifteen questions. Among all of fifteen questions the respondents gave greatest mean to “If the K - pop band really use such (new) products/services that he have presented in the past 2-3 years in their daily life, I will follow to use that behavior as well.” with the mean of 3.23. It’s mean that consumers

need sincerity from presenter to proof the product is good. The second independent variable Perceive Impression has fourteen questions. Among all of fourteen questions the respondents gave greatest mean to “Comments of non-fan club about the K - pop band affected me.” with the mean of 3.59. It’s mean vision of outside people would affect consumer decisions. The next independent variable Trust in Recommendation Agents has three questions. Among all of three questions the respondents gave greatest mean to “I trust in the K - pop band unconditionally.” with the mean of 3.48. It’s can explain that trust is the important factor for K-pop consumers. The last independent variable Trust in RAs product Recommendation has three questions. Among all of three questions the respondents gave greatest mean to “I trust that those (new) products/services are for me because K-pop band’s recommendation in his advertisement.(Figure b, c, d, e)” with the mean of 3.57. It’s mean consumers have highly trust and very satisfy in K-pop bands.

The dependent variable is Intention to purchase product base on recommendation agents which has seven questions. And among these seven questions, all respondents gave the highest mean to “I will recommend my family and friends to buy (new) products/services advertised by the K - pop band. (Figure a, b, c, d, e)” which is 3.78. It’s mean consumer have confident in K-pop product and highly trust in K-pop bands.

6.2 Implications of the study

This section presents the outcomes of all, the statement of the research. The researcher had concluded the results of seven hypotheses. Based on the inquisition reflection in the statement of the problem, there are seven main objectives of the research which has been formulated and stated in the first chapter. These research objectives can be enumerated again with the conclusion as follows:

Objective1: To identify the relationship between Perceived Attractiveness and Trust in Recommendation Agents.

Objective2: To analyze the relationship between Perceived impression towards Trust in Recommendation Agents.

In this research, the various factors taken into consideration to check the relationship between the Trust in Recommendation Agents and variables are Perceived Attractiveness and Perceived Impression respectively. All these variables were tested by Pearson correlation test and the null hypothesis are that there is a relationship between the Trust in Recommendation Agents and Perceived Attractiveness and Perceived impression of K-pop bands.

For the first hypothesis, determining the relationship between Perceived Attractiveness and Trust in Recommendation Agents is taken, analyzed by Pearson correlation, in which the null hypothesis is rejected. For the second hypothesis, determining the relationship between Perceived impression towards Trust in Recommendation Agents is taken, analyzed by Pearson correlation, in which the null hypothesis is rejected.

Objective3: To analyze the relationship between the Perceived Impression and Trust in RAs product recommendation or product which RAs used.

Objective4: To analyze the relationship between the Trust in Recommendation Agents and Trust in RAs product recommendation or product which RAs used.

In this research, the various factors taken into consideration to check the relationship between the Trust in RAs product recommendation or product which RAs used. And the variables are Perceived Impression and Trust in Recommendation Agents respectively. All these variables were tested by Pearson correlation test and the null hypothesis are that there is a relationship between the Trust in RAs product recommendation or product which RAs use and Perceived Impression and Trust in Recommendation Agents of K-pop bands.

For the third hypothesis, determining the relationship between the Perceived Impression and Trust in RAs product recommendation or product which RAs used is taken, analyzed by Pearson correlation, in which the null hypothesis is rejected. For the fourth hypothesis, determining the relationship between the Trust in Recommendation Agents towards Trust in RAs product recommendation or product which RAs used is taken, analyzed by Pearson correlation, in which the null hypothesis is rejected.

Objective 5: To analyze the relationship between the Trust in Recommendation Agents toward Intention to purchase based on Recommendation Agents.

Objective 6: To analyze the relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents.

Objective7: To analyze the relationship between News channel and Intention to purchase based on Recommendation Agents.

In this research, the various factors taken into consideration to check the relationship between Intention to purchase based on Recommendation Agents. And the variables are Trust in Recommendation Agents, Trust in RAs product recommendation or product which RAs

uses and News channel respectively. All these variables were tested by Pearson correlation test and the null hypothesis are that there is a relationship between Intention to purchase based on Recommendation Agents and Trust in Recommendation Agents, Trust in RAs product recommendation or product which RAs use and News channel of K-pop bands.

For the fifth hypothesis, determining the relationship between the Trust in Recommendation Agents and Intention to purchase based on Recommendation Agents is taken, analyzed by Pearson correlation, in which the null hypothesis is rejected. For the sixth hypothesis, determining the relationship between the Trust in RAs product recommendation or product which RAs use and Intention to purchase based on Recommendation Agents is taken analyzed by Pearson correlation, in which the null hypothesis is rejected. For the seventh hypothesis, determining the relationship between News channel and Intention to purchase based on Recommendation Agents is taken, analyzed by Pearson correlation, in which the null hypothesis is rejected.

The result indicates that all variable are significant which can effect Intention to purchase based on Recommendation Agents.

Based on the statistical significant relationship

Table 6.1: The statistical significant relationship between Perceive Attractiveness and Intention to purchase product base on Recommendation Agents.

Variable	Highest mean	Questionnaire
Perceive Attractiveness	3.23	3.15) If the K - pop band really use such (new) products/services that he has presented in the past 2-3 years in their daily life, I will follow to use that behavior as well.
Intention to purchase product base on Recommendation Agents	3.78	4.7) I will recommend my family and friends to buy (new) products/services advertised by the K - pop band. (Figure a, b, c, d, e)

From the result, table 6.1, the researcher found that there is a statistical significant relationship between Perceive Attractiveness and Intention to purchase product base on Recommendation Agents which indicated that Perceive Attractiveness in terms of reliability with Intention to purchase product base on Recommendation Agents. The researcher can

imply the meaning of implication between Perceive Attractiveness and Intention to purchase product base on Recommendation Agents is the consumers will create an intention to purchase by perceiving attractiveness. Also Mahajah (2007); Steinle (2006) said that “good looks and beauty are based on and shaped by culture, cultural norms, and society and community standards all are affect to people mine”. From the result, agency or production companies should give a product which their lunch for sales to use by K-pop bands as a marketing strategy, to make people and consumers trust in k-pop bands and their product more.

Table 6.2: The statistical significant relationship between Perceive Impression and Intention to purchase product base on Recommendation Agents.

Variable	Highest mean	Questionnaire
Perceive Impression	3.59	3.28) Comments of non-fan club about the K - pop band affected me.
Intention to purchase product base on Recommendation Agents	3.78	4.7) I will recommend my family and friends to buy (new) products/services advertised by the K - pop band. (Figure a, b, c, d, e)

From the result, table 6.2, the researcher found that there is a statistical significant relationship between Perceive Impression and Intention to purchase product base on Recommendation Agents which indicated that Perceive Impression in terms of reliability with Intention to purchase product base on Recommendation Agents. The researcher can imply the meaning of implication between Perceive Impression and Intention to purchase product base on Recommendation Agents is the consumers will create an intention to purchase by Perceive Impression. News, Interaction and Criticism are three sub independent variables are combining to Perceive impression. Also Varey and Richard said that interaction is the major factor to make people have impression to others, which can be lead in either positive or negative result. Ahuvia (1998) said Criticism is the personal opinion in public of a person or people which is also can effect to a person's decision. From result show that comments from public people which are not a K - pop band fan club would have effect in consumer minds, this means that the eyes of outside people are important.

Table 6.3: The statistical significant relationship between the Trust in Recommendation Agents and Intention to purchase product base on Recommendation Agents.

Variable	Highest mean	Questionnaire
Trust in Recommendation Agents	3.48	3.33) I trust in the K - pop band unconditionally.
Intention to purchase product base on Recommendation Agents	3.78	4.7) I will recommend my family and friends to buy (new) products/services advertised by the K - pop band. (Figure a, b, c, d, e)

From the result, table 6.3, the researcher found that there is a statistical significant relationship between the Trust in Recommendation Agents and Intention to purchase product base on Recommendation Agents which indicated that the Trust in Recommendation Agents in terms of reliability with Intention to purchase product base on Recommendation Agents. The researcher can imply the meaning of implication between the Trust in Recommendation Agents and Intention to purchase product base on Recommendation Agents is the consumers will create an intention to purchase by the Trust in Recommendation Agents. Also Becerra and Korgaonkar (2009) said that the Trust in Recommendation Agents can make people easily to purchase because Recommendation Agents can ensure consumer's mind for quality of product. From the result, consumers who trust in the K - pop band unconditionally will have the intention to purchase a product intensely.

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Table 6.4: The statistical significant relationship between the Trust in RAs product Recommendation and Intention to purchase product base on Recommendation Agents.

Variable	Highest mean	Questionnaire
Trust in RAs product Recommendation	3.57	3.36) I trust that those (new) products/services is for me because K-pop band's recommendation in his advertisement. (Figure b, c, d, e)
Intention to purchase product base on Recommendation Agents	3.78	4.7) I will recommend my family and friends to buy (new) products/services advertised by the K - pop band. (Figure a, b, c, d, e)

From the result, table 6.4, the researcher found that there is a statistical significant relationship between the Trust in RAs product Recommendation and Intention to purchase product base on Recommendation Agents which indicated that the Trust in RAs product Recommendation in terms of reliability with Intention to purchase product base on Recommendation Agents. The researcher can imply the meaning of implication between the Trust in RAs product Recommendation and Intention to purchase product base on Recommendation Agents is the consumers will create an intention to purchase by the Trust in RAs product Recommendation. From the result, can imply that advertising is also important factor to promote and create trust from consumers. Also Becerra and Korgaonkar (2009) said that the Trust in RAs product can ensure people to the quality or actuality of product details and make consumers have confidence in the product.

6.3 Discussions

The demographic profile of this research shown that K-pop product consumers are mostly Thai under age of 21-35 years old. Approximately 94.28% were from bachelor's degree.

Similar to the study by Hsiao *et al*., (2010) which studied the Antecedents and consequences of Trust in online product recommendations An empirical study in social shopping, using samples of 1,219 which collected via an internet survey. The hyperlink of the survey questionnaire was posted on the Bahamut website for 14 days. The demographic

characteristics of this study comprise different age-groups. The study of Hsiao *et al*., (2010) found that most of the respondents are 19-25 years old would be more Intention to purchase products recommendation more than Perceived critisim of product, which similar to this research. Furthermore in this research, the researcher concentrates on Trust in recommendation agents (in this case, K-pop bands) with other variables.

Also similar to the founding of Dobholkar et al., (2012) who studied about consumer participation and the trust transference process in using online recommendation agents through an online survey form as participants, from Trust in recommendation agents and Intention to purchase relationship that Trust in recommendation agents are varied according to the Intention to purchase. What is difference from the finding of Dobholkar et al., (2012) is that Intention to return to the website and reuse RAs is not included in this research. An Intention to return to the website and reuse RAs means repurchase intention of consumers compose of specific variables such as Trust in recommendation and Trust in RAs product recommendation which we already related in to this research. This means that in future, this research can be developed further.

According to the summary of findings in the previous part, the conclusion and hypothesis testing result between independent variables and dependent variables are discussed in this chapter.

The findings about the relationship between Trust in Recommendation Agents and Intention to purchase base on RAs (in this case, K-pop band) are conclude as follows:

Depending on the results it is concluded that the null hypothesis is rejected for all seven hypothesis. This means that Perceive Attractiveness, Perceive Impression, Trust in recommendation agents, Trust in RAs product recommendation or product which RAs uses and News channel are influence the Intention to purchase based on RAs (in this case, K-pop band) in Thailand. In this research found that there no effect from News channel which are television and magazine.

Another similar founding is that there is a positive and significantly correlation between Reputation and Interaction to Online trust (Chen and Barnes, 2007). Chen and Barnes, 2007 studied Initial trust and online buyer behavior, using samples of 103 which the study provides links to several online forums requesting volunteers for 2 weeks, similar as this research. Becerra and Korgaonkar (2011) studied the impact of trust, belief on online

intention, the result showed that vender trust and brand trust which effective by product trust are significantly and positively influence on intention to purchase.

Sahney *et al*. (2013) studied the emphasis consumers' trust in online buying behavior, found that there are many factors which can lead to the intention to purchase. The found are similar to this research that overall intention to purchase consists of Trust formation.

6.4 Recommendations

Based on the descriptive analysis

It can be understood from this research that the highest percentage of the respondents are in the age group of 21 to 35 years old while the lowest percentage of the respondents is 36 to 45 years old and the highest percentage of the respondents genders are female while the lowest percentage of the respondents is male. It can be summarized from this research that the highest percentage of the respondents are in the education level of bachelor's degree while the lowest percentage of the respondents is in the education level of the master's degree and the highest percentage of the respondents occupation are student while the lowest percentage of the respondents is both (student and working).

Can be concluded that the recommend result of this research would be useful to use this strategy to female student which in the age group of 21 to 35 years old and have education level of bachelor's degree.

Based on the statistical significant relationship

Table 6.5: The statistical significant relationship between Perceive Attractiveness and Intention to purchase product base on Recommendation Agents.

Variable	Lowest mean	Questionnaire
Perceive Attractiveness	1.76	3.14) I like the K - pop band because of their great talent (such as singing and dancing and acting at the same time).
Intention to purchase product base on Recommendation Agents	2.84	4.3) I would purchase any (new) products/services advertised by K-pop band within my budget amount. (Figure b, c, d, e)

Based on the results from Table 6.5, the researcher found that the consumers do not have much effect on K-pop talent by perceiving attractiveness because the end-customers have the intention to purchase K-pop produced by K-pop talent is the lowest. It's may because nowadays in music Industry have many talent k-pop bands which make consumer feel not surprisingly much. Then the researcher wants to suggest that K-pop bands should change focus from their talent to other variables such as appearance and should keep develop their attractiveness because if a K - pop band can lead end-customer have the intention to purchase K-pop products, this will help agency and production companies to increase sales point.

Table 6.6: The statistical significant relationship between Perceive Impression and Intention to purchase product base on Recommendation Agents.

Variable	Lowest mean	Questionnaire
Perceive Impression	1.88	3.24) Interaction between K-pop band and me at his concert impress me and have greater trust in his ability.
Intention to purchase product base on Recommendation Agents	2.84	4.3) I would purchase any (new) products/services advertised by K-pop band within my budget amount. (Figure b, c, d, e)

Based on the results from Table 6.6, the researcher found that the consumers do not have much effect on the interaction between consumers and K-pop bands through a concert by perceive impression because the end-customers have the intention to purchase K-pop product by interaction between consumers and K-pop bands through concert is the lowest. It's may because consumers who go to concert are surely have enjoy in concert and happiness in live music, they're not much focus on directly interaction with k-pop bands. Then the researcher wants to suggest that K-pop bands that can change focus to other variables such as news or criticism and should keep develop their impression because if a K - pop band can lead end-customer have the intention to purchase K-pop products, this will help agency and production companies to increase sales point.

Table 6.7: The statistical significant relationship between the Trust in Recommendation Agents and Intention to purchase product base on Recommendation Agents.

Variable	Lowest mean	Questionnaire
Trust in Recommendation Agents	2.39	3.31) I have positive thinking towards whole pictures of the K - pop band.
Intention to purchase product base on Recommendation Agents	2.84	4.3) I would purchase any (new) products/services advertised by K-pop band within my budget amount. (Figure b, c, d, e)

Based on the results from Table 6.7, the researcher found that the consumers do not have much positive thinking towards whole pictures of the K - pop band by the Trust in Recommendation Agents because the end-customers have the intention to purchase K-pop product by having positive thinking towards whole pictures of the K - pop band is the lowest. It's mean K-pop consumers not always have positive view through K-pop bands. Then the researcher wants to suggest that K-pop bands to develop their action to create trust or believe the mind from the consumer because if a K - pop band can lead end-customer have the intention to purchase K-pop products, this will help agency and production companies to increase sales point.

Table 6.8: The statistical significant relationship between the Trust in RAs product Recommendation and Intention to purchase product base on Recommendation Agents.

Variable	Lowest mean	Questionnaire
Trust in RAs product Recommendation	3.14	3.34) I rely on being advertising agent of K-pop band's (new) products/services. (Figure b, c, d, e)
Intention to purchase product base on Recommendation Agents	2.84	4.3) I would purchase any (new) products/services advertised by K-pop band within my budget amount. (Figure b, c, d, e)

Based on the results from Table 6.8, the researcher found that the consumers do not have much relied on being advertising agent of K-pop band's (new) products/services by the Trust in RAs product Recommendation because the end-customers have the intention to purchase K-pop product by relying on being advertising agent of K-pop band's (n) products/services is the lowest. It's mean consumers not only rely on being advertising agent by K-pop bands. Then the researcher wants to suggest that K-pop bands to develop their others activity's role to create trust or believe the mind from consumer to the K - pop product because if a K - pop band can lead end-customer have the intention to purchase K-pop products, this will help agency and production companies to increase sales point.

6.5 Conclusions

According to the results of the statistical significant relationship of each hypotheses, the researcher found that the highest correlation is 74.1% which is Trust in RAs product recommendation. The second value of correlation is 61.6% which is Trust in recommendation agents, and the lowest value of correlation is 60.4% which is Perceive impression.

Due to the researcher's recommendation for Agency distributors or marketers of K-pop products. The first recommendation is "develop more on attractiveness". Agency distributors or marketers should seek the best trendy style to promote K-pop bands and K-pop products and make end-customer well-know and talk more about K-pop bands. The second recommendation is "focusing on news or criticism". Agency distributors or marketers should focus on the news or criticism of product to have positive effect to end consumer in market which can impress consumers when they see K-pop bands' s advertisements to increase sales. The third recommendation is "develop their others activity's role to create consumer's trust or believe mind". Agency distributors or marketers should plan K-pop bands have some activities or attend the shows. This way can help K-pop bands increase their popularity and they can help Agency distributors or marketers to promote or present K-pop products which also affect toward the end-customer's behavior to change attitude of purchasing who access this recommendation.

6.6 Further Studies

According to the variety of purchase intention, culture, geography, economic, and expectation. All of these can provide the opportunity for study further into the different topic. The results in this research are based on end-consumers Thailand whose age is from 21 years old onwards. Therefore, further research can be done to gain more insight to what other

factors may affect to intention to purchase. The researcher can imply two factors which can be the further studies.

The first further study is “Trend of K-pop products in Thailand”, Agency distributors or marketers can study more about the trend of K-pop products to select the best product category for advertising aim to create new label of K-pop products.

The second further study is “Thailand K-pop fan clubs’ loyalty”, Agency distributors or marketers can apply this research to develop the K-pop products’ consumer satisfaction to be the consumer’ loyalty.

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APPENDIX A
QUESTIONNAIRE IN ENGLISH

Graduate School of Business
Assumption University
Questionnaire

Title
Measuring Intention to purchase K-pop product -Exploratory Mixed Methods study

Explanation: These questionnaires are used for the educational purpose only without commercial relation to test the factors influencing consumer in purchasing behavior of Thai customers relating to Korea singers. The main purpose of the questionnaire is to collect information about factors influencing on consumer's perceptions and explain about purchasing behavior of Thai customers relating to Korea singers. The questionnaire has 5 parts as follows:

Part 1: Prior experience information
Part 2: Factors affecting intention to purchase based on K-pop bands
Part 3: Independent Variables
Part4: Dependent Variables
Part 5: Personal information

Thank you for your help and your opinion will be profitable for extent the outcomes that back to firms.

Questionnaire

The main objective of this Questionnaire is to test the factors influencing consumer in purchasing behavior of Thai customers relating to Korea singers. The main purpose of the questionnaire is to collect information about factors influencing on consumer's perceptions and explain about purchasing behavior of Thai customers relating to Korea singers. The information provided by you, will be very useful in conducting our further research. The researcher assures you that information provided will only be used for academic purposes. The questionnaire is separated into two parts which are demographic and variable evaluation survey. The result of the survey would be beneficial information for marketing purposes in organizations.

Part 1: Prior experience information

1.1) Which K-pop band is your favorite?

1. EXO 2. Super junior 3. Others, please specify _____

1.2) Have you ever purchased any products that related to the answer in Question 1?

1. Yes, please continue
2. No. (You may finish the questionnaire)

1.3) What is/are your communication channel(s) you use to receive K-pop band information?

1. Internet
2. Television
3. Magazine
4. All of the above

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Part 2: Factors affecting intention to purchase based on K-pop bands

There are eight independent variables which the researcher has used to conduct this study. This study, the researcher designed six-point scales. 1 = Preferred, 2 = Most likely preferred, 3 = Likely preferred, 4 = Unlikely preferred, 5 = Most unlikely preferred, 6 = Not preferred.

Picture-a – The influence of earrings or any products worn by the band towards fashion trends

Picture-b --- The influence of fried seaweed advertised by a member of Super Junior band (one of the K-pop band) generated a new life style of consumption of people in generation Y

Picture-c --- The influence of Aloe Vera Soothing Gel advertised by EXO (one of the K-pop band) generated a new life style of consumption of people in generation Y

Pictured -- The influence of Service by Concert which from Super Junior towards reputation and lifestyle or fashion trend.

Picture-e --- The influence of Service by Reality or Variety show from EXO and Super Junior towards reputation and lifestyle or fashion trend.

2.1) From above, which picture is most influenced you?

1. Picture a
2. Picture b
3. Picture c
4. Pictured
5. Picture e

1 = Most likely preferred, 2 = Likely preferred, 3 = preferred, 4 = not preferred, 5 = unlikely preferred, 6 = Most unlikely preferred.

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Part 3: Independent Variables

Perceived Attractiveness towards RA (in this case, K-pop bands)						
Appearance (in this case, K-pop band)	**Preferred (1)**	**Most likely preferred (2)**	**Likely preferred (3)**	**Unlikely preferred (4)**	**Most unlikely preferred (5)**	**Not preferred (6)**
3.1) K-pop band's fashion and appearances have influence on me and my wardrobe (Picture d, e)	1	2	3	4	5	6
3.2) K-pop band's appearance catches my eyes.	1	2	3	4	5	6
3.3) I think that the concept of K-POP band fashion has been and will be great in the future. (Picture a)	1	2	3	4	5	6
3.4) K-pop band's appearance influenced me to go shopping. (Picture a, b, c)	1	2	3	4	5	6
3.5) I will be satisfied using the products that promoted by K-POP band's appearance (Picture a, b, c)	1	2	3	4	5	6
Reputation (in this case, K-pop bands)	**Preferred (1)**	**Most likely preferred (2)**	**Likely preferred (3)**	**Unlikely preferred (4)**	**Most unlikely preferred (5)**	**Not preferred (6)**
3.6) I know K-pop bands from word of mouth.	1	2	3	4	5	6
3.7) Reputation of the K - pop band came from their agency.	1	2	3	4	5	6
3.8) Reputation of products those K-pop bands have presented, increasing their popularity. (Picture a, b, c, d)	1	2	3	4	5	6
3.9) It is my opportunity of making interest in (new) products of K-pop bands they have presented and used. (Figure a, b, c, d)	1	2	3	4	5	6
3.10) K-pop bands have introduced me (new) products which they presented and used in the past 2-3 years (Picture a, b, c, d, e)	1	2	3	4	5	6
3.11) The reputation of K-pop bands influences me to trust the products they presented and used in the past 2-3 years even seen only once. (Picture a, b, c, d)	1	2	3	4	5	6
Ability (in this case, K-pop band's acting, 's dancing, and 's singing skills)	**Preferred (1)**	**Most likely preferred (2)**	**Likely preferred (3)**	**Unlikely preferred (4)**	**Most unlikely preferred (5)**	**Not preferred (6)**
3.12) K-pop bands (acting, dancing, and singing) make me become K-pop band's fan club.	1	2	3	4	5	6
3.13) K-pop bands' ability make me admire (new) products they have presented and used in the past 2-3 years. (Picture a, b, c, d)	1	2	3	4	5	6
3.14) I like K-pop bands because of their great talents (such as singing and dancing and acting at the same	1	2	3	4	5	6

time).						
3.15) If K-pop bands really use such (new) products that they have presented in the past 2-3 years in their daily life, I will use the same products or services as well.	1	2	3	4	5	6
3.16) K-pop bands have become an advertising agent for my next purchase of (new) products that they have presented in the past 2-3 years. (Picture b, c, d)	1	2	3	4	5	6
Perceived impression towards RA (in this case, K-pop bands)						
News (in this case, K-pop bands)	**Preferred (1)**	**Most likely preferred (2)**	**Likely preferred (3)**	**Unlikely preferred (4)**	**Most unlikely preferred (5)**	**Not preferred (6)**
3.17) My impression of K-pop bands' news (about real daily life like a concert, acting, and variety show) make me follow their style.	1	2	3	4	5	6
3.18) I like K-pop bands' new products because I'm impressed on K-pop bands' news (about real daily life like a concert, acting, and variety show) before.	1	2	3	4	5	6
3.19) Reading news about K-pop bands to fulfill my free time is part of my daily life.	1	2	3	4	5	6
3.20) International news of K-pop bands made me proud to be part of their fan club. (Picture d)	1	2	3	4	5	6
3.21) Using K-pop bands to present (new) products motivates me to purchase the products (Picture a, b, c,)	1	2	3	4	5	6
3.22) It is my obligation to follow up K-pop bands' news continually.	1	2	3	4	5	6
Interaction (in this case, K-pop bands)	**Preferred (1)**	**Most likely preferred (2)**	**Likely preferred (3)**	**Unlikely preferred (4)**	**Most unlikely preferred (5)**	**Not preferred (6)**
3.23) Interaction between K-pop bands and me through the internet impressed me and made me have greater trust in their ability.	1	2	3	4	5	6
3.24) Interaction between K-pop bands and I at their concert impressed me and made me have greater trust in their ability.	1	2	3	4	5	6
3.25) Interaction between K-pop bands and I through fan club meeting events impressed me and made me have greater trust in his ability.	1	2	3	4	5	6
3.26) Interaction between K-pop bands and I in any channels impressed me and made me have greater trust in his ability.	1	2	3	4	5	6

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Criticism (in this case, K-pop bands)	**Preferred (1)**	**Most likely preferred (2)**	**Likely preferred (3)**	**Unlikely preferred (4)**	**Most unlikely preferred (5)**	**Not preferred (6)**
3.27) Comments of other fan clubs about K-pop bands affected me.	1	2	3	4	5	6
3.28) Comments of non-fan club about K-pop bands affected me.	1	2	3	4	5	6
3.29) Comments of both fan club and non-fan-club about their (new) products motivate my purchase intention.	1	2	3	4	5	6
3.30) Comments from people who use K-pop bands' (n) products affected purchase/repurchase intention.	1	2	3	4	5	6
Trust in Recommendation Agents (in this case, K-pop bands)	**Preferred (1)**	**Most likely preferred (2)**	**Likely preferred (3)**	**Unlikely preferred (4)**	**Most unlikely preferred (5)**	**Not preferred (6)**
3.31) I have positive thinking towards whole pictures of K-pop bands.	1	2	3	4	5	6
3.32) K-pop bands are people I can fully trust.	1	2	3	4	5	6
3.33) I trust in K-pop bands unconditionally.	1	2	3	4	5	6
Trust in RA's product recommendation. (In this case, K-pop bands)	**Preferred (1)**	**Most likely preferred (2)**	**Likely preferred (3)**	**Unlikely preferred (4)**	**Most unlikely preferred (5)**	**Not preferred (6)**
3.34) I rely on being advertising agent of K-pop bands's (new) products. (Picture b, c, d, e)	1	2	3	4	5	6
3.35) I trust any (new) products that K-pop bands recommend	1	2	3	4	5	6
3.36) I trust that those (new) products are for me because K-pop bands recommend them in their advertisements. (Picture b, c, d, e)	1	2	3	4	5	6

Part 4: Dependent Variables

Intention to purchase based on the RA (in this case, K-pop bands) ความตั้งใจที่จะซื้อตามผู้แนะนำสินค้า (ในกรณีนี้คือวง **K-pop)**	**Preferred (1)**	**Most likely preferred (2)**	**Likely preferred (3)**	**Unlikely preferred (4)**	**Most unlikely preferred (5)**	**Not preferred (6)**
4.1) I would buy those (new) products advertised by K-pop bands. (Picture b, c, d, e)	1	2	3	4	5	6
4.2) I believe in those (new) products or anything advertised by K-pop bands. (Picture a, b, c, d, e)	1	2	3	4	5	6
4.3) I would purchase any (new) product/service advertised by K-pop bands within my budget amount. (Picture b, c, d, e)	1	2	3	4	5	6
4.4) I must purchase the limited edition of (new)	1	2	3	4	5	6

products advertised by K-pop bands.						
4.5) I will purchase any (n) product used by K-pop bands even though they are not advertising agent (Figure a). (Such as fan made products, product which K-pop bands use)	1	2	3	4	5	6
4.6) I will purchase products advertised by K-pop bands because I feel obligated to support them. (Picture b, c, d, e)	1	2	3	4	5	6
4.7) I will recommend my family and friends to buy (new) products advertised by K-pop bands. (Picture a, b, c, d, e)	1	2	3	4	5	6

Part 5: **Personal information**

5.1) Age (years old)

1. 21-35 2. 36-45 3. Over 45

5.2) Gender

1. Male 2. Female 3. Others, please answer the question number 2.1

2.1.) Lifestyle (for whom selects others from question number 2, if not please skip)

1. Gay 2. Lady boy 3. Lesbian
4. Tom boy 5. Dee 6. Bisexual

5.3) Level of Education

1. Bachelor's degree
2. Master degree
3. Doctoral Degree

5.4) Occupation

1. Student
2. Working
3. Both

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APPENDIX B
QUESTIONNAIRE IN THAI

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ปริญญาโทบริหารธุรกิจ

มหาวิทยาลัย อัสสัมชัญ

แบบสอบถาม

เรื่อง

การศึกษาความตั้งใจที่จะซื้อสินค้าเคป็อปด้วยวิธีการสำรวจแบบผสมผสาน

คำชี้แจง: แบบสอบถามนี้จัดทำขึ้นเพื่อจุดประสงค์ในการศึกษาเท่านั้นการศึกษานี้ไม่เกี่ยวข้องกับกิจการการค้าแต่อย่างใด เป็นการศึกษาเพื่อที่จะทดสอบปัจจัยที่มีอิทธิพลต่อผู้บริโภคชาวไทยในพฤติกรรมการซื้อสินค้าที่กับนักร้องเกาหลี จุดมุ่งหมายหลักของแบบสอบถามคือรวบรวมข้อมูลเกี่ยวกับปัจจัยที่มีอิทธิพลต่อมุมมองของผู้บริโภคและอธิบายพฤติกรรมของคนไทยที่ซื้อสินค้าเกี่ยวข้องกับนักร้องเกาหลีเป็นกรณีศึกษา แบ่งออกเป็นห้าตอนดังนี้:

ส่วนที่1 ข้อมูลประสบการณ์

ส่วนที่2 ตัวแปรที่มีผลกระทบต่อความตั้งใจที่จะซื้อสินค้าที่เกี่ยวกับวงเคป็อป

ส่วนที่3 ตัวแปรอิสระ

ส่วนที่4 ตัวแปรไม่อิสระ

ส่วนที่5 ข้อมูลทั่วไป

ผู้วิจัยขอขอบพระคุณอย่างสูงมา ณ โอกาสนี้ความคิดเห็นของท่านจะเป็นประโยชน์อย่างยิ่งต่อการประเมินผลและใช้ในการวิเคราะห์ความต้องการที่จะซื้อสินค้าเกี่ยวกับวงเคป็อปของคนไทย

แบบสอบถาม

จุดประสงค์ของแบบสอบถามนี้คือเพื่อที่จะทดสอบปัจจัยที่มีอิทธิพลต่อผู้บริโภคชาวไทยในพฤติกรรมการซื้อสินค้าที่กับนักร้องเกาหลี จุดมุ่งหมายหลักของแบบสอบถามคือรวบรวมข้อมูลเกี่ยวกับปัจจัยที่มีอิทธิพลต่อมุมมองของผู้บริโภคและอธิบายพฤติกรรมของคนไทยที่ซื้อสินค้าเกี่ยวข้องกับนักร้องเกาหลี ข้อมูลที่ได้รับจากคุณจะเป็นประโยชน์อย่างมากในการทำวิจัยของเราต่อไป เราขอรับรองว่าข้อมูลที่คุณมอบให้นี้จะถูกนำมาใช้เพื่อวัตถุประสงค์ทางวิชาการเท่านั้น แบบสอบถามจะถูกแยกออกเป็นสองส่วนคือแบบสำรวจผู้เข้าร่วมประเมินและแบบสำรวจการประเมินผลจากตัวแปร ผลของการสำรวจจะได้ข้อมูลที่เป็นประโยชน์สำหรับองค์กรในการวางแผนการตลาด.

ส่วนที่ 1: ข้อมูลประสบการณ์

1.1) เคป็อปแบนด์วงไหนที่คุณชอบ?

1. EXO 2. Super junior 3. อื่นๆ, โปรดระบุ _____

1.2) คุณเคยซื้อสินค้าอะไรก็ตามที่เกี่ยวกับวงที่คุณตอบทางด้านบนหรือไม่?

1. เคย (โปรดทำแบบสอบถามต่อ)
2. ไม่เคย (โปรดหยุด)

1.3) ช่องทางการสื่อสารใดที่คุณรับรู้เรื่องราวของวงเคป็อปที่คุณใช้?

1. อินเตอร์เน็ต
2. โทรทัศน์
3. นิตยาสาร
4. ทั้งหมดที่ว่ามา

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ส่วนที่ 2: ตัวแปรที่มีผลกระทบต่อความตั้งใจที่จะซื้อสินค้าที่เกี่ยวกับวงเคป็อป

มีแปดตัวแปรอิสระซึ่งเราได้ใช้ในการดำเนินการศึกษาครั้งนี้มี การศึกษาครั้งนี้ผู้วิจัยแบ่งการวัดเป็น6ระดับ 1 = ต้องการ2 =มีแนวโน้มเป็นที่ต้องการมาก, 3 = มีแนวโน้มเป็นที่ต้องการ4 = มีแนวโน้มไม่เป็นที่ต้องการ 5 =มีแนวโน้มไม่เป็นที่ต้องการมาก, 6 = ไม่ต้องการ

ภาพa – อิทธิพลของต่างหูหรือผลิตภัณฑ์สวมใส่โดยบอยแบนด์ที่มีต่อเทรนด์แฟชั่นใดๆ

ภาพb --- อิทธิพลของสาหร่ายทะเลทอดโฆษณาโดยซุปเปอร์จูเนียร์ (สมาชิกวง) สร้างการบริโภคในวิถีชีวิตของรุ่นยุคใหม่ (เจเนอเรชั่นY)

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ภาพc --- อิทธิพลของ Aloe Vera Soothing Gelโฆษณาโดย EXO (สมาชิกวง) สร้างการบริโภคในวิถีชีวิตของรุ่นยุคใหม่ (เจเนอเรชั่นY)

ภาพd - อิทธิพลของการให้บริการโดยคอนเสิร์ตจากวง Super Junior ด้วยความโด่งดังและไลฟ์สไตล์หรือเทรนด์แฟชั่น

ภาพe --- อิทธิพลในการให้บริการโดยเรียลลิตี้หรือวาไรตี้โชว์ที่มาจาก EXO และซุปเปอร์จูเนียร์ที่โด่งดังและไลฟ์สไตล์หรือเทรนด์แฟชั่น

2.1) จากภาพด้านบน ภาพใดดึงดูดคุณมากที่สุด

1. ภาพ a
2. ภาพ b
3. ภาพ c
4. ภาพ d
5. ภาพ e

1 = เป็นที่ต้องการมาก2 =มีแนวโน้มเป็นที่ต้องการ, 3 = ต้องการเฉยๆ 4 = ไม่ต้องการเท่าไหร่ 5 = ไม่ต้องการ, 6 = ไม่น่าต้องการเลยซักนิด

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ส่วนที่ 3: ตัวแปรอิสระ

ได้รับความน่าสนใจในตัวผู้แนะนำสินค้า (ในกรณีนี้คือวง K-pop)						
รูปลักษณ์ภายนอก (ในกรณีนี้คือวง K-pop)	**ต้องการ(1)**	**มีแนวโน้มเป็นที่ต้องการมาก (2)**	**มีแนวโน้มเป็นที่ต้องการ (3)**	**มีแนวโน้มไม่เป็นที่ต้องการ (4)**	**มีแนวโน้มไม่เป็นที่ต้องการมาก(5)**	**ไม่ต้องการ(6)**
3.1) รูปลักษณ์ภายนอกของวงK-popทำให้ฉันตามสไตล์หรือแฟชั่นของวง (ภาพ d, e)	1	2	3	4	5	6
3.2) รูปลักษณ์ภายนอกของวงK-pop โดดเด่นสะดุดตาฉัน	1	2	3	4	5	6
3.3) ฉันคิดว่าคอนเซปต์ของแฟชั่นที่วง K-popเคยเป็นและจะเป็นในอนาคตนั้นดีมาก (ภาพa)	1	2	3	4	5	6
3.4) รูปลักษณ์ภายนอกของวงK-pop ทำให้ฉันคิดจะไปช้อปปิ้ง (ภาพa, b, c)	1	2	3	4	5	6
3.5) ฉันพอใจถ้าใช้สินค้าหรือผลิตภัณฑ์ที่นำเสนอโดยรูปลักษณ์ภายนอกของ K-pop (ภาพa, b, c)	1	2	3	4	5	6
ชื่อเสียง (ในกรณีนี้คือวง K-pop)	**ต้องการ(1)**	**มีแนวโน้มเป็นที่ต้องการมาก (2)**	**มีแนวโน้มเป็นที่ต้องการ (3)**	**มีแนวโน้มไม่เป็นที่ต้องการ (4)**	**มีแนวโน้มไม่เป็นที่ต้องการมาก(5)**	**ไม่ต้องการ(6)**
3.6) ฉันรู้จักวง K-pop จากที่เขาพูดกันปากต่อปาก	1	2	3	4	5	6
3.7) ต้นสังกัดมีส่วนทำให้ชื่อเสียงของวง K-pop โด่งดัง	1	2	3	4	5	6
3.8) ชื่อเสียงของผลิตภัณฑ์ที่วง K-pop ได้นำเสนอ ทำให้พวกเขาเหล่านั้นมีชื่อเสียงมากขึ้น (ภาพa, b, c, d)	1	2	3	4	5	6
3.9) ฉันมีความสนใจใน ผลิตภัณฑ์(ใหม่) ของวง K-pop ที่พวกเขาใช้และนำเสนอ(ภาพa, b, c, d)	1	2	3	4	5	6
3.10) วง K-pop ทำให้ฉันรู้จักผลิตภัณฑ์(ใหม่) ที่พวกเขาได้ใช้และนำเสนอในช่วง 2-3 ปีที่ผ่านมา (ภาพa, b, c, d, e)	1	2	3	4	5	6
3.11) ชื่อเสียงของวง K-pop สามารถทำให้ฉันไว้วางใจผลิตภัณฑ์ที่พวกเขาใช้และนำเสนอในช่วง 2-3 ปีที่ผ่านมาแม้จะเห็นเพียงครั้งเดียว (ภาพa, b, c, d)	1	2	3	4	5	6
ความสามารถ(ในกรณีนี้คือการแสดง การเต้นและการร้องเพลงของวง K-pop)	**ต้องการ(1)**	**มีแนวโน้มเป็นที่ต้องการมาก (2)**	**มีแนวโน้มเป็นที่ต้องการ (3)**	**มีแนวโน้มไม่เป็นที่ต้องการ**	**เป็นที่ต้องการ**	**ไม่ต้องการ(6)**
3.12) การแสดง,เต้นและร้องเพลงของวง K-pop ทำให้ฉันเป็นแฟนคลับ	1	2	3	4	5	6
3.13) ความสามารถของวงK-pop ทำใหฉันชื่นชม ผลิตภัณฑ์(ใหม่)ที่พวกเขาใช้และนำเสนอในช่วง 2-3 ปีที่ผ่านมา (ภาพa, b, c, d)	1	2	3	4	5	6
3.14) ฉันชอบวง K-pop เพราะความสามารถที่ยอดเยี่ยมของพวกเขา (เช่นการร้องเพลง, การเต้นและการแสดงในเวลาเดียวกัน)	1	2	3	4	5	6
3.15) ถ้าวง K-pop ใช้ผลิตภัณฑ์ (ใหม่) ที่เขาได้นำเสนอใน 2-3 ปีที่ผ่านมาในชีวิตประจำวันของพวกเขาจริงๆ ฉันก็จะใช้ผลิตภัณฑ์หรือบริการนั้นๆตามเหมือนกัน	1	2	3	4	5	6

3.16) วงเคป๊อปเป็นตัวแทนโฆษณาผลิตภัณฑ์(ใหม่) ที่ฉันจะซื้อ ซึ่งเป็นผลิตภัณฑ์ที่เขาได้นำเสนอในช่วง 2-3 ปีที่ผ่านมา (ภาพ b, c, d)	1	2	3	4	5	6
ได้รับความประทับใจในตัวผู้แนะนำสินค้า (ในกรณีนี้คือวง K-pop)						
ข่าวสาร(ในกรณีนี้คือวง K-pop)	**ต้องการ(1)**	**มีแนวโน้มเป็นที่ต้องการมาก (2)**	**มีแนวโน้มเป็นที่ต้องการ (3)**	**มีแนวโน้มไม่เป็นที่ต้องการ (4)**	**มีแนวโน้มไม่เป็นที่ต้องการมาก(5)**	**ไม่ต้องการ(6)**
3.17) ความประทับใจของฉันในข่าวของวงเคป๊อป (เกี่ยวกับชีวิตประจำวันเช่น คอนเสิร์ตการแสดงและวาไรตี้โชว์) ทำให้ฉันตามสไตล์ของพวกเขา	1	2	3	4	5	6
3.18) ฉันชอบผลิตภัณฑ์ (ใหม่) ของวง K-pop เพราะฉันประทับใจในข่าวของวงเคป๊อป (เกี่ยวกับชีวิตประจำวันเช่นคอนเสิร์ตการแสดงและวาไรตี้โชว์) มาก่อน	1	2	3	4	5	6
3.19) ฉันอ่านข่าวเกี่ยวกับวงดนตรี K-popในชีวิตประจำวันเป็นงานอดิเรก	1	2	3	4	5	6
3.20) ข่าวนานาชาติที่เกี่ยวกับวงK-pop ทำให้ฉันภูมิใจที่ได้เป็นแฟนคลับของพวกเขา (ภาพ d)	1	2	3	4	5	6
3.21) การที่วงK-popเป็นตัวแทนโฆษณาผลิตภัณฑ์ (ใหม่)นั้น กระตุ้นความตั้งใจที่จะซื้อของฉัน (ภาพ a, b, c)	1	2	3	4	5	6
3.22) มันเป็นหน้าที่ของฉันที่จะติดตามข่าววง K-pop อย่างต่อเนื่อง	1	2	3	4	5	6
ปฏิสัมพันธ์ (ในกรณีนี้คือวง K-pop)	**ต้องการ(1)**	**มีแนวโน้มเป็นที่ต้องการมาก (2)**	**มีแนวโน้มเป็นที่ต้องการ (3)**	**มีแนวโน้มไม่เป็นที่ต้องการ (4)**	**มีแนวโน้มไม่เป็นที่ต้องการมาก(5)**	**ไม่ต้องการ(6)**
3.23) การมีปฏิสัมพันธ์ระหว่างวง K-pop และฉันผ่านอินเทอร์เน็ตประทับใจฉันและสร้างความเชื่อมั่นมากขึ้นในความสามารถของเขา	1	2	3	4	5	6
3.24) การมีปฏิสัมพันธ์ระหว่างวง K-pop และฉันในคอนเสิร์ตของเขาประทับใจฉันและสร้างความเชื่อมั่นมากขึ้นในความสามารถของเขา	1	2	3	4	5	6
3.25) การมีปฏิสัมพันธ์ระหว่างวง K-pop และฉันผ่านงานแฟนมีทติ้งประทับใจฉันและสร้างความเชื่อมั่นมากขึ้นในความสามารถของเขา	1	2	3	4	5	6
3.26) การมีปฏิสัมพันธ์ระหว่างวง K-pop และฉันในช่องทางใด ๆก็ตามประทับใจฉันและสร้างความเชื่อมั่นมากขึ้นในความสามารถของเขา	1	2	3	4	5	6
การวิจารณ์ (ในกรณีนี้ของวง K-pop)	**ต้องการ(1)**	**มีแนวโน้มเป็นที่ต้องการมาก**	**มีแนวโน้มเป็นที่ต้องการ (3)**	**มีแนวโน้มไม่เป็นที่ต้องการ**	**เป็นที่ต้องการ**	**ไม่ต้องการ(6)**
3.27) ความคิดเห็นของแฟนคลับคนอื่น ๆ เกี่ยวกับวง K-pop ส่งผลกระทบต่อฉัน	1	2	3	4	5	6
3.28) ความคิดเห็นของบุคคลที่ไม่ใช่แฟนคลับเกี่ยวกับวง K-pop ส่งผลกระทบต่อฉัน	1	2	3	4	5	6
3.29) ความคิดเห็นของทั้งแฟนคลับและไม่ใช่แฟนคลับเกี่ยวกับ ผลิตภัณฑ์(ใหม่) ของวง K-pop กระตุ้นความตั้งใจซื้อของฉัน	1	2	3	4	5	6
3.30) ความเห็นจากการใช้ผลิตภัณฑ์(ใหม่)เกี่ยวกับวง K-pop ส่งผลกระทบต่อการซื้อหรือตั้งใจซื้ออีกครั้งของฉัน	1	2	3	4	5	6

ความไว้วางใจในผู้แนะนำสินค้า(ในกรณีนี้คือวง **K-pop)**	ต้องการ(1)	มีแนวโน้มเป็นที่ต้องการมาก (2)	มีแนวโน้มเป็นที่ต้องการ (3)	มีแนวโน้มเป็นที่เป็นที่ต้องการ	เป็นที่ต้องการ	ไม่ต้องการ(6)
3.31) ฉันมีความคิดเชิงบวกต่อภาพรวมของวง K-pop	1	2	3	4	5	6
3.32) วง K-pop เป็นคนที่ฉันสามารถไว้วางใจได้อย่างเต็มที่	1	2	3	4	5	6
3.33) ฉันเชื่อในวง K-pop โดยไม่มีเงื่อนไข	1	2	3	4	5	6
ความไว้วางใจในคำแนะนำของผู้แนะนำสินค้า (ในกรณีนี้คือวง K-pop)	ต้องการ(1)	มีแนวโน้มเป็นที่ต้องการมาก (2)	มีแนวโน้มเป็นที่ต้องการ (3)	มีแนวโน้มไม่เป็นที่ต้องการ (4)	มีแนวโน้มไม่เป็นที่ต้องการมาก(5)	ไม่ต้องการ(6)
3.34) ฉันวางใจในการเป็นตัวแทนโฆษณาของวงK-pop ผลิตภัณฑ์ (ใหม่) (ภาพ b, c, d, e)	1	2	3	4	5	6
3.35) ฉันเชื่อในผลิตภัณฑ์ (ใหม่)หรืออะไรก็ตามที่วง K-popแนะนำ	1	2	3	4	5	6
3.36) ฉันเชื่อว่า ผลิตภัณฑ์ (ใหม่)นี้มีไว้สำหรับฉันเพราะวงK-popแนะนำในการโฆษณาของเขา (ภาพb, c, d, e)	1	2	3	4	5	6

ส่วนที่ 4: ตัวแปรไม่อิสระ

ความตั้งใจที่จะซื้อตามผู้แนะนำสินค้า (ในกรณีนี้คือวง **K-pop)**	ต้องการ(1)	มีแนวโน้มเป็นที่ต้องการมาก	มีแนวโน้มเป็นที่ต้องการ (3)	มีแนวโน้มเป็นที่เป็นที่ต้องการ	เป็นที่ต้องการ	ไม่ต้องการ(6)
4.1) ฉันจะซื้อ ผลิตภัณฑ์ (ใหม่) เหล่านั้นที่โฆษณาโดยวง K-pop (ภาพ b, c, d, e)	1	2	3	4	5	6
4.2) ฉันเชื่อในผลิตภัณฑ์ (ใหม่) หรืออะไรก็ตามที่วง K-popแนะนำ (ภาพ a, b, c, d, e)	1	2	3	4	5	6
4.3) ฉันจะซื้อ ผลิตภัณฑ์ (ใหม่)ใดๆที่โฆษณาโดยวง K-pop ภายในงบประมาณของฉัน (รูป b, c, d, e)	1	2	3	4	5	6
4.4) ฉันต้องซื้อผลิตภัณฑ์ (ใหม่) ใดๆซึ่งโฆษณาโดยวง K-pop ที่มีจำนวนจำกัด (limited edition)	1	2	3	4	5	6
4.5) ฉันจะซื้อผลิตภัณฑ์ (ใหม่) ใดๆที่ใช้โดยวง K-pop แม้ว่าพวกเขาจะไม่ได้เป็นตัวแทนโฆษณา (ภาพ a) (เช่นผลิตภัณฑ์ที่โดยแฟนคลับ, ผลิตภัณฑ์ที่วง K-pop ใช้)	1	2	3	4	5	6
4.6) ฉันจะซื้อผลิตภัณฑ์ที่โฆษณาโดยวง K-popเพราะฉันมีหน้าที่สนับสนุนเขา (รูป b, c, d, e)	1	2	3	4	5	6
4.7) ฉันจะแนะนำครอบครัวและเพื่อนๆของฉันให้ซื้อผลิตภัณฑ์ (ใหม่) ที่โฆษณาโดยวง K-pop (ภาพ a, b, c, d, e)	1	2	3	4	5	6

ส่วนที่ 5: ข้อมูลทั่วไป

5.1) อายุ

2. 21-35 2. 36-45 3. มากกว่า 45

5.2) เพศ

1. ผู้ชาย 2. ผู้หญิง 3. อื่นๆ, โปรดตอบคำถามข้อ2.1

2.1.) ไลฟ์สไตล์ (สำหรับผู้ที่เลือกตอบอื่นๆในข้อที่สอง หากไม่ได้เลือก โปรดข้าม)

1. เกย์ 2. กระเทย 3. เลสเบี้ยน

4. ทอมบอย 5. ดี้ 6. ไบเซ็กชวล

5.3) ระดับการศึกษา

1. ระดับปริญญาตรี
2. ระดับปริญญาโท
3. ระดับปริญญาเอก

5.4) อาชีพ

1. นักเรียน-นักศึกษา
2. ทำงาน
3. ทั้งสองอย่าง

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