

## ABSTRACT

Consumers today have access to various sources of information. Besides traditional or offline information sources, there are online information sources which include web sites, social network sites (SNSs), or mobile applications. This research aims to investigate the behavioral patterns of digital consumers influenced by information from SNSs. Instead of using general marketing or business context, this study was conducted through a civic engagement context in which social network site users discussed about public interest issues and civic activities. The dual routes of informational influence, content quality and source credibility, are two independent variables. Perceived ease of use (PEOU) and perceived usefulness (PU) of social network sites are the two mediators between the independent variables and civic engagement intention.

The target population was Thai Facebook users who had a Facebook account (before 2010 to ensure that they experienced political situations in Thailand until the mass protest in 2013), owned a smart phone, tablet or personal computer, used to engage in Thailand's mass political event in 2013, and discussed about any political viewpoints or political issues on their Facebook timeline, friends' spaces, or groups since then.

Structural Equation Modeling (SEM) was employed as the statistical analysis tool for 402 respondents. The results of Confirmatory Factor Analysis (CFA) showed that all the measurement indicators had both convergent validity and discriminant validity. The results reveal that social network sites influenced users' engagement intention. Nevertheless, the relationships were mediated by PEOU and PU. While content quality was significantly related to PEOU, source credibility had a strong impact on PU.

The study contributes to the knowledge of social marketing, cause-related marketing, and marketing communication. This study consequently provides an empirical support for the conceptual framework regarding SNSs and their informational influences on users' engagement.