Abstract

The purpose of this study was to identify factors affecting online purchase intention of pay LINE stickers in selected areas of Bangkok, Thailand and to find the most significant factor that affects online purchase intention of pay LINE sticker is. In this research, the independent variables are word of mouth (WOM), brand image, attitude, subjective norm, and perceived behavioral control (PBC). Online purchase intention represents the dependent variable. There were seven hypotheses in this study. The data were collected through a questionnaire survey of 450 respondents in selected areas of Bangkok, Thailand from 18 August, 2013 to 7 September, 2013. A total of 388 respondents were chosen as accurate target population, which is Thai LINE users, and those who have never purchased pay LINE stickers worth US$1.99 for smartphone. Respondents were also aged 18 or over, and frequent the top five crowded areas of Bangkok, Thailand, based on three screening questions. All of the data were analyzed by SPSS. Pearson Correlation Coefficient Test was utilized to test the relationship between each variable.

In terms of hypotheses testing, one hypothesis was failed to reject. On the other hand, the other six hypotheses were rejected. Firstly, brand image has the strongest relationship with online purchase intention of pay LINE sticker (0.502) in this study, followed by the relationship between perceived behavioral control (PBC) and online purchase intention of pay LINE sticker (.346), the relationship between word of mouth (WOM) and online purchase intention of pay LINE sticker (.338), the relationship between subjective norm and online purchase intention of pay LINE sticker (.322), the relationship between WOM and brand image (.268), and the relationship between attitude and online purchase intention of pay LINE sticker (.259), respectively. But there

was no difference in brand image and attitude toward pay LINE sticker.

From the findings of this research, it is hopefully useful for LINE Corp. and the challenger of the industry so as to understand the customer behavior toward online purchase intention of pay service and improve its business performance once and for all.