

**THE RELATIONSHIP BETWEEN eWOM CREDIBILITY,
CONSUMER'S TRUST, AND INTENTION TO VISIT A
CAFÉ BASED ON THE CAFÉ STORY FACEBOOK PAGE**

Miss Nutchawee Ahrivorayapong



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สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทสาขาสถาปัตยกรรมศาสตรมหาบัณฑิต สาขาวิชาการจัดการการสื่อสารเชิงกลยุทธ์ ไม่สังกัดภาควิชา/เทียบเท่า คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
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By Miss Nutchawee Ahrivorayapong
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Thesis Advisor Dr. PAPAPORN CHAIHANCHANCHAI

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Arts (Communication Arts)

INDEPENDENT STUDY COMMITTEE

..... Chairman
(Associate Professor Dr. SARAVUDH
ANANTACHART)
..... Advisor
(Dr. PAPAPORN CHAIHANCHANCHAI)
..... Examiner
(Assistant Professor Dr. TEERADA
CHONGKOLRATTANAPORN)


จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

นักวิชาการ อาริวิระพงษ์ : ความสัมพันธ์ระหว่างความน่าเชื่อถือของการสื่อสารแบบบอกต่อผ่านสื่ออิเล็กทรอนิกส์ ความไว้วางใจของผู้บริโภคและความตั้งใจที่จะเยี่ยมชมร้านกาแฟ จากเฟซบุ๊กเพจคาเฟ่สตอรี่. (THE RELATIONSHIP BETWEEN eWOM CREDIBILITY, CONSUMER'S TRUST, AND INTENTION TO VISIT A CAFÉ BASED ON THE CAFÉ STORY FACEBOOK PAGE) อ.ที่ปรึกษาหลัก : ดร.ปภาภรณ์ ไชยหาญชาญชัย

การวิจัยในครั้งนี้มีวัตถุประสงค์เพื่อสำรวจความน่าเชื่อถือของการสื่อสารแบบบอกต่อผ่านสื่ออิเล็กทรอนิกส์ ความไว้วางใจของผู้บริโภค และความตั้งใจที่จะเยี่ยมชมร้านกาแฟ จากเฟซบุ๊กเพจคาเฟ่สตอรี่ รวมถึงเพื่อสำรวจความสัมพันธ์ของทั้งสามตัวแปรดังกล่าว ซึ่งการวิจัยครั้งนี้เป็นวิธีการวิจัยเชิงสำรวจโดยเก็บข้อมูลจากกลุ่มตัวอย่างจำนวนทั้งสิ้น 250 คนที่เป็นนิสิตนิสิตชาวไทยที่อายุระหว่าง 25 – 40 ปี และได้ติดตามเพจคาเฟ่สตอรี่บนเฟซบุ๊ก จากผลการวิจัยพบว่า การสื่อสารแบบบอกต่อผ่านสื่ออิเล็กทรอนิกส์บนคาเฟ่สตอรี่เฟซบุ๊กเพจมีความน่าเชื่อถือค่อนข้างสูง ($M = 4.36$) กลุ่มตัวอย่างยังมีความเชื่อมั่นในเพจคาเฟ่สตอรี่ค่อนข้างสูงอีกด้วย ($M = 4.19$) โดยความไว้วางใจด้านความรู้ความเข้าใจมีค่าเฉลี่ยสูงที่สุด ($M = 4.24$) นอกจากนี้ กลุ่มตัวอย่างยังมีความตั้งใจสูงที่จะเยี่ยมชมร้านกาแฟที่ได้รับการแนะนำ ($M = 4.39$) ในส่วนของความสัมพันธ์ระหว่างตัวแปรดังกล่าว ผลการวิจัยแสดงให้เห็นว่า ความน่าเชื่อถือของการสื่อสารแบบบอกต่อผ่านสื่ออิเล็กทรอนิกส์มีความสัมพันธ์เชิงบวกกับความไว้วางใจของผู้บริโภค ($r = 0.66$) โดยมีความสัมพันธ์ระดับปานกลางกับความไว้วางใจด้านความรู้ความเข้าใจ ($r = 0.63$) และความไว้วางใจด้านอารมณ์ความรู้สึก ($r = 0.57$) ส่วนความสัมพันธ์ระหว่างความน่าเชื่อถือของการสื่อสารแบบบอกต่อผ่านสื่ออิเล็กทรอนิกส์ก็มีความสัมพันธ์ในเชิงบวกกับความตั้งใจที่จะเยี่ยมชมร้านกาแฟเช่นกัน ($r = 0.42$) นอกจากนี้ ผลการวิจัยยังแสดงให้เห็นว่า ความไว้วางใจของผู้บริโภคมีความสัมพันธ์เชิงบวกกับความตั้งใจที่จะเยี่ยมชมร้านกาแฟ ($r = 0.52$) โดยความตั้งใจที่จะเยี่ยมชมร้านกาแฟมีความสัมพันธ์ในระดับปานกลางกับความไว้วางใจด้านความรู้ความเข้าใจ ($r = 0.48$) และความไว้วางใจด้านอารมณ์ความรู้สึก ($r = 0.47$)

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CHULALONGKORN UNIVERSITY

สาขาวิชา การจัดการการสื่อสารเชิงกลยุทธ์
ปีการศึกษา 2564

ลายมือชื่อนิสิต
ลายมือชื่อ อ.ที่ปรึกษาหลัก

6388010228 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT
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Nutchawee Ahrivorayapong : THE RELATIONSHIP BETWEEN eWOM
 CREDIBILITY, CONSUMER'S TRUST, AND INTENTION TO VISIT
 A CAFÉ BASED ON THE CAFÉ STORY FACEBOOK PAGE. Advisor:
 Dr. PAPAPORN CHAIHANCHAI

The purpose of this research is to explore eWOM credibility, consumer's trust, and intention to visit a café based on the Café Story Facebook page and to explore the relationship between these three variables. This research employs a quantitative approach through an online survey, data are collected from 250 target samples who are Thai millennials, aged between 25-40 years old, and follow the Café Story Facebook page. The findings depict that the respondents considered eWOM on the Café Story Facebook page highly credible ($M = 4.36$). The respondents also highly trust the page ($M = 4.19$), with cognitive trust receiving the highest score ($M = 4.24$). Moreover, the respondents show that they have a high intention to visit the suggested cafés ($M = 4.39$). Pertaining to the relationship among the variables, the results illustrate that eWOM credibility is positively related to consumer's trust ($r = 0.66$), moderate relationship with cognitive trust ($r = 0.63$), and affective trust ($r = 0.57$). The relationship between eWOM credibility and intention to visit a café show a moderate positive relationship ($r = 0.42$). Furthermore, the results also illustrate that consumer's trust is positively related to intention to visit a café ($r = 0.52$); intention to visit a café had a moderate relationship with cognitive trust ($r = 0.48$), and affective trust ($r = 0.47$).



Field of Study:	Strategic Communication Management	Student's Signature
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CHAPTER 1

Introduction

1.1 Significance of the Study

The internet has become a critical facilitator in consumer's lifestyle during this information age. The internet allows consumers to perform online activities, such as money transaction, hotel and tickets reservations, and online shopping. The internet also allows boundless information search. Consumers increasingly gather information about products, brands, and places from different online sources. Such online sources include websites, and reviews posted on the internet, also known as eWOM (Roy, Datta, & Mukherjee, 2019).

Similar to traditional WOM, eWOM, or electronic word-of-mouth, refers to the exchange of knowledge about products, services, brands, or destinations consumers disseminate with two or more consumers. But for eWOM, those shared information circulate within the online space (Wu & Wang, 2011). eWOM becomes particularly important during this digital era because consumers seek information from others who have had experiences with products, services, brands, or destinations, to help making their personal decisions, either for purchasing online or planning for physical actions in the future (Praptiningsih, 2021). In other words, consumers perceive that eWOM is credible enough for information acquisition.

Research showed that 68% of consumers use social media to read product or service reviews (DiSilvestro, 2016). With reference to online reviews, eWOM is not the only source of information. A review page by influencers on social media

platforms is also a source of information for consumers, particularly on Facebook because it allows them to share both important textual and visual information. These review pages on Facebook have approximately 1,000 – 2,000,000 followers (Geysler, 2021). A selection of review pages is available, such as restaurants, tourists' destinations, beauty products, and café reviews. However, according to Wisersight's report in 2019, such review page that had the second high engagement is food and dining cluster. At the same time, food and dining influencers had the highest growth rate of engagement (Brand inside, 2019).

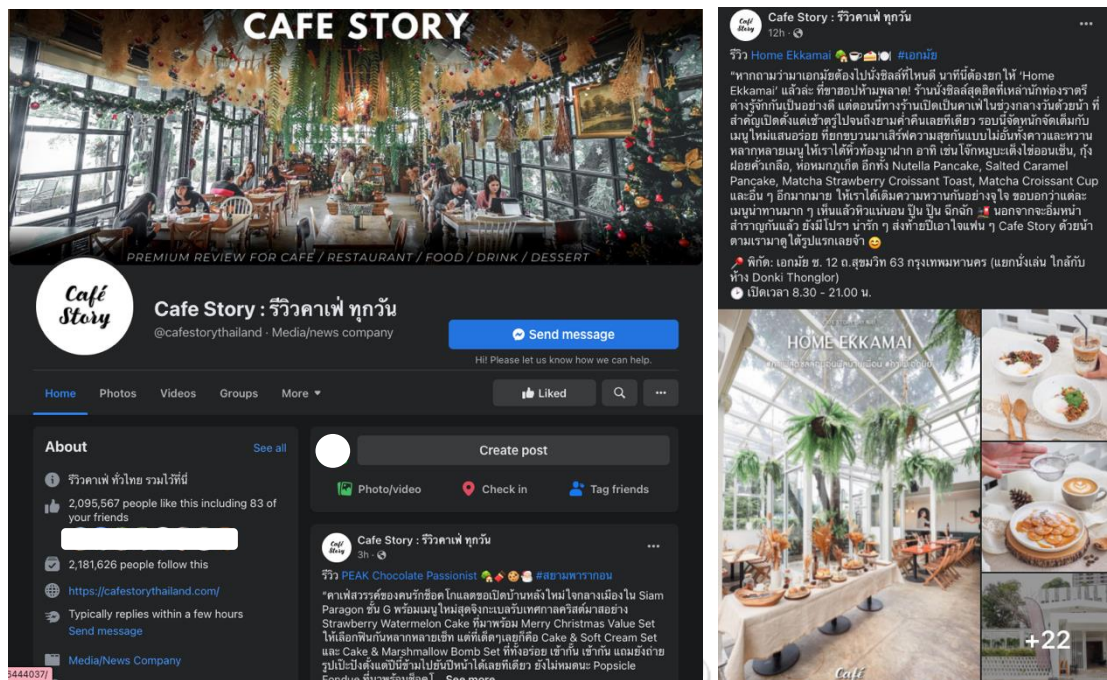
In addition, the café industry has been rapidly growing in the past several years across the world, and it is expanding in a large number in Thailand. In 2018, 8,025 coffee shops were operating in Thailand and were constantly on the rise (Jitpleecheep & Hicks, 2019). Despite the Covid-19 outbreak, the coffee market in Thailand was estimated at 60 billion baht, which has risen by 10.7 percent in 2020 alone (The Nation, 2021). Although many factors have driven the café market, one of the factors is the rise in coffee culture trends, especially the café hopping.

Café hopping is a trend that is popular among the millennial generation. Reiter (2017) pointed out that millennials are the leading group of consumers in coffee consumption. Growth in the trend of cafés among millennials is anticipated to boost the café market. On top of that, millennials incline to rely on social networking sites for searching information, especially Facebook (Kasasa, 2021). Thus, it is worth looking at one of the café reviews pages on Facebook.

One of the café review pages on Facebook that has a high number of followers is Café Story. It has 2,181,626 followers and updates a new café everyday (See Figure

1.1). Its posts also have high engagement such as likes, comments, and share. Thus, this café review page is chosen to be a case study.

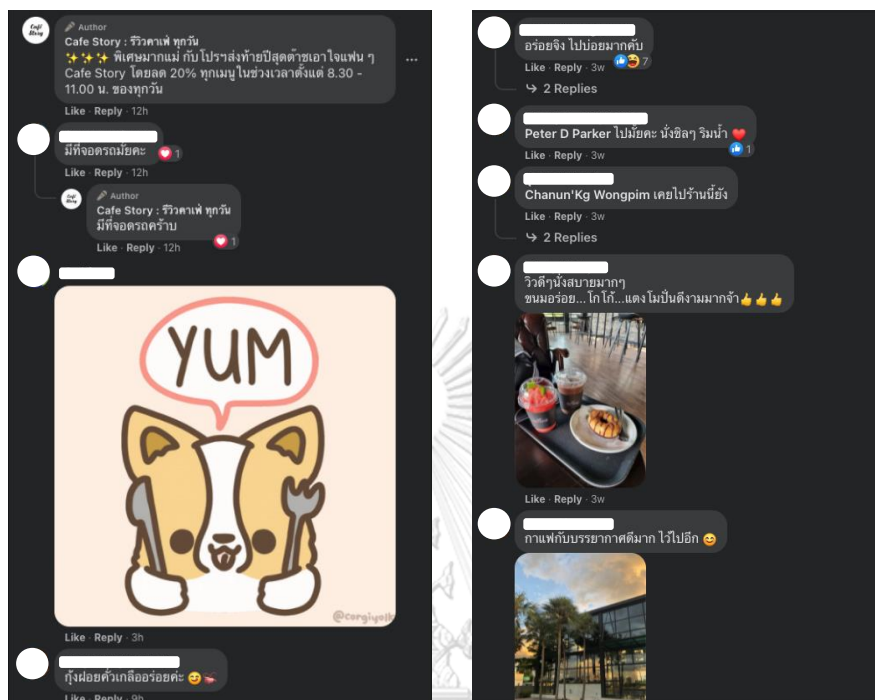
Figure 1. 1: Café Story Facebook Page



Source: Cafe Story: รีวิวคาเฟ่ ทุกวัน (2021). *Home* [Facebook page]. Facebook. Retrieved November 30, 2021, from <https://www.facebook.com/cafestorythailand>

Besides those reviews from the page, comments and recommendations from its page followers are also a part of the page, and somewhat persuasive as it is a form of eWOM (ALRasheedi, Hassan, & Leen, 2021) as shown in Figure 1.2. Thus, it is interesting to explore whether perceived credibility of eWOM is related to consumer's trust in the Facebook review page and their intention to visit those suggested cafés, both by the review page and by its page followers.

Figure 1. 2: Examples of Recommendations and Comments from the Café Story Facebook page's followers



Source: Cafe Story: รีวิวคาเฟ่ ทุกวัน (2021). *Home* [Facebook page]. Facebook. Retrieved November 30, 2021, from <https://www.facebook.com/cafestorythailand>

This study can extend a body of knowledge as previous studies are limited to intentions to visit tourist destinations (Nechoud, Ghidouche, & Seraphin, 2021; Purbadharmaja, Setiawan, Hayashi, & Widanta, 2020), while the intention to visit a café remains a few (Kim, Jang, & Adler, 2014). This study can also be beneficial for those who keen to be an influencer for food and dining cluster to better design their content to be perceived as credible and trustworthy. Brands and cafés businesses can also use this study as a guideline for selecting a review page to help promote their products or services on Facebook, especially to Millennials who are their target customers.

1.2 Objectives of the Study

- (1) To explore eWOM credibility, consumer's trust, and intention to visit a café.
- (2) To explore the relationship between eWOM credibility, consumer's trust, and intention to visit a café.

1.3 Research Questions

- (1) What are the eWOM credibility, consumer's trust, and intention to visit a café?
- (2) What is the relationship between eWOM credibility, consumer's trust, and intention to visit a café.

1.4 Scope of the Study

This research was conducted using a quantitative approach through an online survey. A questionnaire, the research instrument, explored three main concepts of this research: eWOM credibility, consumer's trust, intention to visit a café, and their relationship regarding a Café Story page on Facebook. The target samples of this research were millennials aged between 25 to 40 years old (as of 2021), all genders, and following the Café Story page on Facebook.

A purposive sampling technique was used to select the target sample. The questionnaire was distributed to 250 respondents through the Café Story Facebook page and through the researcher's online networks. The data collection took place during October to November 2021.

1.5 Operational Definitions

eWOM credibility is defined as the extent to which a consumer perceives recommendations and comments from the Café Story Facebook page followers as believable, knowledgeable, and trustworthy (Verma & Devani, 2020).

Consumer trust refers to a consumer's degree of confidence or a tendency to believe in the Café Story page on Facebook. In this study, consumer's trust was measured based on two dimensions: cognitive trust and affective trust.

- Cognitive trust means a consumer's confidence and willingness to rely on the Café Story page based on the knowledge, expertise, and rationale this page has.
- Affective trust means the confidence and belief consumer places on the Café Story page based upon their feelings, emotions, and preferences toward this page.

Intention to visit a café refers to a consumer's behavioral intentions whether she/he intends or wants to visit a café based on the reviews, recommendations, and comments from the Café Story Facebook page and from its page members.

1.6 Expected Benefits of the Study

Academically, this study's result can provide an extended body of knowledge, especially the relationship between eWOM and intention to visit a café which is still limited. It can reaffirm existing theories and concepts and clarify the relationship eWOM credibility have with consumer's trust and intention to visit.

Professionally, the findings of this research should provide marketers more understanding about eWOM credibility and how to use eWOM on social media to generate trust, so that it can build brand trust and loyalty. Moreover, this study can be beneficial for cafe and restaurant businesses in terms of utilizing eWOM on social media to generate consumer's behavioral intention to visit a café.



CHAPTER 2

Literature Review

The objective of this study is to explore eWOM credibility, consumer's trust, and the intention to visit a café. In addition, this study aims to explore the relationship between these variables. This chapter covers the relevant concepts including eWOM, eWOM on social media, Source credibility, consumer's trust, and consumer's intention to visit. In the end, this chapter also concludes with the conceptual framework of this study and hypotheses.

2.1 Electronic Word-of-Mouth (eWOM)

With the advancement of technology, communication methods have been developed and changed. Allowing people to freely share their personal opinions, thoughts, and experiences through the internet (Erkan & Evans, 2014). In addition, the internet is empowering businesses and brands to use online channels to interact with their consumers (Jalilvand, Esfahani, & Samiei, 2010). Therefore, this two-way communication on electronic platforms had replenished a new form of communication, a transformed Word-of-mouth (WOM), called electronic word-of-mouth (eWOM) (Wu, 2013).

eWOM is no longer the same as traditional Word-of-Mouth (WOM). The concept of WOM communication has been predominant in the past decades. It is a mechanism by which information is disseminated in a manner of oral communication, person-to-person, and the information transmission happens simultaneously between

source and receiver (Kavitha et al., 2020). However, with the emergence of online networks, it has shifted from one-to-one communication to one-to-many and many-to-many when people engaged in electronic conversations instead (Fox & Longart, 2016). The internet has elevated the traditional WOM by providing more organized platforms with a reach like never before, making eWOM more important now to consumers and marketers than ever in history (Brown, Broderick, & Lee (2007). Therefore, eWOM is relatively more robust and impactful than traditional WOM (Eunha & Soocheong, 2011).

Electronic word-of-mouth (eWOM) communication refers to any statement made by the actual or former customers experiences about a product, service, or brand, which can either be positive or negative and distributed to a variety of users and institutions through the internet (Hennig-Thurua, Gwinner, Walsh, & Gremler, 2004). According to Ismagilova, Dwivedi, Slade, and Williams (2017), eWOM can also be defined as the dynamic process and ongoing exchange of information with others and diffused via various online applications. Moreover, Berker (2014) depicted that information shared online related to the brand, product, or service with two or more consumers has also referred to as eWOM communication.

eWOM content can be expressed in various forms (such as personal experiences, opinions, rating, reviews, feedbacks, or comments) and utilized online networking (such as firm websites, discussion forums, personal blogs, review sites, e-commerces, rating sites, and social media platforms) (Halbusi & Tehseen, 2018) to share it with others. Although many previous studies on eWOM mainly discussed textual-based eWOM, visual-based eWOM (such as images and photos) have also gain potentiality in eWOM communication. Erkan and Evans (2016) mentioned that

apart from sharing only written texts, the visually enriched contents help make eWOM more attractive and enjoyable. Moreover, in the study of Lee and Tussyadiah (2016) also indicated that when eWOM is presented in both forms of textual and visual, it is relatively effective and impactful than only textual-based eWOM.

Research has indicated that eWOM has comparatively high consumer relevance, credibility, and empathy than web-based information produced by marketers. It is because eWOM primarily is a consumer generated content from their personal opinions and perspectives (Farzin & Fattahi, 2018). In addition, diverse notions can be evoked among receivers, because it depends on receivers' attitudes, experiences, and perceptions toward eWOM (Ayeh, 2015; Erkan & Evans, 2016). More and more consumers turn to rely on eWOM recommendations and reviews (Farzin, Sadeghi, Fattahi, & Eghbal, 2021; Hess & Ring, 2016), as it provide consumers a more comprehensive and realistic information, and it also perceived as a fair source of information (Seo, Park, & Choi, 2020). eWOM is likely to have a stronger influence on decision-making than other sources, and likely to shape consumers' expectations, perceptions, and attitudes. (Rasa, Erika, & Khaled, 2020; Seo et al., 2020). Thus, eWOM becomes one of the most significant drivers in consumers' decision-making (Ansary & Hashim, 2018).

eWOM on Social Media

According to Shu-Chuan and Yoojung (2011), eWOM seems to have separate social implications and different methods to influence consumers on different platforms. Particularly on social media such as Facebook as it has become the most preferred media across the world. Social media is fast and ever-changing, which

offers the ability for people to receive real-time updates information globally. Social media has been acknowledged as a crucial vehicle in boosting social connections that maintain or expand social networks (Hakansson & Witmer, 2015). Moreover, social media platforms allow consumers to create accounts and use a social media page to represent themselves and express their interests to others (Ganda, 2014). Another essential point is that social media platforms such as Facebook, Instagram, Twitter have become the central source of information distribution on products, services, and destinations, including building consumer's trust and shaping consumer's behavior (Muntinga, Moorman, & Smit, 2011; Putter, 2017). With the proliferation of the internet and social media usage, social media is particularly changing consumers' lifestyles and behaviors. Therefore, eWOM on social media becomes a substantial information source for consumers to gather and adopt information for future applications.

Social media platforms are considered genuinely appropriate for eWOM since it was initially built to fulfill information sharing (Erkan & Evans, 2014; Zhang & Kizilcec, 2014), and it facilitates eWOM information to disseminate with a multitude of people faster than the social gathering (Senthilkumar, Ramachandran, & Anand, 2013). Even though eWOM was configured on different platforms, such as discussion forums, blogs, review websites, empirical evidence has revealed that social media is the most powerful eWOM source. (Roy et al., 2019). In addition, eWOM in social media is likely to be more effective than other online networking sites as it is where consumers interact with existing networks, such as friends, acquaintances, interest communities, and those they followed (Erkan & Evans, 2016). In other words, eWOM on social media is a more closed network.

eWOM on social media is a narrower concept than general eWOM concept. According to Erkan and Evans (2016), eWOM on social media can be generated in different ways. Consumer generated online reviews is recognized as the most common form of eWOM on social media (Kim, Lim, & Brymer, 2015), which can be describes as consumers established a page and intentionally review about products, brands, or destinations. Consumers can also unintentionally present their preferences to their networks, such as interacting with other consumers' posts by commenting, and sharing through their own page, this kind of reviews sharing can be referred to the viral marketing which also a type of eWOM (Rimenda, Warsini, & Mirati, 2019). Furthermore, it can appear as interest community pages where separate consumers can leave opinions or reviews about their experiences with brands or products, so that other consumers who have the same interest can perceived information. Besides, such consumer generated reviews on social media are non-simultaneous interaction. Although a consumer posts content on a platform that may take place in real-time, the content persistently stays on that platform, and other consumers may discover it when they seek the information. Hence, this study focuses on eWOM on social media as a consumer generated reviews page, on Facebook in particular.

Digital Business Lab (2021) explained that Facebook ranked the second most used social media platform in Thailand, following YouTube. Many marketers acknowledged that Facebook is the most efficient platform to communicate with target consumers since it represents 75% of Thailand's population. Facebook allows consumers to create a personal page, such as review page, to express and share their personal experiences and suggestions to other users who followed the page. Facebook page not only allows users to maintain their relationships but also enable other users

to establish connections with those who have similar interests (Hsu, Chih, & Liou, 2016).

The generation that preferred Facebook the most in Thailand is millennials (Kasasa, 2021). Millennials incline to rely on social networks in searching for information because it provided by their existing networks. They have also embraced social media and utilize it as a part of daily communication tool (Manakitsomboon, 2021; Techajirakul & Prasongsukarn, 2019). Millennials' behavior can be influenced by online information because online conversations generate a specific image for them, and eventually increasing their trust and influencing their behavior (Ardyan & Sudyasjayanti, 2020; Lazarevic, 2012). Accordingly, it has been proved that millennials purchasing behavior is influenced by eWOM and social media (Prasad, Gard, & Prasad, 2019).

With the widespread adoption of social media among this generation, co-creating content and value by stimulating engagement and discussions seems to reap the most rewards for the brand (Fox & Longart, 2016). Furthermore, based on the findings of Senthilkumar et al. (2013), recommendations obtained from Facebook friends and communities enable to influence consumers' behavior and decision-making. Besides, eWOM has become a significant source for the consumer, and social media platforms help reinforce the information to reach a vast number of people. Thus, consumers increasingly depend on social media to obtain relevant information (Erkan & Evans, 2016) and use it to aid future decision-making. As a result, eWOM is relatively effective on social media platforms among millennials in terms of forwarding information, co-creating value, and influencing consumer behavior.

eWOM on social media play a vital role in influencing consumer's decisions and behavioral intentions. Exchanging information within the circle of known communities in social media platforms for consumers also builds credibility and increases trust (Halbusi & Tehseen, 2018). Notwithstanding, the anonymity on the different online platforms might bring a sense of unreliable information, whereas many social media networking sites do not allow users to share information anonymously. Therefore, reduced anonymity on social media platforms granted the potential to increase eWOM information to be more trustworthy and reliable (Erkan & Evans, 2016). Thus, eWOM on social media platforms enables trust-building to consumers (Majeed, Owusu-Ansah, & Ashmond, 2021), and influence their decision-making.

eWOM and Intention to Visit

Advances in communication technologies and the internet have revolutionized the way consumers plan on travel or visit a destination (Blasco-Lopez, Virto, Manzano, & Delgado, 2019). Several studies have demonstrated that many potential consumers use information and reviews from social networking sites to make tourism decisions (Blasco-Lopez et al., 2019; Cox, Burgess, Sellitto, & Bultjens, 2009; Plank, 2016). Correspondingly, eWOM information also has a significant role in the outcome of tourist decisions (Purbadharmaja et al., 2020). With the fact that eWOM provides more comprehensive and detailed information about a place that assists consumers in generating an image of a place to visit (Jalilvand et al., 2012; Setiawan, 2014). It makes eWOM plays a crucial role in creating a destination image which refers to the mental representation of an individual's feeling, knowledge, and overall

perceptions of a destination (Prayago, Ketaren, & Hati, 2016), and establishing an intention to visit a particular destination. Therefore, in the tourism sector, eWOM has become one of the most significant sources for consumers (Pan, MacLaurin, & Crotts, 2007).

Intention refers to the subjective possibility of consumer performing a behavior (Ajzen & Fishbein, 1980). In the context of behavioral intention of tourists or consumers to visit a place can as well be defined as the temperament or willingness of consumers to visit a destination (Chen, Shang, & Li, 2014). Many tourism-related and hospitality academic studies have examined and looked at the process of eWOM communication on influencing the behavioral intentions (Abedi, Ghorbanzadeh, & Rahehagh, 2019), online popularity of the restaurant (Zhang, Ye, Law, & Li, 2010), intention to book a hotel (Dissanayake & Malkanthie, 2018) as well as destination choices (Di Pietro, Virgilio, & Pantano, 2012). For instance, the findings of Abubakar and Ilkan's (2016) research showed that eWOM is an influential determinant in helping consumers find information to visit certain places in Turkey.

Similar to eWOM in tourism context, eWOM information regarding service businesses such as cafes and restaurants also has an influence on consumers' intention to visit a café or restaurant. But, studies related to the intention to visit a café remains a few (Kim et al., 2014). However, consumer's intention to visit derived from eWOM can be varied, it depends on many factors, such as the credibility of the source. (Purbadharmaja et al., 2020).

In conclusion, eWOM in this study refers to the comments and recommendations generated by individuals about products or services which is spread in a social media page. This study specifically looked at eWOM on Facebook, which

is recommendations and comments on a Facebook page called Café Story. Past studies demonstrated that eWOM can have an influence on consumer's decisions and behavior (Rasa, Erika, & Khaled, 2020). However, the main factor that affect during consumer's judgement and information adoption is the credibility of eWOM.

eWOM Credibility

Credibility has been conceded as one of the most vital antecedent components of the persuasiveness of eWOM messages (Abdullah, 2019; Loda, 2011; Teng et al., 2014; Verma & Derwani, 2020). eWOM credibility shares similar concept as source credibility. According to the work of Séraphin, Butcher, and Korstanje (2017), the credibility of eWOM is defined as an individual's perception of recommendations and opinions as authentic, credible, and based on experiences or facts. Moreover, it is worth mentioning that eWOM credibility can also refer to the credibility of the message communicator, meaning the source and message itself (Sussman & Siegal, 2003). eWOM is web-based information that usually is user-generated content, and eWOM credibility is also based on these components as well as consumer's perception. Hence, if consumers perceived the content as well-structured and persuasive, there is a high possibility that they will count on that information (Matute, Polo-Redondo, & Utrillas, 2016).

Past studies demonstrated that information credibility is an influential element in information adoption and persuasive process (Cheung, Lee, & Rabjohn, 2008; Matute et al., 2016). The credibility of eWOM is a critical early stage in information persuasion, which is also up to individuals' judgment (Wathen & Burkell, 2002). Fundamentally, in the context of purchasing a product, people tend to adopt eWOM

when they consider that the information is relevant, helpful, and credible to them to make purchase decisions (Matute et al., 2016). Similarly, Sussman, and Siegal (2003) mentioned that if consumers believe that the perceived information is credible, they will have confidence and prone to adopt eWOM information and apply it to aid their decision-making. As a consequence, the credibility of eWOM is an essential factor in the consumer's decision-making process (Wathen & Burkell, 2002).

The credibility of eWOM is significantly related to behavioral intentions regarding recommendation, preference, and practical use (Chiu, Hsieh, & Kao, 2005). For eWOM information that perceived as credible, it can help reduce asymmetry of information and facilitates positive influences on decision making that ultimately influence on consumer's trust and behavioral intentions (Nechoud et al., 2021). As mentioned above that eWOM credibility is able to influence consumers' decision-making, which can later affect their actions. Thus, if consumers adopted eWOM information, it could help lead to behavioral responses such as purchasing a product based on eWOM reviews or recommendations (Nechoud et al., 2021).

In the tourism context, consumers tend to resort to information from online networks sites which provide relevant information about expected destinations before the visit as alternative future decisions. The study of Ponte, Carvajal-Trujillo, and Escobar-Rodrigues (2015) revealed that consumers' intention to visit a destination could be determined by the the credibility of eWOM that consumer perceived before making information adoption. eWOM credibility of destinations is essentially important in the determination of whether information is accepted or trusted (Fileri, 2016). For consumers who have intention to apply the information for future travel planning purposes do not seek to obtain from those professional knowledges that

provided by hotels or restaurants. However, they will look for consumers who have knowledge and experiences of a particular destination, then consider and apply their recommendations accordingly (Wu, 2013).

In accordance with the study of Ha and Lee (2018) about restaurant reviews, the reviews that generated and posted by other consumers have more credibility than the information provided by restaurants. Also, if a website or review site has previously reviewed many restaurants, it naturally increases the source's credibility and subsequently influences their behavioral intentions (Zhang et al., 2010). This reflects that the more credibility the destination-related websites or reviews perceive, the more consumers' behavioral intentions will be influenced. Besides, the activeness of reviewers' participation in the online networking sites may strongly influence other consumers' trust (Wu, 2013). For instance, reviewers dedicated to online discussions and maintaining the frequency of information sharing might influence the consumers' attitudes and perceptions concerning the reviewer's credibility. A credible reviewer is presumed to have no motives or intentions to mislead or deceive receivers, and thus share the truth regarding reviewer's experiences of destinations (Aych et al., 2013).

Moreover, reviews of a destination on online networking sites are usually perceived as accurate, correct, and reliable in particular with the high numbers of reviews on the source (Mateus, 2015). Erdem and Swait's (2004) findings showed that the higher a consumer perceived destination source as credible, the higher positive perceptions of consumers would build up. Research of Gretzel, Yoo, and Purifoy (2007) has depicted that looking at other online tourists' reviews and recommendations were the most popular online activity among travelers. Moreover, the credible eWOM of a destination exerts a more persuasive influence on a tourist's

opinions, decisions, and behaviors when they trust the sources (Erdem & Swait, 1998; Vermeulen & Seegers, 2009). Therefore, eWOM credibility of the destination is induce consumers in shaping perceptions and attitudes toward destinations (Rahman, Armed, Sharmin, & Akhter, 2021), and it also acknowledged as essential in altering consumers' behaviors and intention to visit a destination.

Regarding eWOM credibility on social media, past research has conceded that destination-related information or reviews, such as attractions, hotels, and restaurants on social media platforms, is perceived as highly credible. (Akehurst, 2009; Park, Lee, & Han, 2007; Senecal & Nantel, 2004; Xiang & Gretzel, 2010). Meanwhile, other related studies argued that it is less credible (Cox et al., 2009; Tham, Croy, & Mair, 2013; Yoo, Lee, Gretzel, & Fesenmaier, 2009). The contradiction of the study showed the importance of the factors affecting the credibility of the source. A study of the 'Influence of social media on tourism, especially among university students' conducted by Rathonyi (2013) discovered that majority of the students tend to employ social media to seek and obtain destination-related information from acquaintances, friends, and travelers more than regular search sites as they believed that it is more trustworthy and credible to them.

To conclude, credibility is a critical substance of online sources. eWOM credibility refers to the extent to which consumers perceive an online source's recommendations, reviews, and comments as believable or factual. In this study, eWOM credibility means the credibility of recommendations and comments generated by Facebook page's followers. As aforementioned, eWOM credibility shares similar concept as source credibility. Thus, the details of source credibility are explained in the next section.

2.2 Source Credibility

In the communication field, source refers to a sender who delivers the messages to a receiver through channels (Simon, Grimes, & Roch, 2018). In the scope of marketing communications, a sender can be an expert, influencer, celebrity, or consumer who sends the messages. In this study, the café review page (Café Story) and its page followers are both sources of information.

Source credibility is conceived as a multi-dimensional concept. Theories and definitions of source credibility are varied in the related literature (Rahman et al., 2021). Source credibility can be referred to as the source's capability or motivation to provide reliable and trustworthy information (Chiou, Chi-Fen, & Hsieh, 2013). Likewise, Ohanian (1990) defined source credibility as a positive message of the source characteristics that influence the way consumers react to the perceived message.

Previous studies have clarified source credibility theory and stated that when the source is perceived as credible, consumers are prone to be persuaded (Hovland, Janis, & Kelly, 1953; Ohanian, 1990). In the information adoption process, the credibility of the source able to influence consumers' beliefs, opinions, attitudes, and behaviors (Erdogan, 1999), and facilitates easier decision-making if consumers accept information is credible to them. Hence, credibility can induce positive attitudes towards the information related to the product, service, or destination, and effectively generate better persuasive messages (Khong & Wu, 2013; Pornpitakan, 2004).

Furthermore, credibility can be associated with the source's image (Eisend, 2006), and the indicators that represent credible sources may derived from the source or sender's reputation (Bilgen & Zoghi, 2017). Besides, the role of the consumer's

judgment in the study of source credibility in the online environment is worth mentioning. It is because the degree of source credibility can eventually alter the level of consumer's information judgment, such as confidence and acceptance of the information (Teng, Kong, Goh, & Chong, 2014). Consequently, this will affect consumer's decision-making and behavioral responses in the future.

The credibility of the source on different media can have different effects on consumer behaviors. For instance, the credibility of the source on social media platforms such as Facebook may depend on a consumer's preferences as well as the accumulated perceptions consumer have toward Facebook platform through their knowledge and experiences (Elhadidi, 2019). Accordingly, consumers' gratification and preferences have slightly indirect effects on the perceived credibility of the source on social media platforms. Regarding the intention to visit, the credibility of online sources is considered to be a fundamental substance during the visit planning process, which is highly critical to a consumer (Rahman et al., 2021). Particularly when consumers determining whether the expected destination's information is truthful and believable (Roostika & Muafi, 2014).

Source credibility is conceptualized as multi-dimension, which have been studied by many scholars, and later concluded in a variety of results on different disciplines. For example, expertise, trustworthiness, experience, attractiveness, and homophily are all considered to be dimensions in source credibility (Li & Zhang, 2011; Martin & Lueng, 2013; Miller & Hopps, 1973; Ohanian, 1990; Wu & Wang, 2011). However, based on previous studies, two main dimensions of source credibility related to eWOM communication are source expertise and source trustworthiness (O'Reilly, MacMillan, Mumuni, & Lancendorfer, 2016; Shabsogh,

2013; Verma & Devani, 2020). Thus, source expertise and source trustworthiness are further explained in the next section.

Source Expertise

In general, source expertise means knowledge or expertise in a professional field (Cheung et al., 2008). In the communication field, source expertise is defined as "the extent to which a person is perceived to possess knowledge, skills or experience and thereby is considered to provide accurate information" (Ohanion, 1990, p.41). In other words, it refers to the source or sender's professional knowledge and experiences about a product, service, or place (Lis, 2013).

A high level of expertise deems to have more substantive and valuable information that can strengthen the source's credibility (Bansal & Voyer, 2000). For experts, they often own a higher degree of persuasion power than others, thereby convincing more receivers and earning more credibility (Lis, 2013). Besides, when the source appears to be without any bias and motives regarding what behavior the receiver takes as an outcome of the information and possesses a proper level of expertise, the source tends to be credible (O'Reilly et al., 2016). According to Lis's (2013) study, the expertness of the source has a significant influence on the receiver. Similarly, Saleem and Ellahi's (2017) study stated that a high level of source expertise could impact consumers' purchase decisions. It is because a sender or the source appear to possess rich knowledge and experiences about specific products and services (Wang, Teo, & Kwok, 2015). Thus, the more expertness and knowledgeable a sender or source is, the more messages' receivers would turn to and behaviorally comply.

Source Trustworthiness

Besides source expertise, source trustworthiness is considered as a dimension in source credibility (Applbaum & Anatol, 1972; DeSarbo & Harshman, 1985). Most consumers subconsciously believe that credible sources must be trustworthy and knowledgeable (Ho & Chien, 2010; Verma & Dewani, 2020). Therefore, source trustworthiness is imperative in the study of source credibility.

Source trustworthiness refers to "the consumer perception that a source of communication is reliable, sincere and honest" (Filieri, 2016, p.4). It also means the level of confidence and acceptance the message receivers have on the source (Joshua & John, 1986). When consumers want to make a decision, they turn to online networking sites or social media. Consumers likely to look for other consumer's experiences, recommendations, and opinions, with the high possibility that they are simultaneously taking the source's trustworthiness into account while seeking information. (Pan & Chiou, 2011). The receiver is the one who determines the trustworthiness and whether they will adopt the information. Thus, trustworthiness may also depend on the receiver behavior of the perceived source (Lopez & Sicilia, 2014).

Previous studies have proven that trustworthiness is related to the message's effectiveness and persuasion (Muda & Hamzah, 2021). For instance, a receiver will be convinced when perceiving information as trustworthy, honest, and dependable which, in turn, generate higher credibility of the source and effectiveness of the message. Furthermore, Falk, Berkman, Mann, Harrison, & Lieberman's (2010) study depicted that the message's persuasiveness can lead to changes in receiver behavior. The degree of behavioral influences depends on the receivers perceived trust. The

higher the source is perceived as trustworthy, the more intense it will influence receiver's behavior (Bansal & Voyer, 2000).

The study of Lopez & Sicilia (2014) also depicted that trustworthiness of the source have an effect on receiver's decision making and perceptions. Additionally, the higher the reviewers' message appears to be trustworthy, sincere, and objective, the higher the receiver has no motive to questions the validity of the provided information (Lis, 2013). Instead, they formulate trust and reliance on the source, which later affects their decision-making.

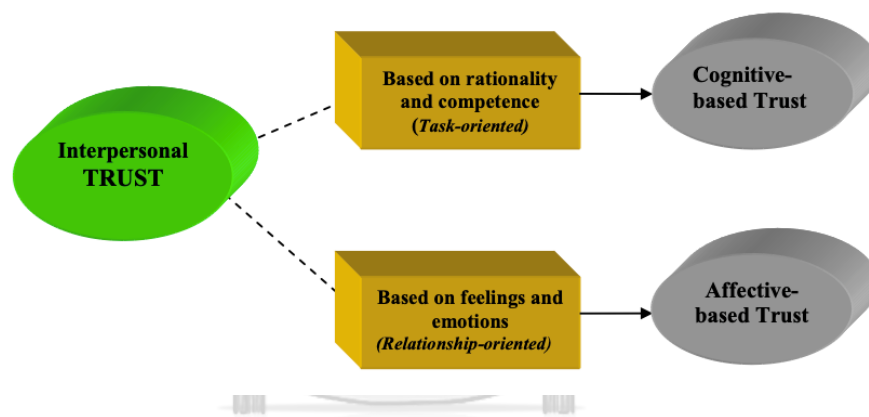
2.3 Consumer's Trust

Trust is a relatively complex concept. Even though numerous scholars have studied it before, it remains challenging to explain as it is dynamic, evolving, and multi-faced in nature (Ambrose & Johnson, 1998; Rotter, 1980; Tanrikulu & Celilbatur, 2013). Generally, trust is a fundamental concept of positive interpersonal relationships (Good, 1988; Lewis & Weigert, 1985; Xu, 2014). In early studies, trust was considered an experiential constitutive that accumulated and has develops over time as a sequence of interpersonal interaction (Wang, 2001). Trust can also mean one person's belief and rely on a word or promise given by the other person which, in turn, help maintain, develop, and strengthen a relationship between them (Zaltman & Moorman, 1988). However, different forms of interpersonal trust are related to individuals' developmental progression. (Rempel, Holmes, & Zanna, 1985). Hence, trust can be formed by different dimensions.

Dimensions of Trust

McAllister (1995) proposed that trust can be formed and developed by two dimensions, which are cognitive-based trust and affective-based trust. Later affirmed in Morrow, Hansen, and Pearson's (2004) study, cognitive-based and affective-based trust is essential in generating interpersonal trust and exchanges as illustrated in figure 2.1. Although two dimensions of trust are different concepts, they are substantially interrelated. (McAllister, 1995).

Figure 2.1: Cognitive-based and Affective-based Interpersonal Trust Paradigm



Source: Washington, M.G. (2013). *Trust and Project Performance: The Effects of Cognitive-Based and Affective-Based Trust on Client-Project Manager Engagements*. Master's thesis, University of Pennsylvania. Scholarly Commons.

Cognitive-based trust refers to "an individual belief about dependability, reliability, and competence" (Washington, 2013, p. 2). Cognitive trust is often developed upon the basis of an individual's proven reliability. Similarly, it can also describe as a rationale trust as it occurs when an individual determines to trust and makes a decision based on the best knowledge or good reasons another person has

(Lewis & Weigert, 1985; McAllister, 1995). For instance, if an individual is genuinely impressed with another person's experiences and knowledge, the individual tends to develop cognitive-based trust. In addition, cognitive trust has been explained in the marketing context as a person willing to rely on a service provider with an expectation to meet specific behaviors (Johnson & Grayson, 2005). Johnson and Grayson (2005) supported that there is relatedness between cognitive trust and behavioral intentions.

Affective-based trust refers to "an individual having mutual interpersonal care and concern or emotional bonds" (Washington, 2013, p. 2). Affective-based trust is based on the positive feelings and emotions of an individual to generate trust in others. Thus, it is more emotional than rational. Accordingly, affective-based trust is pertaining individual's intuitions, instincts, and feelings concerning others' trustworthiness. The positive feelings that are evoked only from the preferred senses can prompt one to accept the vulnerability of others. It is characterized by the feelings of perceived relationship strength and security (Washington, 2013).

As aforementioned that trust is complex and a mix of multi-dimensional. It is explained in social-psychology literature that knowledge alone can never cause trust, no matter how much knowledge an individual has (Lewis & Weigert, 1985). An empirical study has also proven that cognitive-based trust and affective-based trust have a positive relationship (Johnson & Grayson, 2005). Many previous studies examined the relationship between cognitive-based trust and affective-based trust. For example, Komiak and Benbasat (2006) stated that cognitive trust is an antecedent of affective trust in the context of online recommendation adoptions. Likewise, cognitive

trust is formed before developing into affective trust in virtual teams (Kanawattanachai & Yoo, 2002).

In terms of the behavioral intentions influenced by social networking sites, cognitive trust helps grasp how online consumers interpret provided information and subsequently affects behavioral intentions (Becerra & Korgaonkar, 2011; Parayitam & Dooley, 2009). Based on the existing literature, trust is formed and developed from cognitive and affective components, and it eventually facilitates individuals' positive perceptions and behavioral intentions toward specific products or destination.

Consumers' Trust and eWOM

In previous studies, trust has been widely examined as an essential factor in an online environment (Ardayan & Aryanto, 2015; Tanrikulu & Celilbatur, 2013; Zainal, Harun, & Lily, 2017). The degree of trust consumers have toward eWOM information can influence how they will act accordingly (Wu, 2013). Typically, eWOM information provides a benefit to consumers to balance the asymmetry of information and reduce risk when they want to make a decision (Ardayan & Sudyasjayanti, 2020). As a result, consumers gradually generate trust in sources that make them compliant with the provided information. For instance, for consumers who have a positive favorable toward a website or page, this affective trust is prone to propel them to trust the content (Kim, Chung, & Lee, 2011), and vice versa. Similarly, consumers will cognitively accept and trust the website or page if the content has high persuasiveness. Therefore, trust is not only in the extent of one is confident in another but also concerning one's willingness to conform to others' recommendations or opinions.

In regard to reviews in electronic conversations, it is apparent that online conversation lacks face-to-face interactions. This results in consumers' suspicion of the truthfulness in online exchanges and the inadequacy of reviewers' knowledge (Kaiser & Müller-Seitz, 2008), which may ultimately influence consumer trust. The uncertainty is comparatively higher than face-to-face communication (Featherman & Hajli, 2015). Thus, consumers' trust in online conversations can be influenced by different factors that are varied in individuals. Most of the time, consumers' trust depends on their perceived trustworthiness of the reviewers or sources (McKnight, Choudhury, & Kacmar, 2002). Consumers' inclination and willingness to trust will affect how they trust someone or something, particularly when they have no or little knowledge about someone or something (Mayer, Schoorman, & Davis, 1995).

Furthermore, trust is also the driver that is able to raise consumers' motivation to cooperate with others or help make the decision when facing an uncertain situation or circumstance (McKnight, Chervany, & Kacmar, 2002). Particularly in eWOM, the study of Jacoby, Jaccard, Currim, Kuss, Ansari, and Troutman (1994) indicated that consumers try to reduce and avoid uncertainty in making decisions by finding related support and credible information online. Consumers will trust eWOM that provides more intensive knowledge about the specific products or services (Dunwiddie, 2018). Typically, consumers believed that the online reviewers share their opinions and recommendations with no intentions or motives to deceive, thus making consumer's trust easier. In the context of tourism, Agag & El-Masry (2016) pointed out that trust in destination reviews positively influences tourists' commitment, attitude, and intention to book services online. Thus, trust is crucial in influencing tourists' intention to compel online reviews' recommendations, such as where to stay or which

restaurant to choose (Casaló, Flavián, Guinalú, & Ekinci, 2015). Ultimately, consumers will accept the recommendations of those they perceived as believable and trust the most (Senthilkumar et al., 2013) and act upon those recommendations.

According to Ardyan and Aryanto's (2015) study, trust is the vital factor related to consumers' experience. In this term, consumer experience is explained as a kind of behavior such as searching, giving, and sharing opinions in which consumers interactively associated with eWOM, whereof generate unique experiences toward eWOM (Chu & Choi, 2011). Furthermore, Tanrikulu and Celilbatur's (2013) findings have concluded that experience helps consumers accrete their confidence and thereby increase trust. Previous research has similarly concluded that consumers' accumulated experiences subsequently increase or influence their trust in eWOM. (Ardyan & Sudyasjayanti, 2020; Sahin, Zehir, & Kitapci, 2011; Tanrikulu & Celilbatur, 2013).

Thus, trust is considered as a crucial factor of consumer's judgement and decision-making toward eWOM credibility (Willemsen, Neijens, & Bronner, 2012). Having trust in a sender is also firmly related to a receiver's perceived credibility of the information (Hussain, Ahmed, Jafar, Rabnawaz, & Yang, 2017; Pornpitakpan, 2004). Visual and textual eWOM on social media is associated with consumer's trust. Lin, Lu, and Wu's (2012) research emphasized that visual eWOM can help enhance the credibility of eWOM and thereby increase consumers' trust and influence behavior responses. Past research indicated that potential travelers who exposed to visual eWOM considered the source to be useful as they can visualize the destination which, in turn, encourage them to trust the source (Lee & Tussyadiah, 2016).

In short, consumer's trust is the degree of willingness, confidence, and inclination of a consumer to conform to other's recommendations and opinions. In

this study, consumer's trust has two dimensions: cognitive trust and affective trust. This study also examines consumer's trust and its relationship with eWOM credibility.

Consumer's Trust and Intention to Visit

Regarding of the intention to visit a place or destination, in early time, traveling to a certain place may require a deeper understanding of a place and more time to plan before a visit. However, the emergence of online information sharing and social media allows people to share positive and negative experiences, their feelings and knowledge of a place they have been. Meanwhile, social media also encourage customers to engage and build co-creation (Fotis, Buhalis, & Rossides, 2011; Nuehofer, Buhalis, & Ladkin, 2015; Tiago, Coutom Faria, & Borges- Tiago, 2018) as well as reduce time-consuming. Besides, trust in social media platforms might determine the reliability of consumers on online activities and content's credibility (Hajli, Sims, Zadeh, & Richard, 2016). Consequently, consumers search and look for travel information related to a certain place on social media, which, to some extent, aid their decision-making (Buhalis & Sinarta, 2019).

How consumers perceive travel-related websites or online reviews is significantly essential to the upcoming attitudes and perceptions. Consumers regularly prefer up-to-date and relevant information about particular subjects that will meet their needs (Filiari et al., 2015) while looking through online recommendations. Trust will increase when they find the reviews is easily accessible to process (Sparks & Browning, 2011). Besides, Agag & El-Masry (2016) pointed out that trust in online reviews positively influences tourists' commitment, attitude, and intention to book

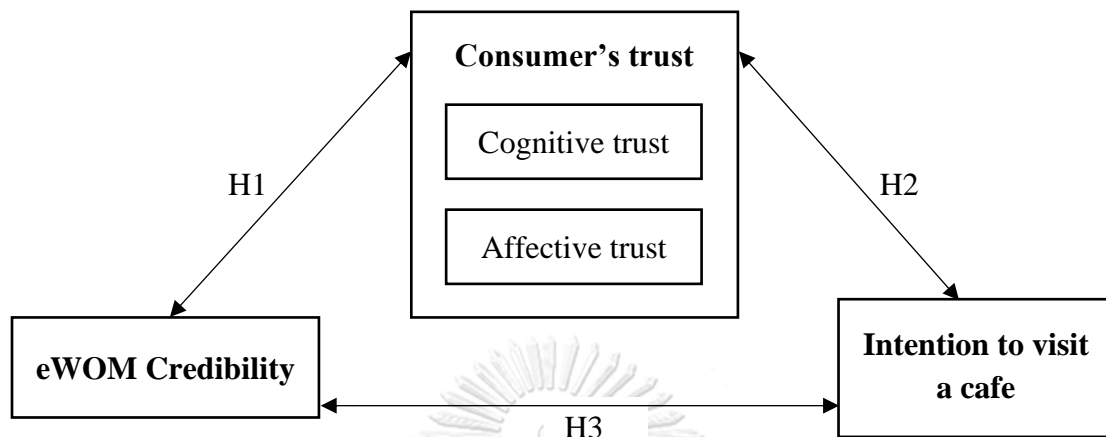
services online. Thus, trust play an essential role in influencing tourists' behavioral intention (Casaló et al., 2015). Furthermore, travel reviews sites that provide detailed descriptions along with the images of accommodation facilities offer consumers to imagine destination image and increase trust in both destination and reviews, which motivate and encourage consumers to act according to the recommendations (Ardyan & Sudyasjayanti, 2020). Therefore, the content richness of destination reviews can increase the information credibility, thereby increasing consumer's trust and generate behavioral intentions to visit a certain destination.

2.4 Conceptual Framework and Hypotheses

Based on the previous literatures regarding eWOM credibility, consumer's trust, and intention to visit a café. eWOM credibility is essential because it can potentially shape consumer's attitudes and perceptions, which considered as important substances in building consumer's trust and behavioral intentions (Erdem & Swait, 1998; Vermeulen & Seegers, 2009).

As a result, this study explores the relationship between eWOM credibility, consumer's trust, and intention to visit a café. Figure 2 illustrates the conceptual framework of this study.

Figure 2.2: Conceptual Framework



The following hypotheses are also presented for this study:

H1: eWOM credibility has a positive relationship with consumer's trust.

H2: eWOM credibility has a positive relationship with intention to visit a café.

H3: Consumer's trust has a positive relationship with intention to visit a café

CHAPTER 3

Methodology

The purpose of the current research is to explore eWOM credibility, consumer trust, and intention to visit a café, along with examining the relationship between these variables. This research was conducted based on a quantitative approach through an online survey. This chapter further delves into the details of the research sample and sampling method as well as research tool, variable measurement, and data collection and analysis.

3.1 Research Sample and Sampling Method

This research used a quantitative based method with an online survey. This research focuses eWOM on social media which millennials, a tech-savvy generation, hold the most share of social media use in Thailand (Statista, 2020). Research indicated that millennials rely on eWOM to make their personal decision (Lombardo, 2019), and has evidenced that millennials' behavior is influenced by eWOM and social media. (Prasad et al., 2019). In addition, millennials are more prone to visit a café than the older generations (Newton, 2020). Thus, the research population of this study were millennials.

A purposive sampling, a non-probability sampling method, was used to select the target sample who are millennials aged between 25 to 40 years old (Kasasa, 2021), all genders, and currently living in Thailand.

The requirements of the sample are as follows:

- Respondents must be followers of the Café Story page on Facebook.
- Respondents must be within the age range of 25 to 40 years old.

The sample size of this research was based on the existing studies regarding the eWOM credibility, the respondents were approximately around 190 to 280 (Anubha & Shome, 2020; Chong, Khong, Ma, McCabe, & Wang, 2017; Wang, 2015). Therefore, 250 respondents were determined in this research.

Café Story, a café review page on Facebook, was purposively selected to be studied in this research because it reviews a new café every day from all over Thailand and has over 2 million followers.

(Café Story page: <https://www.facebook.com/cafestorythailand/>)

3.2 Research Instrument

A questionnaire, a research instrument, was distributed through the Café Story Facebook page as well as the researcher's online network to collect data. Because the target samples were Thai respondents, the questionnaire was formulated in Thai (see Appendix A). However, the English version is also provided (see Appendix B). The questionnaire was structured with closed-ended questions, and consisting of five parts, including screening questions, demographic questions, eWOM credibility, consumer's trust, and the intention to visit a café. The details of the questionnaires are as follows:

The first part was the screening questions. It has two primary questions to determine the qualification of the respondents in this study.

Question 1: Are you following the Café Story page on Facebook?

Question 2: What is your age range?

The second part of the questionnaire was about eWOM credibility. This part focused on the credibility of the recommendations and comments generated by the Café Story Facebook page's followers. There were three statements that explore eWOM credibility.

The third part of the questionnaire examined consumer's trust toward the Café Story page on Facebook. In this part, there were 10 statements; five statements for cognitive trust and another five statements for affective trust.

The fourth part of the questionnaire looked at the intention to visit a café. This part has five statements explored how much the Café Story page's reviews, recommendations and comments from its page members have an influence on consumer's intention to visit a café in the future.

The last part was the demographic questions which consist of five questions. This part collected the general demographic of the respondents, including gender, education level, occupation, personal average monthly income, and hobbies.

3.3 Measurement of the Variables

This research focuses on three significant key variables: *eWOM credibility*, *consumer's trust*, and *intention to visit a café*. The main purpose is to study each variable in general and explore the relationship between these variables.

The measurement scales of each variable is described as below:

The first variable is *eWOM credibility*. The scale aims to measure whether a consumer perceives the recommendations and comments from the Café Story

Facebook page's followers as credible and trustworthy. The scale was adapted from Matute et al. (2016) with a high reliability of 0.94, and initially was a seven-point Likert scale. However, this study has adapted the scale to five-point Likert scale so that respondents can easily understand (Tripathi, 2020). eWOM credibility was measured by three statements that reflect how credible and trustworthy the eWOM of the Café Story Facebook page is.

The statements are shown below:

- I think that recommendations and comments about café from the Café Story page's followers are credible.
- I think that recommendations and comments about café from the Café Story page's followers are believable.
- I think that recommendations and comments about café from the Café Story page's followers are trustworthy.

The second variable is *consumer's trust*. The scale was borrowed from M. Kim and J. Kim (2020). The questions of this variable has 10 statements. Five statements were pertaining to cognitive trust, which explored the rationale trust of a consumer that was generated by good reasons or the best knowledge that the Café Story page has. It recorded reliability of 0.872.

Another five statements were pertaining to affective trust. Affective trust was generated from the emotion and feeling that consumers have toward the Café Story page. It recorded a high reliability of 0.93 and was measured using a five-point Likert scale.

The examples of the statement are shown below:

- Even when the Café Story page seems questionable, I am confident that it is telling the truth. (*Cognitive trust*)
- I trust the Café Story page because it seems to be very dependable. (*Cognitive trust*)
- In the future, I can count on the Café Story page to consider how its decisions and actions will affect me. (*Affective trust*)
- I trust the Café Story page because it seems to care about their followers. (*Affective trust*)

The third variable is the *intention to visit a cafe*. Five statements were adapted from M. Kim and J. Kim (2020) to measure consumers' intention to visit a café that reviews, recommends, and comments by the Café Story Facebook page and its page members. The scale showed a high reliability of 0.938. The five-point Likert scale was used to measure the respondent's degree of agreement on the intention to visit a café.

The examples of the statement are shown below:

- If I wanted, I could easily visit the suggested cafes based on reviews or comments from the Café Story page or its page members.
- The decision to visit the cafés the Café Story page or its page members recommends is up to me.

Since the measurement scales used in this study for the three variables were five-point Likert scale, the scale ranges are outlined as below:

1 = Strongly Disagree

2 = Disagree

3 = Neither Agree nor Disagree

4 = Agree

5 = Strongly Agree

3.4 Reliability and Validity

Reliability and validity are highly crucial in conducting research. Reliability refers to the consistency of measurement, meaning that when the result is repeated under the same conditions and the results can be consistently achieved, it is considered reliable (Middleton, 2021). Whereas validity refers to the degree to which a research instrument measures the right components that need to be measured, easily explained as the accuracy of measurement. Therefore, the research measurement scales of this study were borrowed from the existing previous studies that have recorded high reliability, to ensure reliability and validity. In addition, a think-aloud protocol was conducted with 15 respondents who have similar characteristics as the sample to check their understanding on the question items. Then, a few changes were made based on their comments.

The reliability of the scales was retested with Cronbach's alpha, presenting in chapter 4. Besides, the scales were examined by the project adviser to ensure content and face validity.

3.5 Data Collection and Data Analysis

This research collected data through an online survey. A questionnaire in Google form was distributed during October to November 2021. The analysis of the data was computed by the Statistic Package for the Social Science (SPSS) program.

In order to analyze the data, descriptive statistics were used to describe the means and standard deviation of the variables and the samples' characteristics. Furthermore, the inferential statistics, Pearson Product-Moment Correlation, was applied to explore the relationship between eWOM credibility, consumer's trust, and intention to visit a café. The research's results are reported in the following chapters.



CHAPTER 4

Research Findings

This chapter focuses on the findings of this research. A survey was selected as the method to collect data in order to serve the research objectives.

The findings of this research are divided into five parts, which include the demographic profile of the samples, the descriptive analysis of the eWOM credibility, consumer's trust toward Café Story Facebook page, intention to visit a café, and correlation analysis to explore the relationship among these variables.

4.1 Demographic Profile of the Sample

The demographic section of this research demonstrated the information about the characteristics of the respondents. The demographics include age, gender, education level, occupation, personal average monthly income, and hobby of the respondents.

In total, 345 questionnaires were collected. As this study focused on millennials aged between 25-40 years old and those who following the Café Story Facebook page, 95 of them were not qualified. So, a total of 250 responses were used in this research.

Among the 250 respondents, the age range of participants was divided into three groups. The majority of the respondents were between the age of 25 – 30 years old, which accounted for 97 respondents or 38.8% of the respondents. Next, the group of 31 – 35 years old were accounted for 90 respondents, or 36% of the respondents. Followed by 63 respondents in the age group of 36 – 40 years old, which accounted

for 25.2% of the respondents. The distribution of the respondents by the different age groups is shown in Table 4.1.

Table 4.1: Age of the Respondents

Age	<i>f</i>	%
25-30 years old	97	38.8
31-35 years old	90	36.0
36-40 years old	63	25.2
Total	250	100.0

Pertaining to the gender of the respondents, the majority of them were female and accounted for 196 respondents or 78.4% of all respondents, while 47 respondents were male, which accounted for 16.8% of the respondents. The remaining 7 respondents were non-binary and represented only 2.8% of the respondents. These results are shown in Table 4.2.

Table 4.2: Gender of the Respondents

Gender	<i>f</i>	%
Male	47	18.8
Female	196	78.4
Non-binary	7	2.8
Total	250	100.0

The education level of the respondents was divided into three main groups, including lower than bachelor's degree, bachelor's degree, and higher than bachelor's degree. The majority of the respondents were a bachelor's degree, which accounted for 90.4% (226 respondents). The group of higher than bachelor's degree is the second group with 8.8% (22 respondents). The remaining 2 respondents fell under the

group of lower than bachelor's degree, which accounted for 0.8%. The distribution of the respondents by their education level is shown in Table 4.3.

Table 4.3: Education Level of the Respondents

Education Level	<i>f</i>	%
Lower than bachelor's degree	2	0.8
Bachelor's degree	226	90.4
Higher than bachelor's degree	22	8.8
Total	250	100.0

Table 4.4 illustrates the occupation of the respondents. The majority of the respondents were employees with 114 respondents and accounting for 44.8%. The second group was government officials, accounting for 26.4% (66 respondents). The third group of respondents was business owners, accounting for 13.6% (34 respondents), followed by 12% of the sample (30 respondents), who were freelancers. 8 respondents that accounted for 3.2% of the sample fell under the category of others.

Table 4.4: Occupation of the Respondents

Occupation	<i>f</i>	%
Employee	114	44.8
Business owner	34	13.6
Freelancer	30	12.0
Government official	66	26.4
Others	8	3.2
Total	250	100.0

Table 4.5 illustrates the personal average monthly income of the respondents. The majority of the respondents earned THB 30,001 to THB 40,000, consisting of 82

respondents or 32.8% of the sample. The second-largest group of the respondents with 77 respondents, earned around THB 20,001 to THB 30,000 and accounted for 30.8% of the sample. The third group earned THB 15,000 to THB 20,000. This group consists of 52 respondents, which accounted for 20.8% of the sample. Followed by 20 respondents who earned less than THB 15,000 monthly, which accounted for 8% of the sample. The group with the least number of respondents, consists of 19 respondents, accounting for 7.6% of the respondents, who earned more than THB 40,000 monthly on average.

Table 4.5: Average Personal Monthly Income of the Respondents

Average Monthly Income	<i>f</i>	%
Less than THB 15,000	20	8.0
THB 15,000 – 20,000	52	20.8
THB 20,001 – 30,000	77	30.8
THB 30,001 – 40,000	82	32.8
More than THB 40,000	19	7.6
Total	250	100.0

The last characteristic of the respondents in this research was hobby. The majority of the respondents with 113 individuals (28.7% of the sample) spent their free time reading. The second group of respondents was those who love to travel, consisting of 106 individuals and accounting for 27% of the sample. The third group of respondents loves photography, consisting of 83 individuals and accounting for 21% of the sample. Next, 14.2% of the respondents (56 individuals) spent their free time baking, followed by the group of respondents who like journaling/review, accounting for 4.8% (19 individuals) of the respondents. 17 respondents fell under the

category of others, accounting for 4.3% of the respondents. Within the category of others, it included hobbies such as cooking, listening to music, watching series, planting, exercise, and many more. These results are depicted in Table 4.6.

Table 4.6: Hobby of the Respondents

Hobby	<i>f</i>	%
Reading	113	28.7
Journaling/Review	19	4.8
Photography	83	21.0
Baking	56	14.2
Travel	106	27.0
Others	17	4.3
Total	394	100.0

*Note: multiple answers applied

4.2 eWOM Credibility

This section describes the first part of the first objective which was to explore the eWOM credibility of the Story Café Facebook page. eWOM credibility was measured from the data received from the part 2 of survey questionnaire. Three statements were assessed to explore the respondents' opinions on eWOM credibility generated from the Café Story Facebook page's followers, which referred to the recommendations and comments created by its followers.

A five-point Likert scale was used to measure the level of agreement of the respondents. Table 4.7 shows the mean and standard deviation of the eWOM credibility. The total mean score of the eWOM credibility that rated by respondents was 4.36 ($SD = 0.69$), which portrayed the relatively high level of agreement on

eWOM credibility. The statements with the highest mean score of eWOM credibility was *'I think that recommendations and comments about café from the Café Story page's followers are credible'*, with a score of 4.40 ($SD = 0.65$), which depicted that respondent considered eWOM credibility generated from the Café Story Facebook page's followers as highly credible. Besides, the statement with the least mean score of eWOM credibility was *'I think that recommendations and comments about café from the Café Story page's followers are trustworthy'*, with a score of 4.32 ($SD = 0.74$). The least mean score statement also showed a relatively high level of agreement, which explained that respondents also considered the eWOM credibility generated from the Café Story Facebook page's followers as trustworthy.

Table 4.7: Mean and Standard Deviation of eWOM Credibility

eWOM Credibility	<i>M</i>	<i>SD</i>
I think that recommendations and comments about café from the Café Story page's followers are credible	4.40	0.65
I think that recommendations and comments about café from the Café Story page's followers are believable	4.36	0.67
I think that recommendations and comments about café from the Café Story page's followers are trustworthy	4.32	0.74
Total	4.36	0.69

*Note: eWOM credibility was measured using five-point Likert scale, where the score 5 depicts a strong agreement with the statement and the score 1 depicts a strong disagreement with the statements. Cronbach's Alpha for the scale = 0.66

The Cronbach's alpha value for the eWOM credibility is 0.66. This value does not exactly correspond to the original Matute, et al. (2020)'s scale which recorded a high reliability of 0.94. However, according to Wim, Patrick, Katrien, and

Patrick (2008), Cronbach's alpha value that range between 0.6 to 0.8 is considered acceptable. Therefore, this scale still shows reliability.

4.3 Consumer's Trust toward the Café Story Facebook Page

This section also looks at the first research objective of this study, which was to explore the consumer's trust toward the Café Story Facebook page. This section shows the descriptive analysis of consumer's trust, which consists of two dimensions, cognitive trust and affective trust. The analysis for this section based on the data derived from part 3 of the survey questionnaire. A five-point Likert scale was employed to measure level of agreements of the respondents with 10 statements, five measured the cognitive trust dimension, another five measured the affective trust dimension.

All respondents were asked to rate the statements. The results in Table 4.8 shows the scores given by the respondents. The overall mean score of consumer's trusts toward the Café Story Facebook page, on average, was 4.19 ($SD = 0.76$). It reflected that the respondents were cognitively trusted the information given by the Café Story Facebook page.

The first dimension of consumer's trust, which is cognitive trust, was measured by five statements had received an overall mean score of 4.24 ($SD = 0.74$). The statement that had the highest mean score was '*I know that the information given to me is based on the Café Story page's best judgement*' with a score of 4.30 ($SD = 0.70$). Followed by the second highest mean score of 4.28 ($SD = 0.70$), which was '*I trust Café Story page because it seems to be very dependable*'. The statement with the

least mean score was *'I think the Café Story page would keep the promises made to me'*, with a score of 4.13 ($SD = 0.77$).

The Cronbach's alpha reliability value for this scale for cognitive trust is 0.64. This value does not precisely correspond to the original scale, M. Kim and J. Kim (2020), which recorded a high reliability of 0.87. However, this scale still shows a reliability.

The second dimension of consumer's trust, which is affective trust, was explored through five statements and received an overall mean score of 4.14 ($SD = 0.78$). The statement under affective trust that received the highest mean score was *'I trust the Café Story page because it seems to care about their followers'*, with a mean score of 4.23 ($SD = 0.76$). The second highest mean score was 4.22 ($SD = 0.69$), went to *'When it comes to things that are important to me, I can depend on the recommendations provided by the Café Story page'*. On the other hand, the statement with the least mean score was *'In the future, I can count on the Café Story page to consider how its decisions and actions will affect me'*, with a score of 4.06 ($SD = 0.86$).

The Cronbach's alpha reliability for affective trust scale is 0.71, enduring the reliability of the scale. Moreover, this value corresponds to the original scale, M. Kim and J. Kim (2020), which had a high reliability of 0.93.

Table 4.8: Mean and Standard Deviation of Consumer's Trust

Consumer's Trust	<i>M</i>	<i>SD</i>
Cognitive Trust	4.24	0.74
Even when the Café Story page seems questionable, I am confident that it is telling me the truth	4.26	0.80
I think the Café Story page would keep the promises made to me	4.13	0.77
I know that the information given to me is based on the Café Story page's best judgement	4.30	0.70
I trust Café Story page because it seems to be very dependable	4.28	0.70
I can count on the Café Story page to be sincere	4.22	0.73
Affective trust	4.14	0.78
In all circumstances, the Café Story page is ready to offer me assistance and support about café information	4.09	0.79
When giving advice, the Café Story page is concerned about me as their followers	4.10	0.81
In the future, I can count on the Café Story page to consider how its decisions and actions will affect me	4.06	0.86
I trust the Café Story page because it seems to care about their followers	4.23	0.76
When it comes to things that are important to me, I can depend on the recommendations provided by the Café Story page	4.22	0.69
Total	4.19	0.76

*Note: eWOM credibility was measured using five-point Likert scale, where the score 5 depicts a strong agreement with the statement and the score 1 depicts a strong disagreement with the statements. Cronbach's Alpha for the cognitive trust scale = 0.64 Cronbach's Alpha for the affective trust scale = 0.71

4.4 Intention to Visit a Café

This section addresses the last part of the first objective, which is the intention to visit a café based on the reviews or comments from the Café Story Facebook page and its page members. There are five statements that were used to measure the intention to visit a café with a five-point Likert scale. The analyzed data of the intention to visit a café was received from part 4 of the survey questionnaire, which depicts below in the Table 4.9.

The overall mean score of the intention to visit a café has relatively strong level of agreement with a score of 4.39 ($SD = 0.61$), which depicts that the respondents have relatively high intention to visit a café based on the reviews and comments from the Café Story page and its page members. The highest mean score among five statements was *'The decision to visit the cafes the Café Story page or its page members recommends is up to me'*, with a score of 4.50 ($SD = 0.60$). Followed by *'If I wanted, I could easily visit the cafes based on reviews or comments from the Café Story page and its page members'*, with a score of 4.46 ($SD = 0.60$). The statement with the lowest mean score was *'I intend to visit the cafes based on reviews or comments from the Café Story page and its page members in the future'*, with a score of 4.28 ($SD = 0.64$).

The Cronbach's alpha value for intention to visit a café scale is 0.71, enduring reliability of the scale. This value is in concurrence with the original M. Kim and J. Kim (2020) scale which recorded a high reliability of 0.94.

Table 4.9: Mean and Standard Deviation of Intention to Visit a Cafe

Intention to Visit a Cafe	<i>M</i>	<i>SD</i>
If I wanted, I could easily visit the cafes based on reviews or comments from the Café Story page and its page members	4.46	0.60
I am confident that I am able to visit the cafes based on reviews or comments from the Café Story page and its page members	4.29	0.61
The decision to visit the cafes the Café Story page or its page members recommend is up to me	4.50	0.60
I intend to visit the cafes based on reviews or comments from the Café Story page and its page members in the future	4.28	0.64
It is likely that I will visit the cafes based on reviews or comments from the Café Story page and its page members in the future	4.40	0.59
Total	4.39	0.61

*Note: eWOM credibility was measured using five-point Likert scale, where the score 5 depicts a strong agreement with the statement and the score 1 depicts a strong disagreement with the statements. Cronbach's Alpha for the scale = 0.71

4.5 Relationship between eWOM Credibility, Consumer's Trust, and Intention to Visit a Café

This section of the study describes the first part of the second research objective which was to explore the relationship between eWOM credibility, consumer's trust, and the intention to visit a café.

The relationship between eWOM credibility, consumer's trust, and intention to visit a café were analyzed with Pearson's Product Moment Correlation coefficient test. There are two pairs of relationships in total. The first pair is the relationship

between eWOM credibility and consumer's trust. The second pair is the relationship between eWOM credibility and intention to visit a café.

In terms of the relationship between eWOM credibility and consumer's trust. The results show that they have a high significant positive relationship ($r = 0.66, p < 0.001$). This implies that the more consumers perceive the credibility of eWOM generated from the Cafe Story Facebook page's followers, the more consumers are likely to trust this page.

Moreover, the relationship between eWOM credibility and two dimensions of consumer's trust was further analyzed. The results show that there is a positive relationship between eWOM credibility and cognitive trust ($r = 0.63, p < 0.001$). Similarly, the results also show that eWOM credibility has a positive relationship with affective trust ($r = 0.57, p < 0.001$). It implies that the more consumers perceived eWOM credibility from the Café Story Facebook page, the more consumers are likely to trust the Café Story Facebook page cognitively and affectively.

The second analysis of the correlation was between eWOM credibility and intention to visit a café. The results show that there is a significant moderate positive relationship between eWOM credibility and intention to visit a café ($r = 0.42, p < 0.001$). It implies that if the credibility of eWOM consumers perceived is high, it is likely that they intend to visit a café based on the reviews and comments from the Café Story Facebook page and its page members.

Table 4.10 illustrates the correlation results of these relationships.

Table 4.10: Correlation between eWOM Credibility, Consumer's Trust, and Intention to Visit a Cafe

Relationship between	<i>r</i>
eWOM credibility and consumer's trust	0.66*
eWOM credibility and cognitive trust	0.63*
eWOM credibility and affective trust	0.57*
eWOM credibility and intention to visit a café	0.42*

*Correlation is significant at the 0.01 level

Pertaining to the first hypothesis of this study, it was predicted that eWOM credibility has a positive relationship with consumer's trust. The findings supported this hypothesis. For the second hypothesis, it was predicted that eWOM credibility has a positive relationship with intention to visit a café. The findings also supported this hypothesis.

4.6 Relationship between Consumer's Trust and Intention to Visit a Café

This section also explains the second part of the second research objective which was to explore the relationship between consumer's trust and intention to visit a café. This relationship was also analyzed with Pearson's Product Moment Correlation coefficient test. The results are shown in Table 4.11.

The correlation analysis between consumer's trust and intention to visit a café shows that consumer's trust has a moderate, significant positive relationship with intention to visit a café ($r = 0.52, p < 0.001$). This implies that the more consumers trust the Café Story page, the more they intend to visit a café based on this page. To further examine, the relationship between two dimensions of consumer's trust and

intention to visit a café was analyzed. It shows that cognitive trust has a moderate positive relationship with intention to visit a café ($r = 0.48, p < 0.001$). Likewise, affective trust also shows a moderate, positive relationship with intention to visit a café ($r = 0.47, p < 0.001$). This implies that if consumers cognitively and affectively trust the Café Story page's reviews, they are likely to visit the suggested cafe.

Table 4.11: Correlation between Consumer's Trust and Intention to Visit a Cafe

Relationship between	<i>r</i>
Consumer's trust and intention to visit a café	0.52*
Cognitive trust and intention to visit a café	0.48*
Affective trust and intention to visit a café	0.47*

*Correlation is significant at the 0.01 level

Lastly, the last hypothesis predicted that there is a positive relationship between consumer's trust and intention to visit a café. The findings supported this hypothesis and confirmed the relationship. The details of each hypothesis and its result are summarized in Table 4.12.

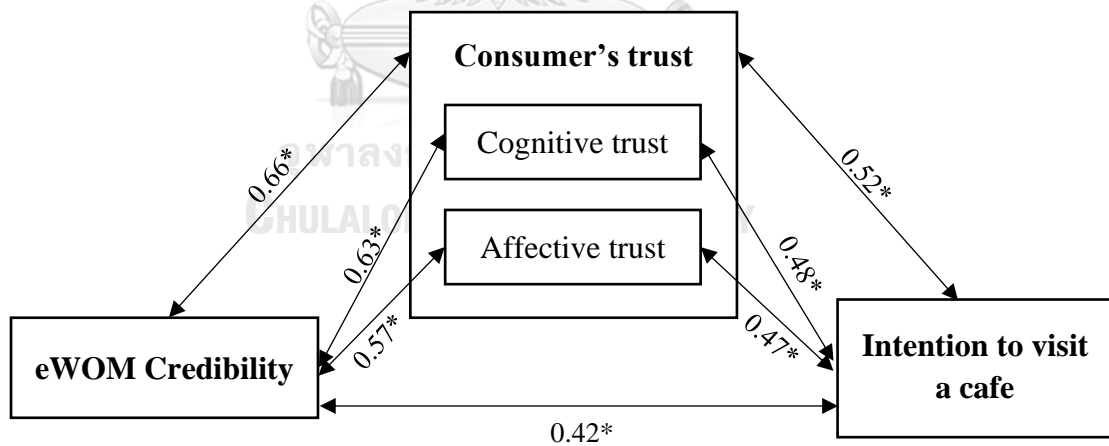
Table 4.12: Hypotheses and Results

	Hypotheses	Results
H1	eWOM credibility has a positive relationship with consumer's trust	Supported
H2	eWOM credibility has a positive relationship with intention to visit a café	Supported
H3	Consumer's trust has a positive relationship with intention to visit a café	Supported

Moreover, figure 4.1 illustrates the results of the correlations analyzed with Pearson's Product Moment Correlation coefficient test. A total of seven correlations are listed below.

- 1) eWOM credibility and consumer's trust
- 2) eWOM credibility and cognitive trust
- 3) eWOM credibility and affective trust
- 4) eWOM credibility and intention to visit a café
- 5) Consumer's trust and intention to visit a café
- 6) Cognitive trust and intention to visit a cafe
- 7) Affective trust and intention to visit a café

Figure 4.1: Correlation between eWOM Credibility, Consumer's Trust, and Intention to Visit a Café



*Correlation is significant at 0.01 level

CHAPTER 5

Summary and Discussion

This chapter of the study explains the detailed summary of the data analysis and discussion based on the findings of the study. In addition, the limitations of this research, directions for future research, and practical implications are further discussed in this chapter.

5.1 Summary

This section of the study discusses the results of the quantitative data, which were collected from surveyed respondents from Mid-October to early November in 2021. The results consist of the demographics of the respondents, their level of agreement on the eWOM credibility, their trust toward the Café Story Facebook page, and respondents' intention to visit a café based on the reviews and comments from the café Story Facebook page and its page members. Moreover, the findings from the correlation analysis are also demonstrated.

Demographics Profile of the Respondents

The current section covers the findings in regard to age, gender, occupation, personal average income, and hobby of the respondents. There was a total of 250 respondents who answered the questionnaire and qualified for this study. The majority of the participants of this study were female that accounting for 78.4% or 196 respondents. The majority of them aged between 25 – 30 years old, with 97

respondents or 38.8%, while the smallest proportion of respondents aged between 36 – 40 years old or 25.2% of all the respondents. In addition, 90.4% of the education level of all respondents was bachelor's degree, which accounted for 226 respondents.

Next, most of the respondents were employees with 114 respondents or 44.8%. Followed by government officials with 66 respondents or 26.4% of the respondents. Furthermore, the majority of the respondents' average personal monthly income was THB 30,001 to THB 40,000, which accounted for 32.8% or 82 respondents. Lastly, findings show that most of the respondents like reading (113 respondents or 28.7%) and travel (106 respondents or 27%).

Descriptive Analysis of eWOM Credibility, Consumer's Trust, and Intention to Visit a Cafe

To serve the first objective of the study, the eWOM credibility of the Café Story Facebook page, consumers' trust toward the page, and intention to visit a café was explored.

Firstly, the findings show a high overall mean score of eWOM credibility ($M = 4.36$), which portrays those consumers have a high positive opinion on the credibility of eWOM or the recommendations and comments from the followers of the Café Story Facebook page.

Next, consumer's trust toward the Café Story Facebook was explored. Two dimensions were used to measure the consumer's trust, which is cognitive trust and affective trust. The results show a high total mean score of consumer's trust toward the Café Story Facebook page ($M = 4.19$). This portrays that consumers highly trust the Café Story Facebook page. In addition, the findings show that there is not much of

a difference between cognitive trust ($M = 4.24$) and affective trust ($M = 4.14$). The statement with the highest score in cognitive trust was *'I know that the information given to me is based on the Café Story page best judgment'* ($M = 4.30$). The statement with the highest score in affective trust was *'I trust the Café Story page because it seems to care about their followers'* ($M = 4.23$).

For the intention to visit a café, the overall mean score of the intention to visit a café given by the respondents was 4.39. The statement that received the highest score was *'The decision to visit the cafes the Café Story page or its page member recommends is up to me'*. ($M = 4.50$).

Correlation Analysis between eWOM Credibility, Consumer's Trust, and Intention to Visit a Café.

To serve the second objective which was to explore the relationship between eWOM credibility, consumer's trust, and intention to visit a café. The correlation tests were conducted to explore the relationship between these three variables.

Relationship between eWOM Credibility and Consumer's Trust

The first correlation test was conducted to examine the relationship between the eWOM credibility of the Café Story Facebook page and consumer's trust toward the page. The results show that there is a significant positive relationship between eWOM credibility and consumer's trust ($r = 0.66$). Moreover, the relationship between eWOM credibility and dimensions of consumer's trust were further analyzed. The findings show that there is a highly significant positive relationship between eWOM credibility and cognitive trust ($r = 0.63$). Likewise, the relationship

between eWOM credibility and affective trust also shows a positive relationship ($r = 0.57$).

Relationship between eWOM Credibility and Intention to Visit a Café

The second correlation test was performed to explore the relationship between the eWOM credibility of the Café Story page and the intention to visit a café based on the reviews and comments from this page and its page members. The findings show a moderately, significant positive relationship between eWOM credibility and intention to visit a café ($r = 0.42$).

Relationship between Consumer's Trust and Intention to Visit a Café

The last correlation test was conducted to explore the relationship between consumer's trust toward the Café Story Facebook page and intention to visit a café based on reviews and comments from this page and its page members. The results show a significant positive relationship between consumer's trust and intention to visit a café ($r = 0.52$). Additionally, the relationship between two dimensions of consumer's trust and intention to visit a café was also examined. Results show that cognitive trust and intention to visit a café have a significant positive relationship ($r = 0.48$) as well as a significant positive relationship between affective trust and intention to visit a café ($r = 0.47$).

5.2 Discussion

The discussion of this study looks at four main points, derived from the findings of this research. Firstly, this section discusses the respondents' opinions on the eWOM credibility, consumer's trust, and intention to visit a café. Secondly, it

discusses the relationship between eWOM credibility and consumer's trust. Next, the relationship between eWOM credibility and intention to visit a café are explained. Lastly, this section discusses the relationship between consumer's trust and intention to visit a café.

eWOM Credibility, Consumer's Trust, and Intention to Visit a Café

The current study aimed to examine the Café Story Facebook page's eWOM credibility, consumer's trust toward the page, and their intention to visit a café based on the reviews and comments of the page and its page members.

eWOM Credibility

Based on the findings of eWOM credibility, the respondents considered eWOM on the Café Story Facebook page highly credible to them. This could be because the recommendations and comments about the suggested cafés are primarily consumer-generated content that is shared from followers' personal opinions and perspectives (Farzin & Fattahi, 2018). That is, many followers usually share their own opinions and feelings about the suggested café after visiting and recommending it to others on the Café Story Facebook page. These recommendations and comments about café shared by the followers are usually based on factual knowledge and real experience which are persuasive and trustworthy. Based on Lis's (2013) study, the higher the recommendations and comments perceive as trustworthy, the more credible they will be. The examples of the comments and recommendations by the page members of the Café Story Facebook page are shown in figure 5.1.

Figure 5.1: Comments and Recommendations from the Followers of the Café Story



Source: Cafe Story: รีวิวคาเฟ่ ทุกวัน (2021). *Home* [Facebook page]. Facebook. Retrieved November 30, 2021, from <https://www.facebook.com/cafestorythailand>

This finding is consistent with the findings of O' Jonas's (2010); young adults aged between 18 - 35 perceived online consumer-generated content to be persuasive and credible than firm-generated content. This is also supported by the previous study of Ha and Lee (2018), which indicated that the reviews about restaurants generated by the consumers on social media have more credibility than information provided by the restaurants. Moreover, because eWOM provides necessary and comprehensive information that help consumers making their decisions, consumers gradually perceive eWOM as believable and trustworthy (Kavitha et al., 2020; Poturak & Turkyilmaz, 2018).

Another plausible explanation that the perceived credibility of eWOM on the Café Story Facebook page is high is that, eWOM on the Café Story Facebook page is

a closed network which people tend to trust and believe more than those they do not know of. People who have followed the Café Story Facebook page are interested in cafes, or are coffee lovers, or like café hopping, so they share some common interests. Any comments and recommendations about the café on the Café Story Facebook page are provided by its known community, in this case, a café lover community. Thus, they tend to trust those who have the same interest (Bhuiyan, Xu, & Josang, 2010). The information exchanged among the page members later increased the trustworthiness of the comments and recommendations. This is in lined with Halbusi and Tehseen's (2018) study, which indicated that exchanging information within a known community on social media platforms helps increase the credibility of that information.

Consumer's Trust

The findings showed that the respondents highly trust the Café Story Facebook page. A plausible explanation is that the Café Story Facebook page has been reviewing the café since 2018; this page has accumulated café knowledge and experiences in one place. All of their cafe reviews on the Café Story Facebook page provide comprehensive and useful information about the suggested café, such as location, service time, recommended menus, and the experience with the café. Thus, followers seem to trust the provided information because they believed that it is based on the best knowledge and judgment with the sincerity the page has provided. This finding is supported by the study of Lewis and Weigert (1985), which indicated that the best knowledge and judgment that the source has helps persuade people to

cognitively trust the source. The example of the reviews from the Café Story Facebook page is shown in figure 5.2.

Figure 5.2: Reviews from the Café Story Facebook Page



Source: Cafe Story: รีวิวคาเฟ่ ทุกวัน (2021). *Home* [Facebook page]. Facebook. Retrieved November 30, 2021, from <https://www.facebook.com/cafestorythailand>

Furthermore, the nature of the Facebook platform allows people to share textual and visual information in the same posts. Every single review on the Café Story Facebook page has not only textual information such as parking availability, discount, or service time. But it also provides visual reviews, such as the image of the café atmosphere, beverages, or coffee making process, which, highly captivates the followers' attention. Lee and Tussyadiah's (2016) that it is more effective when the textual and visual information are presented together. These visual reviews can elevate their positive feelings, attitudes, or emotions toward the page. Such positive feelings and emotions that the followers have can induce them to have affective trust

toward the page (Kim et al., 2011; Washington, 2013). It also has been proven that trust increases when reviews are associated with images (Turnto, 2021).

Intention to Visit a Café

The findings show that the respondents have a high intention to visit a café based on the reviews and comments from the Café Story Facebook page and its page members. A plausible explanation is that the provided information from the page and recommendations from its page members help consumers generate an image of a place to visit and uplift their expectation of a suggested café (Jalilvand, Samiei, Dini, & Manzari, 2012). As mentioned earlier, the Café Story Facebook page provides useful and interesting information, such as parking available, service time, discount information, and attractive image of a café that help visualize a better destination image and have a desire to get a real experience. Thus, consumers have an intention to visit the suggested café. It is also supported by the study of Chu and Luckanavanich (2018) stated that the better the destination image of a place a tourist has, the higher they will be motivated and have the intention to visit that specific place.

Besides, due to the fact that the café business provides products such as beverages, bakeries, or foods that are low-involvement products, which are not expensive or difficult to make a decision, unlike high-involvement products such as a travel package that consumers need more information, more time, and more money to spend on. Therefore, it might be easier for consumers to have high intention to visit the suggested cafes. This is in line with the study of Chatterjee and Wang (2011), which indicates that when it comes to high involvement decisions such as booking a

hotel, it requires more efforts to search for information and compare alternatives. In other words, consumer take longer time to make a decision.

Relationship between eWOM Credibility, Consumer's Trust, and Intention to Visit a Café

Relationship between eWOM Credibility and Consumer's Trust

The results confirm that there is a high association between eWOM credibility and consumer's trust. That is, the higher the page followers perceive other page followers' recommendations and comments credible, the more trust they put in the Café Story Facebook page. This could be because the eWOM messages are shared by the page members who are a part of the page. When they perceived these recommendations and comments as sincere and credible, they also trust the Café Story Facebook page. This can be supported by the research of Shaheen, Zeba, Chatterjee, & Krishnankutty (2019) about the credibility of the online reviews; the results indicated that there was a significant influence of online reviews credibility on consumer's trust. Past studies also suggested that the credibility of eWOM has a positive significant impact on consumer's attitudes which, in turn, builds consumer's trust toward eWOM (Kusumasondjaja, Shanka, & Marchegiani, 2012). Congruently, research of Ardyan and Sudyasjayyanti (2020) discussed that if consumers perceived a negative experience with eWOM, it would spontaneously reduce their trust toward eWOM. Similar findings of Xu (2014) also revealed that cognitive trust in online consumer review has a positive relationship with the credibility of eWOM.

Relationship between eWOM Credibility and Intention to Visit a Café

The findings show a moderate positive relationship between eWOM credibility and intention to visit a café. This could be because eWOM credibility can have an influence on consumers' decision-making, which later can lead to a change in consumers' behavior (Wathen & Burkell, 2002). In this case, when they perceived that the recommendations and comments of suggested cafés, shared by the page's followers, are credible, they are encouraged to pay a visit to those suggested cafés. This also reflects that trust in eWOM plays a crucial role in travelers' intention to visit and behaviorally comply with eWOM (Zainal et al., 2017).

The finding is consistent with the study of Ponte et al. (2015), which revealed that consumers' intention to visit a place could be determined by the credibility of eWOM. Similarly, Erdem and Swait's (2004)'s findings indicated that the more consumers perceived destination sources as credible, the more positive perceptions they have toward the destinations, resulting in the increase of intention to visit that particular destination.



Relationship between Consumer's Trust and Intention to Visit a Café

The results indicated that the more consumers trust the Café Story Facebook page, the higher intention to visit a café they will have. In addition, findings also show that cognitive trust and affective trust have a moderate positive relationship with intention to visit a café. A plausible explanation is that when followers trust a source or information, especially both cognitively and affectively trust, they are likely to comply or be persuaded by that source (Kenning, 2006). In this case, the respondents trust that the Café Story Facebook page has given information based on their best

judgment, care about their followers, and always help when their followers have questions about cafés. Thus, the followers' trust in the source of information leads to their intention to visit the suggested cafes.

These relationships supported by Kim and Park's (2013) study found that consumers' trust in social media commerce has direct effects on purchase intentions. In the context of tourism, Agag and El-Marsy's (2016) results revealed that trust in destination reviews positively influences tourists' attitudes trust, and intention to book services online. Likewise, the research of Abdullah (2019) also supported that there is a high association between consumer trust in eWOM and purchase intention. Furthermore, the study of M. Kim and J. Kim's (2020) findings showed a coherent result that affective trust has a significantly positive influence on behavioral intention in the context of mega review sites. The study of Johnson and Grayson (2005) also supported that cognitive trust is related to behavioral intentions.

In conclusion, based on the findings of this study, the respondents perceived eWOM on the Café Story page credible, and they highly trusted this page. The respondents also had a high intention to visit the suggested cafés based on the reviews and comments from the page and its page members. This could be because the Café Story page provided comprehensive café reviews with both textual and visual information. Moreover, eWOM credibility was highly related to consumer's trust in the Café Story page. This could be because eWOM is a part of this page, where gathers those who share the same interest in café. In the meantime, consumer's trust was also highly related to the intention to visit a café. This might be because when consumers trust in a brand, they are likely to buy its product or service. In addition,

visiting a café does not require much effort in terms of information search, time, and money.

5.3 Limitations and Directions for Future Research

Even though this research was successful and revealed positive results that can help extend the body of knowledge on eWOM credibility, consumer's trust, and intention to visit a café, there are some limitations that can be pointed out and improved in the future.

Firstly, this research examined the eWOM credibility as the recommendations and comments generated by the followers of the Café Story Facebook page and examined consumers' trust as their trust in the Café Story page. This might cause some confusion, even though the respondents were acknowledged this fact and understood the statements in the questionnaire. The suggestion to improve this is to focus solely on either the page or the eWOM in order to avoid misperceptions.

Secondly, due to the fact that this research is quantitative research, which to some extent limited the depth of data. Therefore, a qualitative approach is suggested for future research in order to grasp more understanding of each variable and obtain more insightful data.

Thirdly, this research studied the Thai millennials group, aged between 25 – 40 years old. Thus, the sample's age range was limited in this research. Accordingly, studying the different age groups such as generation X, generation Z, or certain specific characteristics such as coffee lovers is recommended in future research.

Lastly, future research can also further explore the relationship between eWOM and the intention to visit a café because it remains a few (Kim et al., 2014). Especially, the study related to café or coffee cultures is very limited.

5.4 Practical Implications

The empirical findings of this research provide some implications for marketers, brands, reviewers, and influencers. Firstly, building cognitive and affective trust on a Facebook page is critical since both cognitive trust and affective trust are interrelated. Therefore, these two elements can help strengthen trust in general. Besides, trust can also increase the credibility of the page. Thus, the page must provide factual and attractive information that has an appropriate judgment based on consumers' welfare, to some degree, the information must show sincerity, such as caring about the followers and always assisting and support instantly when they have questions. Ultimately, this will bolster up the trustworthiness and credibility of the page.

Secondly, for those who want to review products or services online, they should consider creating a Facebook page as a platform for the reviews. Unlike other platforms, Facebook not only allows a page to share both textual and visual information, but also allows followers or users who have similar interests to share both texts and images in the comments, which can provide a more extensive and necessary information to other followers and help increase page's credibility.

Lastly, eWOM's credibility is highly related to trust in a Facebook page. Such followers' recommendations or comments are trustworthy as they are from consumers. Thus, the page administrative should encourage more eWOM to spread on

their page and across social media platforms. To do so, the page can ask questions related to the suggested places or products to generate conversation among page and member, and among member to member. Also, the page can create an online activity that encourage sharing and commenting a post, so that the credibility of eWOM can increase follower's trust in the page which, in turn, leads to higher intention to visit the suggested places or to purchase products.



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จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

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APPENDICES

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX A

Questionnaire (Thai Version)

แบบสอบถาม

เรื่องการติดตามเพจคาเฟ่สตอรี่ (Café Story) บนเฟซบุ๊ก

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิสิตระดับ
 มหบัณฑิต สาขาการจัดการการสื่อสารเชิงกลยุทธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
 ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามตามความเป็นจริงหรือตาม
 ความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับ และถูก
 นำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิงการศึกษาเท่านั้น

ส่วนที่ 1 คำถามเพื่อคัดเลือกผู้ตอบแบบสอบถาม

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

1. คุณติดตาม (follow) เพจคาเฟ่สตอรี่ (Café Story) บนเฟซบุ๊กอยู่หรือไม่?

ใช่

ไม่ (จบแบบสอบถาม)

2. ปัจจุบัน คุณมีอายุอยู่ในช่วงใด?

ต่ำกว่า 25 ปี (จบแบบสอบถาม)

25 – 30 ปี

31 – 35 ปี

36 – 40 ปี

มากกว่า 40 ปีขึ้นไป (จบแบบสอบถาม)

ส่วนที่ 2 ความน่าเชื่อถือของการบอกต่อจากสมาชิกของเพจคาเฟ่สตอรี (Café Story)

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉย ๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

การบอกต่อ = คำแนะนำ ความคิดเห็นจากสมาชิกของเพจคาเฟ่สตอรีเกี่ยวกับร้านกาแฟต่างๆ

ข้อความ		เห็นด้วย ← → ไม่เห็นด้วย				
		5	4	3	2	1
1.	คุณคิดว่าคำแนะนำหรือการบอกต่อร้านกาแฟต่างๆ จากสมาชิกของเพจคาเฟ่สตอรีนั้นน่าเชื่อถือ					
2.	คุณคิดว่าคำแนะนำหรือการบอกต่อร้านกาแฟต่างๆ จากสมาชิกของเพจคาเฟ่สตอรีนั้นเชื่อถือได้					
3.	คุณคิดว่าคำแนะนำหรือการบอกต่อร้านกาแฟต่างๆ จากสมาชิกของเพจคาเฟ่สตอรีนั้นไว้วางใจได้					

ส่วนที่ 3 ความไวใจในข้อมูลของเพจคาเฟ่สตอรี (Café Story)

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉย ๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

ข้อความ		เห็นด้วย ← → ไม่เห็นด้วย				
		5	4	3	2	1
1.	แม้ว่าในบางครั้ง เพจคาเฟ่สตอรีจะดูไม่น่าไวใจ แต่คุณก็มั่นใจว่าเพจบอกความจริงกับคุณ					

ข้อความ		เห็นด้วย ← → ไม่เห็นด้วย อย่างยิ่ง อย่างยิ่ง				
		5	4	3	2	1
2.	คุณคิดว่าเพจคาเฟ่สตอรี่จะรักษาสัญญาที่ได้ให้ไว้กับคุณ เช่น การมอบส่วนลด					
3.	คุณรู้ว่าข้อมูลที่เพจคาเฟ่สตอรี่ให้กับคุณนั้นได้ผ่านการ กลั่นกรองมาอย่างดีแล้ว					
4.	คุณเชื่อในเพจคาเฟ่สตอรี่ เนื่องจากเพจดูพึ่งพาได้					
5.	คุณไว้วางใจในเพจคาเฟ่สตอรี่เป็นอย่างมาก					
6.	เพจคาเฟ่สตอรี่พร้อมให้ความช่วยเหลือและสนับสนุนคุณ เกี่ยวกับข้อมูลของร้านกาแฟในทุกกรณี					
7.	ในการให้คำแนะนำและรีวิว เพจคาเฟ่สตอรี่เป็นห่วงคุณใน ฐานะผู้ติดตามเพจ					
8.	ไม่ว่าเพจคาเฟ่สตอรี่จะตัดสินใจหรือทำอะไร คุณก็เชื่อใน การตัดสินใจของเพจ					
9.	คุณเชื่อถือเพจคาเฟ่สตอรี่ เพราะดูเหมือนว่าเพจจะใส่ใจ ผู้ติดตามของเพจ					
10.	เมื่อพูดถึงร้านกาแฟ คุณสามารถพึ่งพาคำแนะนำและรีวิว จากเพจคาเฟ่สตอรี่ได้					

ส่วนที่ 4 ความตั้งใจในการไปร้านกาแฟตามรีวิวกและการบอกต่อบนเพจคาเฟ่สตอรี่ (Café Story)

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉย ๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

การบอกต่อ = คำแนะนำ ความคิดเห็นจากสมาชิกของเพจคาเฟ่สตอรี่เกี่ยวกับร้านกาแฟต่างๆ

ข้อความ		เห็นด้วย ← → ไม่เห็นด้วย				
		5	4	3	2	1
1.	ถ้าคุณต้องการไปร้านกาแฟ คุณจะไปร้านกาแฟตามที่เพจคาเฟ่สตอรี่ได้รีวิว หรือตามการบอกต่อจากสมาชิกของเพจ					
2.	คุณมั่นใจว่าสามารถไปร้านกาแฟที่เพจคาเฟ่สตอรี่รีวิว หรือที่สมาชิกของเพจคอมเมนต์แนะนำได้					
3.	การตัดสินใจที่จะไปร้านกาแฟที่ได้รีวิวโดยเพจคาเฟ่สตอรี่ หรือจากการบอกต่อของสมาชิกในเพจนั้นขึ้นอยู่กับคุณ					
4.	ในอนาคต คุณตั้งใจจะไปร้านกาแฟที่เพจคาเฟ่สตอรี่ได้รีวิว หรือที่สมาชิกของเพจได้แนะนำไว้					
5.	ในอนาคต คุณมีแนวโน้มที่จะไปร้านกาแฟที่เพจคาเฟ่สตอรี่ได้รีวิว หรือที่สมาชิกของเพจได้แนะนำไว้					

ส่วนที่ 5 คำถามเกี่ยวกับข้อมูลส่วนตัว

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

1. โปรดระบุเพศของท่าน

ชาย

หญิง

LGBTQ+

อื่น ๆ (โปรดระบุ): _____

2. ระดับการศึกษาสูงสุด

- ต่ำกว่าปริญญาตรี
- ปริญญาตรี
- สูงกว่าปริญญาตรี

3. อาชีพ

- พนักงาน เจ้าของธุรกิจ
- อาชีพอิสระ (ฟรีแลนซ์) ข้าราชการ
- อื่น ๆ (โปรดระบุ) _____

4. รายได้เฉลี่ยต่อเดือน

- น้อยกว่า 15,000 บาท
- 15,000 – 20,000 บาท
- 20,001 – 30,000 บาท
- 30,001 – 40,000 บาท
- มากกว่า 40,000 บาท

5. งานหรือกิจกรรมอดิเรกของท่านคืออะไร (สามารถเลือกตอบได้มากกว่า 1 ข้อ)

- อ่านหนังสือ เขียนบันทึก / เขียนรีวิว
- ถ่ายรูป ออกกำลังกาย
- เที่ยวน้ำ อื่น ๆ (โปรดระบุ): _____

ขอบคุณที่ให้ความร่วมมือค่ะ

APPENDIX B

Questionnaire (English Version)

Research Questionnaire

The study of consumers following the Café Story page in Facebook

This study is conducted in partial requirement of a Professional Project, run by a student of the Master of Arts Programs in Strategic Communication Management, from the Faculty of Communication Arts, Chulalongkorn University.

Participants are requested to complete all the questions based on his or her opinions and as accurately as possible. The questionnaire is voluntary, and all the data will be strictly kept confidential. Data collected will be analyzed and used for educational purpose only and will be implemented appropriately.

Part 1: Screening Questions

Instructions: please put a mark (✓) on the box that describe you the most.

1. Are you following the Café Story Page on Facebook?

Yes

No (End of survey)

2. What is your age range?

Below 25 (End of survey)

25 – 30

31 – 35

36 - 40

Above 40 (End of survey)

Part 2: The Credibility of the recommendations and comments from the Café

Story page followers

Instructions: please rate the statements below based on your experience and knowledge with the Café Story page by putting a mark (✓) in the scale below:
1=Strongly Disagree, 2=Disagree, 3= Neither Disagree nor Agree, 4=Agree, 5=Strongly Agree.

Statements		Strongly agree ← Strongly disagree				
		5	4	3	2	1
1.	I think that comments and recommendations about café from the Café Story page followers are credible.					
2.	I think that recommendations and comments about café from the Café Story page followers are believable.					
3.	I think that recommendations and comments about café from the Café Story page followers are trustworthy.					

Part 3: Trust in the Café Story page and information

Instructions: please rate the statements below based on your experience and knowledge with the Café Story page by putting a mark (✓) in the scale below:
1=Strongly Disagree, 2=Disagree, 3= Neither Disagree nor Agree, 4=Agree, 5=Strongly Agree.

Statements		Strongly agree ← → Strongly disagree				
		5	4	3	2	1
1.	Even when the Café Story page seems questionable, I am confident that it is telling me the truth.					
2.	I think the Café Story page would keep the promises made to me					
3.	I know that the information given to me is based on the Café Story page best judgment.					
4.	I trust Café Story page because it seems to be very dependable.					
5.	I can count on the Café Story page to be sincere.					
6.	In all circumstances, the Café Story Page is ready to offer me assistance and support.					
7.	When giving advice, the Café Story page is concerned about me as their follower.					
8.	In the future, I can count on the Café Story page to consider how its decisions and actions will affect me.					
9.	I trust the Café Story page because it seems to care about their followers.					
10.	When it comes to things that are important to me, I can depend on the recommendations provided by the Café Story page.					

Part 4: The Intention to Visit a Café According to the Reviews and Comments from the Café Story Page and Its Page Members

Instructions: please rate the statements below based on your experience and knowledge with the Café Story page by putting a mark (✓) in the scale below: 1=Strongly Disagree, 2=Disagree, 3= Neither Disagree nor Agree, 4=Agree, 5=Strongly Agree.

Statements		Strongly agree ← → Strongly disagree				
		5	4	3	2	1
1.	If I wanted, I could easily visit the suggested cafes based on reviews or comments from the Café Story page or its page members.					
2.	I am confident that I am able to visit the suggested cafes based on reviews or comments from the Café Story page or its page members.					
3.	The decision to visit the cafes the Café Story page or its page members recommends is up to me.					
4.	I intend to visit the suggested cafes the Café Story page reviews or recommends by its page members in the future.					
5.	It is likely that I will visit the suggested cafes the Café Story page reviews or recommends by its page members in the future.					

Part 5: Demographic Questions

Instructions: please put a tick mark (✓) on the box that describe you the most.

1. What is your gender?

Male

Female

LGBTQ+

Others: _____

2. What is your education level?

Lower than bachelor's degree

Bachelor's degree

Higher than bachelor's degree

3. What is your occupation?

Employee

Business Owner

Freelancer

Government official

Others: _____

4. What is your personal average monthly income?

Less than THB 15,000

THB 15,000 – 20,000

THB 20,001 – 30,000

THB 30,001 – 40,000

More than THB 40,000

5. What is your Hobby? (Multiple choices)

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Reading | <input type="checkbox"/> Journaling/Review |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Baking |
| <input type="checkbox"/> Travel | <input type="checkbox"/> Others: _____ |

Thank you for your participation



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

VITA

NAME	Nutchawee Ahrivorayapong
DATE OF BIRTH	03 April 1997
PLACE OF BIRTH	Chonburi
INSTITUTIONS ATTENDED	International Fashion Academy (IFA)
HOME ADDRESS	222/26 m.5 Surasak, Sriracha district, Chonburi 20110



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CHULALONGKORN UNIVERSITY