

ANTECEDENTS INFLUENCING ONLINE PURCHASE BEHAVIOR OF CONSUMERS IN THAILAND'S ANDAMAN PROVINCES

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ABSTRACT

This study investigates the antecedents influencing online purchase behavior among consumers in Thailand's Andaman provinces, focusing on the roles of influencer source credibility and authenticity. The research aims to examine the relationships among these variables and their effects on consumer attitudes and purchase intentions within a region characterized by high purchasing power and exposure to digital culture. Using a quantitative research design, data were collected from 240 respondents through structured questionnaires, and analyzed using Structural Equation Modeling (SEM). The measurement model demonstrated good construct reliability (CR = 0.890-0.956) and convergent validity (AVE = 0.730-0.879). The structural model exhibited satisfactory fit indices (χ^2/df = 2.228, GFI = 0.939, CFI = 0.979, RMSEA = 0.072), confirming its robustness. The results revealed that perceived source credibility positively influences both consumer attitudes (β = 0.237) and online purchase intentions (β = 0.249). Likewise, perceived authenticity has a strong positive effect on consumer attitudes (β = 0.492) and a moderate effect on purchase intention (β = 0.212). Consumer attitudes also directly affect purchase intention (β = 0.308). The proposed model explained 38% of the variance in online purchase intention (Adjusted R^2 = 0.38). The findings emphasize that credibility and authenticity are key drivers of trust, emotional engagement, and attitudinal formation, which ultimately shape consumer behavior in online environments. This study provides both theoretical and managerial implications for enhancing influencer marketing effectiveness and supporting digital commerce strategies in regional economies such as Thailand's Andaman coastal provinces.

Keywords: Influencer marketing, Source Credibility, Suthenticity, Consumer Attitude, Purchase Intention, Online Shopping, Thailand's Andaman provinces

INTRODUCTION

Electronic commerce has experienced rapid growth in Southeast Asia due to advancements in internet technology and increased accessibility to digital tools, combined with rising disposable incomes among the population. These factors have led to widespread changes in consumer behavior, with more individuals opting to purchase products online rather than through traditional retail channels across a wide range of goods and services. In 2023, the market value reached USD 13.5 billion, having consistently expanded over the years and projected to continue growing over the next three years, based on current trends (Chan et al., 2024). Moreover, the influence of social media influencers has played a significant role in this transformation, contributing to heightened consumer trust in products, emotional engagement, and enhanced brand awareness. As a result, influencer marketing has become a prevalent and intensively utilized strategy (Arief et al., 2024). In the present day, online retailing is not merely an alternative channel, but is emerging as a critical and potentially indispensable component of competitive strategy for businesses (Azam & Ansari, 2024).

At present, consumer behavior regarding online shopping continues to expand globally (Zenkina, 2022; Azam & Ansari, 2024), including in Thailand, where internet accessibility and smartphone usage have shown significant growth (International Telecommunication Union, 2025). As a result, commerce conducted through digital platforms has become a crucial mechanism for driving the economy and presents substantial opportunities for entrepreneurs in Thailand by offering new channels for product distribution and presentation (Yacob & Nor, 2021). Particularly in Thailand, data from the Bank of Thailand reveals that the increasing use of e-payment services or mobile banking among Thai citizens provides behavioral evidence supporting the upward trend of digital payment adoption alongside the growth of online transactions (Bank of Thailand, 2024).

Thailand's Andaman coastal region comprises six provinces: Ranong, Phang Nga, Phuket, Krabi, Trang, and Satun provinces renowned for their significance in the tourism industry of Southern Thailand (Department of Provincial Administration, Thailand, 2023). According to data from the National Statistical Office of Thailand, provincial-level reports on household income and income distribution since 2023 reveal that the Andaman coastal group particularly Phuket rank among the highest in average monthly household income nationwide, with an average of approximately 41,636 baht. Furthermore, these provinces show relatively low income inequality within their jurisdictions and demonstrate strong consumer purchasing power, which has notably recovered since the COVID-19 pandemic. This suggests that the Andaman coastal provinces remain home to consumers with relatively high purchasing power compared to the current national economic conditions. In addition, these provinces are predominantly prominent tourist destinations, which may lead to the adoption of consumer behaviors, experiences, or values influenced by external social groups. This exposure often drives a demand for goods not readily available within local markets, thereby increasing the tendency to purchase products online. Such behaviors are influenced by interactions with foreign or regional tourists who introduce new consumption patterns and preferences (Alamineh et al., 2023).

Given the background and significance discussed above, the researcher is interested in investigating the "Antecedents Influencing Online Purchase Behavior of Consumers in Thailand's Andaman Provinces." This study incorporates selected variables derived from literature reviews related to online purchasing behavior, particularly focusing on influencer credibility and influencer authenticity, which are expected to influence consumer attitudes and purchase intentions within this regional context. The aim is to develop a conceptual model that can serve as a reference for both practical applications and policy formulation by relevant agencies. Such a model could support the development of economic strategies that contribute to the overall enhancement of the national economy in the future.

The researcher reviewed the literature (Jia, 2022; Nafees et al., 2021; Belanche et al., 2021; Filieri et al., 2023; Lin et al., 2021) to provide supporting evidence for establishing Research as follow

H1: *Perceived source credibility of influencers has a direct positive effect on consumer attitudes toward online products in Thailand's Andaman provinces.*

The literature review conducted by (Muda & Hamzah, 2021; Rungruangjit, 2022; Martinčević & Boguszewicz-Kreft, 2022; Lin et al., 2021) were used to develop the following hypothesis

H2: *Perceived source credibility of influencers has a direct positive effect on consumers' online purchase intentions in Thailand's Andaman provinces.*

The literature review conducted by (Jha et al., 2025; Zhao et al., 2024; Wu & Lai, 2024; Yang et al., 2021) were used to develop the following hypothesis

H3: Perceived influencer authenticity has a direct positive effect on consumers' attitudes toward online products in Thailand's Andaman provinces.

The literature review conducted by (Ren et al., 2023; Shoenberger & Kim, 2023; Mahmood et al., 2025; Liu & Sun, 2024; Pittman et al., 2022) were used to develop the following hypothesis

H4: Perceived influencer authenticity has a direct positive effect on consumers' online purchase intentions in Thailand's Andaman provinces

The literature review conducted by (Ilieva et al., 2024; Nguyen et al., 2022) were used to develop the following hypothesis

H5: Consumers' attitudes toward online products have a direct positive effect on their online purchase intentions in Thailand's Andaman provinces.

Based on the literature review and the formulation of research hypotheses outlined above, the researcher was able to develop the conceptual framework for this study, as illustrated in Figure 1.

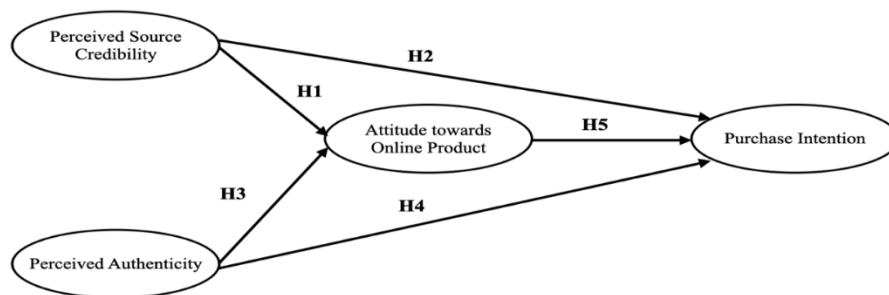


Figure 1 Conceptual Framework of the Study

OBJECTIVE

1. To examine the levels of perceived influencer credibility, perceived influencer authenticity, consumer attitudes, and online purchase intentions among consumers in Thailand's Andaman provinces.
2. To investigate the influence of perceived influencer credibility, perceived influencer authenticity, and consumer attitudes on online purchase intentions among consumers in Thailand's Andaman provinces.
3. To develop a structural equation model (SEM) to predict the level of online purchase intention among consumers in Thailand's Andaman provinces.

METHODOLOGY

In this study, the target population consists of potential consumers general individuals residing in Thailand's Andaman coastal provinces who have experience and a preference for purchasing products through various online platforms. Since the exact number of this population is unknown, the researcher

estimated the sample size based on the recommendation by Hair et al. (2010), who suggested a ratio of 20 participants per observed variable in structural equation modeling (SEM). From the literature review, a total of 12 observed variables were identified, leading to a sample size determination of 240 participants, which is considered statistically adequate for SEM analysis. The research employed a quantitative approach, collecting both secondary and primary data. Secondary data were drawn from relevant academic literature, theoretical frameworks, and previous research, while primary data were collected using a structured questionnaire designed specifically for the selected sample group. The instrument was developed from a comprehensive review of existing literature and underwent quality assurance procedures to ensure content validity and reliability. Reliability was assessed using Cronbach's Alpha coefficient, with all latent variables yielding scores above 0.70, indicating a satisfactory level of internal consistency and confirming the instrument's appropriateness for field data collection. The collected data were analyzed using a statistical software package tailored for social science research. Descriptive statistics were used to explain the fundamental characteristics of the sample and variables, followed by inferential statistical analysis to examine the relationships and consistency among variables within the proposed conceptual framework. This analysis involved confirmatory factor analysis (CFA) to assess model fit and the structure of the observed variables, as well as path analysis to test the hypotheses and evaluate the direct and indirect effects of each variable. Upon completing data collection, all information was integrated into a structural equation model (SEM) to enhance understanding of the structural relationships among the variables. The results of this analysis offer a comprehensive, systematic, and academically reliable explanation of the studied phenomenon.

RESULTS

To assess the quality of the measurement instruments used in this study, the researcher conducted a Confirmatory Factor Analysis (CFA) to evaluate both the construct validity and reliability of the indicators. The initial analysis revealed that the observed variables for each construct had factor loadings above the generally accepted threshold (e.g., 0.50 or 0.60, as recommended by Hair et al.), indicating an appropriate level of correlation between the observed variables and their corresponding latent constructs. However, upon examining the overall model fit indices, it was found that the initial model did not meet acceptable criteria in certain indices, necessitating further model refinement. The researcher proceeded to adjust the model by considering parameter correlations and reviewing the Modification Indices (MI) in order to improve the model's alignment with the empirical data. Following these adjustments, the revised model achieved satisfactory fit statistics according to established standards, with values as follows: $\chi^2 = 95.815$, $df = 43$, $p\text{-value} = 0.000$, $\chi^2 / df = 2.228$, GFI = 0.939, NFI = 0.963, IFI = 0.979, CFI = 0.979, and RMSEA = 0.072. These results indicate that the model demonstrated a good overall fit with the data and was therefore deemed suitable for use in the subsequent structural analysis.

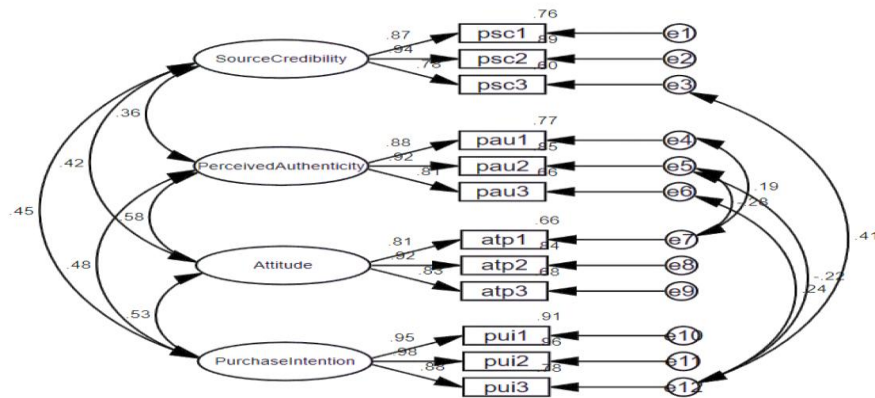


Figure 2 Confirmatory Factor Analysis of the Modified Measurement Model for Assessing Construct Validity

The researcher conducted an evaluation of the validity and reliability of the measurement model in order to assess convergent validity, discriminant validity, and the model's empirical fit, following the guidelines established by Fornell and Larcker (1981). The analysis was based on 12 observed variables included in the measurement model. The results are presented in Table 1.

Table 1 The results of the construct reliability assessment, including the Composite Reliability (CR) and Average Variance Extracted (AVE) values

Latent Variable	Observed Variable	Construct Reliability	AVE
Perceived Source Credibility	3	0.899	0.750
Perceived Authenticity	3	0.904	0.759
Attitude towards Online Product	3	0.890	0.730
Purchase Intention	3	0.956	0.879

Based on the results shown in Table 1, the construct reliability (CR) coefficients for all latent variables exceeded the threshold of 0.60, indicating that each latent construct effectively explained the variance of its corresponding observed variables, in line with the structure of the measurement model proposed by the researcher. In addition, convergent validity was assessed using the average variance extracted (AVE) values, as presented in Table 4.19. The results showed that the AVE values for all latent variables were above 0.50, supporting the adequacy and precision of the measurement indicators for each construct. To evaluate discriminant validity, the square roots of the AVE values for each latent variable were compared to the inter-construct correlation coefficients, following the criteria outlined in related literature. The results confirmed that the square root of each AVE value exceeded the corresponding inter-construct correlations, thus indicating a satisfactory level of discriminant validity. The lowest AVE square root observed was 0.854, which remains within an acceptable range. Subsequently, the structural model was tested to determine whether it aligned with the empirical data based on the proposed hypotheses. The initial model did not achieve an acceptable fit, which necessitated model modification.

The researcher revised the model by correlating error terms between certain observed variables based on Modification Indices (MI). The structure of the revised model is illustrated in Figure 3. Model fit was evaluated using various indices, which yielded the following results: $\chi^2 = 95.815$, $df = 43$, $p\text{-value} = 0.000$, $\chi^2/df = 2.228$, $GFI = 0.939$, $NFI = 0.963$, $IFI = 0.979$, $CFI = 0.979$, and $RMSEA = 0.072$. While the p -value was lower than 0.05, this was considered acceptable due to the known sensitivity of the chi-square statistic to large sample sizes, as noted in the literature (Barlett, 2007; Bentler et al., 1980; Gefen et al., 2000; Hu & Bentler, 1999; Anwar et al., 2018). When considering the remaining fit indices, all values met the recommended criteria. Therefore, it can be concluded that the adjusted structural equation model demonstrates an acceptable model fit and provides reliable parameter estimates, supporting its validity for further analysis and practical application, as depicted in Figure 3.

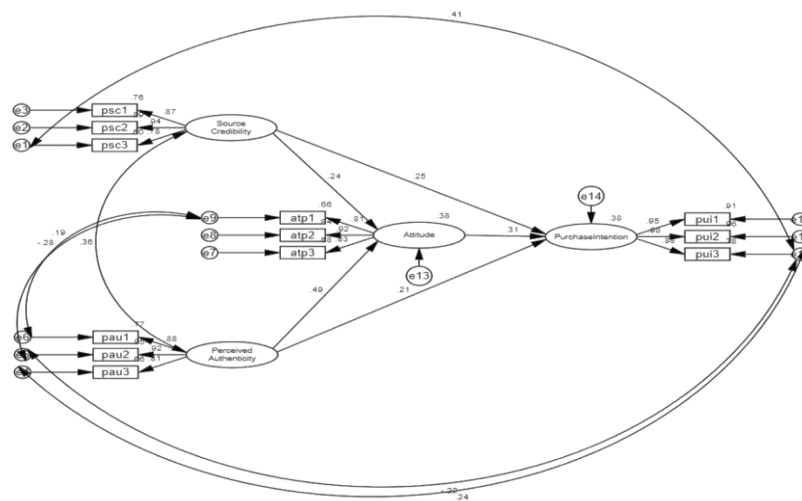


Figure 3 Adjusted Structural Equation Model (SEM) with Goodness-of-Fit and Standardized Solution

The hypothesis testing results revealed that Hypothesis 1, which posited that perceived source credibility of influencers has a direct positive effect on consumers' attitudes toward online products in Thailand's Andaman provinces, was supported with statistical significance at the 0.001 level, and a standardized path coefficient of 0.237. Similarly, Hypothesis 2, which proposed that perceived source credibility has a direct positive effect on online purchase intention, was also supported at the 0.001 level, with a standardized path coefficient of 0.249. In the case of Hypothesis 3, which examined the effect of perceived authenticity of influencers on consumer attitudes toward online products, the results demonstrated a statistically significant direct positive effect at the 0.001 level, with a path coefficient of 0.492. For Hypothesis 4, which assumed that perceived influencer authenticity has a direct positive effect on consumers' online purchase intentions, the findings confirmed statistical significance at the 0.001 level, with a path coefficient of 0.212. Regarding Hypothesis 5, which stated that consumer attitudes toward online products have a direct positive effect on purchase intention, the results supported this hypothesis as well, with a statistically significant path coefficient of 0.308 at the 0.001 level. Overall, the structural equation model confirmed that perceived source credibility, perceived authenticity, and consumer attitude significantly contribute to the prediction of online purchase intention. The model demonstrated acceptable explanatory power, with an Adjusted R^2 of 0.38, indicating that 38% of the variance in online purchase intention could be explained by the independent variables in the model.

CONCLUSION AND FUTURE WORK

The findings of this study reaffirm the critical role of source credibility and authenticity of influencers in shaping both consumer attitudes and purchase intentions toward online products in the Andaman provinces of Thailand a unique context characterized by its vibrant tourism economy, dynamic consumer behavior, and ongoing engagement with digital culture. The discovery that source credibility directly influences consumer attitudes ($\beta = 0.237$) and online purchase intention ($\beta = 0.249$) supports the psychological mechanisms suggested by previous literature, including Jia (2022), Belanche et al. (2021), and Rungruangjit (2022). These studies emphasize that consumers tend to assess information quality through the lens of socio-psychological characteristics of the source particularly when the source exhibits expertise, sincerity, and the ability to form parasocial relationships. When influencers are perceived as credible, consumers are more likely to develop trust, which serves as a foundational element in forming positive attitudes and strong purchase intentions. Likewise, authenticity emerged as the most influential factor on consumer attitudes ($\beta = 0.492$) and also demonstrated a direct effect on purchase intention ($\beta = 0.212$). This is consistent with the perspectives of Jha et al. (2025), Shoenberger and Kim (2023), and Pittman et al. (2022), who emphasize that naturalness, lack of pretense, and genuine intention in influencer communication help reduce skepticism toward advertising while fostering emotional connections between consumers and brands. In the specific case of the Andaman provinces, where local consumers and tourists alike are heavily exposed to online media, authenticity becomes a powerful communication strategy, especially for online products that lack physical tangibility.

Another notable finding of this research is the confirmation that consumer attitude has a direct and significant influence on online purchase intention ($\beta = 0.308$), underlining the role of attitude as a pivotal mediator between consumer perceptions and behavior. This finding aligns with Zhao et al. (2024) and Ilieva et al. (2024), who demonstrate that positive attitudes toward brands shaped by influencer attributes such as credibility and authenticity translate into higher purchase intentions. This phenomenon can be further explained by behavioral models such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), both of which underscore the predictive power of attitudes in consumer decision-making.

The structural model developed in this study also showed that the combination of source credibility, authenticity, and consumer attitude could jointly explain 38% of the variance in online purchase intention (Adjusted $R^2 = 0.38$). This level of explanatory power is considered practical for real-world application, particularly in digital marketing strategy formulation in distinctive areas such as the Andaman provinces, where consumer behavior is influenced by external factors like tourism, consumption culture, and intensive social media use. These analytical results provide valuable insights for policy development aimed at enhancing the digital economy, supporting e-commerce, and guiding the appropriate use of influencer marketing.

From a practical standpoint, the study highlights that entrepreneurs and marketers should prioritize the selection of genuinely authentic influencers, rather than focusing solely on follower count or fame. Authenticity can be translated into consumer trust and emotional attachment, which are key drivers of purchase behavior at a psychological level. Meanwhile, credibility remains a fundamental attribute that must be consistently maintained through demonstrable knowledge, expertise, and alignment with the brand image. Moreover, brand communication should aim to appear non-commercially driven, enabling consumers to perceive sincerity in messaging, which in turn contributes to the formation of stable, long-term attitudes.

At the policy level, the government should support training programs for local entrepreneurs in the Andaman provinces, equipping them with knowledge on effective influencer marketing practices. Furthermore, collaboration with digital platforms and content creators should be encouraged to develop content that aligns with the preferences and behavioral patterns of local consumers. In addition, the use

of technologies that enable behavioral analytics and campaign performance tracking should be promoted to assess the effectiveness of strategies focused on credibility and authenticity in a systematic and measurable way.

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