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| Special Research Study Title | Online Platform and Online Influencer has Influenced Customer Purchase Decision |
| Special Research Study Credits | 6 |
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| Program | Master of Business Administration |
| Field of Study | Entrepreneurship Management |
| Faculty | Graduate School of Management and Innovation |
| Academic Year | 2014 |

Abstract

Nowadays, technology plays a significant role in our daily lives. Consumers are increasingly turning to online channel for their shopping activities. Consequently, entrepreneur pays more attention into the Internet and online media for advertising their products and services together with exchange of information with online-consumers. In the digital era, online Influencer’s opinions plays crucial role for shaping consumer purchasing decision. Therefore it is important to take advantage of Online Influencer and factor this into plan entrepreneurial online marketing strategy. However, at present, there exists a lot of online media platforms each comes with different type of influencers. Businesses has to select appropriate online influencer type that matches their business needs in order to secure best chance of customer attention to purchase products or services. The results of this research showed that Celebrity and Expert have the most influential power to consumer purchase decision on Multimedia channel. Whereas, Product reviewer and Customer complainer have the most influential power to consumer purchase decision on blogs and online communities/Threads channel.

Keyword : E-Commerce/ Online Influencer/ Platform/ Social Media