

# The Credibility of the Information on the Website Pantip.com that Impacts the Decision to Purchase Products Case Study: Beauty Web Board

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## Abstract

The objectives of this quantitative research were to study the factors related to the credibility assessment of the information on the beauty web board, Pantip.com, with the criteria used to assess the credibility of the information and to study the relationship between the credibility of the information used in the purchase of products and other factors so that users could consider how reliable online information was before deciding to purchase them.

The study findings revealed that most of the users were female, with B.A. degrees, occupation student, average income of 10,001-20,000 baht, usage of 1-2 days, usage of less than one hour, service usage of less than one year, status of irregular customer, and the objective was to follow, read, and seek information only. The factors related to age, education, occupation, and income were related to the criteria used to assess the credibility of the information. In terms of behavior of information usage, it was found that the duration of usage and the length of service were related to the criteria used to assess the credibility of the information. The attitude

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factor towards the inquirer's experience and information on the beauty web board, the website Pantip.com, was related to the criteria used to assess the credibility of the information in all aspects which had a high level of relationship. The format factor of the information presentation on the beauty web board, the website Pantip.com, was related to the criteria used to assess the credibility of the information in all aspects which had a high level of relationship, and the criteria used to assess the credibility of the information was related to the purchase of products which had a moderate level of relationship. The results could be useful for both websites and business.

**Keywords:** Credibility, Purchase, Beauty, Web Board

## ความน่าเชื่อถือของข้อมูลข่าวสารบนเว็บไซต์ พันทิปดอทคอมมีผลต่อการตัดสินใจซื้อผลิตภัณฑ์ กรณีศึกษา: เว็บบอร์ดความงาม

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### บทคัดย่อ

งานวิจัยเชิงปริมาณนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีความสัมพันธ์กับการประเมินความน่าเชื่อถือของข้อมูลข่าวสารในเว็บบอร์ดความงาม เว็บไซต์พันทิปดอทคอม กับเกณฑ์ที่ใช้ในการประเมินความน่าเชื่อถือของข้อมูล และศึกษาความสัมพันธ์ระหว่างความน่าเชื่อถือของข้อมูลไปใช้ในการเลือกซื้อผลิตภัณฑ์ เพื่อให้ผู้ใช้งานสามารถพิจารณาได้ว่าแหล่งข้อมูลบนสื่อออนไลน์มีความน่าเชื่อถือมากน้อยเพียงใดก่อนการตัดสินใจซื้อผลิตภัณฑ์มาใช้งาน โดยงานวิจัยนี้เป็นงานวิจัยเชิงปริมาณ กลุ่มตัวอย่าง คือ ผู้ที่ใช้งานเว็บบอร์ดความงามเว็บไซต์พันทิปดอทคอม จำนวน 400 คน

ผลการศึกษา พบว่า ผู้ใช้งานส่วนใหญ่เป็นเพศหญิง การศึกษาระดับปริญญาตรี มีอาชีพนักเรียน/นักศึกษา รายได้เฉลี่ย 10,001-20,000 บาท ใช้งาน 1-2 วัน ใช้ระยะเวลาน้อยกว่า 1 ชั่วโมง ใช้บริการมานาน น้อยกว่า 1 ปี มีสถานะเป็นขจร วัตถุประสงค์เพื่อติดตามอ่านข้อมูล / หาข้อมูล เท่านั้น โดยปัจจัยด้านอายุ การศึกษา อาชีพ และรายได้ มีความสัมพันธ์กับเกณฑ์ที่ใช้ในการประเมินความน่าเชื่อถือของข้อมูลข่าวสาร ส่วนในด้านพฤติกรรมการใช้ข้อมูล พบว่า ระยะเวลาในการใช้งานและใช้บริการมานานเท่าใด มีความสัมพันธ์กับเกณฑ์ที่ใช้ในการประเมินความน่าเชื่อถือของข้อมูลข่าวสาร ปัจจัยด้านทัศนคติต่อประสบการณ์และข้อมูลผู้แนะนำบนเว็บบอร์ด

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ความงาม เว็บไซต์พันทิปดอทคอม มีความสัมพันธ์กับเกณฑ์ที่ใช้ในการประเมินความน่าเชื่อถือของข้อมูลข่าวสารในทุกด้าน ซึ่งมีความสัมพันธ์กันในระดับสูง ปัจจัยด้านรูปแบบการนำเสนอข้อมูลบนเว็บบอร์ดความงาม เว็บไซต์พันทิปดอทคอม มีความสัมพันธ์กับเกณฑ์ที่ใช้ในการประเมินความน่าเชื่อถือของข้อมูลข่าวสารในทุกด้าน ซึ่งมีความสัมพันธ์กันในระดับสูง และเกณฑ์ที่ใช้ในการประเมินความน่าเชื่อถือของข้อมูลมีความสัมพันธ์ต่อการเลือกซื้อผลิตภัณฑ์ ซึ่งมีความสัมพันธ์กันในระดับปานกลาง ผลการวิจัยอาจจะเป็นประโยชน์ทั้งต่อธุรกิจและผู้บริหารเว็บไซต์

**คำสำคัญ:** ความน่าเชื่อถือ การเลือกซื้อ ความงาม เว็บบอร์ด

## Background

Nowadays, the internet plays a major role and is very important to people's daily lives as it makes our lifestyles modern and always up-to-date because the internet presents current news and events to users who are attuned to daily changes. It is also very important to the way of life of people in every aspect. Whether in the educational or business sector, all can benefit from the internet. The current business sector increasingly uses the internet for commercial activities. It helps make decisions in the transactions of products and services quickly and conveniently. It is a wide and efficient market for the contacts to purchase goods and services because people nowadays prefer convenience and speed. Wherever in the world, one can go to a website to select products, find product information, or even request for consultation.

The study findings revealed that one of the most well-known and popular website in Thailand was Pantip.com (Pantip, 2023). Pantip.com is a public web board on the internet and is different from other websites in terms of the number of interactions and the number of opinions expressed for forum topics on the web board. The web board of the website Pantip.com is a source of collection of various discussion issues posted by users. As a public web board, everyone is given the opportunity to freely exchange his/her opinions on the topics of interest, and able to communicate and exchange ideas in specific groups of his/her own particular interest. To use the Pantip.com, a member must provide a copy of his/her ID card to the website administrator to verify the identity of the user who can post or reply to topics (Rawichotikul, 2001).

It is apparent that the issue of information credibility is a serious problem for internet users. Consequently, the study of credibility is crucial. As today's websites are operating 24 hours, there is always a lot of information going around that may easily cause mistakes. If internet users can determine how reliable online sources are, they will find it easier to determine the credibility of the information. The popular sources are often interactive or users can ask questions on many issues, making websites with web boards important sources of information. There are also product reviews and critiques for users to consider before deciding to purchase and also exchange ideas with others, resulting in an online society. Apart from providing information and exchanging opinions, it is also a warning about products' defects from actual use and other problems encountered

as well. Hence, the web board is a medium that influences consumers' decisions to purchase products. As mentioned above, the information on the internet is both reliable and unreliable. It applies to the beauty web board, the website Pantip.com, as well. Thereby, a question arises about the factors that impact the credibility of the information that influences the decision to buy products.

### **Research Problems**

1. What issues of importance and in what manner do users assess the credibility of the information on the beauty web board, the website Pantip.com?
2. What are the factors and the manner of the relationship pertaining to the assessment of the credibility of the information on the beauty web board, the website Pantip.com?
3. How does the reliability of the information on the beauty web board, the website Pantip.com, relate to the decision to buy products?

### **Hypotheses**

- H1. The demographic factor had a relationship with the criteria used to assess the credibility of the information.
- H2. The behavioral factor of the information usage on the beauty web board, the website Pantip.com was related to the criteria used to assess the credibility of the information.
- H3. The attitude factor towards the inquirer's experience and information on the beauty web board, the website Pantip.com was related to the criteria used to assess the credibility of the information.
- H4. The format factor of information presentation on the beauty web board, the website Pantip.com was related to the criteria used to assess the credibility of the information.
- H5. The criteria used to assess the credibility of the information was related to the purchase of products.

## Literature Review

Phopthaworn, B. (2015) studied the quality and credibility of comments on web boards and their effectiveness on choosing products or services by users. It was found that the quality of comments is an important factor that directly affects the perception of the usefulness of information and has an indirect effect through the perception of the usefulness of the information. Both are used to consider purchasing products and services. The elements that most reflect the quality of the comments are: The completeness of the comments is followed by the up-to-dateness of the comments, presentation format, and accuracy of comments, respectively. In addition, perception of usefulness of information from comments also has direct and indirect effects through attitudes towards information from comments to using information from comments to consider purchasing products and services. This research study, in addition to extending the theory of news acceptance (Information Adoption Model or IAM), people who want to advertise through web board can also use the research results as a guideline for advertising through comments on the web board by giving importance to 1) the quality of comments that must have complete content, up-to-date, accurate, and presented in an appropriate format. 2) Reliability of the source of opinions, both the reliability of the web board and the credibility of the comment author.

Kaewthong, P. and KleeChaya P.(2015) studied on the topic of perception and acceptance of information from the sponsored reviews of hotels in the Blue Planet room in the website Pantip.com. It was found that the information was reasonable in terms of relevance. Ease of understanding, comprehensiveness and up-to-dateness of the information. Relationship to the usefulness of information from sponsored reviews and the rationality of the data The relevance aspect of information has the greatest influence on information usefulness.

Nawarat Na Ayutthaya, P. (2009) also used Pantip.com as the source of information. Beauty discourse was studied through the website. The ideas, thoughts, and reliability of information and the understanding of users in the Toh Krueng Pang web board were the research input. A discourse analysis was used to find the meaning of beauty in various aspects that members talked through that web board. It can be concluded that using web boards will enable users to exchange viewpoints quickly and honestly and to get useful information for members.

Rasameechaturong, R. (2011) studied the credibility of beauty product through the website Jiban.com and the website of the product manufacturer, “Lancome cosmetics”. It was found that 1) Information users evaluated the reliability of product recommendations in cosmetics on the website Jiban.com are at a high level. The reliability factors were evaluated based on use of language and easiness to understand. 2) Information users evaluated the reliability of cosmetic product recommendations on the Lancome manufacturer’s website at a moderate level. In this case, they evaluated the reliability factors in terms of whether the interaction style is friendly and worth talking to.

## Methodology

The research was quantitative research, with a study approach in the form of survey research by using an online questionnaire as a tool to collect data from the sample who were the users of the website Pantip.com: beauty web board. The procedures, conditions, and various operations with the processes and details were determined as follows:

The population used in the study included the users of beauty web board, the website Pantip.com, by considering the exposure to information and participation in the website Pantip.com. The researchers defined a suitable sample of 400 people.

The sample selection method used primary data by using a questionnaire to collect data from the sample of 400 users of the information on the beauty web board, the website Pantip.com. The content was divided into six parts as follows:

Part 1 Demographic information

Part 2 Behavior of information usage on the beauty web board, the website Pantip.com

Part 3 Attitude towards the inquirer’s experience and information on the beauty web board, the website Pantip.com

Part 4 Format of the information presentation on the beauty web board, the website Pantip.com

Part 5 Criteria used to assess the credibility of the information

Part 6 Criteria used to assess the decisions to purchase products



Regarding the data analysis, the researchers collected data from a self-administered questionnaire, then selected a complete questionnaire of 400 sets for coding, then saved the data in the computer, and processed the data by using SPSS for Windows Version 23.0 statistical package program to calculate various statistics in the research and data analysis. The results would be summarized by using the statistics as follows: 1. Analysis of Descriptive statistics using frequency, percentage and mean, as well as standard deviation to get an overview of all variables 2. Analysis of inferential statistics to find the true components of the variables of the credibility of the information on the website Pantip.com.

## Summary of Data Analysis Results

The research findings could be summarized as follows:

**Table 1:** Percentage of Sample Classified by Gender, Age, Education, Occupation, Income

Variables		Amount	Percentage
Gender	Male	71	17.75
	Female	305	76.25
	LGBTQ+	24	6.00
Age	Less than 15 years old	3	0.75
	15-24 years old	171	42.75
	25-34 years old	178	44.50
	35-44 years old	43	10.75
	45 years or older	5	1.25
Education	Junior high school	5	1.25
	Senior High school	13	3.25
	Vocational education/ diploma	11	2.75
	B.A. degree	271	67.75
	Postgraduate	100	25.00

**Table 1:** Percentage of Sample Classified by Gender, Age, Education, Occupation, Income (cont.)

Variables		Amount	Percentage
<b>Occupation</b>	Students	164	41.00
	Civil servants/State enterprise employees	42	10.50
	Private company employees	128	32.00
	Private business	59	14.75
	Others	7	1.75
<b>Income</b>	Not more than 5,000 baht	44	11
	5,001-10,000 baht	59	14.75
	10,001-20,000 baht	118	29.5
	20,001-30,000 baht	92	23
	More than 30,000 baht	87	21.75

From Table 1, it was found that most data users were female (76.25%), aged 25-34 years old (44.50%), with B.A. degree (67.75%), occupation students (41.00%), and average income of 10,001-20,000 baht (29.50%).

**Table 2:** Percentage of the Behavior of Information Usage

Variables	Amount	Percentage
<b>Access Frequency</b>		
- 1-2 days	321	80.25
- 3-4 days	45	11.25
- 5-6 days	14	3.50
- Every day	20	5.00

**Table 2:** Percentage of the Behavior of Information Usage (cont.)

Variables	Amount	Percentage
<b>Average Access /Time</b>		
- Less than 1 hour	229	57.25
- 1-2 hours	138	34.50
- 2-3 hours	24	6.00
- 3-4 hours	6	1.50
- More than 4 hours	3	0.75
<b>Duration of Service Usage</b>		
- Less than 1 year	116	29.00
- 1-2 years	73	18.25
- 2-3 years	64	16.00
- 3-4 years	41	10.25
- More than 4 years	106	26.50
<b>Access Status</b>		
- Membership	108	27.00
- Pass card	23	5.75
- Irregular customer	269	67.25
<b>Objectives of Usage</b>		
- Follow and read information/seek information only	294	73.50
- Send question/ask for advice only	8	2.00
- Post comment/criticize/recommend only	7	1.75
- Follow and read information/seek information+send question/ask for advice	23	5.75
- Follow and read information/seek information+post comment/criticize/recommend	13	3.25
- Follow and read information/seek information+join activities to play games	4	1.00

**Table 2:** Percentage of the Behavior of Information Usage (cont.)

Variables	Amount	Percentage
- Send question/ask for advice+post comment/criticize/recommend	9	2.25
- Follow and read information/seek information+send question/ask for advice +post comment/criticize/recommend	27	6.75
- Follow and read information/seek information+send questions/ask for advice+join activities to play games	15	3.75

From Table 2, it was found that most users used the service 1-2 days (80.25%), spent less than one hour, used the service for less than one year (29.00%), close to those who used the service for more than four years (26.50%), status of irregular customers (67.25%), with the objectives of following and reading information/seeking information only (73.50%).

**Table 3:** Average, Standard Deviation, Attitude towards the Inquirer's Experience and Information on the Beauty Web Board, the Website Pantip.com

Attitude towards the Inquirer's Experience and Information	Average	SD	Credibility Level
1. Expertise of the topic inquirer	3.63	0.89	High
2. Official, reliable reference sources with supporting information	3.81	0.93	High
3. Authenticity of the topic inquirer	3.70	0.99	High
4. Manner of responding by using words or phrases that show friendliness and pleasure to engage in conversation	3.95	0.84	High
5. Forthright, neutral, and unbiased information	4.00	0.91	High
6. Promptness and enthusiasm in responding to questions and doubts	3.73	0.89	High
7. Information presentation skills, writing, conveying, using illustrations or video clips that make it interesting and possible to understand the content better	4.00	0.88	High

**Table 4:** Average, Standard Deviation, Format of Information Presentation on the Beauty Web Board, the Website Pantip.com

Information Presentation Format	Average	SD	Credibility Level
1. Use of language that is easy to understand	4.21	0.76	High
2. Content is interesting to follow	4.14	0.80	High
3. Content is up-to-date and reflects current events	4.10	0.82	High
4. Complete and comprehensive content which provides details in all aspects	4.03	0.88	High
5. Content provides comparison to get a clear picture	4.13	0.89	Highest
6. Content contains illustrations or videos of products, and actual use	4.01	0.85	High
7. Content is accurate and reflects the genuine attributes of the product	4.04	0.87	High
8. Content is related and linked between products, usage, and other information	3.93	0.80	High
9. Content is properly categorized	4.00	0.84	High

**Table 5:** Average, Standard Deviation, and Criteria Used to Assess the Credibility of the Information

Criteria Used to Assess the Credibility of the Information	Average	SD	Credibility Level
1. Expertise of the topic inquirer	3.79	0.84	High
2. Qualifications of the topic inquirer	3.61	0.90	Moderate
3. Writing and conveying skills of the topic inquirer	3.93	0.78	High
4. Official references	3.83	0.89	High
5. Unbiased content	4.01	0.9	Highest
6. Respect the opinions of others or topic respondents	4.06	0.85	High
7. Topic content is up-to-date	3.99	0.82	High
8. Topic is engaging and interesting to follow	4.09	0.77	High
9. Enthusiasm and speed in replying to topics	3.85	0.86	High

**Table 6:** Average, Standard Deviation, and Criteria Used to Assess the Decisions to Purchase Products

Criteria Used to Assess the Decisions to Purchase Products	Average	SD	Credibility Level
1. Intention to purchase products based on recommendation from credible information	3.79	0.81	High
2. Intention to purchase products immediately after assessing the credibility of the information	3.58	0.83	Moderate
3. Intention to purchase products in the near future after assessing the credibility of the information	3.77	0.81	High
4. Planning product purchase after assessing the credibility of the information	3.90	0.79	High

In Table 3, 4, 5, and 6, they showed how users ranked the inquirers, presentation formats, criteria used to assess the credibility, and criteria to purchase, respectively. Mostly, the criteria were ranked in high or highest level of credibility. Only the “qualifications of the topic inquire” (Table 5) and the “intention to purchase products immediately after assessing the credibility of the information” (Table 6) were ranked Moderate.

## Results of Hypotheses Tests

*Hypothesis 1 Demographic factor* There was a relationship with the criteria used to assess the credibility of the information. It was found that gender was not related to the criteria used to assess the credibility of the information. Age was related to the criteria used to assess the credibility of the information. The expertise of the topic inquirer, up-to-date content of the topic, readability and engagement of the topic were related to the different age factors. Education was related to the criteria used to assess the credibility of the information. The expertise of the topic inquirer, and official references were related to the different educational factors. Occupation was related to the criteria used to assess the credibility of the information. The expertise of the topic inquirer, the qualifications of the topic inquirer, writing and conveying skills of the topic inquirer, official references, unbiased content, readability and engagement of the topics, and enthusiasm and speed in replying to topics were related to the different occupational factors. Income was related to the criteria used to assess the credibility of the information. Official references were related to the different income factors.

*Hypothesis 2 Behavioral factor of information usage on the beauty web board, the website Pantip.com.* There was a relationship with the criteria used to assess the credibility of the information. It was found that the access frequency was not related with the criteria used to assess the credibility of the information. The duration of usage was related with the criteria used to assess the credibility of the information. The expertise of the topic inquirer, the qualifications of the topic inquirer, writing and conveying skills of the topic inquirer, and unbiased content were related with the different durations of usage. The length of time of service usage was related to the criteria used to assess the credibility of the information. The writing and conveying skills of the topic inquirer, unbiased content, respect for the opinions of others or topic respondents, up-to-date topic content, and readability and engagement of topics were related to different lengths of time of service usage. The access status was not related to the criteria used to assess the credibility of the information. The objective of the usage was not related to the criteria used to assess the credibility of the information.

*Hypothesis 3: Attitude factor towards the inquirer's experience and information on the beauty web board, the website Pantip.com* was related to the criteria used to assess the credibility of the information. It was found that each factor of attitude towards the inquirer's experience and information on the beauty web board, the website Pantip.com was related to the criteria used to assess the credibility of the information in all aspects which had a high level of relationship (see Table 7).

*Hypothesis 4: Format of information presentation on the beauty web board, the website Pantip.com* There was a relationship with the criteria used to assess the credibility of the information. It was found that each factor of the format of information presentation on the beauty web board, the website Pantip.com was related to the criteria used to assess the credibility of the information in all aspects which had a high level of relationship (see Table 7).

*Hypothesis 5: The criteria used to assess the credibility of the information was related to the purchase of products* It was found that the criteria used to assess the credibility of the information was related to the purchase of products which had a moderate level of relationship (see Table 7).

**Table 7:** Pearson Correlation in Terms of Attitude towards the Inquirer's Experience and Information, Format of Information Presentation, Criteria used to Assess the Credibility and the Purchase of Products

Correlation Coefficient		Attitude towards the Inquirer	Presentation Format	Assessment Criteria	Purchase of Products
Attitude towards the inquirer	Pearson Correlation				
Presentation format	Pearson Correlation	.724**			
Assessment criteria	Pearson Correlation	.700**	.795**		
Purchase of products	Pearson Correlation	.586**	.604**	.672**	

\*\* Correlation is significant at the 0.01 level (2-tailed)

## Conclusion and Discussion

The factors, in various aspects that were related to the criteria used to assess the credibility and the purchase of products, were divided into five aspects namely 1. Demographics 2. Behavior of information usage 3. Attitude towards the inquirer's experience and information 4. Format of information presentation and 5. Credibility of the information.

In terms of the demographic factor, it was found that gender was the only factor that had no relationship with the criteria used to assess the credibility of the information. Since most of the respondents were female, their interests or opinions were in the same direction. Also, in terms of the occupation, age, and average income, all these three factors were consistent because most of the respondents were students and private company employees with income between 10,000-30,000 baht and aged not over 34 years old.

In terms of the behavior of information usage, three factors were not related to the criteria used to assess the credibility of the information namely access frequency, access status, and access objectives. Because the questionnaire respondents answered



quite a multitude of questions in the same direction such as the access status of irregular customers was more than 60%, as well as the access to usage more than 1-2 days a week, and the access objectives to follow and read information/seek information only was more than 80%. As for the length of service and the duration of usage, there were similar criteria used in the assessment namely the writing and conveying skills of the topic inquirer. To keep users with the website longer, web administrators may make the web active and more useful.

In terms of the attitude towards the inquirer's experience and information, and the format of information presentation, they were related to the criteria used to assess the credibility of the information at a high level. It was found that the first three criteria that users paid the most attention to and found in almost all factors in both aspects were the writing and conveying skills of the topic inquirer, respect for the opinions of others or topic respondents, and unbiased content. Based on other similar research studies, it was found that these three criteria were the ones users paid attention to as high priority. This probably was because those who used the website Pantip.com wanted to use and find information from people with real experience without bias. Reading comments and exchanging ideas with others, users assessed credibility and made decision to purchase products afterwards. To make clear to users in term of experience of inquirers, a website may rank inquirers based on expertise level.

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