

Independent Study Title	FACTORS INFLUENCING INTENTION IN PURCHASING CHAPTERS OF ONLINE LITERATURE: A CASE STUDY IN THAILAND
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ABSTRACT

The purpose of this study is to examine the factors that influence intention to purchase chapters of online contents in Thailand. This study is based on descriptive research through an online survey in November 2017. The participants were the users who had experiences on free-based online literature platform through websites and mobile applications in Thailand. A total of 154 persons participated in this survey.

The findings suggest that purchase intention of online literature is directly influenced by the perceived value and indirectly affected by the perceived benefit and perceived sacrifice. Besides, the perceived value is directly influenced by the perceived benefit, perceived sacrifice, and indirectly affected by the favorable attitude from social norms, emotional attachment to content creator, and functional dependence on platform. Furthermore, these three factors have direct influences on the perceived benefit which is also indirectly affected by the functional dependence. The functional dependence itself also has a direct effect on the emotional attachment to content creator.

However, as this research is based on Thai online literature platform and the majority of participants are female, the practitioners should be aware that the

findings may not explain behaviors of foreign users, behaviors of male users, and could not be applied with other platforms. Future research should resurvey users on the platform when the market becomes more stable, find additional factors that affect the emotional attachment to content creator, and further study the factors influencing functional dependence on platform. This research would help the practitioners as a guideline to improve products and services in accordance with the findings. As this research is one of a few papers about Thai online literature platform, this research combines Value Intention Model, Status Quo Bias Theory, and Integration of Attachment Theory and Socio-Technical Systems as they have never been studied together before.

Key Words: Chapter Purchase, Freemium, Online Literature, Fee-Based Platform, Paid-Online Content

