

**THE FACTORS OF PRESENTER THAT CAN AFFECT  
INTENTION TO USE E-COMMERCE PLATFORM OF  
CUSTOMER**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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**THE FACTORS OF PRESENTER THAT CAN AFFECT  
INTENTION TO USE E-COMMERCE PLATFORM OF  
CUSTOMER**

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## **THE FACTORS OF PRESENTER THAT CAN AFFECT INTENTION TO USE E-COMMERCE PLATFORM OF CUSTOMER**

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### **ABSTRACT**

The objective of this paper is to studying the factors of the presenter that can affect the customer, in order to identify the factors of the presenter that have a relationship with the intention to use the e-commerce platform of the customer. Furthermore, it will be beneficial by giving direction to e-commerce platforms in being able to identify presenter preference to communicate to customers and make customers turn to use e-commerce platforms and also know the presenter that can attract to target customers.

According to this research based on previous research, the upcoming hypothesis projects that there are three factors having potential to affect the intention to use e-commerce platforms of customers which are: The source of credibility, Congruence in presenter, and Attitude toward presenter. Therefore, this research uses qualitative methods with 8 interviews conducted with two parts of people, e-commerce platform and customer.

**KEY WORDS:** - E-commerce platform / Presenter / The source of credibility /  
Congruence in presenter / Attitude toward presenter / Brand Image /  
AIDA Model

29 pages

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## **CHAPTER I**

### **INTRODUCTION**

Nowadays, the internet has a huge impact on the way we live our lives. It can be seen that almost every transaction is done through the internet, whether it is a purchase, sale, payment or other transaction, all of them have transactions through the internet. Therefore, it cannot be denied that the internet is almost a part of our lives. With the importance of the internet due to the fact that people can access the media more easily, ease of access to various information resulting in what is now known as Electronic Commerce or E-commerce. E-commerce is electronic commerce that does business by trading products or advertising through electronic media. In the past, it was popular to use channels through various media such as television, radio, but nowadays the most popular electronic media nowadays is the internet. There are many forms of doing business through e-commerce such as doing business between business and customer, also known as B-to-C (B2C), business-to-business which is also known as B-to-B (B2B). But doing business via e-commerce is the most popular way of doing business between businesses and customers or B-to-C (B2C).

Moreover, people tend to buy stuff online due to the advancement of technology that facilitates people to shop anywhere and anytime by using the internet. Plus, people spend more time on their mobile phones every day, so online shopping has become very popular and has a tendency to increase compared to offline shopping. As a result, online shopping platforms have become more popular nowadays. Not only does the customer choose a store for their products, and the e-commerce platform also plays a part in their purchasing decisions, whether it is the convenience of accessing the platform, ease of use, various discounts that the platform provide to customers or even the use of the presenter, both affect the decision to choose the e-commerce platform.

E-commerce is one of the most exciting businesses in the world, especially in Thailand. It can be seen from the analysis of Kasikorn Research Centre in 2022, it is predicted that the growth of e-commerce businesses in Thailand will expand by 13.5



percent compared to the previous year, which accounted for a market value of 5.65 billion baht and still tends to expand continuously. In particular, business-to-customer e-commerce (B2C) grew at a rate of 16 percent, up from a year-on-year growth of 14 percent. The fact that business-to-customer e-commerce is the lifeblood of e-commerce in Thailand is because entrepreneurs want to communicate and sell products and services directly to customers.

Although the e-commerce business is interesting and is a channel through which sellers can communicate with customers directly and is the business model that many businesses have turned a lot of attention to. But this much attention was followed by intense competition in the market as well. Thailand's e-commerce market consists of businesses that control consumer purchasing power, known as JSL, consisting of JD Central, Shopee and Lazada. It can be seen from the fact that each of them has invested enormously in order to attract consumers to the platform and also encourages customers to buy online. Whether it is to provide various promotions which is evident from the promotion during the Double Day campaign or giving special privileges to customers to attract customers to use the platform. Although each platform offers different promotions to its customers, that is still not enough to be able to compete in the fiercely competitive e-commerce market. Therefore, many platforms have to find strategies or methods to attract customers to choose their platforms. Which is another interesting strategy that many platforms choose to use the presenter to promote their own platform.

Presenter is the person who represents the brand or agents of goods or services who promotes, the presenter is almost like a representative of a brand or a business, who is like someone who sends a message to customers by virtue of reputation, fame, or follower base in communicating to the target audience. Most of the presenters tend to be quite famous people. In the past, most presenters were actors, actresses or singers, but in the present, the role of the internet and use of social media which seems to be part of the life of people in the present make the presenter not only limited to actresses, actors or singers, but also other famous people, whether celebrities or influencers, that the brand has brought as a presenter to reach more customers and easier.

Using a presenter is another strategy that many businesses use to promote their business. By choosing the reputation of the presenter to attract customers and also expanding a new customer base due to the presenter's followers or people who like them

in person. This makes it easy for businesses to get the attention of their customers and has received the attention of many customers who follow the presenter. In addition, presenters are considered as another channel that businesses use as a medium to communicate the image of the business to customers. and use the presenter to create more business memories And it is also another way to build credibility of the business as well.

For example, Konvy, an ecommerce selling beauty product, uses the presenter of Korean superstar Cha Eun Woo to communicate the brand's image through the presenter's character. With a bright and cheerful appearance and care about the people around to, convey the brand's care to its customers and the use of presenters with good appearance that is accepted internationally that reflects the products that Konvy sells in the platform that will be able to create a look that allows customers to look better like a presenter. Meanwhile, Shopee uses Nadech and Yaya, Thailand's leading superstars to increase the credibility of the brand or pull Cristiano Ronaldo as a presenter for Shopee to expand more new customers. It can be seen that each platform is aware of the importance and sees the benefits of using the presenter which can generate benefits in many dimensions to the platform. Therefore, it cannot be denied that the presenter also plays an important role that can influence a customer's choice of ecommerce platform.

Due to the various e-commerce platforms use presenters, whether it is to promote or to attract customers to the platform. It can be seen that the presenter plays an important role in the e-commerce business but not everyone can be a presenter of an e-commerce platform. Choosing a presenter is important and requires caution and concern in many aspects. Because the presenter is the person who reflects on the brand or platform, customers tend to look at the brand image from the presenter they use, so the aspect of choosing a presenter is very important in choosing to use the presenter each time. It's not easy to choose each presenter to make the customer decide to use the e-commerce platform of each brand. Because each customer has different needs. Therefore, the presenter chosen by the platform should be the one who can make the most of their customers or the brand's target audience decides to use that platform. Thus, factors or elements in choosing a presenter therefore need to be taken into account to be able to attract as many customers to use the e-commerce platform as possible is the

reason for this paper. In order to find out what factors the presenter can influence customers in choosing the e-commerce platform.

This paper focused on the factors of the presenter that can influence the choice of e-commerce platform and see the significance of the factors of the presenter that can affect both directly and indirectly to the intention to choose the e-commerce platform of the customer. To study factors that impact the choosing of an e-commerce, the writer has come up with the 3 main factors which are the source of credibility, congruence in presenter and attitude toward presenter that can affect the intention to use the platform of the customer by passing from the image of each platform.

And also this paper study on whether the use of presenters can affect the choice of e-commerce platform can be referenced from marketing's theory on AIDA Model theory. Which using presenter can create the attention of customer on e-commerce platform that can make customer interest and create desire to buy and lead to the action of customer in term of using the e-commerce platform that according to the theory that customer have to have the awareness and lead to the interest, then making a decision and can create the repeat purchasing. That makes the reader clearly understand which factor of customer can influence the choosing an e-commerce platform and also benefit e-commerce platform to use the result of this paper as a reference to choose the presenter to be used to promote their e-commerce platform more efficiently that can lead customers to use their platform.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 E-commerce platform**

E-commerce or Electronic Commerce is a transaction that relates to trading the product or service via using the internet (Shahriari et.al., 2015). Not only trading product or service through various types of electronic media, especially network internet (Shahriari et.al., 2015) but also including the various transactions on the internet by using the website or application as a medium for presenting goods and services, including communication between buyers and sellers. Make it easy for service users to access the store. E-commerce that is mostly well known in Thailand is Shopee and Lazada which is the e-commerce that has been successful in Thailand and is the e-commerce the Thai people are using the most.

#### **2.2 Presenter**

Presenter is a famous person that is accepted in the public that brands or businesses use to create awareness of their customers (Luangorachorn, 2020). It is also used for communicating with customer groups. According to McCracken (1989) that gives a definition of presenter as “any individual who enjoys public recognition and who uses this recognition when they appear in the advertisement, in front of the consumers” and it is also a person who is outstanding, attractiveness and reliability. The presenter is also a famous person that many businesses or various brands use as a marketing tool to get customers brand awareness and to make customers remember the brand. This will lead to the purchase intent of the customer that the presenter has a better ability to do these things than using a non-famous person (Bhatt et al., 2013).

The presenter has a huge effect on the brand, but it also can affect the brand in terms of vampire effect. Agrawal and Kamakura (1995) said that the reputation of the presenter can directly affect the reputation or the image of a brand. If the presenter has

negative publicity, it will cause the credibility of the brand and vice versa if the presenter has positive publicity, it can increase the reliability of the brand. This vampire effect shows the result of the presenter is like a mirror of the brand because it represents the brand. Therefore, the presenter needs to have a good image to promote the image of the brand to be better and it is also necessary to build brand credibility that will give customers confidence in choosing that brand.

### **2.3 The source of credibility**

Credibility is the information of the presenter that can influence the belief or the perception of the presenter. Which credibility is passed from the speaker to the listener where credibility is judged by the perception of the listener's mind (Bhatt et al., 2013). It also shows the trust consumers gain from the expertise and experience of the communicator. (Majeed and Razzak, 2011). Lim et al., (2017) also said that a reliable endorser will lead to more positive perceptions among consumers. The source of credibility contains 3 main components which is trustworthiness, expertise and attractiveness (Bhatt et al., 2013). Trustworthiness is the credibility or honesty of a celebrity towards the product or service that he or she is endorsing. Where celebrity messages are more effective when celebrities are reliable. In addition, credibility also directly affects the image of the product or service or a brand that he or she is endorsing (Bhatt et al., 2013). Majeed and Razzak, (2011) said that the trustworthiness of a celebrity must consist of code of conduct, honesty, sincerity, honesty and faithfulness. Expertise can represent the knowledge and expertise of celerity including the experiences the endoesor has had in the past on that matter (Sheeraz et al., 2012). It could be a logical factor with the product. and make the celebrity more reliable for consumers (Hundal and Kumar, 2015). This can affect consumers' ability to recognize brands. Leads to the ability to create intention to buy of customer (Sheeraz et al., 2012). Attractiveness is the outside image the customer can see by the customer's eyes such as the appearance, personality will be the image of the presenter that can be tangible to the customer (Majeed and Razzak, 2011) which can include facial presenter's appearance or physical attractiveness of presenter (Bhatt et al., 2013). The attractiveness of the



presenter will cause attraction in the presenter of the customer to make them more interested in products or services or brands (Sheeraz et al., 2012).

## **2.4 Congruence in presenter**

Congruence in presenter is the match up of presenter even the matchup between presenter and brand the presenter is relevant to the product or brand or the matchup between presenter and customer that presenter is match with the customer or the similarity of presenter and the customer. Fleck et al., (2012) give an explanation of congruence as a “highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand”. It has also been studied that presenters are suitable for the product. It is more effective at attracting customers compared to the case when celebrities and their products are not related (Jatto, 2014). Moreover, the congruence between the presenter and the brand also affects the brand image in terms of communicating the brand's image to the customer, which can attract customers to come to the brand. Including the consistency of the presenter and the brand can also increase the credibility of the brand as well (Pradhan et al., 2016).

## **2.5 Attitude toward presenter**

Attitude is an individual pleasing and unpleasant value judgement which can directly impact behaviour and beliefs of each person and also can influence the intention of a specific behaviour in the same direction (Wang et al., 2017). Attitude toward the presenter shows the attitude that customers have with each presenter that can affect the positive and negative to the presenter which have a significant effect on the intention to buy of customers (Attia, 2017). It can be defined as an individual internal assessment of each customer towards each presenter. The attitude toward the presenter contains many components, such as the likeable, the political opinion, the perception of the presenter, presenter image and the morality of the presenter.

## **2.6 Brand Image**

Brand image is the overall perception of the customer of the brand through the experience that customers have received from brand expression (Pratama et al., 2019). It also includes the memories that customers have about the brand in the past (Mbetete and Tanamal, 2020). The brand image can increase the credibility of the brand. And it also gives customers more confidence in the brand or products or services that the brand offers to its customers. Which brands must take into account the needs of customers and must respond to the internal needs of the customers to build confidence and enhance the brand image even further (Rahi and Ghani, 2016). And also, should be the element that brands have to concern because it can create a competitive advantage to the brand which leads to the intention to buy from the customer (Pratama et al., 2019).

## **2.7 AIDA Model**

AIDA Model is a model that represents marketing activities which can describe marketing activities and advertising as well. And also represents the hierarchy of awareness events when a customer receives an advertisement or brand things (Hadiyati, 2016). Although it shows the effect of advertisement or the media that customer gets (Oktiani et al., 2022) AIDA is derived from A=Attention, I=interest, D=Desire, A=Action. The use of AIDA Model can attract consumers' attention, which ultimately leads to the purchasing decision process. Attention is to make the target audience aware of the product. Once the customer group is aware, the next step is to create interest in the product, which is Interest, attracting more customers to be interested in the product. Desire is to make customers want to have a product craving which often uses emotion to make decisions. The final part of the AIDA Model is Action to make the customer actually buy the product which is the final version of this model.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design and Methodology**

To study factors of the presenter that can influence the choice of e-commerce platform, the writer has used the primary research, secondary research and qualitative method to gain the information to clearly understand the topic. The qualitative method that has been used on this paper will conduct via online interview with 2 group of interviews which is a marketer who have work in e-commerce business and another group of interviews in the customer who has experience in using e-commerce platform. In the group of interviews of marketers who have worked in e-commerce business, the writer has conducted with two people. And the group of customers has conducted with 6 people. With a different group, this research uses a different set of questions in order to get the opinion in different perspectives under the same factors.

The qualitative method that will conducted in-dept interview of the interviewees is proper to this study to gain the information of the interviewee that got from their experience and understand the opinion of interviewee and also the interviewee can answer questions on their own without limiting the scope of the answer, making it possible to receive the most truthful answers arising from the thoughts of the interviewees. The data will be collected from the insight of each interviewee to understand the opinion of the topic that each interviewee has about the factors of the presenter that can influence the intention to use an e-commerce platform. The question of the interview will be based on the primary and secondary research that the writer had gathered in the previous chapter with an open-ended question to make the interviewee feel free to expose their opinion can make the writer get the more the idea to answer the question of this paper.

### **3.2 Data Collection and Sampling Plan**

To find factors that affect the intention to choose an e-commerce platform on using a presenter, asking the marketer who has worked at e-commerce business will help to get the idea of each e-commerce platform having which criteria to choose the presenter that will be effective to make the customer choose their platform. And also asking the customer that have used an e-commerce platform can find the factors of the presenter that can influence them to choose the ecommerce platform. The interviewee of this paper will have 2 marketer and 6 customer who has a difference background, so the personal background of each interviewee has the detail below;

#### **3.2.1 Selected Marketer**

Interviewee 1: Ms.Mary (Female)

Interview date: June 20, 2022

Location: On the call

Duration: 25 minutes

Personal information: Mary is 26 years old and lives in Bangkok. Mary has worked as a senior marketing of product SPayLater of Shopee. She has worked in marketing for 3 years, with the expert of the marketing make she has a knowledge of marketing and also she is the part in selecting the presenter to promote the product in each campaign.

Interviewee 2: Mr.North (Male)

Interview date: June 25, 2022

Location: On the call

Duration: 40 minutes

Personal information: North is 27 years old and is the owner of a digital agency “Nativejump”. North has worked closely with the influencer and in terms of finding the presenter to the brand and also deeply understands in e-commerce and SME business.

#### **3.2.1 Selected Customer**

Interviewee 1: Ms.Mint (Female)

Interview date: June 20, 2022

Location: On the call

Duration: 20 minutes

Personal information: Mint is 27 years old and lives in Bangkok. Mint has worked as a sales management position at JD Central. Mint is strongly in using e-commerce platform that she has used more than 4 times per month and likely to shop fashion stuff in e-commerce platform.

Interviewee 2: Ms.Gee (Female)

Interview date: June 19, 2022

Location: On the call

Duration: 45 minutes

Personal information: Gee is 26 years old and lives in Bangkok and works as a freelancer. She has used e-commerce platforms mostly from Shopee and Lazada and she is a heavy buyer. She would like to seek some new e-commerce platform to explore more about the product.

Interviewee 3: Ms.Mai (Female)

Interview date: June 22, 2022

Location: On the call

Duration: 40 minutes

Personal information: Mai is an officer who is 27 years old. She has experience on e-commerce platforms that like to buy stuff online due to her work that does not have time to shop online. She likes to buy the clothes via e-commerce platform because it is easy to select and can compare the price.

Interviewee 4: Ms.Oylze (Female)

Interview date: June 23, 2022

Location: On the call

Duration: 35 minutes

Personal information: Oylze is 26 years old and is an owner of the business. She has experience on shopping online especially from Shopee and

Lazada. She is the fanclub of the singer which can make her be the person who can be influenced by the presenter.

Interviewee 5: Mr.Zeegame (Male)

Interview date: June 24, 2022

Location: On the call

Duration: 25 minutes

Personal information: Zeegame is 26 years old and lives in Bangkok.

He has the experience to use e-commerce platforms and mostly use the e-commerce platform when they have a promotion on Double Day.

Interviewee 6: Mr.Gott (Male)

Interview date: June 25, 2022

Location: On the call

Duration: 30 minutes

Personal information: Zeegame is 28 years old and lives in Bangkok.

He works at the start-up company and mostly uses e-commerce platforms to buy stuff and he also has an online shop to sell his clothes.

### **3.3 Interview question**

#### **3.3.1 Background**

1. What is your current job, and what position do you work in?
2. Why do e-commerce platforms have to use a presenter?
3. In your opinion, what is the purpose of using a presenter in an e-commerce platform?
4. In your opinion, how important is the presenter?
5. What is your personal opinion of using a presenter in marketing?

### **3.3.2 Brand image**

1. How do you think the presenter affects the brand image?
2. What kind of presenter would you like to see on the e-commerce platform?

### **3.3.3 Congruence in presenter**

1. For you, is it necessary that the presenter is the same as the brand he promotes?
2. Presenter selection time Is it necessary to choose according to the personality of the person using the ecommerce platform? What is the selection principle?

### **3.3.4 The source of credibility**

1. For you How reliable is the presenter?
2. What do you think of the presenters having to choose what they promote?
3. How does the rumour of the presenter affect you as consumers?

### **3.3.5 Attitude toward presenter**

1. What are your views on the politics and ethics of the presenter?
2. As a consumer, did you take the presenter's political and ethical issues into consideration when choosing an ecommerce platform?

### **3.3.6 Intention to use e-commerce platform**

1. What kind of presenter will make you choose that ecommerce platform?
2. How much does the use of a presenter affect us when choosing an ecommerce platform?

## **CHAPTER IV**

### **RESEARCH FINDING**

After interviewing 8 interviewees mentioned in the previous chapter, there are many interesting points that can help to understand the topic of this research about the factors of the presenter that can affect using e-commerce platforms. This chapter will gather all of the information gained from the interview, even the insight of the marketing part and insight of customer view, then analyze all of the points that give a detail which is necessary to the context of this research.

#### **4.1 Presenter is e-commerce platform's representative**

E-commerce platform which provides a product or service to the customer, some e-commerce platforms sell many products such as Shopee or Lazada. Therefore, to communicate the identity of a brand or a product, it is difficult to communicate with every product available on the platform. And if the platform chooses to communicate to the brand by focusing on each product it can confuse customers as to what the platform wants to convey to them. In addition, the e-commerce platform is an electronic platform that is unable to communicate or forward the information by yourself. Thus, there is a need for a means of communication from the platform to the customer. Accordingly, it is very important to have an intermediary in communication between the e-commerce platform and the customer. What is popularly used as a medium for communication that many platforms use is the use of presenters. It's the one who will pass on what the e-commerce platform wants to tell its masses so that the messages that are sent out reach the customer completely.

In the current case the use of presenters has been chosen by concern in which message the brand wants to send to customers and the direction of each e-commerce platform that they want to target in each target group. Because the presenter is not anyone who will be the presenter for the platform. Choosing a presenter is therefore



necessary to take into account the direction of the desired platform. And must take into account the group of customers that the ecommerce platform wants to pass on something. According to Mr.North, *“When choosing a presenter, we have to see if his or her character matches the brand character or not and must see the direction of what the brand was like at that time? Because we have to use the presenter to help adjust the brand image”*. This encourages the selection of presenters to be carefully thought out in order to be able to forward a direction. of the platform to the customer.

Which corresponds to Ms.Marry that she said *“Presenter as key important to be able to represent a brand that is a personality type of brand that can link to the target group of customer to make them feel one with the brand in the same way”*. When customers feel part of the brand and are able to access the brand's message. This will help the e-commerce platform to be able to attract more customers to use the platform.- And Ms. Mary also said *“How do customers see the brand and how much do they understand the personality of the brand? It depends on how well the presenter is able to pass on the brand's personality through their personality. Which the use of the presenter will make the customer aware of the awareness that has more to the brand as well”*. It shows that a presenter is one of the most necessary points of an e-commerce platform to represent the brand personality or message to the customer target group that can make customers understand the e-commerce platform more clearly and also can lead them to using the platform compared to not using a presenter.

#### **4.2 Presenter is e-commerce platform’s representative**

Credibility is an important thing that we have to be concerned about, especially in e-commerce platforms that have sold the product to customers, credibility is very important. to make customers trust and decide to use that e-commerce platform. According to the previous finding, the e-commerce platform is only an electronic platform, not a human that can tell customers that they have credibility, because customers cannot believe whether the platform is reliable or not. And also, in previous findings that find out the presenter is an e-commerce's representative; therefore, the presenter is used to make the brand more credible.



Ms.Gee said about the credibility of the presenter *“Because the presenter is the image of the brand that will say how reliable the brand is. Therefore, choosing a presenter should pay attention to the credibility of the presenter, because if the presenter is not reliable or has bad news, it will result in the brand looking bad as well”*. It can be seen that the customer side is focused on the credibility of the presenter. This affects the decision to choose the e-commerce platform of the customers. The credibility of the presenter must be something that has been accumulated over a long period of time. It must also be visible to the public and recognized by most people. The more credible the presenter that is accepted by society, as a result, the e-commerce platform will be more reliable. This credibility is an important factor that will improve the image of e-commerce as well.

Another thing that shows that the presenter is credible is the presenter uses what he or she really promotes in his daily life. As the word of Mr.Gott *“A credible presenter has to be engaged in what they promote. This means having direct or indirect experience. For example, if a male celebrity is a Shopee presenter, they should have a leaked photo or mention to Shopee on his social media”*. Which was consistent with what Ms.Mai had mentioned *“I think that a credible presenter is someone who has to use the products they promote in their daily lives”*. What Mr.Gott and Ms.Mai talk about shows that the customer cares about what the presenter is promoting, that it is actually used in daily life or not. And when that presenter uses what he or she promotes in everyday life, it will make the image of the product or services that he promotes better. The analysis of the interviews obtained show that the presenters who use the products or services they promote, will make the presenter more reliable and accepted by customers. This results in the image of the e-commerce platform to have a better image. Due to the use of a reliable presenter, gives customers more confidence to use that e-commerce platform.

### **4.3 Political opinions greatly influence customer choice**

In today's era where people have more access to information including the advancement of technology bring people closer together. Which has contributed to making celebrities or people so closer to people as well. Enabling people to be able to

pull in their lives or the ideas of celebrities even more. So, whether it's personal opinion on any side of the celebrity makes people more aware and take this into account when choosing to follow a celebrity. Especially political opinions, which plays a very important role in choosing to follow a celebrity of people at present. According to Ms.Mint *“For me, politics is quite important in choosing to follow someone. Because if he or she has a political opinion that does not match me, I choose not to follow them and if they are a presenter of what brand I choose not to use that”*. Other interviewees also said in the same way as Ms.Mint, that all of them are concerned in the political opinion of the presenter, if they do not match with their opinion they choose to not follow and not support a product or service that celebrity promotes. Also in e-commerce platforms, if the presenter that they use has an opposite political opinion with the customer, the customer will stop that platform and turn to another platform because they do not want to support the presenter that does not match the political topic.

#### **4.4 Congruence in presenter**

It is important that the presenter has to match with the brand or the customer. From observation from the interviewee, they said if the presenter matches with the brand of the product that they promote it will make them have more confidence to use that brand or the product. Ms.Mai said *“Personally, I think it's very necessary that the presenter has to match with the brand because it should be connected. Because if they don't match, they will make me feel conflicted and insecure. And if the presenter matches the brand will make me more interested and want to buy more”*. Which corresponds to the interview Mr.Zeegame said that *“The presenter must match what they promote, for example if it is an e-commerce platform but took the old man as a presenter I will feel strange. Because it seems to be a platform that is suitable for using technology, when taking an old person as a presenter, I will not feel very inclined.”* It shows that presenters have to match in what they promote because it will help to increase the trust or confidence of the customer and also make customer interest in the brand or product more. In addition, if it not has congruence in presenter, it cannot create the emotion to customer, customer will not interest or pay attention to the brand or product which mean the presenter cannot communicate the message or information to customer good enough.

#### **4.5 Personal preference directly influences the intention in choosing a product or service**

From the observation of this research, the preference for the presenter is clearly shown to influence the choice of the product or service of the customer. That is, if the customer likes any presenter very much, then is ready to support all activities of the presenter whether it is a work or what he or she promotes with. By those customers ready to support that presenter strongly because it is believed that it expresses the feelings of love and support towards the presenter. Which corresponds to Ms.Oylze interview, who is a big fan of Jackson Wang the international artist, she said *“If Jackson is a presenter for anything, I'm ready to fully support him. For example, if I normally use Shopee, but if Jackson was the presenter of Lazada, I would immediately switch to Lazada without any qualms”*. For Mr.ZG's part, he spoke in the same way as Ms.Oylze *“I'm a fan of Korea's boy band Enhypen, if they're a presenter for something, I will choose to use that immediately. Because for me if my favorite person is a presenter, it will give me more motivation to use it”*. The data shows that the customer's preference for presenters directly affects the choice of customers. So, in terms of e-commerce platforms, if the platform chooses a presenter that matches the customer's preferences it can make customers more motivated to use the platform. Which to use the presenter that meets the customer's preferences should take into account the target customers of the platform. Choosing a presenter with a fan base is another important part that promptly resulted in more customers choosing to use the platform.

#### **4.6 Consumers and service providers have different opinions on the rumors of presenters**

Various rumors about celebrities whether it's a good thing or a bad thing, it affects that celebrity, and people, as receiving messages, use their own bias to judge. Therefore, celebrities themselves have to act in such a way that they do not spread bad rumors. Because bad news occurs, people are ready to give up their support immediately. Which will affect reputation and future works. In terms of being a presenter, rumors also have an impact both to the presenter themselves and to the brand

they are presenting as well. If there is an incident where there are inevitable rumors that are bad, customers want to take responsibility for what happened both from the presenter itself and from the brand itself. From the observation, customers want the brand to take action in what their presenter did. As Ms. Mint mentioned *“If the presenter has a rumor, brands should immediately come out with a reaction, whether it's explaining what happened or showing responsibility for the incident. Because it will make me feel that the brand cares about the customers and did not ignore the incident”*.

The brand side has a different opinion from the customer side. Ms. Mary who currently works at Shopee said *“When the presenter has a rumor no matter what we will have to see that the rumors that happened, has that presenter brought our brand to that rumor or not. If the rumors arise the brand is not involved, the brand itself will not come out to clarify or have any reaction”*. Mr. North also said the same thing *“If there is news of the presenter and they did not take our brand to do anything wrong or did not breach the contract, we did not come out to react and leave it as a personal matter for the presenter”*.

It indicates that on the customer's side and the side of the brand itself, there are different opinions on the presenter's rumors. The customer side wants the brand to come out and take action as soon as the rumors arise. Regardless of whether the brand is relevant or not. But on the side of the brand, if the rumors that arise and brand not involved in that rumor, brand chose to leave it as the subject of the presenter. The different views make it a current issue, that customers often call for brands to react to rumors that occur to the presenter and when there is no brand action it will result in customers having bad feelings about the brand and feel that the brand is not responsible for what happened. Which leads to the boycott on that brand as we can see today. Customers will boycott a particular brand if the brand does not come out and take action.

#### **4.7 AIDA Model**

When applying the AIDA Model to the use of presenters of ecommerce platforms. It can be seen that the use of the presenter is another form of e-commerce



platform advertising by using a person. The use of the presenter affects the decision-making process based on the AIDA Model at different levels.

#### **4.7.1 Attention**

Presenter is directly affected by the attention of the customer. Because using a presenter can gain the attention of customers easily. Due to the followers of each presenter that have a huge group which can make use of the presenter to create a wider awareness and can attract a lot of engagement. From the observation, everyone is in the same voice that using a presenter can increase customer brand awareness. The more famous the presenter, it will greatly affect the perception of the customer. Due to the large fan base, it generates good engagement. According to Mr.Gott *“I think using the presenter can attract a lot of attention. Because in the highly competitive e-commerce market, if any brand uses the presenter, it will make me feel that that brand has more value and also makes me see this brand more than other brands as well”*. Evidence indicates that presenters play a huge part in building customer attention which has a huge impact in this section compared to other parts.

#### **4.7.2 Interest**

From the observation, customers will be more interested if the presenter is a very famous person and is known to the masses. It is evident from the interview of Mr.Zeegame *“If a brand uses a presenter that has a good reputation and is very popular, it makes me feel that the brand has invested a lot in choosing the presenter. I think that the brand has the intention of using the presenter. And will be more interested in that brand into what they sell, make me start to want to know more brands or products”*. It shows that the presenter has an effect on the interest of the customer, making the customer want to know the brand more and seeking information to understand the brand. For e-commerce platforms, using a presenter can gain the interest of customers to lead customers to the platform. Make them come to see the product on the platform and use the presenter to pave the way to offer a product or promotion to customers easily and lead to make a decision to purchase the product on platform.

### 4.7.3 Desire

The desire to use an e-commerce platform can come from many things. The use of a presenter is another factor that will make customers want to use the e-commerce platform. From interviews with interviewees, they all say the same thing that using the presenter creates more desire to use e-commerce platforms. Because sometimes the use of presenters to help advertise or talk about promotions makes them want to buy more products from the platform. The use of the presenter gives more incentives to use the platform and the use of a popular presenter leads to more brand preference because the customer's liking for the presenter makes it easy to pass on the likes to brands.

### 4.7.4 Action

The final stage in offering a brand's products or services is to drive customer purchases. This will be the last step for brands to close the sale. The use of the presenter has a huge impact on the action of the customer, especially the presenter that those customers like very much. From the results of the interview, the interviewee on the customer side said that if the e-commerce platform uses a presenter that he likes very much, they will immediately decide to use that e-commerce platform and will decide to buy products on that platform regardless of price or any promotion. Which corresponds to the interview of Ms.Oylze who said *“What if Jackson became a presenter? I will decide to buy it immediately whether the product is necessary or not. That is, if Jackson is the presenter of Shopee I will use it for shopping although Lazada is cheaper”*. Which results shows that the presenter has a very important effect on the customer to take action to make a decision to buy a product or service.

## **CHAPTER V**

### **CONCLUSIONS / RECOMMENDATIONS**

#### **5.1 Conclusion**

The study in this research to study which aspects of the presenter can affect the choice of the ecommerce platform of the customer. In order to find out what factors can influence customers to choose the most popular e-commerce platform as the topic of this research “The factors of presenter that can affect intention to use e-commerce platform of customer”. The authors collected data through qualitative research in order to gain insights and get to know the perspective and the opinions of the interviewees. This will be a telephone interview which is divided into two groups: a group of customers with a total of 6 interviewees and a group of people working in relation to the use of presenters. There was a total of 2 interviewees. Interviews with both groups received information from all parties and made it possible to understand and answer the questions on the topic of this research.

The author has analyzed the data based on the literature review by interviewing the 8 interviewees and come up with 5 factors of the presenter that can affect the intention to use an e-commerce platform. The 5 factors is Presenter is e-commerce platform’s representative, Credibility of the presenter is an important part in promoting the image of the e-commerce platform, Political opinions greatly influence customer choice, Personal preference directly influences the intention in choosing a product or service, Consumers and service providers have different opinions on the rumors of presenters.

Presenter is an e-commerce platform’s representative in terms of passing to brand image. As a result of the interview, the image that customers get from the brand has to come from the presenter that they use. Customers will see the e-commerce platform like they see in the presenter. Which mean using the presenter to make customer have intention to use e-commerce platform should use the presenter that can create the good brand image to e-commerce platform and have to concern about the



direction of the brand and the target group of e-commerce platform in order to choose the presenter that can pass the direction to the customer target group more efficient. Not just choosing the presenter to pass the identity or direction of the ecommerce platform to the customer. Choosing a presenter to match with the ecommerce platform It is also important to give customers a visual memory of what the platform looks or preferences.

Secondly, credibility of the presenter is an important part in promoting the image of the e-commerce platform which means the e-commerce platform will get the credibility from the credibility of the customer. The credibility is included in many aspects, even the expertise of the present about what they promote. If the platform sells sportswear, the presenter should be the person who actually exercises in real life and the activity has to be accepted by the public. Credibility also includes the personal value of each presenter that they have to be famous and be the person who is well known in the mass media. Because a high reputation as a presenter will make the e-commerce platform get credibility in terms of it is a platform that will not deceive consumers. Because customers believe that the presenter will accept the job as a presenter for anything that must also be reliable because otherwise presenters can also suffer reputational damage in the future.

Thirdly, congruence in the presenter has an effect on the intention to use the e-commerce platform of the customer. That presenter has to match with the product or service or the brand that they promote. When the presenter matches with the brand it makes customers have more interest and leads to the intention to use an e-commerce platform. And also, customers will have more confidence with the brand more if the presenter matches with the brand. The congruence between the e-commerce platform and the presenter also affects the brand image of the presenter as well. As a result, customers will have confidence in the platform and can build brand credibility as well. All of that has a positive impact on the platform, that will be able to attract customers to choose to use that platform as well.

Next factor is political opinions that greatly influence customer choice. In the present, people have easy access to information and the gap between the famous person and even the celebrity or stars are closing in on each other. Which means people can gain a personal opinion for the celebrity more than in the past. That leads to the celebrity having to act to avoid conflicts between his or her opinions. with his followers.

Also, at present politics and ethics are very sensitive especially in the society of the young generation. Therefore, nowadays e-commerce platforms are trying to choose presenters that are rather neutral in terms of politics to avoid conflicts that may arise in the future. But on the other hand, from the interviews, there were some customers who wanted the presenters to clearly express their political views. This can be seen from the result of collecting data that customers are ready to stop using e-commerce platforms as soon as the presenter has a different political opinion. The political opinion of the presenter is the one contribution of the attitude that customers have toward the presenter. Which can determine the attitude of customers that will have positive or negative to the present. Lead to the intention to use the e-commerce platform of the customer that quite greatly affects customer intention.

Personal preference directly influences the intention in choosing a product or service is a strong factor that can influence customers to use e-commerce platforms. It cannot be denied that the popularity of the presenter is partly due to the support of the fan club who are ready to fully support their favorite people. It can be seen from the result of this research that most of the customers said that if the e-commerce platform uses the presenter that they like, they can choose to use that e-commerce platform immediately. The notion of this action is they want to support in everything the presenter they like promoter. Because they think it is a kind of support to make their favorite person successful. Some e-commerce platform sectors also use the benefit of this point that they will use the famous presenter to gain more customers. The result showed that if they use the presenter the customer likes they will get the customer to use their platform immediately. The group of customers will choose to use the e-commerce platform immediately without exception. Which can make e-commerce platforms gain a lot of sales and interest from customers even the new customer or existing customer.

The last factor that can affect the intention in choosing e-commerce platforms is consumers and service providers have different opinions on the rumors of presenters. When a platform chooses to use a presenter to promote its platform, they all want to use a presenter who has a good image, no bad news or there are no rumors that may affect the e-commerce platform. But if something unforeseen happens when the presenter has a rumor or scandals that occur, e-commerce platforms are also affected in one way or another. From the results, when the presenter has any rumors to come out

this led to conflicts regarding the take action of the customer side using the platform and the side of the e-commerce platform. The customer wants the e-commerce platform to immediately take action to show the responsibility that arises and shows the customer care of the e-commerce platform. But on the e-commerce platform, there is a different idea. If the presenter has a very bad rumor, the e-commerce platform will check whether the presenter has led the brand in connection with the rumors that have arisen. If the brand is not involved in the rumors, the e-commerce platform also chooses to leave it as a personal matter for the presenter. If the matter is not a serious offence in terms of law or crime. In this topic, it is interesting how the e-commerce platform will react if something like this happens in order to avoid the brand itself being affected to the least and still be able to keep customers.

In conclusion, the results gained from the interview show that there are many factors that can affect the intention to use an e-commerce platform by using the presenter. Each factor has an effect in different aspects and in different states of the decision. And also, it shows the conflict between the customer part and the e-commerce platform part which is an interesting point to find out the way to avoid the conflict that occurs to make an e-commerce platform offer the product or service to the customer and also the customer will be able to use each e-commerce platform instead of other platforms. This research provides the finding and the result can be beneficial to every sector to use the result to help to make the decision to choose the presenter that can lead customers to the e-commerce platform. Therefore, it can use the information to improve the efficiency of using a presenter more efficiently.

## **5.2 Limitation in the scope of study**

This paper is conducted in a few customer groups who are in the young generation and currently living in Bangkok. Which means it has a different customer group that can give a different result such as the elderly group or the people who live in upcountry that may have a different behavior or the opinion from the people who live in Bangkok. And also, interviewees in the e-commerce platform part, that the authors have the limit of the resource to gain more interviewees. If this research continues doing more in terms of interviewing more interviewees in the marketing part in various e-

commerce. It will give an interesting insight that can benefit from this research and can understand more about the factors of the presenter that can affect the intention to use an e-commerce platform for customers.

### **5.3 Recommendation**

As mentioned, the presenter has taken a huge part in creating the intention to use the e-commerce platform of the customer. So, e-commerce platforms should be considering choosing the presenter that can create more value to the e-commerce platform. Additionally, the e-commerce platform has an intense competition, using a presenter is one part to gain an intention and interest from the customer. The choosing of presenter should be clarify from the direction of the e-commerce platform and have to concern more in the aspect of the using presenter even to create more awareness or to make customers decide to use the platform immediately. Therefore, e-commerce platforms have to focus on the customer target that can relate with the presenter which can make customers relate more which can make e-commerce platforms gain the benefit from using the presenter. Another part that should be concerned is e-commerce should avoid the conflict that might occur with the customer because the customer can decide to leave the e-commerce platform easily if they have conflict with the platform.

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