THE FACTORS AFFECTING REPURCHASE INTENTION FROM UTILIZING PET INFLUENCER MARKETING ON HOME ELECTRONIC APPLIANCE PRODUCTS

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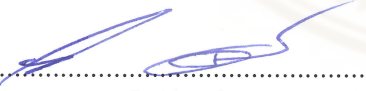
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ABSTRACT

It is essential for brands to attract people's attention and engage them with their content. In this research, we intend to identify the most significant factor that influences the repurchase intention of electronic home appliances through the use of pet influencer marketing. The study examines the impact of various factors such as content quality, attitude towards pet influencers, pet celebrity endorsement, brand image, electronic word-of-mouth (E-WOM), and trust on purchase intention. The findings of this study would assist electronic home appliance brands in developing more effective marketing strategies for electronic home appliance products by utilizing pet influencer marketing. The purpose of this study is to examine individuals residing in Bangkok and the Metropolitan Region (including Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakan, and Samut Sakhon) who have watched advertisements featuring pet influencers endorsing electronic home appliances within the last 6 months. A quantitative approach was used, and 213 samples were collected. As per the findings of the study, the most significant factor influencing the likelihood of customers repurchasing a product is pet celebrity endorsement, followed by brand image, content quality, and trust. However, attitude toward pet influencers has a negative impact on repurchase intention, indicating that customers with a more favorable view of pet influencers are less inclined to make a repeat purchase. It is essential to consider these factors while devising strategies to enhance customer retention and brand loyalty.

KEY WORDS: Pet Influencer/ Repurchase Intention/ Electronic Home Appliance

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CHAPTER I
INTRODUCTION

1.1 Introduction
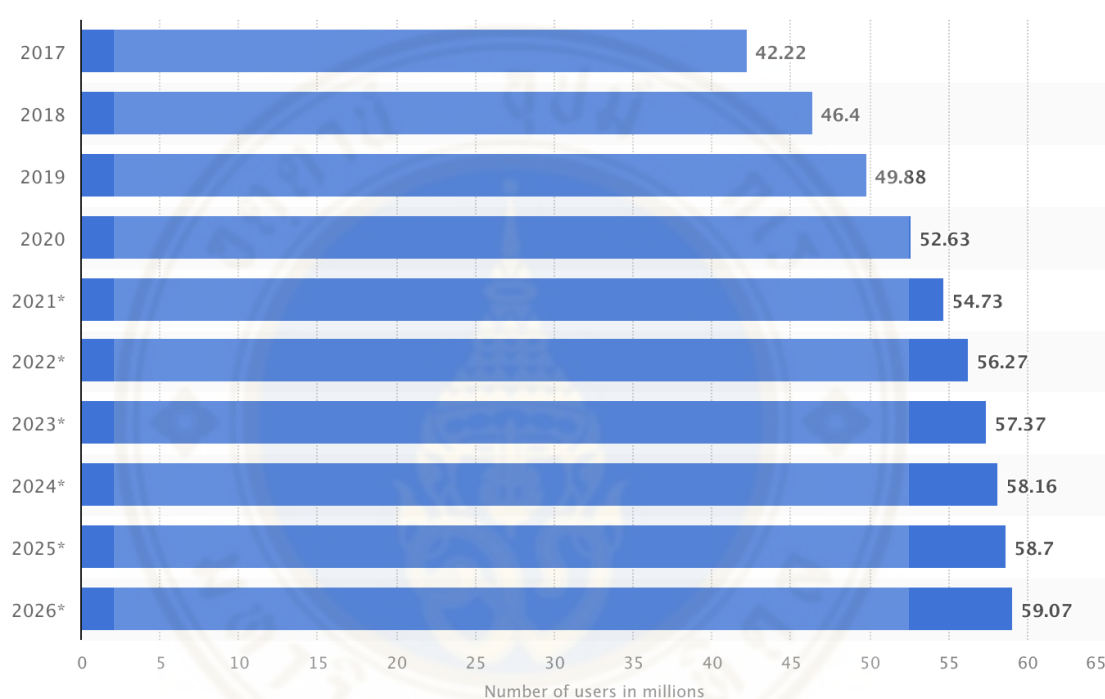
Figure 1.1 Number of social network users Thailand 2017-2026
Source: Statista (2022)

The pet industry has experienced significant growth despite the COVID-19 pandemic. Euromonitor predicts that the pet market is predicted to reach a value of 217,615 million US dollars by 2026, growing at an annual rate of 7.2%. The Department of Business Development under the Ministry of Commerce in Thailand also expects the pet market in their country to grow at an average rate of 8.4% annually, reaching a value of 66,748 million baht by 2026 (Today Bizview, 2023). The pet industry in Thailand is experiencing significant growth due to various factors, including the COVID-19 pandemic. The spread of the virus has led to an increase in pet ownership as people seek

companionship and comfort during these challenging times. As the pet market continues to grow exponentially, a new kind of influencer has emerged - the pet influencer. Many pet owners are now managing Instagram accounts for their furry friends, providing an interesting perspective on the relationship between pets and social media platforms such as Instagram (Maddox, 2021). This paper will examine the most significant factor that influences repurchase intention through the use of pet influencer marketing through social media platforms such as Facebook, Instagram, TikTok, and YouTube.

Pet influencers are individuals who specialize in featuring and promoting pets on various social media platforms. The influencer accounts run with human and pet collaboration (Myers et al., 2022). Through their dedicated efforts, these influencers have garnered a considerable following, highlighting the growing popularity of pet-related content on social media. In the digital world, social media profiles of pets managed by their owners can be considered as influencers (Berzleja & Kertész, 2019). According to Shamayleh and Arsel's (2020) research, pet influencer account managers are driven by a desire for social connection and fame to keep their accounts running. They tend to humanize their pets through storytelling and metaphors.

Figure 1 reflects the growing trend of social media usage in the country. This figure was created in 2020. Therefore, the between 2021 and 2026 are the estimated numbers. In the third quarter of 2020, Facebook and YouTube were the most favorite social media platforms in Thailand, with a combined user share of approximately 94%, surpassing other platforms like Line, Instagram, and Twitter. During that same period, Thai internet users spent an average of 8.44 hours per day online, with around 2.5 hours dedicated to social media usage (Statista, 2022). As of January 2023, the total number of social media users in Thailand amounted to 52.25 million. As of the start of 2023, the percentage of individuals using social media in Thailand was recorded at 72.8%. It is important to acknowledge that this number may not accurately reflect the actual number of unique users on social media platforms. According to data from ad planning tools of major social media platforms, 49.40 million people aged 18 and above were using social media in Thailand at the beginning of 2023. This accounted for 84.8 percent of the total population in that age group at that time (Kemp, 2023). Thai people use social media frequently, and many new pet influencers are emerging on these platforms. The growth in the use of social media is an opportunity for pet influencers to grow in the influencer market.

Pet influencers have become a popular trend in influencer marketing, primarily due to the thriving pet industry. The rise of social media has allowed regular people to share their daily lives and gain a large following, earning them the title of social media influencers (Zhang et al., 2019). Pet influencers can provide marketing benefits by promoting products or services and entertaining followers. Additionally, their cuteness can attract a global audience and generate significant income. Famous pets have the potential to earn large sums of money from brand partnerships. For instance, Venus the Cat earns an estimated 6,000 US dollars for each sponsored post, while JiffPom's sponsored posts typically generate 17,000 US dollars. Grumpy Cat utilized his social media fame to create a 100 million US dollars business through advertising and merchandise (Journalistate, 2018). However, it is not just pet-related brands that use pet influencers. Mainstream brands like Budweiser, The Body Shop, and Mercedes Benz are also eager participants (Nguyen, 2022). In Thailand, there are many famous electronic home appliance brands, such as LG, Dyson, and Philips. This paper focuses on electronic home appliance products that utilizes pet influencers' marketing. The first generation of pet influencers in Thailand was the We Are Lovely Pet channel on YouTube from the VRZO channel. Their first clip was posted on 24 Jan 2014 and has 19 million views.

Marketing through pet influencers provides a unique opportunity to obtain a highly engaged audience of pet lovers. By leveraging the power of pet influencers, businesses can effectively tap into a passionate and dedicated community that values all things pet-related. Pet influencer marketing can be particularly beneficial for brands looking to promote products or services, as it offers a direct line to a highly receptive audience (Maddox, 2021). Social media influencers have the power to influence consumers by utilizing their personal brands. (Hartama, 2021). In today's world, influencers are everywhere, present wherever there is a large consumer audience (Campbell & Farrell, 2020), and the concept has been taken a step further with the creation of influencer accounts generated by artificial intelligence or AI (Zhang & Huang, 2022; Zhang & Wei, 2021).

Many products have started to use pet influencers in their marketing strategy. The trend is not limited to pet products alone but also non-pet products as well. The concept at hand is the desire of pet owners to establish dedicated social media profiles

for their beloved companions, akin to those of human individuals. The primary objective is to capture and preserve cherished memories of their pets (Hartama, 2021). Thais accept many pets as influencers. For example, Nescafe Gold Creme uses Joommeng as a pet celebrity in a new product launch event. In other words, to the widely recognized figure of Jackson Wang, the esteemed Chinese vocalist in Thailand, Joomeng, a golden retriever, was also in attendance at the aforementioned event (Thairath Online, 2023). Featuring animals can capture the interest of potential customers without coming across as too initiative or sales-oriented (Today Bizview, 2023). In Thailand, there are many pet celebrities that people pay a lot of attention to, such as Joommeng, a golden retriever on a social media account named Japan and Friends, with 3.7 million followers on TikTok. Cielmeowmun, a cat and also a brand ambassador of Kaniva (Cat Food), has 5 million followers on TikTok. Not only are there pet products that use pet influencer marketing, but also products for humans, such as cooking sauces and coffee.

On social media, there are three types of influencers: mega-influencers (celebrities with over 500,000 followers), macro-influencers (with 50,000 to 500,000 followers), and micro-influencers (with 10,000 to 50,000 followers). Micro-influencers are sometimes referred to as everyday influencers, micro-influencers, or brand advocates (Starngage, 2019; Wissman, 2018). This paper will use the same interpretation with human influencers to indicate the level of pet influencers. There are several popular pet influencers on social media platforms like TikTok. Some of the Mega Pet Influencers include Cielmeowmun, who has 5 million followers on TikTok, Japan and Friends, who has 3.7 million followers, and Calorietiktok, with 1.8 million followers. Examples of Macro Pet Influencers are Siatruffle (427.1k followers) and Forgiforfun (460.5k followers). On the other hand, micro-influencers like usernames @porschemini2b (3,758 followers) and PAAP&MOSHI (4,263 followers) have a smaller following. This paper will focus on Mega Pet Influencers.

Businesses have started to use pet influencers to gain higher engagement rates. In fact, studies have shown that incorporating animals into social media posts can result in a significant increase in engagement rates, with such posts receiving 63% more engagement than the average business-related post. Numerous studies have shown that animals can alleviate loneliness, enhance social support, and improve your emotional state. Therefore, it's not surprising that people are drawn to content featuring our furry

companions. A study conducted by NewsWhip revealed that posts featuring pets generated up to 295% more comments for brands (with an average increase of 89% in comments) (Howard, 2020). The use of pet influencers to promote brands or products has increased significantly in the Thai market. There are many products that use pet influencer marketing, such as potato chips from Lays and dishwashing liquid from Sunlight.

People enjoy watching adorable animal videos in their free time, which come in various styles, such as talking animals dubbed by humans and funny or cute pet videos. There are many reasons that people like to watch cute animal clips. Observe these endearing creatures and take note of their shared physical traits: sizable eyes, round faces, plump bodies, and soft fur that is pleasing to the touch. These characteristics are referred to as "kinderschema," which is a resemblance to the physical attributes of human infants. Our innate Instinct as humans is to feel affection and a natural inclination to provide care when encountering a baby, which is an evolutionary trait that has ensured our survival. This is why we find aesthetically pleasing things to be attractive (NGThai, 2018).

Native advertising involves two important elements, including editorial content and sponsorship disclosure information. The editorial content is typically presented as a well-written news article or report, while the sponsorship information is usually disclosed through phrases like "sponsored by" or "presented by" a particular brand (Interactive Advertising Bureau, 2014). This paper considers the non-educational and sponsorship content from pet influencers in Thailand.

Table 1.1 Top 15 Pet Influencers in Thailand

No.	Pet Influencers	Number of followers on TikTok
1	@cielmeowmun	5M
2	@ployy_chuek	4.4M
3	@japanfriends	3.7M
4	@alboandjerry	2.4M
5	@glutastory	1.8M
6	@calorietiktok	1.8M
7	@jengtieow	1.5M
8	@iemthemfamily	1.2M
9	@malithesamoyed	1.1M

Table 1.1 Top 15 Pet Influencers in Thailand (cont.)

No.	Pet Influencers	Number of followers on TikTok
10	@thanakon	1.0M
11	@yfamilyy	847.7k
12	@mynamepopcorn	840.4k
13	@woonwhystorie	700.6k
14	@mungkuuuud	661.1k
15	@jiewliewanddjiggo	656.8k

This paper aims to find the impact of pet influencers and their effectiveness in influencing people to repurchase electronic home appliances through content quality, attitude toward pet influencers, pet celebrity endorsement, brand image, and electronic word-of-mouth factors in Bangkok and the Metropolitan Region (including Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakan, and Samut Sakhon), Thailand.

1.2 The scope of this study

After the COVID-19 pandemic, people's behavior changed significantly, and they started using more social media platforms, such as TikTok. Thailand is ranked 8th place for the largest user country in 2022 (Marketeer Online, 2023). The pet market in Thailand has grown, and the use of social media platforms has emerged as the new trend for the pet influencer market.

The main goal of this paper is to identify the key factors that influence repurchase intention when using pet influencer marketing for electronic home appliances in Bangkok and the Metropolitan Region (including Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakan, and Samut Sakhon), Thailand. The study focuses on six variables - Content Quality, Attitude towards Pet Influencers, Pet Celebrity Endorsement, Brand Image, Electronic Word-of-Mouth, and Trust to determine their impact on the behavior of customers on repurchase intention.

1.3 Research Questions

1. What is the most important factor that affects consumers' repurchase intention of electronic home appliances when using pet influencer marketing?

2. Does content quality to present electronic home appliance products created by pet influencers lead to repurchase intention?

3. Does the positive attitude toward pet influencers impact repurchase intention on electronic home appliance products?

4. Does the pet celebrity endorsement impact the repurchase intention of electronic home appliance products?

5. How does the brand image of using pet influencers impact the repurchase intention of electronic home appliance products?

6. Does the electronic word of mouth from using pet influencers impact the repurchase intention on electronic home appliance products?

7. Does trust in pet influencers impact the repurchase intention of electronic home appliance products?

1.4 Research Objectives

1. To identify the major factors of using pet influencers on electronic home appliance products affecting the repurchase intention.

2. To define the relationship between dependent variables (Content quality, Attitude, Pet celebrity endorsement, Brand image, Electric word of mouth (e-WOM), and Trust) and the independent variable, which is repurchase intention.

3. To provide solutions to product owners for using pet influencer marketing.

CHAPTER II
LITERATURE REVIEW

2.1 Content Quality

Content categories include comedy/humor, lifestyle, marketing, and health advice. The content was classified as either educational or non-educational. Within the educational category, videos were further categorized as factual or non-factual, with information validated against peer-reviewed and evidence-based literature (Jafri et al., 2023). The content quality can be assessed by the quality of information presented in the advertisement and entertainment aspect (Hwang & Jeong, 2018). Information quality (IQ) refers to the excellence of content in an information system. (DeLone & McLean 2003). In their research on the impact of social media video user-generated content (UGC) on tourism, Cho and Han (2018) identified four dimensions of video quality: simplicity, gameness, timeliness, and vividness. These factors were found to affect user satisfaction, access intention, and information-sharing intention. In a study conducted by Chen and Tsai (2007), it was found that obtaining relevant information and expected results had a positive impact on the repurchase intention of goods or services. Another study also showed that viewers of ski technology on YouTube believed that the quality of the videos they watch, such as relevance, timeliness, information, and sufficiency, had a positive impact on their satisfaction levels. They further believed that this satisfaction would lead to better cognitive achievement and a greater intention to continue using the product or service (Cho et al., 2023).

The perceived quality of information by customers influences their intention to purchase Airbnb services (Chen & Chang, 2018). The quality of information provided by an online shop is crucial for customer repurchase intention (Wandoko & Panggati, 2022b). In their study, Wang et al. (2012) found that the findings suggest that information quality improvement has the potential to enhance the overall experience of repeat customers. Shim and Jo (2020) found that information quality significantly predicts users' satisfaction and intention to reuse online health information sites. Rahi and Ghani

(2018) found a significant relationship between information quality, satisfaction, and intention to continue using e-banking services. The perception of information quality positively influences repurchase intention (Gunawan et al., 2023).

In this paper, we evaluate the quality of non-educational and sponsorship content provided by pet influencers through social media platforms such as TikTok, Instagram, YouTube, and Facebook based on the quality of information, perceived informativeness, audience satisfaction, entertainment value, access intention, and sufficiency.

2.2 Attitude toward Pet Influencers

According to Garg & Joshi (2018), attitude refers to the extent of positive or negative emotions one has towards a specific product or brand. This evaluation is based on personal thoughts and past experiences, such as product quality, customer service, and brand perception. Central attitudes are closely tied to emotions. (Bian et al., 2012).

Attitudes, as found by Conner et al. (2006), influence smoking intentions, and these attitudes can positively affect the repurchase intention of cigarettes. Attitude toward a product affects its repurchase intentions positively, as per the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975; Ünal et al., 2019). The attitude of halal cosmetics can have a positive impact on consumers' inclination to repurchase products, which ultimately leads to an increase in their overall loyalty towards the brand (Hussain et al., 2023). The perception and opinion of consumers towards food truck products play a crucial role in determining whether they will make future purchases. Therefore, understanding consumer attitudes is a vital variable in predicting food truck repurchase intention. A positive attitude will lead to a stronger repurchase intention (Loh & Hassan, 2021).

In this research, attitude toward pet influencers is about emotions or feelings such as their cuteness and affection and a natural inclination to provide care to pets. Their innocent characteristic provides a soft look and sincerity. Their innocent look affects the audience's emotions, shaping their positive attitude toward pet influencers.

2.3 Pet Celebrity Endorsement

The act of celebrity endorsement involves the use of influential public figures to express their support for a brand with the aim of enhancing its attractiveness to potential customers. This marketing approach typically involves the use of prominent personalities in various sectors to create a positive association with a particular product or service, thereby increasing its credibility and appeal among a wider audience (Zamudio, 2016). Shimp (2014) defines celebrity endorsement as the use of individuals or groups who are widely recognized to promote a specific product. This advertising method is effective in capturing consumer attention as people tend to be easily swayed by advertisements featuring celebrities and are more likely to use the products being promoted (Hardilawati et al., 2019). The ability of celebrities to make an impression is the cornerstone of the endorsement strategy (Fleck et al., 2012) and associate their image with the promoted products/brands or transfer their set of associations and communicate the meaning to them (Amos et al., 2008; Singh & Banerjee, 2021). The way an endorser or celebrity is perceived can influence their credibility (Moldovan & Ciornea, 2019; Bekk & Spörle, 2010; Chetioui et al., 2020).

Laila and Sjabadhyni (2017) conducted a study on Indonesian Instagram users' online spending behavior. Their findings suggest that celebrity endorsements increase the likelihood of repeat purchases. Although the celebrity endorser may not have a significant effect on the repurchase intention of cosmetic products among millennial women in Indonesia, this could be due to the mediation by other variables such as brand attitude, brand credibility, and self-brand connection. This mediation can make the indirect effect of celebrity endorsers on repurchase intention significant (Chiquita et al., 2021). Research suggests that the use of a well-chosen celebrity endorser can significantly increase the likelihood of customers repurchasing Scarlett Whitening products (Prapanca, 2023). The research conducted by Domfeh et al. (2018), Ponggeng & Mulia (2020), and Widyasari & Suparna (2022) suggests that celebrity endorsements have a positive effect on consumer repurchase intentions. Research indicates that there exists a weak positive correlation between the use of celebrity endorsement and the likelihood of customers repurchasing soccer shoes. Furthermore, celebrity endorsement has been found to have a positive effect on the repurchase intention of soccer shoes, highlighting the

effectiveness of such endorsements in the marketing of this particular product (Zarkasi et al., 2023)

The paper discusses pets who can use influential public figures to endorse a product and attract audiences, termed pet celebrity endorsements. This academic paper delves into the impact that pet celebrities can have on the reputation and credibility of electronic home appliances. Specifically, it explores how the endorsement of such devices by these well-known animals can instill trust in their followers and potentially lead to repurchase intentions.

2.4 Brand image

Brand image refers to the perception that a brand creates in the minds of its customers. This includes their perceptions of the benefits, attributes, beliefs, and experiences that are associated with the brand. Essentially, brand image is the customer's evaluation of the positive and negative points of a brand that they remember and perceive. A positive brand image can help foster customer loyalty. It's important to note that a brand is evaluated more favorably when it's rooted in customer experiences (Wijaya, 2023). The concept of brand image pertains to the manner in which a consumer perceives the qualities of a product, which may be influenced by personal experiences or the information they have gathered from different forms of media. This perception ultimately shapes the consumer's overall impression of the product and its associated brand (Wagiswari, 2022; Kotler et al., 2021; Lalaounis, 2021; Keller & Swaminathan, 2020). The brand image is how people perceive a brand based on their past experiences and information. When consumers have a positive brand image, they are more likely to buy from that brand. Essentially, the brand image is a collection of perceptions that are all interconnected in people's minds (Cahya & Jannah, 2022). The brand image is a crucial factor that reflects consumer beliefs and perceptions. A positive brand image adds value to products and services, creating brand equity, which is an asset for a company (Srisusilawati et al., 2023).

Low-cost carrier brand image positively influences consumer repurchase intention (Pratisthita et al., 2022). According to Huang et al. (2019), the brand image has a significant and positive influential on the intention of repurchasing ecotourism

products. Likewise, research by Yasa (2018), Winarto and Widyastuti (2021), and Lianto (2019) suggests that brand image positively affects consumer repurchase intention. The brand image is the collective perception of a brand formed from past experiences, which impacts an individual's intention to repurchase the product (Suryana & Dasuki, 2013). According to the findings of Tariq et al. (2013) and Wu et al. (2011), the perception of a brand by consumers significantly influences their likelihood to repurchase a product. This highlights the importance of creating a strong and favorable brand image that resonates with the target audience. The research provides insight for Berrybenka and online shopping customers to improve brand image, leading to increased repurchase intention and sales (Wijaya & Astuti, 2018).

       In this research paper, we delve into the intriguing topic of how pet influencers play a crucial role in shaping the brand image of electronic home appliance brands. Additionally, we explore the impact of customers' experiences with the brand on their repurchase intention in the electronic home appliance industry.

2.5 Electronic word of mouth (E-WOM)

       The term E-WOM refers to consumers sharing product information through new media (Yan, 2017). E-WOM refers to any positive or negative feedback or statement made online by customers about a product, company, or content. This information is widely accessible to various individuals and organizations (Ismagilova, Dwivedi, Slade, Williams, 2017). WOM is a tool for people to communicate with each other. Nowadays, a new way of communicating through electronic word-of-mouth or E-WOM has emerged. The term E-WOM refers to all informal communication over the Internet that is aimed at consumers and relates to the use, characteristics, or sellers of products or services (Huete-Alcocer, 2017). Electronic word-of-mouth (E-WOM) from online forums is a crucial source for influencing people's decisions. It refers to consumers sharing information within the community, according to Babi et al. (2015). Word-of-mouth marketing (E-WOM) can greatly influence a company's reputation, whether it's positive or negative. This depends on the individuals who share their feedback or comments after trying the products or services. Through personal storytelling and positive reviews on social media platforms

like Instagram, friends, and colleagues can help spread the word and make the product more well-known, ultimately benefiting the customers (Junyadumrongkul, 2022).

E-WOM (Electronic Word of Mouth) is a crucial variable that significantly impacts a company's repurchase intention. Unlike information from the company itself, E-WOM comes from other users who have firsthand experience with the product or service, providing a unique perspective. Positive E-WOM, in the form of testimonials, recommendations, and shared thoughts, can foster 2-way relationships with both existing and prospective users on social media. This can create a buzz around the product and build a positive alumni community, ultimately leading to increased repurchasing intention. E-WOM and user satisfaction can trigger repurchase intention behavior in the MOOC (Massive Open Online Course) context (Kuswardi & Sanny, 2023). E-WOM is positively associated with repurchase intention (Tandon et al., 2020). E-WOM positively impacts customer repurchase intention (Wandoko & Panggati, 2022). Quality of electronic word-of-mouth (E-WOM) has a positive impact on consumers' repurchase intention, while quantity has a negative effect. The quality and credibility of electronic word-of-mouth (E-WOM) have an indirect impact on the intention of repurchasing by establishing a sense of trust with the online seller (Matute et al., 2016). The electronic word-of-mouth shared by customers has a significant impact on their decision to repurchase a service (Wei, Miao, and Huang 2013; Zhang et al. 2021). Sharing electronic word-of-mouth (E-WOM) often results in a greater repurchase intention (Williams and Soutar 2009).

This paper defines electronic word of mouth as comments and posts in the form of text or video on social media platforms. These comments and posts reflect people's thoughts and experiences about a product or service, which they share with their social media circle about pet influencers that people like.

2.6 Trust

Trust is having confidence in others based on their situation and social context. Trusted individuals are more likely to be followed than untrusted ones when making decisions. Trust can be indicated through various factors such as competency, kindness, and honesty (Wijaya, 2023). F. Ma (2018) explains that trust is crucial for successful interpersonal relationships. The interpersonal trust model defines trust as the relationship

between a truster and a trustee. According to Lin and Wang (2018), trust is the result of acceptance and the motivation for people to accept something. Trust is defined as a person's confidence or belief that can influence their actions and increase their willingness to take risks as a result of their trust in someone or something. When considering the impact of celebrities on consumer behavior, credibility is crucial (Lars Bergkvist, 2016). Lou (2019) discovered that informative and entertaining influencer marketing content can impact customers' trust in advertising. Consumers attach a strong belief in a brand's superiority to trust in the industry (Firmansyah & Ali, 2019).

Based on research conducted by Flavian et al. (2006), online trust has a significant impact on customer loyalty and their intention to repurchase, including their preference for online retailers and frequency of visits to online sites. There is a significant correlation between trust and repurchase intention among online customers. Retailers can increase customer satisfaction to encourage repurchase intention. Establishing customer trust is an essential component in developing a strong inclination to repurchase from e-marketplaces in Indonesia. This is due to the fact that customers must be confident in the reliability and security of the platform in order to feel comfortable making repeat purchases. Without a foundation of trust, e-marketplaces may struggle to retain customers and maintain a profitable business. Therefore, it is imperative that these platforms prioritize establishing a sense of trust with their customer base to ensure continued success (Wandoko & Panggati, 2022). The users' trust in the website increases their likelihood of making repeat purchases (Şehirli, 2023). Trust plays a critical factor in determining whether a customer will make a repeat purchase online or not (Punyatoya, 2019). Trust is one of the crucial factors that positively affect repurchase intention (Trivedi & Yadav, 2019).

This paper investigates how trust in pet influencers affects willingness to take risks, focusing on informative and entertaining influencer marketing strategies. Trust is how someone behaves towards another person based on their perception of them. This is influenced by cognitive and emotional factors, such as how they assess alternative responses to different situations and the beliefs and feelings they have. Emotions play a role in forming intentions and motivating human actions, which are influenced by personal traits, preferences, commitments, and influencers.

2.7 Repurchase Intention

The intention to repurchase serves as a substitute for actual purchase behavior (Liang et al., 2018). Experienced customers' likelihood to repurchase a product from the same online seller is known as repurchase intention (Wu et al., 2020; Zhang, Gu et al., 2018), or their intent to purchase products or services from the same company again (Trivedi & Yadav 2019). Repurchase intention captures a customer's likelihood to repurchase a service from the same company based on their current experience (Hellier et al. 2003). When customers repeatedly choose to use a company's products or services, it can be a strong indicator of their intention to make future purchases from the same company (Subawa, 2020).

The likelihood of customers buying the same product from the same brand is the meaning of repurchase intention for this paper.

2.8 Conceptual Framework
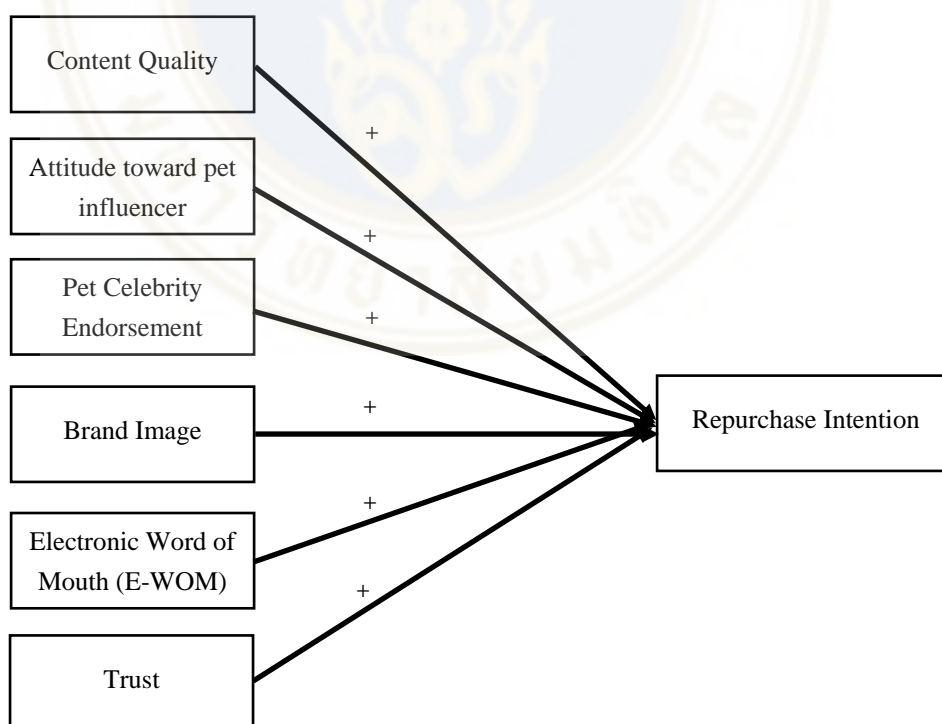
Figure 2.1 Conceptual Framework

Table 2.1   Hypothesis

Hypothesis	
Hypothesis 1	Content Quality positively influences Repurchase Intention
Hypothesis 2	Attitude toward pet influencers positively influences Repurchase Intention
Hypothesis 3	Pet Celebrity Endorsement positively influence Repurchase Intention
Hypothesis 4	Brand Image positively positively influence Repurchase Intention
Hypothesis 5	Electric Word of Mouth (E-WOM) positively influence Repurchase Intention

CHAPTER III
METHODOLOGY

3.1 Research Methodology

The aim of this research is to investigate the impact of several variables, including content quality, attitude towards pet influencers, pet celebrity endorsements, brand image, electronic word-of-mouth, and trust on repurchase intention of electronic home appliances. This paper will be using a quantitative method to gather the data through online surveys created with Google Forms. The surveys will be provided in Thai and will target 200 respondents.

3.1.1 Sampling

For this study, only individuals who are willing to participate in an online questionnaire should complete the survey. The survey is targeted towards individuals residing in Bangkok and the Metropolitan Region (including Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakan, and Samut Sakhon), Thailand, who have watched pet influencers endorsing household electronics over the past six months and aged 18 or over.

3.1.2 Research Instrument

The data was collected using convenience sampling in a quantitative approach. The survey is separated into 4 parts. The screening questions comprise 5 questions to verify that the respondents are eligible for this research and have the required experience. These questions are designed to eliminate respondents who are under 18 and those who lack experience with pet influencers endorsing electronic home appliance products. The screening question will aid researchers in obtaining precise data for analysis.

The objective of the study is to determine the factors that influence repurchase intention for electronic home appliance products through the use of pet influencer marketing. The survey will also assess the level of agreement among respondents towards the

questions. In the study, there are 6 independent and 1 dependent variable. The first dependent variable is content quality, and it comprises 14 questions. The second dependent variable is the attitude toward pet influencers, which includes 7 questions. The third dependent variable is the pet celebrity endorsement, which has 5 questions. Fourth, the brand image variable consists of 6 questions. Fifth, the electronic word-of-mouth variable has 5 questions. The sixth variable is trust, which is measured with 6 questions. Lastly, the repurchase intention variable consists of 6 questions. Each question has a 1-5 scale for the answer (1 = strongly disagree, 2 = disagree, 3 =indifference, 4 = agree and 5 = strongly agree). The respondents should choose only 1 answer.

In the third section, this part will focus on the behavior of social media users when watching clips of pet influencers. This section comprises four questions that aim to understand users' spending habits on social media, the factors that influence them to watch, like, and comment on pet influencers' videos, and the time when they prefer to watch such videos.

In the final section of the survey, respondents will be asked to provide their demographic information, including age, gender, education, income, and occupation. This information will help the researcher identify which variables have the most influence on particular groups of people and their repurchase intentions.

3.2 Data Collection

Data collection was used with online questionnaires using Google Forms is a tool for creating questionnaires. and distribute questionnaires through various channels, including social networks such as Facebook, Instagram, Line application, and electronic mail (Email), starting the survey on 14 October 2013 to 5 November 2023. The process of collecting primary data from 213 respondents will be undertaken to facilitate an in-depth analysis. Upon completion of this process, the data will be subjected to meticulous scrutiny to obtain valuable insights. The author's contact information is provided to ensure respondents understand the questions in the online questionnaire. The data will be analyzed using SPSS (Statistical Package Social Science).

Data was collected through an online survey that specifically targeted people who watched pet influencer videos in the past six months. This research was conducted for 23 days. The survey participation links were shared through chat and social media channels to cover Bangkok and the Metropolitan Region (including Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakan, and Samut Sakhon), Thailand.

CHAPTER IV
FINDING

Based on the survey, 213 samples were collected, and respondents were categorized into four groups according to their demographic factors, as shown in the table below:

4.1 Demographic Factors of Respondents

4.1.1 Gender

Table 4.1   Frequency Gender

		Frequency	Percent
Valid	Male	58	27.2
	Female	155	72.8
	Total	213	100.0

Based on the data collected through the survey, it can be inferred that a total of 213 respondents participated in the study. Out of these, 155 individuals, or 72.8% of the sample, identified as female. The remaining 58 respondents, or 27.2% of the sample, identified as male.

4.1.2 Age Range

Table 4.2 Frequency Age

		Frequency	Percent
Valid	18-24	51	23.9
	25-34	113	53.1
	35 - 44	31	14.6
	45 - 54	18	8.5
	Total	213	100.0

The majority of the respondents of this survey were aged between 25 and 34, 113 people or 53.1%, followed by 18-24 at 51 people or 23.9%. Thirty-one people (14.6%) aged between 35-44 participated in this survey. The minority group is people aged between 45 and 54, with only 18 people or only 8.5%.

4.1.3 Occupation

Table 4.3 Frequency Occupation

Occupation	Frequency	Percent
Full-time student	54	25.4
Private sector officer	67	31.5
Government officer	17	8.0
A freelancer	32	15.0
State enterprise employees	20	9.4
Businessman	23	10.8
Total	**213**	**100.0**

The majority group of respondents, comprising 31.5% or 67 people, worked in the private sector. Full-time students, with 25% or 54 people, were the second-largest group. Freelancers came in third, with 15% or 32 people participating in the survey, followed by businessmen at 10.8% or 23 people, state enterprise employees at 9.4% or 20 people, and government officers at 8% or 17 people, respectively.

4.1.4 Income

Table 4.4 Frequency Income

Income	Frequency	Percent
Less than 10,000 THB	35	16.4
10,000 THB - 30,000 THB	91	42.7
30,001 THB - 50,000 THB	50	23.5
50,001 THB - 70,000 THB	20	9.4
Over 70,000 THB	17	8.0
Total	**213**	**100.0**

The survey results show that the majority of participants, 91 people or 42.7%, had an income ranging from 10,000 THB to 30,000 THB. 23.5% of the respondents had an income ranging from 30,001 THB to 50,000 THB, which is equal to 50 people. Additionally, 16.4% of the participants had an income of less than 10,000 THB on average, followed by 9.4% of respondents who had an income ranging from 50,001 THB to 70,000 THB. The remaining participants had an income of over 70,000 THB.

4.1.5 Education

Table 4.5 Frequency Education

		Frequency	Percent
Valid	Bachelor's degree or equivalent	152	71.4
	Master's degree or higher	46	21.6
	High School or equivalent	15	7.0
	Total	213	100.0

According to the survey, out of the total participants, 152 people, or 71.4%, hold a bachelor's degree or its equivalent. Forty-six people, or 21.6% of the respondents, have a master's degree or higher educational level. Furthermore, 15 participants, or 7% of the total, have completed high school or have an equivalent education.

4.2 Behavior on social media platforms on watching pet influencers' clips

4.2.1 Time use on social media

Table 4.6   Frequency of Time use on social media

Time use on social media	Frequency	Percent
Rarely (Less than 1-3 hours/day)	22	10.3
Sometimes (3-5 hours/day)	53	24.9
Often (5-7 hours/day)	70	32.9
Usually (8-10 hours/day)	45	21.1
All the time (More than 10 hours/day)	23	10.8
Total	**213**	**100.0**

The survey results show that social media is widely used among the participants, with varying levels of activity. The largest group of individuals, 70 people (32.9%) use social media very actively and spend 5 to 7 hours every day on their accounts, followed by 53 people (24.9%) who spend around 3-5 hours/day, 45 people or 21.1% how usually active on their social media around 8-10 hours a day, and 23 people who are very active on their social media more than 10 hours a day, respectively. A small minority of the participants, 22 people (10.3%), rarely use social media and spend less than 1 to 3 hours per day on their accounts.

4.2.2 Subjective norm on watching Pet Influencers' content

These groups or individuals have the most influence on me to watch videos of pet influencers' social media platforms (Facebook, Instagram, TikTok, and X (Twitter)).

Table 4.7 Frequency of Groups or individual influences to watch content from pet influencers.

No.	Detail	Frequency	Percentage compares with total respondents
1	Myself	175	82.16%
2	My family	73	34.27%
3	My relatives	37	17.37%
4	My friends or acquaintance	131	61.50%
5	Celebrity and Influencer	69	32.39%
6	My Pet	59	27.69%

Out of 213 participants, 175 people stated that they watched pet influencers' videos for their own enjoyment. The second group of people, which consisted of 131 out of 213 individuals, or 61.5% of them, were influenced to watch these videos by their friends or acquaintances. Family members ranked third in terms of influence, with 73 people, or 34.27%, reporting that their family members influenced them to watch pet influencer content. 69 people (32.39%) reported being influenced by celebrities and influencers, followed by 59 people who said their pets influenced them, and 37 people (17.37%) who said their relatives influenced them to watch the content.

4.2.3 Active behavior on pet influencers' content.

These groups or individuals have the most influence on me to have active behavior (share and comment) on the videos of pet influencers on my social media account (Facebook, Instagram, TikTok, and X (Twitter)).

Table 4.8 **Groups or individual influences to do active behavior on pet influencers'**
content.

No.	Detail	Frequency	Percentage compares with total respondents
1	Myself	162	63.85%
2	My family	49	23%
3	My relatives	42	19.72%
4	My friends or acquaintance	123	57.75%
5	Celebrity and Influencer	50	23.47%
6	My Pet	40	18.78%

Out of the 213 respondents, 162 people (63.85%) stated that they engage with pet influencers' content because of their own interests. 123 out of the 213 people (57.75%) stated that they were influenced by their friends or acquaintances to engage with pet influencers' content. 50 respondents, or 23.47%, mentioned that they were influenced by celebrities and influencers to engage with pet influencers' content. The fourth group of people, consisting of 49 respondents (23%), were influenced by their families to actively participate in pet influencers' content. The next group, with 42 respondents (19.72%), were influenced by their relatives. Finally, the last group, consisting of 40 respondents (18.78%), were influenced by their pets to engage with pet influencers' content.

4.3 Content Quality

4.3.1 Content Quality Reliability Test

Table 4.9 **Reliability Statistic**

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
.935	.935	14

The content quality variable is reliable and consistent, as indicated by a Cronbach's alpha of 0.935, exceeding the threshold of 0.7.

4.3.2 Content Quality Descriptive Analysis

Table 4.10 Content Quality – Descriptive Analysis

(N = 213)

	Mean	Std. Deviation
I think that pet influencers' video provide various information of the electronic home appliance product.	3.96	.800
In my opinion, pet influencers offer trustworthy insights on electronic household appliances.	3.88	.789
I think pet influencers create useful content.	4.10	.764
Pet influencer provide information that meet my viewing purpose.	3.84	.881
The information provided by pet influencers on electronic home appliances is easily understandable.	4.00	.765
I think pet influencers make home appliance content easier to explain.	4.15	.785
I think pet influencers provide content that worth my time to watch.	4.16	.744
I am generally satisfied with the contents presented by pet influences.	4.23	.718
I don't get bored watching pet influencers promote electronic home appliances products.	4.26	.811
I like to watch pet influencers introduce electronic home appliance products.	4.34	.758
I like to visit pet influencers' profiles to watch their new video.	4.16	.791
I am willing to watch content featuring electronic home appliances presented by pet influencers again.	4.12	.869
I think pet influencers provide various content about electronic home appliance products.	3.91	.839
In my opinion, pet influencers provide enough content about electronic home appliance products.	3.89	.839

In order to determine the quality of content, 14 main attributes were considered, and the respondents' level of agreement was measured on a Likert scale of 1 – 5. A score of 1 indicated strongly disagree, while a score of 5 indicated strongly agree. According to the results, the statement "I like to watch pet influencers introduce electronic home appliance products" received the highest mean score of 4.34, followed by "I don't get

bored watching pet influencers promote electronic home appliances products" with a score of 4.26, "I am generally satisfied with the contents presented by pet influences" (mean =4.23), "I think pet influencers provide content that worth my time to watch" (mean =4.16), "I like to visit pet influencers' profiles to watch their new video" has the same mean with the previous one, "I think pet influencers make home appliances content easier to explain" (mean =4.12), "I think pet influencers create useful content" (mean =4.10), "The information provided by pet influencers on electronic home appliances is easily understandable" (mean =4.00), "I think that pet influencers' video provide various information of the electronic home appliance product" (mean =3.96), "I think pet influencers provide various content about electronic home appliance products" (mean = 3.91), "In my opinion, pet influencers provide enough content about electronic home appliance products" (mean =3.89), "In my opinion, pet influencers offer trustworthy insights on electronic household appliances" (mean =3.88), and "Pet influencer provide information that meet my viewing purpose" (mean =3.84), respectively.

The most influential one that affects their repurchase intention is that "I like to watch pet influencers introduce electronic home appliance products," and the least is "Pet influencer provide information that meets my viewing purpose."

4.3.3 Differences between Groups on Content Quality

4.3.3.1 ANOVA Test (Difference between two or more groups)

There are significant differences in content quality among respondents based on respondents' education level and average monthly income.

- Level of Education (ANOVA)

Table 4.11 Level of Education - ANOVA

Dependent Variable	(I) Your highest level of education.	(J) Your highest level of education.	Mean Difference (I-J)	Std. Error	Sig.
I think pet influencers make home appliances content easier to explain.	High School or equivalent	Bachelor's degree or equivalent	.661[*]	.208	.005

People with high school or equivalent education tend to consider content quality more than the respondents who have bachelor's degrees or equivalent (Sig. = 0.005).

- Average Monthly Income (ANOVA)

Table 4.12 Average Monthly Income - ANOVA

Dependent Variable	(I) Average monthly income.	(J) Average monthlyincome.	Mean Difference (I-J)	Std. Error	Sig.
I think that pet influencers' video provide various information of the electronic home appliance product.	30,001-50,000 THB	10,000-30,000 THB	-.428*	.137	.021
		50,001-70,000 THB	-.690*	.206	.010
I think pet influencers create useful content.	30,001-50,000 THB	10,000-30,000 THB	-.584*	.129	.000
		50,001-70,000 THB	-.570*	.194	.036
		Over 70,000 THB	-.614*	.205	.031
Pet influencer provide information that meet my viewing purpose.	30,001-50,000 THB	10,000-30,000 THB	-.551*	.150	.003
		50,001-70,000 THB	-.690*	.226	.025
I think pet influencers provide content that worth my time to watch.	30,001-50,000 THB	50,001-70,000 THB	-.610*	.193	.019
I am generally satisfied with the contents presented by pet influences.	50,001-70,000 THB	Less than 10,000 THB	.600*	.198	.027
I like to visit pet influencers' profiles to watch their new video.	30,001-50,000 THB	10,000-30,000 THB	-.475*	.135	.006
		50,001-70,000 THB	-.650*	.204	.016
I am willing to watch content featuring electronic home appliances presented by pet influencers again.	50,001-70,000 THB	30,001-50,000 THB	.700*	.226	.022

The respondents who earn between 10,000 THB - 30,000 THB, 50,001 THB - 70,000 THB, and over 70,000 THB pay more attention to content quality than the respondents who earn between 30,001 THB - 50,000 THB. Moreover, people

who earn less than 10,000THB/month prioritize content quality less than those earning 50,001THB – 70,000THB.

4.4 Attitude toward Pet Influencers

4.4.1 Reliability Test

Table 4.13 Attitude toward Pet Influencers - Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.865	7

The Cronbach's alpha of 0.851 shows a reliable and consistent attitude toward pet influencers, surpassing the 0.7 threshold.

4.4.2 Descriptive Analysis

Table 4.14 Attitude toward Pet Influencers - Descriptive Analysis

(N = 213)

Attitude toward Pet Influencers	Mean	Std. Deviation
I think that pet influencers are adorable.	4.55	.586
I think that pet influencers are good entertainers.	4.48	.634
I associate the pet influencer with the quality of the electronic home appliance products.	3.88	.874
I think pet influencers are funny.	4.20	.776
I feel calm when watching videos from pet influencers.	4.45	.617
I feel relaxed when watching videos from pet influencers.	4.46	.648
I think that pet influencers are innocent.	4.54	.618

Based on the survey, there are seven attributes that determine the attitude of respondents toward pet influencers. A Likert scale of 1-5 was used to measure the level

of agreement, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." The most effective question was "I think that pet influencers are adorable" which had a mean score of 4.55. This was followed by "I think that pet influencers are innocent" (mean = 4.54). "I think that pet influencers are good entertainers," which had a mean score of 4.48., "I feel relaxed when watching videos from pet influencers" (mean = 4.46), "I feel calm when watching videos from pet influencers" (mean = 4.45), "I think pet influencers are funny" (mean = 4.20), and "I associate the pet influencer with the quality of the electronic home appliance products" (mean = 3.88), respectively.

4.4.3 Differences between Groups on Attitude toward Pet Influencers

4.4.3.1 T-Test (Different between two groups)

For Attitudes toward pet influencers, there are significant differences between males and females.

Table 4.15 Gender - T-Test

Group Statistics					
	Gender	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
I feel relaxed when watching videos from pet influencers.	Male	58	4.29	.726	.095
	Female	155	4.53	.606	.049
I think that pet influencers are innocent.	Male	58	4.36	.742	.097
	Female	155	4.61	.552	.044

Table 4.16 Gender - T-Test

		Levene's Test for Equality of Variances	t-test for Equality of Means		
		Sig.	**t**	**Sig. (2-tailed)**	**Mean Difference**
I feel relaxed when watching videos from pet influencers.	Equal variances assumed	.175	-2.392	.018	-.236
	Equal variances not assumed		-2.205	.030	-.236
I think that pet influencers are innocent.	Equal variances assumed	.001	-2.605	.010	-.244
	Equal variances not assumed		-2.282	.025	-.244

Based on the survey conducted, it was found that female respondents (n=155, mean=4.53) feel more relaxed while watching videos from pet influencers than male respondents (n=58, mean=4.29) who feel relaxed. Additionally, female respondents (n=155, mean=4.16) believe that pet influencers are innocent, more than male respondents (n=58, mean=4.36), with a significant difference for their attitude toward pet influencers.

4.4.3.2 ANOVA Test (Difference between two or more groups)

For attitudes toward pet influencers, there are significant differences among the respondents' groups, including age range and average monthly income.

- Age Range (ANOVA)

Table 4.17 Age Range - ANOVA

Dependent Variable	(I) Age range (years old)	(J) Age range (years old)	Mean Difference (I-J)	Std. Error	Sig.
I think that pet influencers are adorable.	18-24	25-34	-.400[*]	.095	.000
	45 - 54	18-24	.523[*]	.154	.005

People aged 25-34 years old and 45–54 years old think that pet influencers are more adorable than people aged around 18-24 years old with Sig. equal to 0.000 and 0.005, respectively.

- Average Monthly Income (ANOVA)

Table 4.18 Average Monthly Income - ANOVA

Dependent Variable	(I) Average monthly income.	(J) Average monthly income.	Mean Difference (I-J)	Std. Error	Sig.
I think that pet influencers are adorable.	Less than 10,000 THB	10,000-30,000 THB	-.409[*]	.113	.004
		50,001-70,000 THB	-.521[*]	.160	.013

People with an average monthly income of 10,000 THB – 30,000 THB and 50,001THB – 70,000THB think that pet influencers are more adorable than people who have an average income of less than 10,000 THB (Sig. equal to 0.004 and 0.013).

4.5 Pet Celebrity Endorsement

4.5.1 Reliability Test

Table 4.19 Pet Celebrity Endorsement - Reliability Test

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
.860	.861	5

The Cronbach's alpha of 0.860 shows a reliable and consistent pet celebrity endorsement, surpassing the 0.7 threshold.

4.5.2 Descriptive Analysis

Table 4.20 Pet Celebrity Endorsement - Descriptive Analysis

(N = 213)

	Mean	Std. Deviation
I recognize electronic home appliance brands that use pet celebrity endorsers.	3.93	.835
I think that pet influencers promote electronic home appliances as being reliable.	3.92	.800
I think that pet influencers' image aligns with the electronic home appliance products.	4.00	.813
In my opinion, pet influencers have become increasingly influential in promoting electronic home appliances.	3.98	.809
I don't see any harm in pets promoting products or services, as long as they are treated well.	4.09	.836

According to the survey, there are five attributes that determine respondents' endorsement of pet celebrities. The respondents were asked to rate their level of agreement on a Likert scale of 1-5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree." The most effective question was "I don't see any harm in pets promoting products

or services, as long as they are treated well," which scored a mean of 4.09. This was followed by "I think that the image of pet influencers aligns with electronic home appliance products" (mean = 4.00), "In my opinion, pet influencers have become increasingly influential in promoting electronic home appliances" (mean = 3.98), "I recognize electronic home appliance brands that use pet celebrity endorsers" (mean = 3.93), and "I think that pet influencers promote electronic home appliances as being reliable" (mean = 3.92).

4.5.3 Differences between groups on pet celebrity endorsement

4.5.3.1 ANOVA Test (Difference between two or more groups)

There are significant differences in the Pet Celebrity Endorsements variable based on age range and average monthly income.

- Age Range (ANOVA)

Table 4.21 Age Range - ANOVA

Dependent Variable	(I) Age range (years old)	(J) Age range (years old)	Mean Difference (I-J)	Std. Error	Sig.
In my opinion, pet influencers have become increasingly influential in promoting electronic home appliances.	18-24	35 - 44	.576*	.180	.010

Respondents aged 18-24 years old think pet influencers have become increasingly influential in promoting electronic home appliances more than those aged 35-44 years old (Sig. equal to 0.10).

- Average Monthly Income (ANOVA)

Table 4.22 Average Monthly Income - ANOVA

Dependent Variable	(I) Average monthly income.	(J) Average monthly income.	Mean Difference (I-J)	Std. Error	Sig.
In my opinion, pet influencers have become increasingly influential in promoting electronic home appliances.	30,001-50,000 THB	50,001-70,000 THB	-.690*	.210	.012

Respondents with an average monthly income of 50,001 THB – 70,000 THB think that pet influencers have become increasingly influential in promoting electronic home appliances more than respondents than those with a 30,001THB – 50,000THB with Sig. equal to 0.012.

4.6 Brand Image

4.6.1 Reliability Test

Table 4.23 Brand Image - Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.895	.896	6

The Cronbach's alpha of 0.895 shows a reliable and consistent brand image, surpassing the 0.7 threshold.

4.6.2 Descriptive Analysis

Table 4.24 Brand Image - Descriptive Analysis

(N = 213)

Brand Image	Mean	Std. Deviation
The electronic home appliance brand that pet influencers advertise is nice.	3.98	.730
The electronic home appliance brand that pet influencers advertise is a brand that does not disappoint its customers.	3.93	.835
The electronic home appliance brand that pet influencers advertise is one of the best brands in the sector.	3.90	.884
The electronic home appliance products that pet influencers endorse have characteristics that other brands do not.	3.92	.846
The electronic home appliance brand that pet influencers endorse has a personality that distinguishes itself from competitor brands.	3.92	.838
The electronic home appliance brand I used is one of the best brands in the sector.	3.91	.845

A descriptive statistics revealed that six attributes determine how people view brand image when using pet influencers marketing. The respondents rated their level of agreement on a scale of 1-5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree." The most effective question was, "The electronic home appliance brand that pet influencers advertise is nice," which scored a mean of 3.98. This was followed by "The electronic home appliance brand that pet influencers advertise is a brand that does not disappoint its customers" (mean = 3.93). "The electronic home appliance products that pet celebrity endorsement have characteristics that other brands do not" and "The electronic home appliance brand that pet influencers endorse has a personality that distinguishes itself from competitor brands" have the same mean of 3.92 followed by "The electronic home appliance brand I used is one of the best brands in the sector" (mean = 3.91) and "The electronic home appliance brand that pet influencers advertise is one of the best brands in the sector" (mean = 3.90).

4.6.3 Differences between Groups on Brand Image

4.6.3.1 ANOVA Test (Difference between two or more groups)

There are significant differences in brand image perception among different age range, levels of education, and monthly income averages of respondents.

- Age Range (ANOVA)

Table 4.25 Age Range - ANOVA

Dependent Variable	(I) Age range (years old)	(J) Age range (years old)	Mean Difference (I-J)	Std. Error	Sig.
The electronic home appliance brand that pet influencers advertise is nice.	45 - 54	35 - 44	.703*	.212	.007

Respondents aged 45-54 years old view electronic home appliance brands advertised by pet influencers is nicer than those aged 35-44 years old (Sig. = 0.007).

- Level of Education (ANOVA)

Table 4.26 Level of Education - ANOVA

Dependent Variable	(I) Your highest level of education.	(J) Your highest level of education.	Mean Difference (I-J)	Std. Error	Sig.
The electronic home appliance brands that pet influencers advertise is nice.	High School or equivalent	Bachelor's degree or equivalent	.512*	.194	.027

Respondents with high school education think pet influencers' advertised electronic home appliance brands are nicer than those with a bachelor's degree or equivalent.

- Average Monthly Income (ANOVA)

Table 4.27 Average Monthly Income - ANOVA

Dependent Variable	(I) Average monthly income.	(J) Average monthly income.	Mean Difference (I-J)	Std. Error	Sig.
The electronic home appliance brand that pet influencers advertise is nice.	50,001-70,000 THB	Less than 10,000 THB	.650*	.200	.013
		30,001-50,000 THB	.610*	.189	.014
The electronic home appliance brand that pet influencers advertise is one of the best brands in the sector.	30,001-50,000 THB	50,001-70,000 THB	-.760*	.229	.011
The electronic home appliance brand that pet influencers endorse has a personality that distinguishes itself from competitor brands.	50,001-70,000 THB	Less than 10,000 THB	.721*	.229	.019
		10,000-30,000 THB	.616*	.202	.026
		30,001-50,000 THB	.810*	.216	.002

Respondents earning 50,001 THB – 70,000 THB monthly prefer electronic home appliance brands promoted by pet influencers compared to those earning less than 10,000 THB and 30,001 THB – 50,000 THB average monthly income.

Respondents with a monthly income of 50,001 THB -70,000 THB said that the electronic home appliance brand that pet influencers advertise is one of the best brands in the sector, more than respondents with 30,001 THB – 50,000 THB average monthly income.

According to the survey results, respondents with a monthly income of 50,001 to 70,000 THB said that the electronic home appliance brand that is endorsed by pet influencers has a personality that distinguishes itself from competitor brands as compared to those who earn less than 10,000 THB, 10,000 THB to 30,000 THB, and 30,001 to 50,000 THB average monthly income.

4.7 Electronic Word of Mouth (E-WOM)

4.7.1 Reliability Test

Table 4.28 Electronic Word of Mouth - Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
.862	.866	5

The electronic word of mouth is reliable and consistent, with a Cronbach's alpha of 0.862, exceeding the 0.7 threshold.

4.7.2 Descriptive Analysis

Table 4.29 Electronic Word of Mouth - Descriptive Statistic

(N = 213)

Electronic Word of Mouth	Mean	Std. Deviation
I like to share the video of pet influencers that I like on my personal social media account	4.18	.764
I like to share positive comment on the cute video of pet influencer.	3.93	.921
I like to talk about funny videos of pet influencers with my friends on my social media.	4.21	.769
My friend sent me a video of pet influencers.	4.23	.772
I saw my circle share the video of pet influencers on their social media platforms.	4.23	.732

A descriptive statistics revealed that five attributes determine electronic word of mouth when using pet influencers marketing. The respondents rated their level of agreement on a scale of 1-5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree." There are two questions that were effective the most, including "My friend sent me a video of pet influencers" and "I saw my circle share the video of pet influencers on their social media platforms," with a mean score equal to 4.23 followed

by "I like to talk about funny videos of pet influencers with my friends on my social media" (mean = 4.21), "I like to share the video of pet influencers that I like on my personal social media account" (mean = 4.18), and "I like to share positive comment on the cute video of pet influencer" (mean = 3.93), respectively.

4.7.3 Differences between Groups on E-WOM

4.7.3.1 ANOVA Test (Difference between two or more groups)

For Electronic Word of Mouth (E-WOM), there are significant differences among the respondents' group, which is average monthly income.

- Average Monthly Income (ANOVA)

Table 4.30 Average Monthly Income - ANOVA

Dependent Variable	(I) Average monthly income.	(J) Average monthly income.	Mean Difference (I-J)	Std. Error	Sig.
I like to talk about funny videos of pet influencers with my friends on my social media	30,001-50,000 THB	10,000-30,000 THB	-.503*	.129	.001
		50,001-70,000 THB	-.790*	.194	.001
	50,001-70,000 THB	Less than 10,000 THB	.621*	.206	.028

According to the survey results, respondents with a monthly income of 10,000 THB to 30,000 THB and 50,001 to 70,000 THB said that they like to talk more about funny videos of pet influencers with their friends on social media as compared to those who earn 30,001 to 50,000 THB average monthly income.

In addition, the research results indicate that respondents with an average monthly income of 50,001 to 70,000 THB have a higher tendency to talk more about funny videos of pet influencers with their friends on social media, such as Facebook, Twitter, and Instagram, than those who earn less than 10,000 THB.

4.8 Trust

4.8.1 Reliability Test

Table 4.31 Trust - Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
.899	.898	6

The Cronbach's alpha is 0.899, indicating high reliability and consistency of trust questions surpassing the threshold of 0.7.

4.8.2 Descriptive Analysis

Table 4.32 Trust - Descriptive Statistics

(N = 213)

Trust	Mean	Std. Deviation
If I trust a pet influencer, I want to repurchase the same brand of electronic home appliance presented by them again.	3.92	.821
I think that pet influencers have morals.	3.96	.879
I think that pet influencers have a high reputation.	4.16	.742
I trust pet influencers.	3.99	.844
I think pet influencers care about their audiences.	4.11	.805
I think pet influencers provide good advice.	4.06	.805

According to a descriptive statistics result, trust when using pet influencers marketing is determined by six attributes. The survey asked respondents to rate their level of agreement on a scale of 1-5, where 1 means "strongly disagree" and 5 means "strongly agree." The most effective question was, "I think that pet influencers have a high reputation," which had a mean score of 4.16. The second most effective question was, "I think pet influencers care about their audiences," with a mean score of 4.11. Other attributes that were rated highly include "I think pet influencers provide good

advice," with a mean score of 4.06, "I trust pet influencers," with a mean score of 3.99, "I think that pet influencers have morals," with a mean score of 3.96, and "If I trust a pet influencer, I want to repurchase the same brand of electronic home appliance presented by them again" with a mean score of 3.92.

4.8.3 Differences between Groups on Trust

4.8.3.1 ANOVA Test (Difference between two or more groups)

For Trust, there are significant differences among the respondents' group, including age range, level of education, employment status, and average monthly income.

- Age Range (ANOVA)

Table 4.33 Age Range - ANOVA

Dependent Variable	(I) Age range (years old)	(J) Age range (years old)	Mean Difference (I-J)	Std. Error	Sig.
If I trust a pet influencer, I want to repurchase the same brand of electronic home appliance presented by them again.	45 - 54	25-34	.559*	.206	.043
I think pet influencers care about their audiences.	18-24	45 - 54	-.673*	.217	.013

The survey results suggest that people aged 45-54 years old are more likely to repurchase a particular brand of electronic home appliance if they trust a pet influencer who presented it. This is in comparison to the age range of 25-34 years old (Sig. = 0.043). Moreover, the research indicates that people aged 45-54 years old consider pet influencers to care about their audiences more than those aged 18-24 years old (Sig. = 0.013).

- Level of Education (ANOVA)

Table 4.34 Level of Education - ANOVA

Dependent Variable	(I) Your highest level of education.	(J) Your highest level of education.	Mean Difference (I-J)	Std. Error	Sig.
I think that pet influencers have morals.	High School or equivalent	Bachelor's degree or equivalent	.725*	.233	.006
I trust pet influencers.	High School or equivalent	Bachelor's degree or equivalent	.612*	.225	.022

The survey results suggest that people with high school or equivalent are more likely to think that pet influencers have morals, and trust pet influencers more than people with a bachelor's degree or equivalent (Sig.0.006 and 0.022).

- Employment Status (ANOVA)

Table 4.35 Employment - ANOVA

Dependent Variable	(I) Employment Status	(J) Employment Status	Mean Difference (I-J)	Std. Error	Sig.
I think pet influencers care about their audiences.	Businessman	Full-time student	.596*	.198	.044

Businessmen are likely to think that pet influencers care about their audiences more than full-time students with Sig. equal to 0.44.

- Average Monthly Income (ANOVA)

Table 4.36 Average Monthly Income - ANOVA

Dependent Variable	(I) Average monthly income.	(J) Average monthly income.	Mean Difference (I-J)	Std. Error	Sig.
I think pet influencers care about their audiences.	Less than 10,000 THB	50,000-70,000 THB	-.707*	.220	.015
		Over 70,000 THB	-.669*	.232	.044

People with an average income of 50,001 THB to 70,000 THB and over 70,000 THB tend to think that pet influencers care about their audiences more than people with an average monthly income of less than 10,000 THB.

4.9 Repurchase Intention

4.9.1 Reliability Test

Table 4.37 Repurchase Intention - Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.952	.952	6

The Cronbach's alpha is 0.952, indicating high reliability and consistency of repurchase intention questions surpassing the threshold of 0.7.

4.9.2 Descriptive Analysis

Table 4.38 Repurchase Intention - Descriptive Statistics

(N = 213)

Repurchase Intention	Mean	Std. Deviation
I plan to buy the electronic home appliances that I saw in the pet influencer video in the next purchase.	3.75	.879
I am willing to repurchase electronic home appliances that are recommended by pet influencers.	3.78	.887
I am considering repurchasing electronic home appliances after watching pet influencers' videos presenting the product.	3.81	.866
I will buy the electronic home appliance that was recommended by the pet influencer again.	3.73	.884
I am likely to repurchase electronic home appliance products promoten by pet influencers.	3.74	.914
I will definitely repurchase electronic home appliance products presented by pet influencers.	3.69	.935

A descriptive statistics show the mean values of the repurchase intention effectiveness, six key attributes determine a consumer's intent to repurchase a product. Participants were asked to rate their level of agreement on a 5-point scale ranging from "strongly disagree" to "strongly agree." The attribute with the highest mean score was "I am considering repurchasing electronic home appliance products after watching pet influencers' videos presenting the product," rated at 3.81. The second most effective question was "I am willing to repurchase electronic home appliances that are recommended by pet influencers," which scored a mean of 3.78. Other highly rated attributes include "I plan to buy the electronic home appliances that I saw in the pet influencers video in the next purchase," with a mean score of 3.75, "I am likely to repurchase electronic home appliance products promoted by pet influencers," with a mean score of 3.74, "I will buy the electronic home appliance that was recommended by the pet influencer again," with a mean score of 3.73, and "I will definitely repurchase electronic home appliance products presented by pet influencers," with a mean score of 3.69.

4.9.3 Differences between Groups on Repurchase Intention

4.9.3.1 Anova Test (Difference between two or more groups)

There are significant differences in repurchase intention based on age range, level of education, and average monthly income.

- Age Range (ANOVA)

Table 4.39 Age Range - ANOVA

Dependent Variable	(I) Age range (years old)	(J) Age range (years old)	Mean Difference (I-J)	Std. Error	Sig.
I plan to buy the electronic home appliances that I saw in the pet influencer video in the next purchase.	45 - 54	35 - 44	.771*	.257	.018
I will buy the electronic home appliance that was recommended by the pet influencer again.	45 - 54	35 - 44	.715*	.259	.037

The ANOVA results show that people aged 45-54 years old are more likely to have a plan to buy the electronic home appliances that they saw in the pet influencer video in the next purchase. This is in comparison to the age range of 35-44 years old (Sig. = 0.018). Moreover, the research indicates that people aged 45-54 years will buy the electronic home appliance that was recommended by the pet influencer again more than those aged 35-44 years old (Sig. = 0.037).

- Level of Education (ANOVA)

Table 4.40 Level of Education - ANOVA

Dependent Variable	(I) Your highest level of education.	(J) Your highest level of education.	Mean Difference (I-J)	Std. Error	Sig.
I am willing to repurchase electronic home appliances that are recommended by pet influencers.	High School or equivalent	Bachelor's degree or equivalent	.623*	.237	.028
I am considering repurchasing electronic home appliances after watching pet influencers' videos presenting the product.	High School or equivalent	Bachelor's degree or equivalent	.616*	.231	.025

The survey results suggest that people with high school or equivalent are more willing to repurchase electronic home appliances that are recommended by pet influencers, and they are more likely to consider repurchasing electronic home appliances after watching pet influencers' videos presenting the product more than people with a bachelor's degree or equivalent at the mean difference is significant at the 0.028 and 0.025 level, respectively or below 0.05.

• Average Monthly Income (ANOVA)

Table 4.41 Average Monthly Income - ANOVA

Dependent Variable	(I) Average monthly income.	(J) Average monthly income.	Mean Difference (I-J)	Std. Error	Sig.
I plan to buy the electronic home appliances that I saw in the pet influencer video in the next purchase.	30,001-50,000 THB	50,001-70,000 THB	-.740*	.227	.013
I am willing to repurchase electronic home appliances that are recommended by pet influencers.	30,001-50,000 THB	50,001-70,000 THB	-.720*	.230	.020
I am considering repurchasing electronic home appliances after watching pet influencers' videos presenting the product.	30,001-50,000 THB	50,001-70,000 THB	-.840*	.223	.002
I will buy the electronic home appliance that was recommended by the pet influencer again.	30,001-50,000 THB	50,001-70,000 THB	-.760*	.230	.011
I am likely to repurchase electronic home appliance products promote by pet influencers.	30,001-50,000 THB	50,001-70,000 THB	-.790*	.237	.010
I will definitely repurchase electronic home appliance products presented by pet influencers.	30,001-50,000 THB	50,001-70,000 THB	-.820*	.242	.009

People with an average income of 50,001 THB to 70,000 THB tend to plan to buy electronic home appliances that they saw in the pet influencer video in the next purchase, willing to repurchase electronic home appliances that are recommended by pet influencers, considering repurchasing electronic home appliances after watching pet influencers' videos presenting the product, buy the electronic home appliance that was recommended by the pet influencer again, repurchase electronic home appliance products promoten by pet influencers, and likely to definitely repurchase electronic home appliance products presented by pet influencers more than people with 30,001 THB to 50,000 THB average income.

4.10 Regression Analysis

Table 4.42 ANOVA - Regression

ANOVA[a]						
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	105.712	6	17.619	116.908	.000[b]
	Residual	31.045	206	.151		
	Total	136.757	212			
a. Dependent Variable: Repurchase_Intention_Mean						
b. Predictors: (Constant), Trust_Mean, AttitudeTowardPetInfluencers_Mean, EWOM_Mean, Pet_Celebrity_Mean, Brand_Image_Mean, Content_Quality_Mean						

The regression model is useable or acceptable since Sig. value in ANOVA table is below 0.05 at 0.000.

Table 4.43 Model Summary - Regression

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.879[a]	.773	.766	.38821
a. Predictors: (Constant), Trust_Mean, AttitudeTowardPetInfluencers_Mean, EWOM_Mean, Pet_Celebrity_Mean, Brand_Image_Mean, Content_Quality_Mean				

The R square value indicates that 77.3% of the variability in the dependent variable can be explained by the independent variables.

Table 4.44 Coefficients - Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.085	.241		-.351	.726
	Content_Quality_Mean	.226	.096	.165	2.350	.020
	AttitudeTowardPetInfluencers_Mean	-.390	.081	-.242	-4.810	.000
	Pet_Celebrity_Endorsement_Mean	.435	.076	.355	5.711	.000
	Brand_Image_Mean	.412	.080	.346	5.125	.000
	EWOM_Mean	.117	.063	.093	1.858	.065
	Trust_Mean	.194	.074	.161	2.618	.009
a. Dependent Variable: Repurchase_Intention_Mean						

There are five significant values lower than 0.05, indicating an effect on repurchase intention (dependent variable), consisting of content quality (Sig. = 0.020), attitude toward pet influencers (Sig. = 0.000), pet celebrity endorsement (Sig. = 0.000), brand image (Sig. = 0.000), and trust (Sig. = 0.009).

The independent variables that have the highest effect on repurchase intention (dependent variable) on electronic home appliances are pet celebrity endorsement (Beta = 0.355), followed by brand image (Bata = 0.346), attitude toward pet influencers (Beta = -0.242), content quality (Beta = 0.165), and trust (Beta =0.161). However, attitudes toward pet influencers show a negative beta, which means that those with more positive attitudes toward pet influencers are less likely to repurchase.

CHAPTER V
DISCUSSION

5.1 Relationship

5.1.1 Content Quality

According to the study, the quality of content plays a significant role in the repurchase intention. The findings of a previous study conducted by Chen & Chang (2018) also confirmed that the quality of information has a positive impact on customer repurchase intention. Similarly, Wandoko & Panggati's study (2022b) found that the quality of content has a positive effect on repurchase intention. The research conducted by Wang et al. (2012) also suggests that higher content quality leads to higher repurchase intention, which aligns with the results of this study. Moreover, the study's findings are consistent with Shim & Jo's research (2020), which found that content quality has a positive influence on repurchase intention and aligns with the result of this study. According to the study conducted by Rahi and Ghani (2018), there is a significant positive correlation between content quality and repurchase intention, which is consistent with the findings of this study. Furthermore, Gunawan et al. (2023) also discovered that there is a positive impact between content quality and repurchase intention, which aligns with the results of this research.

5.1.2 Attitude toward pet influencers

The study found that people's attitude toward pet influencers has a significant impact on their intention to repurchase. Previous studies by Conner et al. (2006), Fishbein and Ajzen (1975), Ünal et al. (2019), and Hussain et al. (2023) have all shown a positive correlation between attitude and repurchase intention. Similarly, Loh and Hassan's (2021) study found that a positive attitude towards food truck products leads to a stronger intention to repurchase, but the finding of this study shows that attitude toward pet influencers negatively affects the intention to repurchase, while other previous

research shows positively influence effect over repurchase intention. This research has shown that customers with a more positive attitude toward pet influencers are less likely to repurchase, while those with a less positive attitude toward pet influencers are more likely to have higher repurchase intentions. Interestingly, customers do not typically associate the quality of electronic home appliances with pet influencers.

5.1.3 Pet Celebrity Endorsement

The study's findings suggest that there is a positive correlation between pet celebrity endorsement and the intention to repurchase. In other words, when a pet celebrity promotes a product, it increases the likelihood of a customer purchasing the same product again. This conclusion aligns with the results of previous studies conducted by Laila and Sjabadhyni (2017), Chiquita et al. (2021), Prapanca (2023), Domfeh et al. (2018), Ponggeng & Mulia (2020), and Widyasari and Suparna (2022). Additionally, a study conducted by Zarkasi et al. (2023) found that pet celebrity endorsement has a positive impact on the intention to repurchase.

5.1.4 Brand Image

The results of this study indicate that a positive brand image leads to an increased intention to repurchase. These findings are consistent with past studies proceeded by Pratisthita et al. (2022), Huang et al. (2019), Yasa (2018), Winarto and Widyastuti (2021), Lianto (2019), Suryana and Dasuki (2013), Tariq et al. (2013), and Wu et al. (2011). Additionally, a prior study by Wijaya and Astuti (2018) also demonstrates a positive correlation between brand image and repurchase intention, which is in line with the results of this research.

5.1.5 Electronic Word of Mouth (E-WOM)

The outcome of the research reveals that there is no significant effect between electronic word of mouth (E-WOM) and repurchase intention. This means that the spread of information about a product or service through electronic means, such as social media, online reviews, and discussion forums, does not have a noticeable impact on whether customers will return to buy again. This finding is different from the results of previous studies conducted by Kuswardi and Sanny (2023), Tandon et al. (2020),

Wandoko and Panggati (2022), Matute et al. (2016), Wei, Miao, and Huang (2013), and Zhang et al. (2021). These studies suggested that there is a positive association between E-WOM and repurchase intention. Furthermore, the research conducted by Williams and Soutar (2009) found that sharing E-WOM can increase repurchase intention. However, this contradicts the results of this study.

5.1.6 Trust

The research findings indicate that trust has a significant and positive impact on repurchase intention for the same product from the same brand for future purchases. This conclusion was conducted based on the analysis of various factors that influence repurchase intention. The study builds on previous research conducted by Flavian et al. (2006), Wandoko and Panggati (2022), Şehirli (2023), and Punyatoya (2019), which also found that there is a positive effect between repurchase intention and trust. Furthermore, this study highlights the importance of trust in influencing repurchase intention. The results of this study are consistent with the previous research by Trivedi and Yadav (2019), which found that trust is a crucial factor that positively affects repurchase intention, which is different from the result of this study.

5.1.7 Repurchase Intention

The study found that several factors have a strong impact on repurchase intention, including content quality, attitude toward pet influencers, pet celebrity endorsement, brand image, and trust. However, electronic word of mouth (E-WOM) did not have a significant effect on repurchase intention. Previous research by Trivedi and Yadav (2019) supported the importance of trust in positively affecting repurchase intention. Similarly, Chen and Tsai's study (2007) found that content quality had a positive impact on the intention to repurchase goods or services, which aligns with the findings of this study. Santi and Suasana's research (2021) showed that electronic word of mouth and brand image had a positive and significant influence on repurchase intention. Widyasari and Suparna's study (2022) also found that the influence of celebrity endorsement and brand image had a positive effect on repurchase intention.

5.2 Conclusion

This study aims to identify the most significant factor that leads to repurchase intention in electronic home appliances through pet influencer marketing. Additionally, the study examines the impact of various factors, including content quality, attitude towards pet influencers, pet celebrity endorsement, brand image, electronic word of mouth (E-WOM), and trust, on repurchase intention in electronic home appliances.

The present study conducted research on the factors that significantly influence customers' intention to repurchase electronic home appliances. The results indicate that pet celebrity endorsement, brand image, attitude toward pet influencers, content quality, and trust all have a significant impact on repurchase intention. This means that people may purchase electric home appliances repeatedly due to pet celebrity endorsements, brand image, content quality of pet influencers, and trust in pet influencers.

Notable, only the attitude toward pet influencers has a negative impact on the intention to repurchase. All the other variables have a positive effect on repurchase intentions. Studies have suggested that customers who have a more positive view of pet influencers are less likely to repurchase, whereas those with a less favorable opinion of them are more likely to have higher repurchase intentions. Interestingly, customers usually don't link the quality of electronic home appliances with pet influencers.

Furthermore, the study showed that electronic word-of-mouth (E-WOM) has no significant impact on repurchase intention in electronic home appliances.

One of the main objectives of this study is to closely analyze and examine the variations between different groups based on five essential demographic elements, namely gender, age range, education level, monthly income, and occupation, through the use of scale questions. The study intends to delve deeper into the variations between each group on these variables to gain a better understanding of how each demographic element impacts the outcome of the scale questions. By analyzing these differences, the study aims to provide valuable insights into how demographic factors play a crucial role in finding the results of scale questions.

The analysis of the survey data revealed that female respondents had a significantly more positive attitude towards pet influencers compared to their male respondents.

There is a noticeable difference in how different age groups view pet influencers. People who are between 25-34 years old and 45-54 years old generally have a better attitude towards pet influencers than those who are 18-24 years old. Respondents in the 18-24 age group are more influenced by pet celebrity endorsements than those aged 35-44. Those aged 45-54 place brand image more importance than those aged 35-44. Additionally, respondents in the 45-54 age group tend to trust pet influencers more than those in the 18-24 and 25-34 age groups. Those in the 45-54 age group are more likely to repurchase electronic home appliances than those aged 35-44.

The level of education of the respondents plays a significant role in determining the importance they give to content quality. Those with a high school education or equivalent like the content quality of pet influencers more than those with a bachelor's degree or equivalent. On the other hand, respondents with high school or equivalent education levels tend to value the brand image endorsed by pet influencers more than those with a bachelor's degree or equivalent. Additionally, those with a high school education or equivalent trust pet influencers more and have a higher intention to repurchase as compared to those with a bachelor's degree or equivalent. This could be because they are more likely to be influenced in their repurchasing decisions by the opinions and recommendations of pet influencers.

The study examined the relationship between respondents' average monthly income and their attitudes towards pet influencers. The findings suggest that respondents who earn a monthly income of 30,001 THB – 50,000 THB are more likely to appreciate the quality of content produced by pet influencers than those who earn 10,000 THB – 30,000 THB, 50,001 THB – 70,000 THB, and over 70,000 THB per month. This implies that people who earn a moderate income are more likely to enjoy the content produced by pet influencers than those who earn higher or lower incomes.

Furthermore, respondents who earn 50,001 THB – 70,000 THB per month are more satisfied with the quality of content produced by pet influencers than those who earn less than 10,000 THB per month. This suggests that people who earn a higher income are more discerning when it comes to the quality of content produced by pet influencers.

The study also found that respondents who earn between 10,000 THB – 30,000 THB and 50,001 THB – 70,000 THB per month have a more positive attitude

towards pet influencers than those who earn less than 10,000 THB per month. This suggests that people who earn a moderate to high income are more likely to appreciate the work of pet influencers and see them as a positive influence.

The study revealed that respondents who earn 50,001 THB – 70,000 THB per month are more likely to be influenced by pet celebrity endorsements than those who earn 30,001 THB – 50,000 THB per month. This implies that people who earn a higher income are more likely to be influenced by celebrity endorsements. According to the study, respondents with an average monthly income of 50,001 THB to 70,000 THB tend to place more importance on brand image as compared to those with lower incomes (less than 10,000 THB, 10,000 THB - 30,000 THB, and 30,001 THB - 50,000 THB). This indicates that individuals with higher incomes may be more brand-conscious and may have a good brand image of products presented by pet influencers. People with high incomes may be willing to pay more for premium products and services that have a good reputation. Moreover, they have a good brand image on products that are presented by pet influencers. In terms of electronic word-of-mouth (E-WOM), respondents who earn 50,001 THB to 70,000 THB on average monthly income are more likely to generate E-WOM as compared to those who earn 30,001 THB to 50,000 THB and less than 10,000 THB. However, those with an average monthly income of 10,000 THB to 30,000 THB are also likely to generate E-WOM as compared to those who earn 30,001 THB to 50,000 THB. This suggests that E-WOM is not only driven by income but also by other factors such as product satisfaction, engagement, and customer experience. Furthermore, respondents who earn 50,001 THB to 70,000 THB and over 70,000 THB on average monthly income tend to trust pet influencers more than those who earn less than 10,000 THB. This indicates that individuals with higher incomes are more likely to follow pet influencers and may be more willing to repurchase products or services recommended by them. Those who earn 50,001 THB to 70,000 THB on average monthly income are more likely to have a repurchase intention than those who have 30,001 THB to 50,000 THB average monthly income. This suggests that individuals with higher incomes are may be more likely to make repeat purchases.

Among the respondents, those who identified themselves as businesspeople have shown a higher degree of trust towards pet influencers compared to respondents

who are full-time students. This implies that pet influencers have a greater impact on the repurchasing intention of businesspeople as compared to students.

Overall, high school or an equivalent level of education think that the electric home appliance brand image is good, trust pet influencers, and are satisfied with the content quality of pet influencers. Respondents aged 45-54 have a better view of brand image, trust pet influencers, and have a positive attitude toward pet influencers than other age groups.

5.3 Recommendations

The following section presents recommendations for electronic home appliance product owner on how to use pet influencer marketing to promote their products. The product should be a pet-related product such as a vacuum machine and air filter.

By increasing repurchase intention on electronic home appliances, it is better to prioritize pet celebrity endorsement because it has a direct and most influential effect on repurchase intention. It is better to focus on pet celebrity endorsement by using their reputation and credibility to endorse the product. Collaborating with popular pets that have a considerable following on social media platforms such as Facebook, Instagram, X, or TikTok can help create a positive buzz around the product and significantly expand the audience. For instance, if the company sells air conditioners for homes, partnering with a renowned cat or dog influencer that frequently posts photos or videos of themselves enjoying the cool air in air-conditioned rooms could be a strategic move. To execute this strategy, the product owner can reach out to pet celebrities or their owners through social media channels or influencer marketing agencies. In exchange for featuring products in their posts or stories, the company can offer them free products, discounts, or payment. With the right approach, the company can utilize the influence of pet influencers to enhance repurchase intention and achieve their marketing goals. In the context of pet celebrity endorsement, if there is no perceived detriment to the welfare of animals, the practice could be deemed appropriate. It is important to ensure that the welfare of pets is not compromised in any manner. Therefore, a thorough evaluation of the impact of celebrity endorsement on pets should be conducted before instituting such practices.

The second factor that has a positive repurchase intention effect on the electronic home appliance is a brand image because they tend to think that the electronic home appliance brand that pet influencers advertise is nice. To leverage this effect, electronic home appliance product owners could engage popular pet influencers to promote their electronic home appliance brand, thereby building a positive brand image and increasing the likelihood of repurchasing. For example, the company reached out to Doug the Pug's owner via Instagram, proposing to send them a complimentary smart air purifier in exchange for featuring the product in Doug's posts and stories. Doug's owner accepted the offer and soon received the product. Later, they shared a series of delightful photos and videos of Doug basking in the purified air of different rooms in their home. The captions on these posts emphasized the advantages of having a smart air purifier at home. Additionally, Doug's owner provided a special discount code for the product, which was well-received by their followers. Doug's fans loved the charming photos of him and the effectiveness of the purifier. The company also received glowing customer reviews and testimonials featuring pets happily using the product, which they incorporated into their marketing efforts. This approach could prove to be a valuable strategy for electronic home appliance product owners seeking to enhance repurchase intention.

The third factor that has a significant impact on electronic home appliance repurchase intention is the attitude toward pet influencers. The finding shows that customers who hold a positive perception of pet influencers are less inclined to repurchase intention. Customers do not typically associate electronic home appliance quality with pet influencers. Therefore, electronic home appliance product owner may reduce the association with the quality and performance of their electronic home appliances and raise awareness instead.

The fourth factor that positively influences repurchase intention on electronic home appliances is content quality because people tend to like to watch pet influencers introduce electronic home appliances. The recommendation is to collaborate with pet influencers to improve the overall content quality to showcase electronic home appliances to attract viewers and increase the likelihood of customer repurchase intention. When choosing pet influencers to collaborate with, electronic home appliance product owners should consider the following factors to ensure that the content quality aligns with their brand image and messaging. The company can conduct thorough research to identify

pet influencers who create high-quality content that aligns with the brand's messaging and values. Look for influencers who have a significant following and high engagement rate. The company can offer training, support, and resources to the pet influencer to ensure that they are knowledgeable about the product and can provide accurate information to their followers. Regularly monitor the content created by the pet influencer to ensure that it aligns with the brand's messaging and values. Provide feedback and guidance to the influencer as needed to ensure that the content is accurate and effective and leverage customer feedback and testimonials featuring pets using the product to reinforce the influencer's content. Share this information with the influencer and encourage them to incorporate it into their posts and stories. By following these recommendations, electronic home appliance product owners can effectively utilize pet influencers who have quality information in their content.

The last crucial factor that impacts electronic home appliance repurchase intention is trust. People tend to think that pet influencers have a high reputation, care about their audience, and provide good advice, which can help build trust and credibility for the product. Trust can be established through various means, such as transparent communication and building a reliable product perspective. Utilizing customer reviews and testimonials featuring pets enjoying the product can help the product owner build trust and reliability with potential customers. Pet influencer marketing can be a powerful tool for achieving marketing objectives by showcasing how pets benefit from the product. Encouraging pet influencers to honestly and transparently review the product can enhance their trust factor with followers. Additionally, leveraging customer reviews and testimonials that demonstrate the product's effectiveness can create a sense of reliability and trust with potential customers. By utilizing pet influencer marketing, the company can create an emotional connection with their target audience and boost their marketing efforts. Therefore, building trust can help businesses increase repurchase intention

Furthermore, the business and electronic home appliance product owners can increase focus more on targeted people with high incomes between 50,001 THB and 70,000 THB, as a result showed that respondents with this income range tend to have a significant effect on repurchase intention. The reason might be because they have high purchasing power.

Based on the research findings, it appears that individuals with a high school diploma are more likely to have a higher intention to repurchase an electronic home appliance than those with a bachelor's degree. Therefore, electronic home appliance product owners may consider using pet influencer marketing to target individuals with a high school or equivalent level of education.

Research shows that people between the ages of 45 and 54 have a higher tendency to repurchase electric home appliances when influenced by pet influencers as compared to other age groups. Therefore, electronic home appliance product owners should increase focus on applying pet influencer marketing to target the 45-54 age group for better results.

5.4 Limitations

The research collected data from Thai people residing in Bangkok and the Metropolitan Region, including Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakan, and Samut Sakhon, who have watched videos of pet influencers in the past six months. The researchers used the convenience sampling method to gather data, which had some limitations. The sample size was small, with only 213 respondents, so the research results may not fully represent the population's opinions. Moreover, there was no clear division of the sample according to areas in Bangkok, and the sample group of respondents may be concentrated. The data collection period lasted only 23 days, from 14 October 2013 to 5 November 2023, which may not provide a long-term perspective on the marketing trend to be considered for application over time.

5.5 Future Research Directions

To obtain more detailed information about needs and opinions, future research should consider collecting data through qualitative research methods such as interviews or case studies. The current research discovered that some respondents expressed lower repurchase intentions towards electronic home appliances when exposed to pet influencer marketing when they had a positive attitude toward pet influencers. However, the study did not explore the exact reasons behind these opinions. Conducting in-depth or qualitative research will enable businesses to gain a better understanding of the reasons behind these opinions and develop effective pet influencer marketing strategies to communicate with consumers more effectively.

It is important to collect more specific details about the areas in Bangkok for data collection, as there are variations in income range and educational levels in different areas. This will provide a better understanding of the target customer background. Additionally, future research should consider extending the data collection period to study the changes in people's perception about pet influencers over time and collect more samples to represent the population's opinion more accurately.

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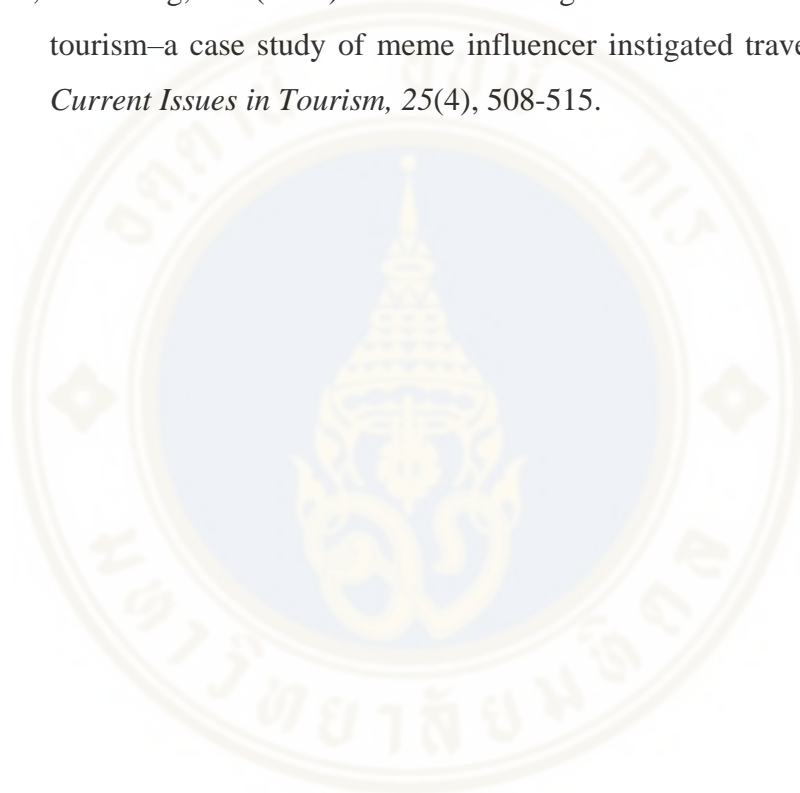
APPENDICES

Appendix A: Questionnaire Survey (English Version)

Part 1: Screening Questions

1.1　I am 18 years old or older.

　　　☐ Yes (Continue the questionnaire) ☐ No (End of the questionnaire)

1.2　I live in Bangkok and Metropolitan Region (Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakan, and Samut Sakhon)

　　　☐ Yes (Continue the questionnaire) ☐ No (End of the questionnaire)

1.3　I watched cat or dog video clips presenting Home Electronic Appliance products on social media platforms in the past 6 months.

　　　☐ Yes (Continue the questionnaire) ☐ No (End of the questionnaire)

1.4　I noticed these electronic home appliances being advertised by pet influencers.

　　　1.4.1　Light bulb

　　　1.4.2　Hair dryer, iron, Rice Cooker, Electric Pot, Microwave, Air Fryer, Coffee maker

　　　1.4.3　Vacuums machine, Washing Machine, Fan, Air Filter, Water filter

　　　1.4.4　Refrigerator

　　　1.4.5　TV, Speaker, Home Theater set

　　　☐ Yes　(Continue the questionnaire) ☐ No (End of the questionnaire)

1.5　I watch videos of pet influencers through one of these social media platforms, including TikTok, Instagram, YouTube, Facebook, and X (Twitter).

　　　☐ Yes (Continue the questionnaire) ☐ No (End of the questionnaire)

Part 2 Factors influencing repurchase intention for home electronic appliance products when using pet influencer marketing.

Part 2.1 Content Quality

Content Quality	Strongly Disagree (1)	Disagree (2)	Indifference (3)	Agree (4)	Strongly Agree (5)
Quality of information					
1. I think that pet influencers' video provide various information of the electronic home appliance product.					
2. In my opinion, pet influencers offer trustworthy insights on electronic household appliances.					
3. I think pet influencers create useful content.					
4. Pet influencer provide information that meet my viewing purpose.					
Perceived informativeness					
5. The information provided by pet influencers on electronic home appliances is easily understandable.					
6. I think pet influencers make home appliances content easier to explain.					
Audience Satisfaction					
7. I think pet influencers provide content that worth my time to watch.					
8. I am generally satisfied with the contents presented by pet influences.					
Entertainment					
9. I don't get bored watching pet influencers promote electronic home appliances products.					

Content Quality	Strongly Disagree (1)	Disagree (2)	Indifference (3)	Agree (4)	Strongly Agree (5)
10. I like to watch pet influencers introduce home electronic appliance products.					
Access intention					
11. I like to visit pet influencers' profiles to watch their new video.					
12. I am willing to watch content featuring electronic home appliances presented by pet influencers again.					
Sufficiency content					
13. I think pet influencers provide various content about electronic home appliance products.					
14. In my opinion, pet influencers provide enough content about electronic home appliance products.					

Part 2.2 Attitude toward pet influencer Questions

Attitude toward pet influencer Questions	Strongly Disagree (1)	Disagree (2)	Indifference (3)	Agree (4)	Strongly Agree (5)
1. I think that pet influencers are adorable.					
2. I think that pet influencers are good entertainers.					
3. I associate the pet influencer with the quality of the electronic home appliance products.					
4. I think pet influencers are funny.					
5. I feel calm when watching videos from pet influencers.					

Attitude toward pet influencer Questions	Strongly Disagree (1)	Disagree (2)	Indifference (3)	Agree (4)	Strongly Agree (5)
6. I feel relaxed when watching videos from pet influencers.					
7. I think that pet influencers are innocent.					

Part 2.3 Pet Celebrity Endorsement

Pet Celebrity Endorsement	Strongly Disagree (1)	Disagree (2)	Indifference (3)	Agree (4)	Strongly Agree (5)
1. I recognize electronic home appliance brands that use pet celebrity endorsers.					
2. I think that pet influencers promote electronic home appliances as being reliable.					
3. I think that pet influencers' image aligns with the electronic home appliance products.					
4. In my opinion, pet influencers have become increasingly influential in promoting electronic home appliances.					
5. I don't see any harm in pets promoting products or services, as long as they are treated well.					

Part 2.4 Brand image

Brand image	Strongly Disagree (1)	Disagree (2)	Indifference (3)	Agree (4)	Strongly Agree (5)
1. The electronic home appliance brand that pet influencers advertise is nice.					
2. The electronic home appliance brand that pet influencers advertise is a brand that does not disappoint its customers.					
3. The electronic home appliance brand that pet influencers advertise is one of the best brands in the sector.					
4. The electronic home appliance products that pet influencers endorse have characteristics that other brands do not.					
5. The electronic home appliance brand that pet influencers endorse has a personality that distinguishes itself from competitor brands.					
6. The electronic home appliance brand I used is one of the best brands in the sector.					

Part 2.5 Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM)	Strongly Disagree (1)	Disagree (2)	Indifference (3)	Agree (4)	Strongly Agree (5)
1. I like to share the video of pet influencers that I like on my personal social media account.					
2. I like to share positive comment on the cute video of pet influencer.					
3. I like to talk about funny videos of pet influencers with my friends on my social media.					
4. My friend send me a video of pet influencers.					
5. I saw my circle share the video of pet influencers on their social media platforms.					

Part 2.6 Trust

Trust	Strongly Disagree (1)	Disagree (2)	Indifference (3)	Agree (4)	Strongly Agree (5)
1. If I trust a pet influencer, I want to repurchase the same brand of electronic home appliance presented by them again.					
2. I think that pet influencers have morals.					
3. I think that pet influencers have a high reputation.					
4. I trust pet influencers.					
5. I think pet influencers care about their audiences.					
6. I think pet influencers provide good advice.					

Part 2.7 Repurchase Intention

Repurchase Intention	Strongly Disagree (1)	Disagree (2)	Indifference (3)	Agree (4)	Strongly Agree (5)
1. I plan to buy the electronic home appliances that I saw in the pet influencers' video in the next purchase.					
2. I am willing to repurchase electronic home appliances that are recommended by pet influencers.					
3. I am considering repurchasing electronic home appliances after watching pet influencers' videos presenting the product.					
4. I will buy the electronic home appliance that was recommended by the pet influencer again.					
5. I am likely to repurchase electronic home appliance products promoten by pet influencers.					
6. I will definitely repurchase electronic home appliance products presented by pet influencers.					

Part 3 -Behavior on social media platforms on watching pet influencers' clips

3.1 I frequently engage with social media (Facebook, Instagram, TikTok, and X (Twitter)) around………

☐ All the time (More than 10 hours/day)

☐ Usually (8-10 hours/day)

☐ Often (5-7 hours/day)

☐ Sometimes (3-5 hours/day)

☐ Rarely (Less than 1-3 hours/day)

3.2 These groups or individuals have the most influence on me to watch videos of pet influencers' social media platforms (Facebook, Instagram, TikTok, and X (Twitter)). (You can choose more than one.)

☐ Myself   ☐ My family   ☐ My relatives

☐ My friends or acquaintances   ☐ Celebrity and influencers

☐ My pet

3.3 These groups or individuals have the most influence on me to have active behavior (share and comment) on the videos of pet influencers on my social media account (Facebook, Instagram, TikTok, and X (Twitter)). (You can choose more than one.)

☐ Myself   ☐ My family   ☐ My relatives

☐ My friends or acquaintances   ☐ Celebrity and influencers

☐ My pet

3.4 I like to watch videos of pet influencers when…… (What is the reason behind people's interest in watching videos of pet influencers?) (You can choose more than one.)

☐ When I feel stress   ☐ When I'm in a good mood

☐ When I'm bored   ☐ When I feel bad

☐ When I surf the internet   ☐ When I feel lonely

☐ When I'm sad   ☐ When I'm angry

☐ When I'm happy   ☐ When I'm in a bad mood

Part 4 - Respondents' Background

4.1 Age range (years old)

☐ 18 – 24   ☐ 25 – 34   ☐ 35 - 44

☐ 45 – 54   ☐ 55 – 60   ☐ Above 60

4.2 Gender

☐ Male   ☐ Female   ☐others

4.3 Your highest level of education

☐ Middle School or equivalent   ☐ High School or equivalent

☐ Bachelor's degree or equivalent   ☐ Master's degree or higher

4.4 Employment Status

☐ Full-time student   ☐ Private sector officer

☐ Government officer   ☐ A freelancer

☐ State enterprise employees   ☐ Unemployed

☐ Businessman   ☐ Others………………….

4.5 Average monthly income.

☐ Less than 10,000 THB   ☐ 10,000 THB - 30,000 THB

☐ 30,001 THB - 50,000 THB   ☐ 50,001 THB - 70,000 THB

☐ Over 70,000 THB

Appendix B: Questionnaire Survey (Thai Version)

ส่วนที่ 1: คำถามคัดกรอง

1.1 ฉันมีอายุ 18 ปี หรือ มากกว่า

☐ ใช่ (ทำแบบสอบถามต่อไป)　　☐ ไม่ใช่ (สิ้นสุดแบบสอบถาม)

1.2 ฉันอาศัยอยู่ในกรุงเทพและปริมณฑล (นนทบุรี, นครปฐม, ปทุมธานี, สมุทรปราการ, และ สมุทรสาคร)

☐ ใช่ (ทำแบบสอบถามต่อไป)　　☐ ไม่ใช่ (สิ้นสุดแบบสอบถาม)

1.3 ฉันเคยดูคลิปวิดีโอที่สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ (pet influencer) นำเสนอ เครื่องใช้ไฟฟ้าภายในบ้าน ภายในบ้านภายในช่วง 6 เดือนที่ผ่านมา

☐ เคย (ทำแบบสอบถามต่อไป)　　☐ ไม่เคย (สิ้นสุดแบบสอบถาม)

1.4 ฉันเคยเห็นสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ (pet influencer) นำเสนอเครื่องใช้ไฟฟ้า ภายในบ้านเหล่านี้

　　1.4.1) หลอดไฟ

　　1.4.2) เครื่องเป่าผม, เตารีด, หม้อหุงข้าว, หม้อไฟฟ้า, เตาอบไมโครเวฟ, หม้อทอดไร้น้ำมัน, เครื่องทำกาแฟ

　　1.4.3) เครื่องดูดฝุ่น, เครื่องซักผ้า, พัดลม, เครื่องกรองอากาศ, เครื่องกรองน้ำ

　　1.4.4) ตู้เย็น

　　1.4.5) ทรทัศน์, ลำโพง, ชุดโฮมเธียเตอร์

☐ เคย (ทำแบบสอบถามต่อไป)　　☐ ไม่เคย (สิ้นสุดแบบสอบถาม)

1.5 ฉันดูคลิปวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์บนสื่อสังคมออนไลน์ (โซเชียล มีเดีย) เหล่านี้ ติ๊กตอก, อินสตาแกรม, ยูทูป, เฟสบุ๊ค, หรือ เอ็กซ์ (ทวิตเตอร์)

☐ ใช่ (ทำแบบสอบถามต่อไป)　　☐ ไม่ใช่ (สิ้นสุดแบบสอบถาม)

ส่วนที่ 2 ปัจจัยที่ส่งผลต่อการซื้อเครื่องใช้ไฟฟ้าภายในบ้านซ้ำจากการใช้การตลาดโดยใช้สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์มาช่วยในการโฆษณา

ส่วนที่ 2.1 คุณภาพของเนื้อหา

คุณภาพของเนื้อหา	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉย ๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
คุณภาพของข้อมูล					
1. ฉันคิดว่าวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ให้ข้อมูลที่หลากหลายเกี่ยวกับเครื่องใช้ไฟฟ้าภายในบ้าน					
2. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ให้ข้อมูลที่เชื่อถือได้เกี่ยวกับเครื่องใช้ไฟฟ้าภายในบ้าน					
3. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์สร้างเนื้อหาที่เป็นประโยชน์					
4. สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ให้ข้อมูลที่ตรงตามความต้องการของฉัน					
การรับรู้ข้อมูล					
5. สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ให้ข้อมูลที่เข้าใจง่าย เกี่ยวกับเครื่องใช้ไฟฟ้าภายในบ้าน					
6. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ทำให้เนื้อหาเกี่ยวกับเครื่องใช้ไฟฟ้าภายในบ้านง่ายต่อการอธิบาย					
ความพึงพอใจของคนดู					
7. ฉันคิดว่าการดูเนื้อหาบนวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์นั้นคุ้มค่ากับเวลาของฉัน					
8. โดยรวมแล้วฉันพอใจกับเนื้อหาที่นำเสนอโดยสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์					
ความบันเทิง					
9. ฉันไม่รู้สึกเบื่อเวลาดูสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์นำเสนอเครื่องใช้ไฟฟ้าภายในบ้าน					
10. ฉันรู้สึกเพลิดเพลินไปกับการนำเสนอเครื่องใช้ไฟฟ้าภายในบ้านของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์					

คุณภาพของเนื้อหา	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉย ๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
ความตั้งใจในการเข้าถึง					
11. ฉันชอบเยี่ยมชมดูที่หน้าโปรไฟล์ของสัตว์เลี้ยวที่มีอิทธิพลบนสื่อสังคมออนไลน์เพื่อชมวิดีโอใหม่ของพวกเขา					
12. ฉันยินดีที่จะดูเนื้อหาเกี่ยวกับเครื่องใช้ไฟฟ้าภายในบ้านที่นำเสนอโดยสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์อีกครั้ง					
ความเพียงพอของเนื้อหา					
13. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์นำเสนอเนื้อหาต่าง ๆ เกี่ยวกับเครื่องใช้ไฟฟ้าภายในบ้านได้อย่างหลากหลาย					
14. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ให้เนื้อหาเกี่ยวกับเครื่องใช้ไฟฟ้าภายในบ้านได้อย่างเพียงพอ					

ส่วนที่ 2.2 ทัศนคติที่มีต่อสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์

ทัศนคติที่มีต่อสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉย ๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์น่ารัก					
2. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์เป็นผู้ให้ความบันเทิงที่ดี					
3.. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์มีความเชื่อมโยงกับเครื่องใช้ไฟฟ้าภายในบ้าน					
4. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์นั้นน่าขบขัน					
5. ฉันรู้สึกสบายใจเมื่อดูวิดีโอจากสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์					
6.. ฉันรู้สึกผ่อนคลายเมื่อดูวิดีโอจากเลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์					
7. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์นั้นน่าเอ็นดู					

ส่วนที่ 2.3 แรงส่งเสริมของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์

แรงส่งเสริมของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉย ๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ฉันจดจำตราสินค้าของเครื่องใช้ไฟฟ้าที่มีสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ส่งเสริมได้					
2. ฉันคิดว่าการที่สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์มานำเสนอเครื่องใช้ไฟฟ้าภายในบ้านนั้นมีความน่าเชื่อถือ					
3.. ฉันคิดว่าภาพลักษณ์ของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์กับเครื่องใช้ไฟฟ้าภายในบ้านไปด้วยกันได้					
4.. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์มีอิทธิพลมากขึ้นในการนำเสนอเครื่องใช้ไฟฟ้าภายในบ้าน					
5. ฉันไม่เห็นว่าการที่นำสัตว์เลี้ยงมานำเสนอสินค้าหรือบริการเป็นอันตรายต่อพวกเขาตราบใดที่พวกเขาได้รับการปฏิบัติที่ดี					

ส่วนที่ 2.4 ภาพลักษณ์ต่อตราสินค้า

ภาพลักษณ์ต่อตราสินค้า	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉย ๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ตราสินค้าเครื่องใช้ไฟฟ้าภายในบ้านที่ สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์โฆษณานั้นน่าใช้					
2. ตราสินค้าเครื่องใช้ไฟฟ้าภายในบ้านที่ สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์โฆษณาเป็นตราสินค้าที่ไม่ทำให้ลูกค้าผิดหวัง					
3. ตราสินค้าเครื่องใช้ไฟฟ้าภายในบ้าน ที่สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์นำเสนอเป็นหนึ่งในตราสินค้าที่ดีที่สุดสำหรับกลุ่มสินค้าเครื่องใช้ไฟฟ้าภายในบ้าน					
4. เครื่องใช้ไฟฟ้าภายในบ้านที่สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ส่งเสริมมีลักษณะเฉพาะที่ตราสินค้าอื่นไม่มี					
5. ตราสินค้าเครื่องใช้ไฟฟ้าภายในบ้านที่สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ส่งเสริมมีคุณสมบัติแตกต่างจากตราสินค้าอื่น					
6. ตราสินค้าเครื่องใช้ไฟฟ้าภายในบ้านที่ฉันใช้เป็นหนึ่งในตราสินค้าที่ดีที่สุด					

ส่วนที่ 2.5 การสื่อสารปากต่อปากทางเครื่องมือสื่อสารอิเล็กทรอนิกส์

การสื่อสารปากต่อปากทางเครื่องมือสื่อสารอิเล็กทรอนิกส์	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉย ๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ฉันชอบแบ่งปันวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ที่ฉันชอบลงบนสื่อสังคมออนไลน์ส่วนตัวของฉัน					
2. ฉันชอบแสดงความคิดเห็นด้านบวกบนวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์					
3. ฉันชอบพูดถึงวิดีโอตลกๆของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์กับเพื่อนๆบนสื่อสังคมออนไลน์					
4. ฉันได้รับวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์จากเพื่อนๆ					
5. ฉันเห็นคนรอบตัวฉันแบ่งปันวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ลงบนบัญชีสื่อสังคมออนไลน์ของพวกเขา					

ส่วนที่ 2.6 ความเชื่อมั่น

ความเชื่อมั่น	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉย ๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ถ้าฉันเชื่อถือสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ ฉันก็อยากจะซื้อเครื่องใช้ไฟฟ้าภายในบ้านที่พวกเขานำเสนออีกครั้ง					
2. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์มีคุณธรรม					
3. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์นั้นมีชื่อเสียงมาก					
4. ฉันเชื่อสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์					
5. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์นั้นเอาใจใส่คนดู					
6. ฉันคิดว่าสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์นั้นให้คำแนะนำที่ดี					

ส่วนที่ 2.7 ความตั้งใจในการซื้อซ้ำ

ความตั้งใจในการซื้อซ้ำ	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉย ๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ฉันมีแผนจะซื้อเครื่องใช้ไฟฟ้าภายในบ้านที่ฉันเห็นในวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ในการซื้อครั้งถัดไป					
2. ฉันยินดีที่จะซื้อเครื่องใช้ไฟฟ้าภายในบ้านที่สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์แนะนำซ้ำ					
3. หลังจากได้ดูวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ ฉันพิจารณาที่จะซื้อเครื่องใช้ไฟฟ้าภายในบ้านที่มีตราสินค้าเดิมซ้ำอีกครั้ง					
4. ฉันจะซื้อเครื่องใช้ไฟฟ้าภายในบ้านที่มีการแนะนำโดยสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์					
5. ฉันมีแนวโน้มที่จะซื้อเครื่องใช้ไฟฟ้าภายในบ้านที่นำเสนอโดยสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ซ้ำ					
6. ฉันจะซื้อเครื่องใช้ไฟฟ้าภายในบ้านที่นำเสนอโดยสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์อย่างแน่นอน					

ส่วนที่ 3 พฤติกรรมบนสื่อสังคมออนไลน์จากการดูวิดีโอของสัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์

3.1 โดยเฉลี่ยแล้วฉันใช้สื่อสังคมออนไลน์ (เฟสบุ๊ค, อินสตาแกรม, ติ๊กตอก และ เอ็กซ์ (ทวิตเตอร์)) ประมาณนี้......

☐ ตลอดเวลา (มากกว่า 10 ชั่วโมงต่อวัน)

☐ ใช้เยอะ (8-10 ชั่วโมงต่อวัน)

☐ ใช้บ่อย (5-7 ชั่วโมงต่อวัน)

☐ ใช้บางครั้ง (3-5 ชั่วโมงต่อวัน)

☐ นาน ๆ ใช้ครั้ง (1-3 ชั่วโมงต่อวัน)

☐ แทบจะไม่ใช้ (น้อยกว่า 1 ชั่วโมงต่อวัน)

3.2 กลุ่มคนหรือบุคคลเหล่านี้มีอิทธิพลทำให้ฉันดูวิดีโอของสัตว์เลี้ยงที่มีอิทธิผลบนสื่อสังคมออนไลน์ บนสื่อสังคมออนไลน์ (เฟสบุ๊ค, อินสตาแกรม, ติ๊กตอก และ เอ็กซ์ (ทวิตเตอร์)) (เลือกได้มากกว่า 1 ข้อ)

☐ ตัวเอง ☐ ครอบครัวของฉัน ☐ ญาติของฉัน

☐ เพื่อนหรือคนรู้จักของฉัน ☐ ดารา หรือผู้มีอิทธิพลบนสื่อสังคมออนไลน์

☐ สัตว์เลี้ยงของฉัน

3.3 กลุ่มคนหรือบุคคลเหล่านี้มีอิทธิพลทำให้ฉันมีพฤติกรรมเชิงรุก (แชร์ และ คอมเม้น) บนวิดีโอของ สัตว์เลี้ยงที่มีอิทธิพลบนสื่อสังคมออนไลน์ลงบนบัญชีสื่อสังคมออนไลน์ (เฟสบุ๊ค, อินสตาแกรม, ติ๊กตอก และ เอ็กซ์ (ทวิตเตอร์)) ของฉัน (เลือกได้มากกว่า 1 ข้อ)

☐ ตัวเอง ☐ ครอบครัวของฉัน ☐ ญาติของฉัน

☐ เพื่อนหรือคนรู้จักของฉัน ☐ ดาราหรืออินฟลูเอนเซอร์

☐ สัตว์เลี้ยงของฉัน

3.4 ฉันอยากดูวิดีโอของสัตว์เลี้ยงบนสื่อสังคมออนไลน์ตอนที่...... (เลือกได้มากกว่า 1 ข้อ)

☐ ตอนที่ฉันรู้สึกเครียด ☐ ตอนที่ฉันอารมณ์ดี ☐ ตอนที่ฉันรู้สึกเบื่อ

☐ ตอนที่ฉันรู้สึกแย่ ☐ ตอนที่ฉันเล่นอินเตอร์เน็ต ☐ ตอนที่ฉันรู้สึกเหงา

☐ ตอนที่ฉันเศร้า ☐ ตอนที่ฉันโกรธ ☐ ตอนที่ฉันมีความสุข

☐ ตอนที่ฉันอารมณ์ไม่ดี

ส่วนที่ 4 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

4.1 ช่วงอายุ (ปี)

☐ 18 – 24 ☐ 25 – 34 ☐ 35 - 44

☐ 45 – 54 ☐ 55 – 60 ☐ มากกว่า 60

4.2 เพศ

☐ ชาย ☐ หญิง ☐ อื่น ๆ

4.3 ระดับการศึกษาสูงสุด

☐ มัธยมต้นหรือเทียบเท่า ☐ มัธยมปลายหรือเทียบเท่า

☐ ปริญญาตรีหรือเทียบเท่า ☐ ปริญญาโทหรือสูงกว่า

4.4 สถานะการจ้างงาน

☐ นักเรียนเต็มเวลา ☐ พนักงานเอกชน ☐ ข้าราชการ

☐ อาชีพอิสระ ☐ พนักงานรัฐวิสาหกิจ ☐ ว่างงาน

☐ ธุรกิจส่วนตัว ☐ อื่น ๆ.....................

4.5 รายได้โดยเฉลี่ยต่อเดือน

☐ ต่ำกว่า 10,000 บาท ☐ 10,000 - 30,000 บาท ☐ 30,001 - 50,000 บาท

☐ 50,001 - 70,000 บาท ☐ มากกว่า 70,000 บาท