

Effect of electronic word of mouth (e-WOM) and perceived value on purchase intention during the COVID-19 pandemic: the case of ready-to-eat food

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ABSTRACT

This study examines whether electronic word-of-mouth (e-WOM) and customer's perceived value affect the purchase intention on ready-to-eat food. The contribution could be more understanding of the impact of electronic word of mouth (e-WOM) and customer's perceived value on purchase intention on ready-to-eat food to enhance the digital marketing strategy effectiveness. The research model was analyzed from 417 ready-to-eat food customers (respondents) in Satun, Thailand. The data were analyzed using the multiple regression analysis (MRA). It reveals that electronic word of mouth (e-WOM) and customer perception in monetary value, hedonic value, and utilitarian value significantly influenced purchase intention of ready-to-eat food. The utilitarian value had the most influence on purchase intention, followed by hedonic value, electronic word of mouth (e-WOM), and monetary value.

Keywords: electronic word of mouth (e-WOM), perceived value, ready-to-eat, purchase intention, digital marketing

1. INTRODUCTION

1.1 Background of the Research

Digital Marketing is the biggest and best market currently that uses the internet, digital technologies, and social media platforms to connect with our audience to build the brands, increase sales, and drive more product or service traffic. Nowadays, almost 4.66 billion people are active internet users, encompassing 60 percent of the global population. Three hundred nineteen million

new users came online over the past twelve months. Internet users are currently growing at an annualized rate of more than 7 percent, equating to an average of roughly 875,000 new users each day. The rapid increase of internet users also makes digital marketing fast-growing (Statista, 2021). In 2021, 78.7% of Thai will be active social media users. Thailand's number of internet users increased by 3.4 million (+7.4%) between 2020 and 2021. Thailand's social media users increased by 3.0 million (+5.8%), one of the highest in Southeast Asia (Kepios, 2021). In 2020, the internet users in Thailand were the third highest in online shopping globally, with an 83.6% online shopping rate. Thai people spend 6,480 baht per person per year on online shopping on average. Many businesses will become increasingly reliant on their digital marketing strategy, including the food business (We are social, 2021).

The COVID-19 pandemic has resulted in a new era for humanity, the economy, and the food sector ongoing. (Boyacı-Gündüz et al., 2021). The pandemic impacts consumer behavior into changes related to shopping for food, eating habits, and food-related behavior (Fanelli, 2021). The changes in the way consumers are eating, shopping, and interacting with food. For example, a shift toward healthier diets, an increase in the consumption of domestic products due to food safety concerns, a change in the modality of acquiring food (with a surge in online grocery shopping), an increase in culinary capabilities, and the absence of panic buying and food stockpiling (Hassen et al., 2021). Consumers' shopping habits and food sourcing have been altered due to the pandemic. The shopping trips are becoming less frequent, and more food is being purchased on each trip. Everyone concerns about food safety and an increase in the consumption of locally produced foods (Ben Hassen et al., 2020). The new consumer behaviors affect every aspect of one's life, from how people work to shop to entertain themselves. Consumer packaged goods companies and retailers face significant challenges because of these rapid shifts (Kohli et al., 2020). The consumer who started to present high Television-viewing and computer or tablet use during the COVID-19 pandemic quarantine were more likely to show an incidence of elevated frequency of ultra-processed food consumption and low consumption of fruit and vegetables (Werneck et al., 2021). According to Huang & Hwang (2012), ready-to-eat (RTE) food refers to a group of food products that are mostly packaged, pre-cleaned, precooked, and ready for consumption without prior preparation or cooking. Thus, the ready-to-eat food is appropriate for the COVID-19 Pandemic for the rapid situation in digital era and more concern about food safety.

1.2 Problem Statement

The consumer reactions to the information are disseminated via electronic word of mouth (e-WOM). In this era, sharing information on a social network such as Facebook, Twitter or WhatsApp may influence the consumers' cognition, emotion, and behavior. Electronic word of mouth (e-WOM) influences consumers' purchase behavior (Nasiruddin & Hashim, 2015). Customers can use electronic word-of-mouth in different types of online consumer reviews and can be used to help make e-commerce purchasing decisions (Fan, 2012). Electronic word of mouth (e-WOM), product quality, and price influence purchase decisions (Perkasa, 2020). There is a relationship between food quality and skepticism that influences consumers' attitudes toward organic food. Interestingly, organic food knowledge and health consciousness are not significant in influencing consumer attitudes toward organic food. Besides, none of the food safety and price relationship between consumer attitude and purchase intention toward organic food has been studied (Alshammari, 2020).

1.3 Research Objective

This research examines whether electronic word-of-mouth (e-WOM) and customers' perceived value affect the purchase intention on ready-to-eat food in Satun (a province) in Thailand. The contribution could be to understand better the effect of electronic word of mouth (e-WOM) and customer's perceived value on purchase intention in ready-to-eat food to enhance the digital marketing strategy effectiveness.

1.4 Research Question

Is there the impact of electronic word of mouth (e-WOM) and customer perceived value on purchasing ready-to-eat food in Satun, Thailand?

2. LITERATURE REVIEW

2.1 Ready-To-Eat Food

Ready-to-Eat Meals refer to the products that require little effort for the consumer to prepare, such as only need heating up. Classic deep-frozen products based on meat, fish, or vegetables, filled pasta, frozen pizzas, and similar products fall into this segment (Statista, 2021). Many people stockpiled food, especially ready-to-eat products, from the COVID-19 pandemic, concerned about lockdown in Thailand. The customer's hectic lifestyles prefer ready-to-eat products that reduce the preparation or cooking time and are more cost-effective, leading to overall market growth. According to Statista (Statista, 2021), the revenue in the ready-to-eat products segment amounts to \$3,099 million US. in 2021. The market has been expected to grow annually by 2.29% (CAGR 2021-2025).

2.2 Electronic Word-of-Mouth (e-WOM)

Electronic word-of-mouth (e-WOM) refers to a form of communication that evolved from the concept of physical or face-to-face communication into the electronic word of mouth that is enabled by the Internet (Hidayanto et al., 2017). The e-WOM has the role to encourage consumers' behavior to data exposure (Nurittamont, 2021). Customers trust their friends or other customers more than company advertising and enjoy being part of the community by behaving like everyone else. Consumers tend to rely more on informal personal communications than official or corporate sources in their purchasing decisions (Bansal & Voyer, 2000). According to previous studies, Electronic Word-of-Mouth (e-WOM) greatly influences information searching and trust (in both the vendor and the product). And trust in the vendor, monetary value, and hedonic value significantly impact customers' intention to engage in online group buying in Indonesia (Hidayanto, 2017). Customers can use electronic word-of-mouth in different types of online consumer reviews and can be used to help make e-commerce purchasing decisions (Fan, 2012). The effect of electronic word of mouth (e-WOM), product quality, and price on purchase decisions found that electronic word of mouth, product quality, and some prices have a positive and significant effect on purchasing decisions (Perkasa, 2020).

2.3 Customers' Perceived Value

The perceived value has two main factors in the benefits received and the sacrifice by a customer. The benefits received will be enjoyment, satisfaction, happiness, or financial gain. And in part, the sacrifice by a customer will be financial, time, energy, or other things. The perceived value plays an essential role in predicting consumers' preferences and willingness to conduct a transaction in

the future (Hidayanto et al., 2017) and direct influence on the customer satisfaction and purchase decision (Nurittamont, 2021).

2.3.1 Monetary Value

Mental accounting theory explains the relationship between monetary value and customer trust, stating that acquisition utility influences consumers' choices. Therefore, the utility of acquisition is equivalent to the monetary value. The survey of 293 online shoppers in Taiwan shows that monetary value, product evaluation cost, and client satisfaction have a positive relationship with trust in online vendors and a positive indirect and significant relationship with intention to purchase and reuse the products or service e-shopping environment (Masri et al., 2021). Safitri (2018) recommended that price (fair price and fixed price) affect consumers' decision to purchase a product.

2.3.2 Hedonic Value

The hedonic value is the appreciation of the role of pleasure, related to the enjoyment, the surprise, and the strong emotions users have through experience with the product (Nguyen & Khoa, 2019). Consumers' perceived hedonic value is considered one of the main aspects of retail differentiation that defines the beliefs and wants of consumers (Kazakeviciute & Banyte, 2012). The hedonic value positively affects unplanned buying behavior (Lee & Wu, 2017). And psychological factors significantly influence consumers' decision in purchasing MUI halal-certified food products (Ayuniyyah et al., 2017).

2.3.3 Utilitarian Value

The customer focuses on utilitarian value starts from the benefits received (Hidayanto et al., 2017). Willingness to pay is more influenced by utilitarian value (Ghali, 2020). A previous study suggested that utilitarian and hedonic values significantly affect satisfaction and behavioral intentions for fast-food and fast-casual restaurant sectors (Basaran & Buyukyilmaz, 2015). However, research indicates that hedonic value is more dominant than utilitarian value on product purchasing decisions in the Food Truck business (Lubis, 2021).

2.4 Purchase Intention

Solomon (1996) explained that the critical levels of decisions are linked behind the individual's attention with the buying power intentions, including before purchase decisions, during purchase, and after customer purchase decision. According to the COVID-19 pandemic, Nachit & Belhcen (2020) indicates that the customers' purchase behavior shifted, a massive concern over buying food products and the decrease of the purchasing power affect the purchase intention. Ait Youssef et al. (2020) concluded that perceived ease of use, perceived usefulness, social influence, and structural assurance are all variables that significantly impact the customer's intention to use online shopping during the COVID-19 crisis (Ait Youssef et al., 2020). In addition, research in Bangladesh indicates that social media marketing such as Facebook, Instagram, and YouTube are significant stimuli on consumers' purchase intention during COVID-19 (Eti et al., 2021).

In this study, electronic word of mouth (e-WOM) and perception of monetary value, hedonic value, and utilitarian value are identified factors influencing purchase intentions. And purchase intention in this study is the willingness to buy ready-to-eat food.

2.5 Research Hypotheses

Electronic word of mouth (e-WOM) greatly influenced information searching and trust in both the vendor and the product (Hidayanto et al., 2017). Customers prefer to share their experiences by uploading, commenting, making references, and giving reviews on electronic service (Nurittamont, 2020). Electronic word of mouth had a positive and significant effect on purchase intention (Nurittamont, 2021) and buying decisions in the mobile phone industry (Perkasa et al., 2020).

H1: There is a positive effect of electronic word of mouth (e-WOM) on purchase intention.

Monetary value positively affects purchasing decisions by indicating that fair and fixed prices simultaneously have a partial and positive effect on purchasing decisions (Safitri, 2018). Price had a positive and significant effect on buying decisions in the mobile phone industry. (Perkasa et al., 2020). The monetary value and product evaluation cost have a significant direct effect on a customer's purchase and reuse intention (Masri et al., 2021). Monetary value significantly effect on purchase intention (Hidayanto et al., 2017).

H2: There is a positive effect of monetary value on purchase intention.

The emotional and epistemic influenced consumer behavior and behavioral intentions. Cognition of the hedonic value and value factors relates to consumer behavior (Kazakeviciute & Banyte, 2012). The consumer experience in an online consumer shopping market showed that the hedonic value positively affects unplanned buying behavior. The settings that create flow experiences for shoppers by increasing their perceived control, concentration, and cognitive enjoyment create hedonic values. It makes consumers feel satisfied with their shopping experience and leads them to make purchases not initially planned in their shopping list. (Lee & Wu, 2017). There is a positive relationship of perceived mental benefits, online trust, and hedonic value on the elements of electronic loyalty in four cities and one province in Vietnam. The perceived mental benefits, online trust, and hedonic value are essential in purchase intention (Nguyen & Khoa, 2019). The influence of hedonic value on purchase intention is also confirmed by Ayuniyyah et al. (2017).

H3: There is a positive effect of hedonic value on purchase intention.

The consumer experience of flow in an online consumer shopping environment showed that the hedonic value positively affects unplanned buying behavior. The settings that create flow experiences for shoppers by increasing their perceived control, concentration, and cognitive enjoyment create utilitarian values. It makes consumers feel satisfied with their shopping experience and leads them to make purchases not initially planned in their shopping list. (Lee & Wu, 2017). The product quality had a positive and significant effect on buying decisions in the mobile phone industry. (Perkasa et al., 2020) The utilitarian value significantly influences consumers' willingness to buy and pay for organic olive oil. The hedonic value has a more substantial influence on willingness to purchase. And the utilitarian value has a more significant impact on willingness to pay more (Ghali, 2020). The impact of utilitarian value on purchase intention also confirmed by Basaran (2015).

H4: There is a positive effect of utilitarian value on purchase intention.

2.6 Conceptual Framework

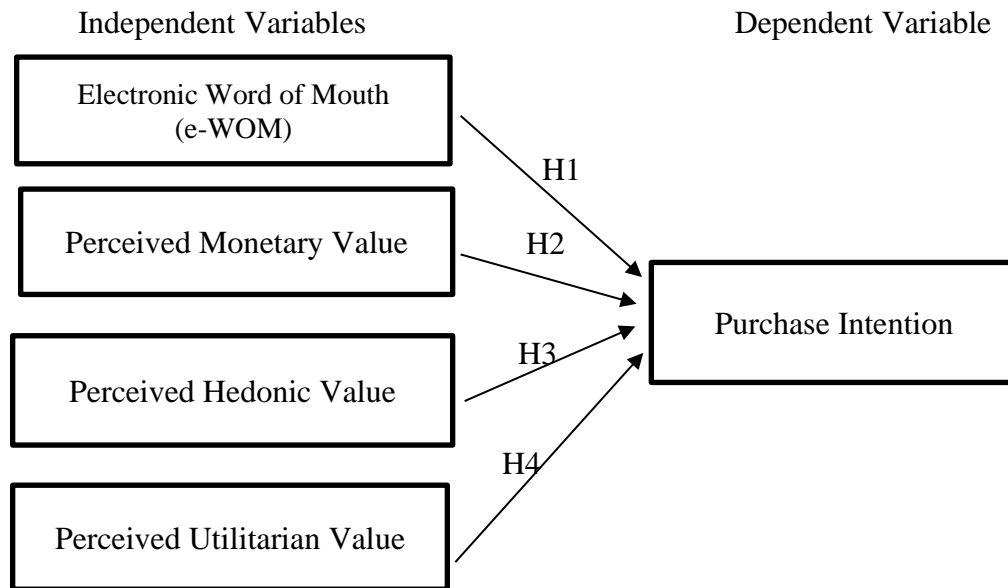


Figure 1. Conceptual Framework of the Study

3. RESEARCH METHODOLOGY

3.1 Population & Sample

The study's population is undetermined customers in the number who purchase ready-to-eat foods in Satun, Thailand. It is necessary to collect a minimum of 385 cases at $p=0.5$ by simple random sampling for a sample error at a 5 % with confidence level of 95 %. The total number of respondents in this study was 417.

3.2 Research Method

The data for this study was gathered through online closed-end questionnaires (Likert's rating scale). The researchers developed the questionnaire items based on previous research that had been found to be valid. The reliability and validity of the measurements were assessed.

A measuring instrument's ability to produce consistent results over an extended period is referred to as its reliability (Zikmund, 2003). For all the main variables in this study, a five-point Likert Scale was used to assess with the values as follows: strongly agree with a value of 5, agree with a value of 4, neutral with a value of 3, disagree with a value of 2, and strongly disagree with a value of 1. The questionnaire items in electronic word of mouth (e-WOM) and customer perceived value (monetary value, hedonic value, and utilitarian value) were based on the study of Hidayanto et al. (2017), de Morais Watanabe (2020) and Ayuniyyah (2017). The questionnaire items in the purchase intention were based on the study of Hidayanto (2017). The demographics of the respondents were based on the study Puriwat & Tripopsakul (2021).

3.3 Data Collection

Before distributing the online questionnaire, it is necessary to explain the study's objectives to the respondents and solicit their participation. Simple random sampling was used to collect data from participants who completed self-administered online questionnaires.

3.4 Data Analysis

The completed data were analyzed using the multiple regression analysis (MRA). Descriptive statistics were used to analyze the demographic profiles of the respondents in frequency and percentage. The mean and standard deviation analyses were used to calculate each variable's results and questionnaire items. Cronbach's Alpha determined the reliability of the research instrument. Validity testing is carried out using factors analysis. Multiple regression analysis (MRA- inferential statistics) was used to statistically analyze the data to confirm the model assumption.

4. RESULTS

Table 1. shows the summarized loading factors, construct reliability. According to Parsian & Dunning (2009), the factor loadings and reliability should be over 0.7 following the recommendation.

Table 1. Factor loadings, Cronbach's Alpha (reliability)

Items	Factor Loading	Cronbach Reliability
Electronic Word of Mouth (e-WOM) (X1)		0.874
1. Recommendations regarding ready-to-eat food on social media are useful to me.	0.889	
2. Recommendations regarding ready-to-eat food on social media influence my choice.	0.873	
3. Recommendations regarding ready-to-eat food on social media would increase my interest in finding out more.	0.794	
4. I will decide to purchase ready-to-eat food based on a recommendation I received on social media.	0.863	
Monetary Value (X2)		0.879
1. In my opinion, price is the most important factor when making purchase the ready-to-eat food	0.773	
2. Ready-to-eat food is reasonable price	0.888	
3. Ready-to-eat food is economical compared to other products.	0.912	
4. Ready-to-eat food offers value for money	0.898	
Hedonic Value (X3)	Factor Loading	Cronbach reliability 0.904
1. I buy ready to eat food because it gives me a secure feeling	0.882	
2. I buy ready-to-eat food because it has guarantees of the food product.	0.882	

3. I buy ready-to-eat food because I believe that ready-to-eat products have better quality.	0.891	
4. I buy ready-to-eat food because I believe it gives benefit me.	0.869	
Utilitarian Value (X4)		0.756
1. I buy ready-to-eat food because they are good for health.	0.723	
2. I buy ready-to-eat food because they have consistent quality.	0.780	
3. I buy ready-to-eat food because they make the buying process quicker.	0.836	
4. I buy ready-to-eat food because they make the buying process easier.	0.834	
Purchase Intention (Y)		0.951
1. I intend to buy ready-to-eat food.	0.923	
2. My intention to buy ready-to-eat food is very high.	0.940	
3. I have an intention and desire to buy ready-to-eat food in the future.	0.944	
4. I intend to choose ready-to-eat food in the future.	0.930	

$$\text{Model 1: } Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

$$\text{PI} = -0.514 + 0.240X_1 + 0.227 X_2 + 0.271 X_3 + 0.386 X_4$$

Table 2 shows the model summary (R-Square) explaining patient satisfaction from electronic word of mouth (e-WOM) and perceived value prediction in the lower tables.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 ^a	.661	.658	.54681

a. Predictors: (Constant), electronic word of mouth (e-WOM), monetary value, hedonic value, utilitarian value.

Table 3. shows ANOVA table

Table 3. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	204.409	4	60.102	201.011	.000 ^b
	Residual	123.188	412	.299		
	Total	363.597	416			

Table 4. shows Coefficients table

		Table 4. Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.514	.172		-2.984	.003
	Electronic Word of Mouth (e-WOM)	.240	.050	.199	4.776	.000
	Monetary Value	.227	.050	.203	4.580	.000
	Hedonic Value	.271	.050	.251	5.381	.000
	Utilitarian Value	.386	.063	.287	6.130	.000

a. Dependent Variable: Purchase Intention (PI) b. Predictors: (Constant), Electronic Word of Mouth (e-WOM), Monetary Value (MV), Hedonic Value (HV) and Utilitarian Value (UV),

A significant regression equation was found $F(4, 412) = 201.011, p = 0.000 (p < 0.05)$, with $R^2 = 0.661$. The prediction of purchase intention was equal to $-0.514 + 0.240 \text{ electronic word of mouth (e-WOM)} + 0.227 \text{ monetary value} + 0.271 \text{ hedonic value} + 0.386 \text{ utilitarian value}$.

Customer's purchase intention increased 0.240 units for each unit of change in electronic word of mouth (e-WOM), 0.227 units for each unit of monetary value shift, 0.271 units for each unit of change in hedonic value, and 0.386 units for each unit of change in the utilitarian value. The factor of electronic word of mouth (e-WOM) and all customer perceived value factors were significant predictors of purchase intention of ready-to-eat food. Sixty-six-point-one percent (66.1%) of the variance of purchase intention can be explained by combining customer perceived value and Electronic Word of Mouth (e-WOM) ($R^2 = 0.661$).

According to the coefficient, the utilitarian value had the most influence on purchase intention ($B=0.386$), followed by hedonic value ($B=0.271$), electronic word of mouth (e-WOM) ($B=0.240$), and monetary value ($B=0.227$), respectively. Electronic word of mouth (e-WOM) and customer perceived value in monetary value, hedonic value, and utilitarian value significantly influenced purchase intention (PI) for ready-to-eat food at p-value 0.000.

Table 5 shows the summary of hypothesis testing results.

Table5. Results		
Hypotheses	Results of the Significant	Action
H1: Electronic Word of Mouth (e-WOM) -> PI	0.000	Accepted
H2: Monetary Value (MV) -> PI	0.000	Accepted
H3: Hedonic Value (HV) -> PI	0.000	Accepted
H4: Utilitarian Value (UV) -> PI	0.000	Accepted

e-WOM, MV, HV, UV -> PI
(Predictors -> PI)

R-square=0.661

Word of mouth(e-WOM) and customer perceived value can predict purchase intention of ready-to-eat food by about 66.1 %

a. Dependent Variable: Purchase Intention (PI) b. Predictors: (Constant), Electronic Word of Mouth (e-WOM), Monetary Value (MV), Hedonic Value (HV) and Utilitarian Value (UV),

5. DISCUSSION

5.1 Discussion of the Research Finding

The hypotheses were tested and supported. The result showed that electronic word of mouth (e-WOM) and perception of monetary value, hedonic value, and utilitarian value significantly influenced purchase intention for ready-to-eat food in Satun, Thailand. Electronic word of mouth (e-WOM) and perceived value can predict customers' purchase intention by 66.1 %.

In this study, electronic word of mouth (e-WOM) and customer perceived value influenced purchase intention for ready-to-eat food in Satun, Thailand. The results supported the previous studies of Perkasa (2020) that electronic word of mouth (e-WOM) and price influenced purchase intention. Also, the findings support that the monetary value (Masri et al., 2021; Safitri, 2018), hedonic value (Nguyen & Khoa, 2019; Kazakeviciute & Banyte, 2012; Lee & Wu, 2017; Ayuniyyah et al., 2017), and utilitarian value (Ghali, 2020; Basaran, 2015) affect a consumer's decision to purchase a product.

However, Hidayanto (2017) found that trust in the vendor, monetary value, and hedonic value significantly impact Indonesian customers' intention to engage in online group buying. Electronic word of mouth (e-WOM) greatly influenced information searching and trust in both the vendor and the product. In contrast, this study revealed that electronic word of mouth (e-WOM), monetary value, hedonic value, and utilitarian value significantly influenced customers' purchase intention of ready-to-eat products in Satun, Thailand. Moreover, the utilitarian value most influenced customer purchase intention, followed by hedonic value, electronic word of mouth (e-WOM), and monetary value.

5.2 Research Contribution

The results confirmed the conceptual framework that electronic word of mouth (e-WOM) and customer's perceived value significantly predict purchase intention. This research may help marketers understand the effect of electronic word of mouth (e-WOM) and customer's perceived value on purchase intention. It allows marketers to develop a digital marketing strategy to walk towards their goals more accurately. Moreover, the study results can be applied to food businesses regarding electronic word of mouth (e-WOM) and perceived value.

5.3 Conclusions

The study has performed the relationship between electronic word of mouth (e-WOM), customers' perceived value, and purchase intention of ready-to-eat food in Satun, Thailand. The practical result discovers that electronic word of mouth (e-WOM), monetary value, hedonic value, and utilitarian value are significantly influenced the purchase intention of ready-to-eat food in Satun, Thailand. The utilitarian value had the most influence on purchase intention, followed by a hedonic

value, electronic word of mouth(e-WOM), and monetary value. Thus, the marketers should focus on electronic word of mouth (e-WOM) and customer's perception of the ready-to-eat food leading to marketing planning and building a brand with accuracy and efficiency during the COVID-19 Pandemic.

5.4 Limitations and Recommendations

This research studies the effect of electronic word of mouth (e-WOM) and customer perceived value on purchase intention of ready-to-eat product in Satun, Thailand. It looks specifically at customer samples in Satun, Thailand only. Therefore, in the future study, the sample group should be studied in other areas (provinces) such as Hat-Yai, Chiang Mai, Khon Kaen, etc., to benefit the outcome of customer purchase intention of ready-to-eat food in Thailand.

The study focuses on electronic word of mouth (e-WOM) and customer perceived value influencing purchase intention of ready-to-eat food. It may not cover other antecedents or mediators to explain the phenomenon sector. The researchers recommend further study about the related factors and mediators in future research. For example, the influence of corporate social responsibility (CSR) on purchase intention. The ready-to-eat food may concern waste or environmentally friendly products (CSR) and may affect the purchase intention of ready-to-eat food customers. Also, the link between the quality, customer satisfaction, and purchase intention, association of the marketing mix, customer satisfaction, and purchase intention are related and should be considered. Many factors could be antecedents and mediators.

The nature of this research is a self-administered questionnaire survey that is conducted online. A qualitative study may be able to provide more insight for future research.

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APPENDIX

Instrumentation of independent variables & purchase intention

Electronic Word of Mouth (e-WOM)

Original Questions	Modified Questions
1. Recommendations regarding online group buying are useful to me (Hidayanto et al., 2017).	1. Recommendations regarding ready-to-eat food on social media are useful to me.
2. Recommendations regarding online group buying influence my choice when I am performing online shopping (Hidayanto et al., 2017).	2. Recommendations regarding ready-to-eat food on social media influence my choice.
3. Recommendations regarding online group buying would increase my interest in finding out more (Hidayanto et al., 2017).	3. Recommendations regarding ready-to-eat food on social media would increase my interest in finding out more.
4. I will make a decision to make a purchase based on a recommendation I received (Hidayanto et al., 2017).	4. I will decide to purchase ready-to-eat food based on a recommendation I received on social media.

Monetary Value

Original Questions	Modified Questions
1. In my opinion, price is the most important factor when making transactions via online group buying (Hidayanto et al., 2017).	1. In my opinion, price is the most important factor when making a purchase the ready-to-eat food
2. Organic food is reasonable priced (de Morais Watanabe, 2020).	2. Ready-to-eat food is reasonable price
3. Organic food is economical compared other products (de Morais Watanabe, 2020).	3. Ready-to-eat food is economical compared to other products.
4. Organic food offers value for money (de Morais Watanabe, 2020).	4. Ready-to-eat food offers value for money

Hedonic Value

Original Questions	Modified Questions
1. I buy MUI halal-certified food products because it gives me secured feeling (Ayuniyyah, 2017).	1. I buy ready-to-eat food because it gives me a secure feeling
2. I buy MUI halal-certified food products because it guarantees the halal-ness of the food product (Ayuniyyah, 2017).	2. I buy ready-to-eat food because it has guarantees of the food product.
3. I buy MUI halal-certified food products because I believe that halal food products have better quality (Ayuniyyah, 2017).	3. I buy ready-to-eat food because I believe that ready-to-eat food have better quality.
	4. I buy ready-to-eat food because I believe it gives benefit me.

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4. I buy MUI halal-certified food products because I believe it gives benefit for me (Ayuniyyah, 2017).

Utilitarian Value

Original Questions	Modified Questions
1. Organic food is good for health (de Morais Watanabe, 2020).	1. Ready-to-eat food is good for health.
2. Organic food has consistent quality (de Morais Watanabe, 2020).	2. Ready-to-eat food has consistent quality.
3. Online group buying makes the buying process quicker (Hidayanto, 2017).	3. Ready-to-eat food makes the buying process quicker.
4. UV4 Online group buying makes the buying process easier (Hidayanto, 2017).	4. Ready-to-eat food makes the buying process easier.

Purchase Intention

Original Questions	Modified Questions
1. I intend to do online group buying (Hidayanto, 2017).	1. I intend to buy ready-to-eat food.
2. My intention to do online group buying is very high (Hidayanto, 2017).	2. My intention to buy ready-to-eat food is very high.
3. I have an intention and desire to do online group buying in the future (Hidayanto, 2017).	3. I have an intention and desire to buy ready-to-eat food in the future.
4. I intend to choose an online group Buying site as a channel for making purchases in the future (Hidayanto, 2017).	4. I intend to choose ready-to-eat food in the future.