



**A STUDY OF THE INFLUENCE OF ONLINE FORTUNE
TELLER REVIEWS AND RATINGS AMONGST GEN-Y
FEMALE**

BY

MISS SUJIRAT BHAESAJSANGUAN

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING**

(INTERNATIONAL PROGRAM)

FACULTY OF COMMERCE AND ACCOUNTANCY

THAMMASAT UNIVERSITY


ACADEMIC YEAR 2017

COPYRIGHT OF THAMMASAT UNIVERSITY

**A STUDY OF THE INFLUENCE OF ONLINE FORTUNE
TELLER REVIEWS AND RATINGS AMONGST GEN-Y
FEMALE**

BY

MISS SUJIRAT BHAESAJSANGUAN



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2017
COPYRIGHT OF THAMMASAT UNIVERSITY**

THAMMASAT UNIVERSITY
FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

MISS SUJIRAT BHAESAJSANGUAN

ENTITLED

A STUDY OF THE INFLUENCE OF ONLINE FORTUNE TELLER REVIEWS
AND RATINGS AMONGST GEN Y FEMALE

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on..... 10 MAY 2018

Chairman



(Professor Kenneth E. Miller, Ph.D.)

Member and Advisor



(Professor Paul G. Patterson, Ph.D.)

Dean



(Associate Professor Pipop Udorn, Ph.D.)

Independent Study Title	A Study of the Influence of Online Fortune Teller Reviews and Ratings amongst Gen-Y Female
Author	Miss Sujirat Bhaesajsanguan
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Paul G. Patterson, Ph.D.
Academic Year	2017

ABSTRACT

According to Kasikorn Thai Research Center (Kasikorn Thai, 2009) the fortune telling market is worth 56 Million USD and it is a growing market. Females were majority who used fortune teller service with 63% compare to male 37% (Akkharakit,2017). Generation Y and millennials had the most impact on online fortune telling service industry as they used internet the most (ETDA Research, 2017).

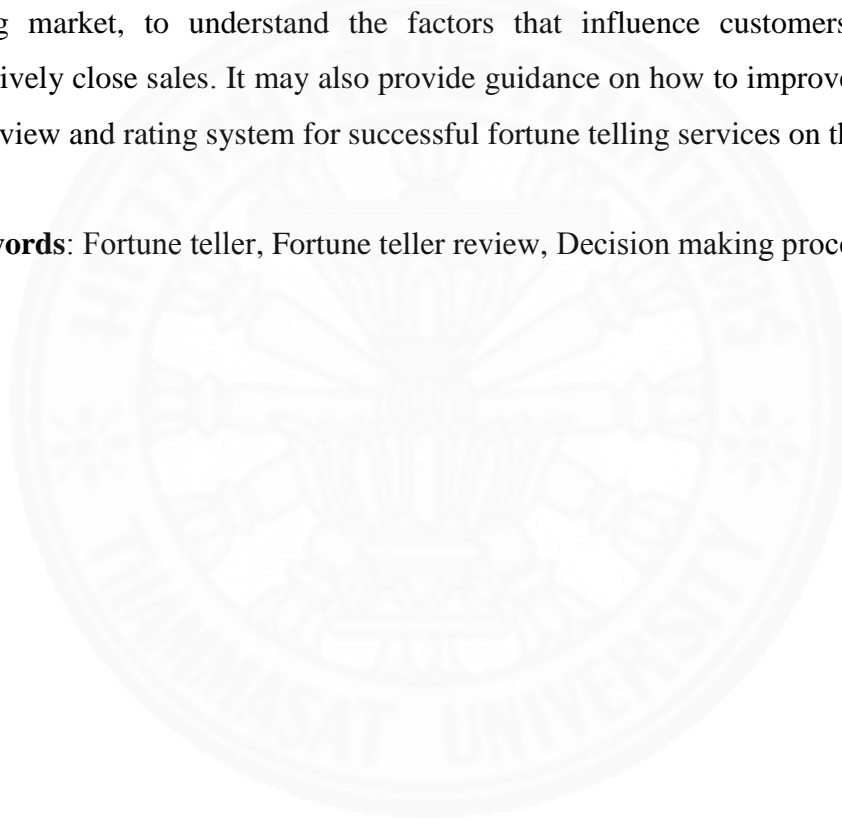
This aim of this study are to understand the criteria of information that consumers are looking for in fortune teller reviews and ratings through online platforms, and to understand how fortune teller review influence consumer decision making process are the objectives of this study.

A qualitative research was conducted among Thai female who was born between early' 80s to 2000 who are using fortune telling service. Focus on fortune teller review and rating on Pantip.com which is a popular online community in Thailand and fortune teller's Facebook.

The study reveals that there are three factors that trigger the feelings of trustworthiness and reliability toward fortune tellers, which also play a role in influencing them to buy. Those criteria are details of the reviews, the reliability of the source, and comments that support the reviews. Reviews that mention the accuracy of the prediction from a reliable source like Pantip.com, with useful comments, can greatly increase the possibility of the respondents choosing the service.

Therefore, this study will help people, who are interested in investing on the fortune telling market, to understand the factors that influence customers and how to effectively close sales. It may also provide guidance on how to improve the quality of the review and rating system for successful fortune telling services on the Internet.

Keywords: Fortune teller, Fortune teller review, Decision making process



ACKNOWLEDGEMENTS

Throughout the five months when this study was being executed, I truly thank my advisor, Professor Paul G. Patterson, Ph.D., for his compassionate encouragement and resourceful advice. The opinions about fortune telling reviews and ratings were personal information; thus, I also hereby thank all of the interviewees who partook in the sharing of their valuable personal experience. I also thank my family and friends, who have always been there for me and always will be. Lastly, I would like to thank the MIM office, who always facilitates and helps students with their independent study.

Miss Sujirat Bhaesajsanguan

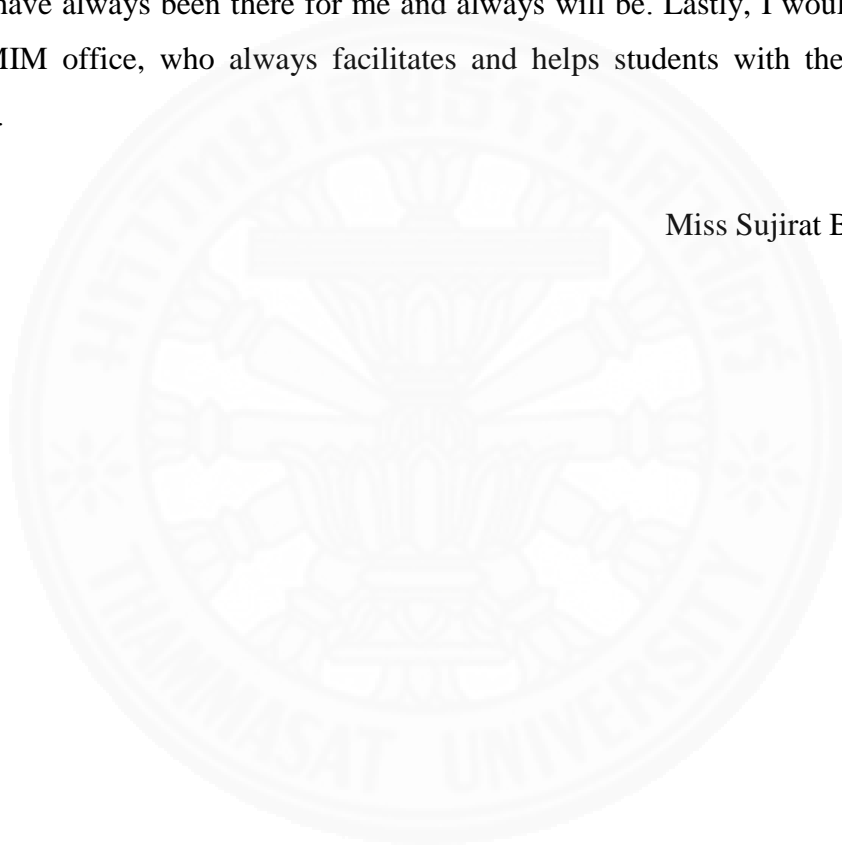


TABLE OF CONTENTS

	Page
ABSTRACT	(1)
ACKNOWLEDGEMENTS	(3)
LIST OF FIGURES	(7)
CHAPTER 1 INTRODUCTION	1
1.1 Importance of the study	1
1.2 Purpose of this study	1
1.3 Methodology	2
CHAPTER 2 REVIEW OF LITERATURE	3
2.1 Internet usage in Gen Y in Thailand	3
2.2 Rating and review on consumer websites	3
2.3 How rating reduce time cost in information search	3
2.4 Rating on subjective product	4
2.5 Review on experience goods	4
2.6 Satisfaction factor on fortune teller in Thailand	4
2.7 Credibility in credence service	5
2.8 Credibility effect the decision-making process	5
CHAPTER 3 RESEARCH METHODOLOGY	6
3.1 Research design	6
3.2 Exploratory Research	6

	(5)
3.2.1 Secondary research	6
3.2.2 In-depth interview	6
3.3 Sampling plan	7
3.3.1 Sampling selection	7
3.3.2 Respondent Qualification	7
3.3.3 Identified key variables	7
3.4 Data Collection	8
3.4.1 In-depth interview	8
3.5 Data analysis	9
3.6 Conceptual framework	9
CHAPTER 4 RESULTS AND DISCUSSION	10
4.1 Secondary – Key finding	10
4.1.1 Fortune telling industry in Thailand	10
4.1.2 Fortune telling consumer satisfaction	10
4.1.3 The impact of review in electronic	10
4.2 In-depth interview – Key finding	11
4.2.1 Demographic	11
4.2.2 Gender, age and employ status	11
4.2.3 Source of information for fortune telling service	11
4.2.3.1 Credibility of source of information	12
4.2.3.2 Trust on source of information for fortune teller reviews and rating	13
4.2.3.3 Information search and intensity of need for fortune teller	14
4.2.4 Evaluation fortune teller through review and rating	15
4.2.4.1 Factor in review that help to evaluate a fortune teller	15
4.2.4.2 Trust on fortune teller review and rating	16
4.2.5 Purchase fortune telling service	16
4.2.6 Post purchase fortune telling service	17

CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS	19
5.1 Information search for fortune teller online review and rating	19
5.2 Influence and trust on fortune teller online review and rating in evaluation stage	19
5.3 Purchasing fortune telling service after see online review and rating	20
5.4 Post Purchase of fortune telling service	20
5.5 What make a trusted source for fortune teller reviews and ratings	21
5.6 Recommend for action	21
REFERENCES	23
APPENDICES	
APPENDIX A : Pantip.com online community	25
APPENDIX B : Fortune teller's Facebook with reviews and ratings	25
APPENDIX C : Neptune application with reviews and ratings	26
BIOGRAPHY	27

LIST OF FIGURES

Figures	Page
3.1 Research framework	7
3.2 Consumer decision making process	11



CHAPTER 1

INTRODUCTION

1.1 Importance of the study

Thai people are obsessed with fortune telling, this is implied by well-known brands such as Tesco Lotus, Index Living Mall and also Mercedes-Benz which use fortune telling content to attract their customers. In addition, the main-stream media such as television, radio and online channels also have fortune telling programs with high viewer rates. Therefore, a fortune telling review on Pantip.com which is a popular online community was ranked as the top view thread.

According to Kasikorn Thai Research Center (Kasikorn Thai, 2009) the fortune telling market is worth 56 Million USD and it is a growing market. Females were the majority who used fortune teller services with 63% compared to males with 37% (Akkharakit, 2017). While a Generation Y or millennial was a group of people who had the most impact for the online fortune telling service industry as they used the internet the most (ETDA Research, 2017).

An online fortune telling landscape in Thailand, there are two main platforms. The first one, Thai people use for fortune teller reviews; Pantip.com which is a popular online community in Thailand and the second one is fortune teller personal Facebook with review features. The Neptune application is the only fortune telling application that has review and rating features.

1.2 Purpose of this study

The aims of this study are to understand the information that customers seek in fortune teller reviews and ratings through online platforms, such as websites and mobile applications. Also understand the influence that fortune teller reviews have on the customer decision making process in each stage; information search, evaluation,

purchase and post purchase.

The knowledge extracted from this study will shed light on the online fortune telling industry and help the people who are interested in developing fortune telling platforms. It will also explore the factors of influence that trigger customers' purchase decision, how the process of selection is carried out, and how to improve the quality of review and rating systems for fortune telling services on the Internet.

1.3 Methodology

The marketing frame work that was used in this study was consumer decision making process model which consisting of five processes; problem recognition, information search, evaluation, purchase and post purchase. In this study a problem recognition will be dropped out as it is not effected by online review and rating.

Three key variables will be used in this study. First, consumer's characteristics such as gender, age and income. Second, consumer behaviors such as usage rate of fortune telling service, usage rate of internet, trust in comment and rating. Third, online channel which are Pantip.com, fortune teller's Facebook and Neptune fortune telling application.

A qualitative research was conducted among Thai female who was born between early' 80s to 2000 who are using fortune telling service. Focus on fortune teller review and rating on Pantip.com which is a popular online community in Thailand and fortune teller's Facebook.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Internet usage in Gen Y in Thailand

A research from ETDA in 2007 indicated that the Internet usage of the Generation Y population was 7.12 hour per day on average. The activities done online were 86.5% information search and 50.8% online shopping. The most popular social media platforms for Thai people were YouTube (97.1%), Facebook (96.6%), Line (95.8%), Instagram (56%), Pantip.com (54.7%), Twitter (27.6%) and WhatsApp (12.1%).

2.2 Rating and review on customer websites

When customers become interested in products and services, they become endorsers to other users through review and recommendation threads on web pages. This behavior on customer websites is the key opportunity of businesses (Piller & Walcher, 2006). Many retailers such as Amazon.com or eBay.com encourage their users to rate and review products and services to share with fellow users, after they have made their purchase. The reviews and ratings are the value-added factors for other buyers on the Internet as well (Heinonen, 2011). The information obtained from reviews, ratings, and recommendation in online community enhances customers' knowledge of the product and is the element that handholds customers from the decision process and making actual purchases (Turcotte, York, Irving, Scholl, & Pingree, 2015).

2.3 How rating reduce time cost in information search

Consumers often make purchase decisions from the information that they gather. The information search process is costly and time consuming as there are tradeoffs between perceived cost and benefits of additional search (Stigler,1961). If a product or a service is in a wide range of choices, customers know that there are

tradeoffs between effort and accuracy (Johnson and Payne,1985). Consumers can use numerical content, such as rating and star rating to reduce the effort and time consumed and to improve the purchase decision.

2.4 Rating on subjective product

Experience goods, such as music, are products that require sampling to evaluate its quality, (Nelson,1970). For experience goods, it is a matter of personal taste and falls on a more difficult side to be evaluated effectively. Its nature is different from search goods, which is an easier product to be evaluated and compared with objective manners (Huang et al., 2009) The example of search goods are automobiles and computers.

2.5 Review on experience goods

A study from Amazon.com revealed customer review types in the digital landscape that are helpful in the decision making process, and eventually lead to purchase. Researchers found that, the reviews of experience goods, which require post-purchase sampling, are found to be less helpful when the reviews have extreme ratings rather than moderate ratings. The elements and the depth of the review also affect the purchase decision as reviews that consist of more details in breadth and in depth are found to be more helpful.

2.6 Satisfaction factor on fortune teller in Thailand

The fortune teller landscape in Thailand had shifted from traditional face-to-face sessions to online platforms, such as websites and mobile applications. A study on customer satisfaction toward fortune telling services cited two factors of influence that drive high satisfaction rates. The first factor is customer-related (e.g., belief, attitude, expectation, frequency of usage, and personality). The second factor of influence is fortune teller-related (e.g., positive prediction, accuracy, suggestion, communication style and personality). Additionally, website interface also affects the

credibility and trustworthiness of fortune tellers, as perceived by customers. (Pinkeaw, 2011)

2.7 Credibility in credence service

The messages from experts are perceived as credibility arguments at a higher rate. Source credibility can also be an important evidence for the quality of the credence service provider. The service that has high credibility are more persuasive and can generate positive feedback from customers at greater degree. (Sternthal *et al.*, 1978).

On the other hand, for sources with low credibility, customers will refrain from listening to the persuasive messages that try to influence their minds and their wallets (Walster and Festinger, 1962). Low-credibility sources will only receive favorable evaluations by presenting factual evidence (McCroskey, 1969). In contrast, high-credibility sources are asked for advice and recommendations more frequently.

2.8 Credibility effect the decision-making process

Credibility influences the decision making process (Rieh and Danielson, 2007) by lowering the importance of customers' personal preferences and increasing the perceived value of service providers. The service providers with high credibility are less likely to become suspicious of the services. Messages communicated by high-credibility service providers are expected to have no effects, or a much smaller effect, on customer satisfaction than those from service providers with low credibility. (Ngamvichaikit and Rian, 2014)

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research design

The process of this study started from secondary research to explore an overview of online fortune telling review followed a series of in-depth interviews.

Figure 3.1 Research framework



3.2 Exploratory Research

3.2.1 Secondary research

Secondary research was used as the preliminary study method to explore the outline of the fortune telling industry; for instance, the market size, customer behavior, media profile, fortune telling services available, and source of information for reviews and ratings. The desk research also explored the effect of online reviews and ratings, as well as the behavior of Gen-Y toward online fortune telling services. The secondary data sources were gathered from websites, academic journals, article journals, and reference books.

3.2.2 In-depth interviews

The in-depth interviews were conducted to explore the factors that customers look for in fortune teller reviews and ratings, which also play a role in the building of trust and credibility. The method was also used to understand the role and

effectiveness of fortune telling reviews and ratings on Pantip.com, on fortune tellers' Facebook Pages, and on reviews and ratings on Neptune application, as well as how all of which influence the decision making process. 17 respondents were recruited for the interviews.

- a. Respondents who have ever chosen fortune tellers based on reviews and ratings on the Internet, 14 participants in total
- b. Respondents who have ever used Neptune fortune telling application, 3 participants in total

3.3 Sampling plan

All research samples were recruited using the convenience sampling method, targeting fortune telling service users with both online and offline experience. All 17 respondents who participated in the interview were required to pass the qualification criteria and were willing to provide their personal opinion for this study.

3.3.1 Sampling selection

Respondents need to pass the screening criteria as follows:

- Have used fortune telling service in the past 1 year. This includes online fortune telling service (via Line and mobile application) and offline fortune telling service, which is face-to-face sessions

3.3.2 Respondent Qualification

- Females of Thai nationality
- Location: Bangkok
- Age 20-35 years old

3.3.3 Identified key variables

Key variables of this study are;

- Consumers' characteristics such as gender, age, income, level of education, and employment status
- Psychological factors such as behavior, frequency of fortune telling service usage, frequency of Internet usage, and level of trust in comment and rating
- Media channels which have reviews and ratings featured; Pantip.com, fortune tellers' Facebook Pages, and Neptune fortune telling application.

These variables are to identify factors that customers look for in fortune telling reviews and ratings, which also build their trust toward the service. They are also set up for the understanding of how fortune telling reviews and ratings influence the decision making process among customers.

3.4 Data Collection

3.4.1 In-depth interview

- Interviews were conducted in both face-to-face and on telephone fashions among respondents who have used fortune telling services in the past 1 year. (This includes respondents who used offline face-to-face fortune telling services and online fortune telling services such as Neptune and Line application)
- All of respondents were recruited in Bangkok and were of variety of age, gender, and employment status
- The venue where the in-depth interview took place was the place most convenient for respondents.
- Written documents were used to record data of findings and quotations.
- Time duration of each interview session was approximately 30-40 minutes for each respondent.

3.5 Data Analysis

After the completion of the in-depth interviews, the insight obtained was analyzed for key findings: the factors that build trust toward fortune teller reviews and ratings, the triggers for customer's decision making, and the features that customers seek in the reviews and ratings. The scope of finding summary is as follows;

- Respondent profile (e.g., gender, age, and employment status)
- Respondents' verbatims
- Insight summary of the factor of influence that fortune teller reviews and ratings have on customer decision making process
- Key factor summary of the components that build customer trust toward online fortune teller reviews and ratings

3.6 Conceptual framework

Figure 3.2 : Consumer Decision Making Process



CHAPTER 4

RESULTS AND DISCUSSION

4.1 Secondary research – Key findings

4.1.1 Fortune telling industry in Thailand

The fortune telling market is worth 56 Million USD and is still growing. (Kasikorn Thai,2009) Females are the majority of those who use fortune telling services at 63%, compared with males at 37% (Akkharakit,2017). The Generation Y and millennials were the group that have the most impact on online fortune telling industry, as they spend more time on the Internet than the other generations. (ETDA Research, 2017). There are two main platforms that Thai people use for fortune teller reviews; Pantip.com, a popular online community, and fortune tellers' Facebook Pages, which have the rating and review features.

4.1.2 Fortune telling customer satisfaction

A study on customer satisfaction toward fortune telling services cited two factors of influence that drive high satisfaction rates. The first factor is customer-related (e.g., belief, attitude, expectation, frequency of usage, and personality). The second factor of influence is fortune teller-related (e.g., positive prediction, accuracy, suggestion, communication style and personality). Additionally, website interface also affects the credibility and trustworthiness of fortune tellers, as perceived by customers. (Pinkeaw, 2011)

4.1.3 The impact of review in electronic

In electronic Word-of -Mouth (eWOM) that happens on websites, negative reviews are more impactful on the review's credibility than positive reviews (Qiu,Pang and Lim, 2012). In online communities, reviews, ratings and

recommendations can make decision making an easier process. Customers' knowledge of products and services is enhanced through the quality of the reviews, ratings and recommendations, and assists other customers with their decision making and purchases (Turcotte, York, Irving, Scholl, & Pingree, 2015).

4.2 In-depth interview – Key findings

4.2.1 Demographic

Respondent profiles of 17 samples who have used fortune telling service in the past 1 year are as follows;

4.2.2 Gender, age and employment status

All respondents are female aged between 20-35 years old. There are 14 respondents who work in private organizations, 2 who are entrepreneurs, and 1 who is a freelancer.

4.2.3 Source of information for fortune telling service

The source of online fortune teller reviews that the majority of the interviewees usually browse is Pantip.com. Their journey usually starts with Google search with the word "Pantip" as one of the keywords. The example of search terms are "accurate fortune teller Pantip" or "fortune teller review Pantip". That said, some also mentioned that they go directly to Pantip.com and go to Prommachat room, a specific room for fortune telling-related topics.

"I use Google to search for popular fortune tellers. A new one that I don't know. I think Pantip is a reliable source as it has big database compared to other blogs or websites with fortune teller reviews. I will include the word Pantip whenever I do Google search." Jariya S., 28, Accountant.

Another group of respondents did not use Google as their first source of information. Instead, they go to their friends for advice and recommendation. This

group only uses Google search to recheck and reconfirm if the fortune teller that their friend recommended delivers accurate prediction.

While some respondents said that they used to put the name of fortune teller that their friends recommended onto Google search engine, there are a few purposes to this action. The first one is to cross-check that the fortune teller which their friends has referred is as accurate as their friends have told them so. The second one is to learn about the experience from other users through review threads. The search result usually leads to fortune tellers' Facebook pages or websites, though sometimes information like that is not available. Respondents claim that rechecking makes them feel confident that the referral they obtained from friends is really accurate.

“Sometimes I want to check whether the fortune teller list that a friend gave me is accurate. I Google fortune teller names to see what comes up.” Suparat S., 29, business owner.

“I want to know how many predictions that particular fortune teller made actually became true. Some people share their experience on a review but not many will write in details” Sita S., 29 business owner.

4.2.3.1 Credibility of source of information

The fortune teller reviews from different sources do affect the credibility of the reviews. The well-known sources such as Pantip.com and the credibility of a person who writes a review do impact the decision making process of other customers.

“I feel that the review from a well-known website like Pantip is more reliable than the review from personal blogs, even if it is a personal blog. I used to read many reviews on Pantip, the details and comments are very useful.” Sasipa T., 28 Website Developer

“If the person who wrote the review has good reputation or high credibility, it will make the review more reliable. Just like how Wongnai (a food and beauty review website) has scores for reviewers. That way, people can tell if the person who write the review is reliable or not” Pimonwan R., 24 Engineer

4.2.3.2 Trust on source of information for fortune teller reviews and rating

There top three sources of information for fortune teller reviews are Pantip, fortune tellers' Facebook Pages, and blogs, respectively. When asked what can be done to make these sources more useful and trustworthy in finding a fortune teller, respondents said Facebook cannot prove that the person who gave ratings and reviews was real. They are not sure if it is someone who were paid to write positive feedback. If the review featured on Facebook can resolve this suspicion issue, it will be able to harness for trust from customers.

“A fortune teller could ask someone to give a good review or pay someone to give a good review, which is very unlike Pantip. Pantip can detect fake accounts. The whole community also comments if they think it is a fake review” Sitanan S., 26, Sales Manager.

“If Facebook can prove that the person that wrote the review is a true customer who paid for the fortune telling service, then it will be great” Pavinee T., 30, Baker.

The fortune teller reviews on blogs and other websites are less trusted because respondents think the community is not as big. There are not many people who would debate or express their opinion about the reviews. In addition, if the person who own a blog is not well-known or have no relation with fortune tellers, the reviews will become less reliable.

“Fortune teller reviews on a blog that I found has only small reviews and very few comments from other users. I don't think I can believe those reviews” Korn T., 31, Business owner.

“It's also about who it was that wrote the review. I think a blogger who has knowledge of fortune telling and astrology or people who are frequent users of fortune telling services might have more credibility than a regular person.” Chutima T., 28, Social Media Specialist.

Reviews on Pantip.com is the most creditable and have become the most trusted source for fortune teller reviews because the website has already had solid reputation for housing credible reviews of many categories. The website also has a special room for fortune teller discussion, called “Prommachat” broad room.

“Pantip has Prommachat broad room where only topics about fortune telling is allowed. I think that Pantip has quality content because they have reviews and comments from real people with real experience. It’s very useful.” Pimlapas B., 25, Account Executive.

4.2.3.3 Information search and intensity of need for fortune teller

Respondents who are in rapid need of fortune telling are more likely to search for fortune telling reviews via Google and Pantip, instead of seeking friend’s recommendations. When asked what will be the reason for not going to friends for advice, respondents said that sometimes it is about the privacy issue. They do not want anyone to know that they are having problems and are going to confide in fortune tellers. They prefer that the matter remains private.

“Sometimes I need to talk to a fortune teller as soon as possible because I need to talk about my problems immediately. I don’t want my friends to ask me what problems I might be having at the time. So instead, I search for an accurate fortune teller on Pantip” Kamonwan P., 26, Marketer.

“There will be some occasions that I do not want anyone to know that I’m seeing a fortune teller. Some people will view fortune telling services as unreasonable and superstitious. I do not want people to judge me.” Pornwipa D., 28, Designer.

4.2.4 Evaluation fortune teller through review and rating

When asked how fortune teller reviews and ratings help them select a fortune teller, the majority said it help them with confidence as they have to spent the time and money on the fortune teller. It also allows them to learn more about the fortune teller, whom they have never heard of.

“Friends can give me a list of fortune tellers that they think are accurate but I see a fortune teller so often. I want a new fortune teller that I never tried before. In that case, a fortune teller review is a good place to go.” Suparat S., 29, Business owner.

“It is better to see the reviews and ratings from other people who have real

experience with the fortune teller. How many of the predictions became true can help me narrow down.” Sasipa T., 28, Website Developer

When asked the period of time they usually take to browse review before making the decision, the result varies. It mostly depends on how much time they have on their hands. Facebook does not usually take long, but Pantip consumes more time as all the posts within the forum link with one another. The majority said that they spend about thirty minute to one hour on Pantip.

4.2.4.1 Factor in review that help to evaluate a fortune teller

When asked what factor in a review that help them make their decisions. Two factors came up. The first factor is the depth of review, more details about how accurate the predictions are, the better. The second factor is the number of useful comments on the post. On the contrary, pricing information is not the factor of concerns for respondents, as they are willing to pay for accurate results and do not care much about the cost of the service.

Respondents who use Neptune fortune telling mobile application evaluate fortune tellers from ratings and reviews, and also from fortune teller profiles such as their specialty and experience history in fortune telling. However, the respondents said that reviews and ratings on Neptune mobile application is too short to be useful, though fortune teller profile is more helpful for decision making. The respondents also find reviews and ratings on Neptune mobile application unreliable.

“Yes, Neptune has ratings and reviews for each fortune teller, but there are not many reviews. Almost everyone say the fortune tellers were good but nothing more than that is given. The star rating is mostly the same for every fortune teller, so it doesn’t say much. It will be a lot better if this application has more users, then the rating score will become more reliable.” Nopnaree p., 24, Sales Representative.

“I do not care about how much fortune tellers charge. What I care about is how accurate the predictions are. If the review has details about the price, then it’s just icing on the cake for me.” Nattawan B., 30, Account Executive.

“I will choose a fortune tellers based on their accuracy. Though the price is high, if the review is good then I’ll go ahead and give it a try.” Nopnaree p., 24, Sales

Representative

When asked about the information that help them to select a fortune teller, the majority said accuracy, such as rating score or explanation of how accurate the predictions are from previous users can help a lot. In addition, they recommend reviews on Pantip.com to add contact numbers of fortune tellers, and provide ratings in accuracy of the prediction.

“It will be better if fortune teller reviews on Pantip have a rating score like Wongnai (food and beauty review website). Also it should add the telephone number of fortune tellers onto each post, because right now users have to send a private message to the person who wrote the review for the numbers. And that, I found, very inconvenient.” Sasipa T., 28, Website Developer

4.2.4.2 Trust on fortune teller review and rating

When asked about the characteristics of fortune teller reviews and ratings that they view as reliable and trustworthy. There are three criteria: details of the review, reliability of sources and comments that support the reviews.

“Reviews that explain fortune teller’s prediction in lots of details and tell what had happened and what did not are more credible than reviews with few sentences. Short reviews can be flagged as fake. I think comments that agree with the review can also prove the fortune teller skills.” Suparat T., 25, Graphic Designer.

“People who posted and commented on Pantip is kind of knowledgeable. If someone does not agree with the community, they will express their opinion or tell their past experience with the matter in the comment section. For me, reviews that are really trustable are those from Pantip.” Parintita S., 28, Cabin Crew.

4.2.5 Purchase fortune telling service

The majority of respondents are able to finalize their decisions of which fortune teller to choose, after going through reviews, rating, and comments. Unsurprisingly, those with immediate needs will decide at quicker pace than those who are trying just for fun, or those who want to test the accuracy of the fortune

tellers.

“Most of the time I choose a fortune teller from my friend’s recommendation. But sometimes when I am in need of a new fortune teller to confirm other fortune tellers’ predictions, I’ll go and seek second or third opinion. I used to call to a fortune teller after I see a review on Pantip because I really need it at that time.” Nattawan B., 30, Account Executive

People who are not in a hurry will read reviews just for fun and some will discuss it with their friends. They will not buy if it is not in urgent need at the moment.

“It’s just fun to read about other people’s experiences and to know who the popular fortune tellers are. I can collect the name list and use it when I really do need them. That list is also useful because I can go and ask my friend who are also into fortune telling. That is to see if they know those popular fortune tellers or not.” Keetina P., 29, Creative

While respondents who use fortune teller regularly (i.e., use fortune telling services one every three months on average), they are more open to purchase after seeing reviews and ratings that meet their standards. That is because they want to test if the fortune tellers are just as accurate as stated in the reviews.

“When people said this fortune teller is really accurate both in the reviews or in person, I just want to try it. It’s like I am having fun testing their abilities.” Parintita S., 28, Cabin Crew.

4.2.6 Post Purchase fortune telling service

When asked how likely it is for them to share their fortune telling experience through self-written reviews and ratings and the depth of information that they are willing to share, the majority say that they are more willing to give rating but not a written review as they think that the information is too personal to be shared in the public sphere. However, if there are incentives, they will be more willing to share their stories.

“I prefer to give rating instead of writing a review because it takes less time. And also it’s kind of too personal to share the stories of my prediction to the public.”

Sitanan S., 26, Sale Manager

“Giving ratings is easier than writing a review. I don’t think I will spend my time writing a review for fortune tellers. Maybe I will write a short review, but not in details.” Pimlapas B., 25, Account Executive

“If there are incentives, then I’ll be more interested to share. Maybe I would write a review for a fortune teller, if they offer things like a discount for their next fortune telling session.” Korn T., 31, Business owner.

The fortune teller predictions usually take time to prove its accuracy. Respondents stated that they can tell the accuracy of the fortune teller immediately after they have used the service. The prediction of respondent’s past experience can indicate the accuracy of the fortune tellers and foretell the accuracy of the future prediction.

“What fortune tellers predict takes time to prove if it’s real or not. But I can also tell their accuracy from what they told me about my past.” Jariya S., 28, Accountant

“I think I can tell immediately that a fortune teller is accurate or not. A fortune teller told me what happened to me in the past. And if that is true, then I think the prediction about the future will likely to become true as well.” Pavinee T., 30, Baker

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Information search for online fortune teller review and rating

Gen Y females, who are user of fortune telling services, rely on Google search engine the most for fortune teller reviews, with Pantip.com as the source that they are looking into by incorporating the word “Pantip” into one of the keywords. The examples of search terms are “accurate fortune teller Pantip” and “fortune teller review Pantip”. The minority of the respondents go directly to Pantip.com and log onto the Prommachat Broad Room, as it is the place that houses thousands of fortune telling topics.

Some respondents said they sometimes type the names of fortune tellers that their friends refer them onto Google search engine for reviews. They claim that it is to recheck and reconfirm the accuracy of the fortune tellers. By searching fortune teller reviews on websites, respondents feel more confident about their purchase decision.

5.2 Influence on fortune teller online review and rating in evaluation stage

There are two factors that influence customers in the evaluation stage. The first factor is the depth of the reviews and how detailed the reviews are in exploring the accuracy of the fortune tellers’ prediction. This includes examples of other customers’ prediction to compare it to what happens in real life.

The second factor is number of useful comments available within the threads. Useful comments from other users, either agreeing or disagreeing with the reviews is also a way of sharing their valuable experience with the community. The comments left by other real-life users are of great influence to customers who are undergoing their decision making process.

That said, the pricing information is not the factor crucial enough to influence customers to buy. The fortune telling market is unique in a way that customers are willing to pay for the outcome, that is the accuracy of the prediction, and are not much concerned about the cost of service.

Neptune, a fortune telling mobile application, has reviews and ratings available. Respondents think that fortune teller reviews on Neptune are too short and contains very little details. Fortune teller profiles are, thus, more useful for respondents' decision making. They find reviews and ratings on Neptune unreliable because there are only a small number of reviews on the application.

5.3 Purchasing fortune telling service after see online review and rating

Respondents who are in immediate need of the fortune telling service will decide whether or not to purchase at a quicker rate than those who are not in a hurry. People who are only looking around just for fun are less likely to purchase right away.

Frequent users of fortune telling services (see fortune tellers once every three months on average) are more likely to purchase fortune telling services after seeing the reviews and ratings, as they want to test whether the fortune teller is as accurate as mentioned in the review or not.

5.4 Post Purchase of fortune telling service

The majority say that they are more willing to give rating but not a written review as they think that the information is too personal to be shared in the public sphere. However, if there are incentives, they will be more willing to share their stories.

The fortune teller predictions usually take time to prove its accuracy. Respondents stated that they can tell the accuracy of the fortune teller immediately after they have used the service. The prediction of respondent's past experience can indicate the accuracy of the fortune tellers and foretell the accuracy of the future

prediction.

5.5 What make a trusted source for fortune teller reviews and ratings

There are three criteria that make fortune teller reviews and ratings trustworthy and reliable: details of the reviews, reliability of sources, and comments that support the reviews.

The reputation of the source makes the content more reliable and trustworthy. Pantip.com is the most credible and the most trusted source for fortune teller reviews, thanks to the website's long-established reputation as the house of quality reviews in many categories. In addition, credibility of the person who write a review also impacts the decision making process of customers.

The depth of reviews with details of fortune teller's prediction is seen as more creditable than a short review with little to no details. Resourceful comments from other users in the online community are also impactful to the overall review and rating content.

5.6 Recommend for action

To create a trusted source of information for fortune teller reviews and ratings in Gen-Y consumer. The service provider need to be a community that attract users with a useful comments and in-depth reviews. The use of digital marketing tools to make the new fortune teller review website a high ranking one on Google search engine will be extremely useful, due to the fact that most users rely on Google for their information.

Fortune teller reviews available on the website should be an in-depth review, which features the accuracy of the prediction. The website also needs to have a considerable amount of useful comments as its components. The fortune teller reviews can show their rate cards if prefer, though it is not the factor that interests users.

To make influence users to write a review after experiencing the service, fortune tellers or fortune telling service providers need to give away some incentives to attract users' attention.

To increase the credibility of fortune teller reviews and ratings, the service providers can set up an expert review team, which is a team with people who have knowledge in fortune telling and astrology or those who know the majority of fortune tellers available in the market very well, so that the genuine quality of the fortune telling service can be shared to interested users.



REFERENCES

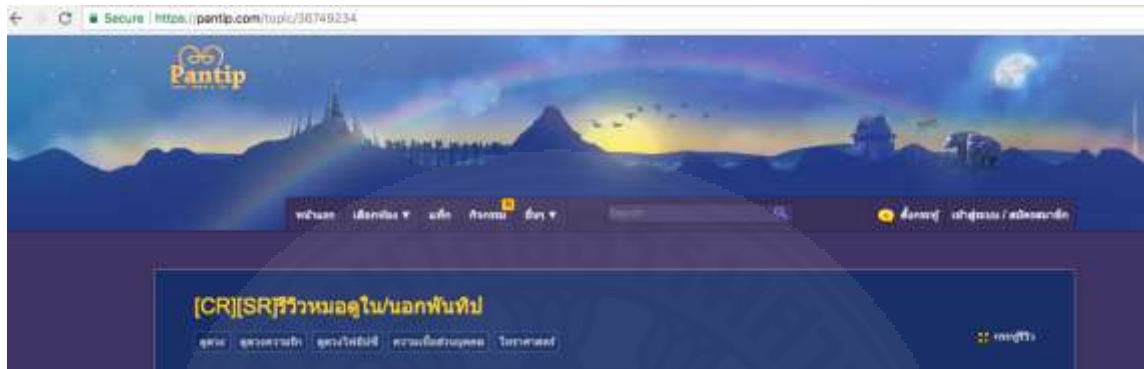
- ETDA Research (2017), "Behavior on Using Internet 2017," accessed October 4, 2017 at <http://thumbsup.in.th/2017/09/etda-internet-profile-thailand-2017/>
- Heinonen, K. (2011), "Consumer activity in social media: Managerial approaches to consumers' social media behavior," *Journal of Consumer Behaviour*, 10, 356–364.
- Huang, P., Lurie, N. H., and Mitra, S. 2009. "Searching for Experience on the Web: An Empirical Examination of Consumer Behavior for Search and Experience Goods," *Journal of Marketing* (73:2), 55-69.
- Johnson, E., and Payne, J. 1985. "Effort and Accuracy in Choice," *Management Science*, 395-415.
- Kasikorn Thai Research (2009), "Bangkok and Fortune Telling Service," accessed October 2, 2017 at <https://www.kasikornresearch.com/th/keconanalysis/pages/.aspx?docid=6624>
- Qiu, L., Pang, J., & Lim, K. H. (2012). "Effects of conflicting aggregated rating on eWOM review credibility and diagnosticity," *Decision Support Systems*, 54, 631-643.
- McCroskey, J.C. (1969), "A summary of experimental research on the effects of evidence in persuasive communication", *Quarterly Journal of Speech*, 55, 169-176.
- Mudambi, S. M., & Schuff, D. (2010), What Makes a Helpful Review? A Study of Customer Reviews on Amazon.com," *MIS Quarterly*, 34(1), 185-200.
- Nelson, P. 1970. "Information and Consumer Behavior," *Journal of Political Economy* (78:20), 311-329.
- Ngamvichaikit, A., & Beise-Zee, R. (2014), "Customer preference for decision authority in credence services : The moderating effects of source credibility and persuasion knowledge," *Managing Service Quality*, (3), 274.
- Piller, F. T., & Walcher, D. (2006), "Toolkits for idea competitions: A novel method to integrate users in new," *R&D Management*, 36(3), 210-213.

- Pinkeaw, R. (2011), "Online Astrology : Communication and Astrological Belief on the Internet," *Journal of communication science* 36-38.
- Rieh, S. Y., & Danielson, D. R. (2007). "Credibility: A Multidisciplinary Framework," *Annual review of information science and technology*, 307-364.
- Sinthuwongsri, A. (2017), "The fortune Telling Behavior of City Life in Bangkok," *Social Research Journal*, accessed October 2, 2017 at <http://www.socialresearchjournal.com/documents/archive/journal-60-01-08.pdf>
- Sternthal, B. , Dholakia, R. and Leavitt, C. (1978), "The persuasive effect of source credibility: tests of cognitive response", *Journal of Consumer Research*, 252-260.
- Stigler, G. J. (1961), "The Economics of Information," *Journal of Political Economy* (69:3), 213-225.
- Turcotte, J., York, C., Irving, J., Scholl, R. M., & Pingree, R. J. (2015). "News recommendations from social media opinion leaders: Effects on media trust and information seeking," *Journal of Computer-Mediated Communications*, 520–535.
- Walster, E. and Festinger, L. (1962), "The effectiveness of 'overheard' persuasive communications", *The Journal of Abnormal and Social Psychology*, (65:6), 395-402

APPENDICES

APPENDIX A

Pantip.com Online Community



APPENDIX B

Fortune Teller's Facebook with reviews and ratings



APPENDIX C

Neptune application with reviews and ratings



BIOGRAPHY

Name	Miss Sujirat Bhaesajsanguan
Date of Birth	November 10,1988
Educational Attainment	2012: Bachelor Degree, Faculty of Journalist and mass communication
Work Position	Content writer
Work Experience	Content Writer IC Web Co.,Ltd. Creative Atime Media Co.,Ltd.

