



# **CONFERENCE** **ABSTRACT** **PROCEEDING** **BOOK**

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**Seoul, South Korea**

# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS ROEES-2023

4th International Conference on Global Research insights in Social  
Science Business, Economics and Management Studies  
(GSBEM-2023), Seoul, South Korea



# **Book of Abstracts Proceeding**

**4th International Conference on Global Research insights in  
Social Science Business, Economics and Management Studies  
(GSBEM-2023)  
Seoul, South Korea**



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# TABLE OF CONTENTS

<b>ORGANIZING COMMITTEE .....</b>	<b>VIII</b>
<b>CONFERENCE CHAIR MESSAGE.....</b>	<b>IX</b>
<b>CONFERENCE SCHEDULE.....</b>	<b>X</b>
<b>TRCAK A: BUSINESS MANAGEMENT, ECONOMICS, SOCIAL SCIENCES AND HUMANITITES .....</b>	<b>16</b>
1. THE INFLUENCE OF GEN Z'S PERCEPTION OF SUSTAINABILITY PRACTICES ON BRAND AWARENESS AND BRAND REPUTATION: THE CASE OF FASHION CLOTHING INDUSTRY .....	17
2. A STUDY ON FACTORS AFFECTING CUSTOMER SATISFACTION IN E-COMMERCE.....	18
3. STRATEGIC LOGISTICS MARKETING MANAGEMENT OF RETAIL STORES IN SALAYA SUBDISTRICT, PHUTTHAMONTHON DISTRICT NAKHONPATHOM.....	19
4. PRODUCT DEVELOPMENT OF NATA DE COCO FROM JAGGERY SORBET .....	20
5. THE DEVELOPMENT OF THE QUALITY OF LIFE OF THE POPULATION INTO THE ELDERLY SOCIETY OF THAILAND TO BE HAPPY IN THE CASE OF NAKHON PATHOM PROVINCE .....	21
6. GRAIN MILK MADE FROM FIVE COLOR-BASED TYPES OF BEANS AS A REPLACEMENT TO DAIRY MILK IN TOFU PUDDING PRODUCTS.....	22
7. A STUDY OF STEVIA SUBSTITUTE SUGAR REPLACER IN READY-TO-DRINK PINEAPPLE JELLY PRODUCTS .....	23
8. GUIDELINES FOR BUILDINGS THE WORKING-AGE CUSTOMER LOYALTY TO PURCHASE ORGANIC PRODUCTS IN BANGKOK .....	24
9. A STUDY ON THE EFFECT OF PRODUCT DESIGN AND PACKAGING ON VALUE CREATION FOR READY TO EAT PRODUCTS .....	25
10. A STUDY OF THE INTERRELATIONSHIP BETWEEN CUSTOMER ATTITUDES TOWARD GREEN MARKETING STRATEGIES AND PURCHASING INTENTIONS .....	26
11. THE FACTORS OF SERVICE QUALITY INFLUENCING THE CUSTOMER LOYALTY OF FITNESS IN THAILAND.....	27
12. A STUDY OF THE EFFECT OF PRODUCT, SERVICE AND STORE QUALITY ON CUSTOMER SATISFACTION IIN SUKIYAKI RESTAURANT IN THAILAND :MK.....	28

13. THE INFLUENCE OF MARKETING MIX FACTORS ON THE DECISION TO PURCHASE MEDICAL DEVICES OF PRIVATE HOSPITALS IN BANGKOK .....	29
14. THE INFLUENCE OF MOBILE SERVICE MARKETING MIX ON LOYALTY .....	30
15. THE IMPACT OF STREAMING PLATFORMS ON THE PERCEIVED MENTAL BENEFITS OF FACEBOOK USERS .....	31
16. THE IMPACT OF VIRTUAL INFLUENCERS ON CONSUMER ENGAGEMENT AND BRAND PERCEPTION OF UNIQUENESS IN THAILAND.....	32
17. A STUDY ON THE IMPACT OF ORIENTATION FACTORS AFFECTING AN ONLINE PURCHASE INTENTION FOR THAI GEN Z CONSUMERS .....	33
18. THE INFLUENCE OF PERSONAL BRANDING STRATEGY ON BRAND LOVE AND BRAND ENGAGEMENT IN THE BEAUTY INDUSTRY: THE CASE OF MOLECULOGY.....	34
19. THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION TOWARD 6PS E-COMMERCE MARKETING MIX OF MOBILE BANKING AND CUSTOMER LOYALTY .....	35
20. THE INFLUENCE OF MULTIPLE FACTORS ON PURCHASE INTENTION OF THAI CUSTOMERS TO BUY AN EV CAR .....	36
21. THE COMPARISON OF MUSIC AND VISUAL ELEMENTS BETWEEN SONGS WITH DIFFERENT POPULARITY, CASE STUDY OF ITZY .....	37
22. AN ANALYSIS OF THE INFLUENCE OF FAKE NEWS ON FACEBOOK'S CONSUMER PERCEPTION .....	38
23. AN EMPIRICAL STUDY ON ENHANCING CUSTOMER SATISFACTION IN THE KOREAN RESTAURANT THROUGH QUALITY OF SERVICE AND FOOD.....	39
24. FACTORS AFFECTING CONSUMER REPURCHASE INTENTION IN THE COSMETICS INDUSTRY .....	40
25. IMPORTANCE OF MARKETING MIXED IN MAKING PURCHASE DECISION TOWARD MUSIC STREAMING PLATFORMS.....	41
26. INTENTION OF CUSTOMER WHO WANT TO PURCHASE A ADIDAS SAMBA IN THAILAND.....	42
27. THE ASSOCIATION BETWEEN CUSTOMER CHARACTERISTIC AND MARKETING MIX WHICH INFLUENCE DECISION MAKING IN AUTOMOTIVE INDUSTRY IN THAILAND.....	43
28. THE IMPACT OF DIGITIZATION OF RETAIL BANKS IN THAILAND ON CUSTOMER EXPERIENCE .....	44

29. THE RELATIONSHIP OF SATISFACTION TOWARD  
MARKETING MIX OF CAT EXPO MUSIC FESTIVAL ON  
PURCHASE INTENTION FOR NEXT YEAR .....45  
**FUTURE EVENTS.....46**

**4th International Conference on Global Research  
insights in Social Science Business, Economics and  
Management Studies  
(GSBEM-2023)  
Seoul, South Korea**

**Venue: Yonsei University Research Park, Seoul 120-  
749, Republic of Korea**

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## CONFERENCE CHAIR MESSAGE

### **Mr. Jiyong**

4th International Conference on Global Research insights in Social Science Business, Economics and Management Studies serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

### **Mr. Jiyong**

Conference Chair

Email: [jiyong@roees.org](mailto:jiyong@roees.org)

ROEES-2023



## Conference Schedule

**Venue: Yonsei University Research Park, Seoul 120-749, Republic of Korea**

**Time: Registration & Kit Distribution (09:00 – 09:20 am)**

**Day: Saturday**

**Date: December 16, 2023**

09:20 am – 09:30 am	Introduction of Participants
09:30 am – 09:40 am	Inauguration and Opening address
09:40 am – 09:50 am	Grand Networking Session

**Tea/Coffee Break (09:50 am - 10:00 am)**



**DAY 01 (December 16, 2023)**  
**First Presentation Session (10:00 am – 12:30 pm)**

**Track A: Business, Management, Economics, Social Sciences and Humanities**

<b>GSBEM-DEC23-101</b>	The Impact of Streaming Platforms on the Perceived Mental Benefits of Facebook Users	Napatr Amnuaychaichana, Nacha Shunglor
<b>GSBEM-DEC23-102</b>	Intention of Customer who want to purchase a Adidas Samba in Thailand	Patthanana Saelim, Genwit Assawawitoonlak
<b>GSBEM-DEC23-103</b>	The Influence Of Multifaceted Factors On Purchase Intentions Of Thai Customers To Buy An EV Car	Panupon Bavornpatcharadej, Nut Budda
<b>GSBEM-DEC23-133</b>	Strategic Logistics Marketing Management Of Retail Stores In Salaya Subdistrict, Phuthamonthon District Nakhonpathom	Anuch Nampinyo
<b>GSBEM-DEC23-134</b>	Product Development Of Nata De Coco From Jaggery Sorbet	Budsayamalee Tanontip
<b>GSBEM-DEC23-135</b>	The Development of the Quality of Life of the Population into the Elderly Society of Thailand to be Happy In The Case of Nakhon Pathom Province	Bunyaporn Phoothong
<b>GSBEM-DEC23-136</b>	Grain Milk Made From Five Color-Based Types Of Beans As A Replacement To Dairy Milk In Tofu Pudding Products	Kanyanas Kaewraksa
<b>GSBEM-DEC23-137</b>	A Study of Stevia Substitute Sugar Replacer in Ready-to-drink Pineapple Jelly Products	Sasithon Pomchiangpin
<b>GSBEM-DEC23-138</b>	Guidelines for Buildings the Working-age Customer Loyalty to Purchase Organic Products in Bangkok	Thun Chaitorn
<b>GSBEM-DEC23-104</b>	The Impact Of Digitalization Of Retail Banks In Thailand On Customer Experience	Titipat Booncharlow, Thanyanan Seingjindarat
<b>GSBEM-DEC23-105</b>	The Association between Customer Characteristic and Marketing Mix Which Influence Decision Making In Automotive Industry In Thailand	Phiranat Nuntamanop, Witchaphon Chumchuay

**DAY 01 (December 16, 2023)**  
**First Presentation Session (01:30 pm –03:30 pm)**

**Track A: Business, Management, Economics, Social Sciences and Humanities**

<b>GSBEM-DEC23-106</b>	A study on factors affecting customer satisfaction in e-commerce	Tapimsiya Kasemwuttirat , Thanita Konglikit, .Sawita Saithongkam
<b>GSBEM-DEC23-107</b>	A Study On The Impact Of Orientation Factors Affecting An Online Purchase Intention For Thai Gen Z Consumers	Chaiyawat Krutphayakkanan , Kasidin Yaisiri
<b>GSBEM-DEC23-108</b>	The Relationship between Customer Satisfaction toward 6Ps E-Commerce Marketing Mix of Mobile Banking and Customer Loyalty	Natanie Ng , Jirathon Miyaji , Jurat Lin
<b>GSBEM-DEC23-109</b>	Importance of marketing mixed in making purchase decision toward music streaming platforms	Puri Niyomkijjarnkul , Thamnithit Wiggamanunt
<b>GSBEM-DEC23-110</b>	Factors affect consumer repurchase intention in cosmetics industry.	Nahatai Srijan , Natnaree Chantanawet
<b>GSBEM-DEC23-111</b>	The Influence Of Gen Z's Perception Of Sustainability Practices On Brand Awareness And Brand Reputation: The Case Of Fashion Clothing Industry And Brand Reputation: The Case Of Fashion Clothing Industry	Nannapath Thuaythawimon, Manejan Kanviwat
<b>GSBEM-DEC23-112</b>	The Influence Of Mobile Service Marketing Mix On Loyalty	Kanon Vanichvoranan , Sukritta Yangwanitset
<b>GSBEM-DEC23-113</b>	A Study On The Effect Of Product Design And Packaging On Value Creation For Ready To Eat Products.	Nonthawat Wanasanongkun
<b>GSBEM-DEC23-114</b>	A Study Of The Interrelationship Between Customer Attitudes Toward Green Marketing Strategies And Purchasing Intentions	Setthapong Warawet , Thanawat Ammarat
<b>GSBEM-DEC23-115</b>	An Analysis Of The Influence Of Fake News On Facebook's Consumer Perception	Kasidet Rangmorya , Phubes Yodnual
<b>GSBEM-DEC23-116</b>	The Relationship Of Satisfaction Toward Marketing Mix Of Cat Expo Music Festival On Purchase Intention For Next Year	Akarapong Phajongteerapap , Kannarat Rattanakam

**DAY 01 (December 16, 2023)**  
**First Presentation Session (3:30 pm- 5:00 pm)**

**Track A: Business, Management, Economics, Social Sciences and Humanities**

<b>GSBEM-DEC23-117</b>	The Influence Of Personal Branding Strategy On Brand Love And Brand Engagement In The Beauty Industry: The Case Of Molecology	Nichapat Phaisansubtavor, Anothai Sakdee
<b>GSBEM-DEC23-118</b>	The Impact Of Virtual Influencers On Consumer Engagement And Brand Perception Of Uniqueness In Thailand	Patchara Pruttawong, Ubontip Thongjan
<b>GSBEM-DEC23-119</b>	A Study Of The Effect Of Product, Service And Store Quality On Customer Satisfaction In Sukiyaki Restaurant In Thailand :MK	Thanut Wong, Pornpipat Paksa
<b>GSBEM-DEC23-120</b>	“An Empirical Study On Enhancing Customer Satisfaction In The Korean Restaurant Through Quality Of Service And Food”	Sukrit Phanprapasri , Mr. Seonghwan
<b>GSBEM-DEC23-121</b>	The Comparison Of Music And Visual Elements Between Songs With Different Popularity, Case Study Of ITZY	Prueksarak Kerdcharoen , Chaithana Lamkom
<b>GSBEM-DEC23-122</b>	The Influence Of Marketing Mix Factors On The Decision To Purchase Medical Devicesof Private Hospitals In Bangkok	Mr. Rhaveeraj Vasusuttikulkant
<b>GSBEM-DEC23-129</b>	The Factors of Service Quality Influencing The Customer Loyalty Of Fitness In Thailand	Sithichart Jirachaweewan, Jirameth Kittavornsakul

**Closing Ceremony**



## List of Conference Attendees

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
01.	GSBEM-DEC23-123A	Asst.Prof. Ms.Chonlada Sajjanit	Commercetools GmbH, Berlin
02.	GSBEM-DEC23-124A	Asst.Prof. Ms.Thirarut Worapishet	University of Malaya , Malaysia
03.	GSBEM-DEC23-125A	Asst.Prof. Miss.Prapimpun Limsuwan	Faculty of Business Administration, Kasetsart University, Bangkok, Thailand
04.	GSBEM-DEC23-126A	Asst.Prof. Mr.Paitoon Chetthamrongchai	Faculty of Business Administration, Kasetsart University, Bangkok, Thailand
05.	GSBEM-DEC23-127A	Miss.Tidarut sangtong	Faculty of Business Administration, Kasetsart University, Bangkok, Thailand
06.	GSBEM-DEC23-128A	Miss.Sumittra khunkongsathiean	Faculty of Business Administration, Kasetsart University, Bangkok, Thailand

**DAY 02 Sunday (Dec 17, 2023)**

## **City Tour and Shopping Day**

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this



**TRCAK A: BUSINESS MANAGEMENT, ECONOMICS,  
SOCIAL SCIENCES AND HUMANITITES**



# The Influence of Gen Z's Perception of Sustainability Practices on Brand Awareness and Brand Reputation: the Case of Fashion Clothing Industry

<sup>1</sup>Nannapath Thuaythawimon, <sup>2</sup>Manejan Kanviwat, <sup>3</sup>Asst. Prof Chonlada

Sajjanit, Ph.D (Advisor)

**Abstract** In recent years, sustainability practices have taken a significant role in the fashion clothing industry. Various fashion clothing brands recognize the importance of sustainability practices and adopt them into operating their businesses for positive change. This is to reduce the negative impact of the production of fashion clothes on the environment, people, and the economy for future generations. The objective of this study was to examine Gen Z's perception of sustainability practices in the fashion clothing industry on brand awareness and brand reputation. The research applied the theories of sustainability, brand awareness, and brand reputation, including their effects. The researchers also elaborated on sustainability in the fashion clothing industry on the brand's implementation of sustainability practices. The study was conducted by using quantitative surveys with one hundred Gen Z consumers in Thailand. Data analysis technique was simple regression analysis. According to the survey results, Gen Zs perception of sustainability practices had a positive influence on brand awareness and brand reputation of the fashion clothing brands. Furthermore, recommendations are provided. For academic contributions, the study extends the knowledge on sustainability in the clothing industry and theories of brand awareness and brand reputation, by examining perspectives from the targeted generation. These are the resources for companies to implement sustainability practices in the fashion clothing industry to develop brand awareness and brand reputation by understanding Gen Z perceptions, perspectives, and values for managerial purposes.

**Keywords:** Gen Z, Sustainability Practices, Brand Awareness, Brand Reputation, Fashion Clothing Industry.

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# A Study on Factors Affecting Customer Satisfaction in e-Commerce

<sup>1</sup>Thanita Konglikit, <sup>2</sup>Tapimsiya Kasemwuttirat, <sup>3</sup>Sawita Saithongkam,

<sup>4</sup>Asst.Prof.Prapimpan Limsuwan,Ph.D.(Advisor)

**Abstract** As e-commerce rapidly evolves into a complex ecosystem crucial to the modern economy, customer satisfaction emerges as a pivotal determinant of success. This research aims to identify influencing factors, employing Product Quality, Product Price, Website Quality, Safety Shopping, Access, and Ease of Payment as independent variables and Customer Satisfaction as the dependent variable in a quantitative study. With a strategic survey approach, 100 participants from the Thai population—those who make monthly online purchases—are engaged via a Google Form distributed through social media and email. The analysis, conducted using the statistical program SPSS, involves Descriptive statistics to determine variable means and T-tests to explore gender-based differences in customer satisfaction. A noteworthy gender difference is observed in ease of payment ( $p = 0.031$ ), indicating dissatisfaction among males when the payment process lacks simplicity. Highlighting the primary study's significant finding that all independent variable including Product Quality, Product Price, Website Quality, Safety Shopping, Access, Ease of payment have a positive relationship with customer satisfaction. Thus, all independent variables rejected the null hypothesis ( $H_0$ ). To attract and retain customers under this theory, businesses are advised to consider price adjustments or employ strategies that create a perception of value. In summary, this research offers valuable insights for Thai business owners seeking to elevate their operations and overall customer satisfaction. It contributes significantly to academic and industrial realms, emphasizing the enhancement of businesses under the domain of Ease of Payment. It underscores the potential reliance on this factor for business improvement. Additionally, recognizing access as the second most crucial factor, the research recommends online shop owners invest in user-friendly and accessible websites.

**Keywords:** E-Commerce, Customer Satisfaction, Factors Influencing Satisfaction

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# **Strategic Logistics Marketing Management of Retail Stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom**

Anuch Nampinyo\*

**Abstract** The purposes of this research were 1) to study the strategic logistics marketing management of retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom 2) to compare demographic characteristics towards strategic logistics marketing management of retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom 3) to study the guidelines for the development of strategic logistics marketing management of retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom. The sample group in this research is the retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom with a total of 400. Found that retail stores operators in Salaya Subdistrict, Phutthamonthon District Nakhonpathom had opinions about the strategic logistics marketing management of retail businesses in the overall picture is at a very important level, with an average value of 4.85 when considering each aspect of the variable. In order from highest to lowest, as follows: data have an average of 4.52, packaging has an average of 4.47, material-handling management in production averages 4.46, demand for products averages 4.24, warehouse management has mean 4.35, inventory management average 4.37, financial average 4.25, transportation systems average 4.26, Order process the process of purchasing an 4.15 and an average of 4.13.

**Keywords:** Strategic, Logistics Marketing Management, Retail Stores, Salaya Subdistrict

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# Product Development of Nata de Coco From Jaggery Sorbet

Budsayamalee Tanontip\*

**Abstract** Sorbets palm sugar products. The study found that formulations 2 is a basic recipe that has scored the most respected. The amount of palm sugar the yellow and smell of palm sugar. The taste is very sweet and a smooth texture. The study of the physical quality of sorbets palm sugar found that the sweetness of 26 Brix 24 percent cost overrun, an overrun of the ice cream is in the range of 20-150 percent. melting of ice Made from pasteurized cream in a range from 91.66 to 95, the percentage of melting ice cream is based on heat from the environment into the ice makes the ice crystals melt by early dissolution rates are low, he added Higher over a longer time. Chemical analysis showed that palm sugar, sorbets, energy consumption per unit of 110 kilocalories, carbohydrates 27.6 grams protein 1.25 grams fiber 0.08 grams humidity 72.0 grams and ash 0.44 grams. Study on the acceptance of consumer acceptance of the products, sorbets palm sugar. And to evaluate the sensory qualities of appearance, color, aroma, taste, texture and overall liking. The average is 4.42 4.34 4.08 4.20 4.38 and 4.42, respectively, showed that consumer acceptance of products, sorbets palm sugar 150 people representing 100 percent.

**Keywords:** Sorbet, Jaggery, Sorbet

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# The Development of the Quality of Life of the Population into the Elderly Society of Thailand to be Happy in the Case of Nakhon Pathom Province

Bunyaporn Phoothong \*

**Abstract** Research subject ” The development of the quality of life of the population into the elderly society of Thailand to be happy. ” with the objective (1) to study the problems that the elderly in Thailand (2) to study the guidelines for the development of the quality of life of the elderly to have happiness The population is those aged 60 years and over. It is a qualitative and quantitative research. By means of interview and statistical methods for analysis, such as frequency, percentage, mean, standard deviation Including the introduction of quality variables namely personal factors such as gender, occupation, economic conditions, family status, health, participation in social activities, and acceptance in order to find relationships with the variables of happiness received when entering the aging society. The results of the study of the problems of the elderly in Thailand, found that personal factors such as gender, occupation, economic conditions, family status, health different, will be happy to enter into a different age society with health problems at the highest level. Next is the economic conditions and having a career is the least problem. And participation in society and acceptance, found that most of the elderly need the most acceptance and the second is participation in society for guidelines for improving the quality of life of the elderly population to be happy. The study found that the government should have measures to prepare the elderly in terms of access to public health such as medical rights and take care of your health basic service systems such as public transport, and the government should have equal public welfare.

**Keywords:** Quality of Life, Happiness, Elderly Society

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# Grain Milk Made from Five Color-based Types of Beans as a Replacement to Dairy Milk in Tofu Pudding Products

Kanyanas Kaewraksa\*

**Abstract** This research aims: 1) to study the right proportion of grain milk made from 5 types of beans to replace dairy milk in a tofu pudding product of 4 different levels: 25, 50, 75 and 100 percent, and 2) to study the appropriate amount of jelly powder in the tofu pudding products which affect the quality of the product, and 3) to study the consumers acceptance of the products. The research was conducted by planning random experiments in randomized complete block design (RCBD) at confidence level .05 and assessing the color sensory quality assessment of color, flavor, texture and overall preference using the 40 testers with 9-Point tasting methods (9 Points Hedonic Scale) and comparing the difference of average using the Duncan's New Multiple Range Test (DMRT). The analysis was carried out with a statistical program and the results were reported with descriptive statistics, i.e. percentage. Research results revealed that the right proportion of grain milk made from 5 types of beans to replace dairy milk in tofu pudding products is 75 percent. The appropriate amount of jelly powder in the product of tofu pudding is 0.2 percent. The surface appeared to be smooth, soft and of silky texture. There is a moderate stability on the physical characteristics of the product of the tofu pudding, with a value of  $L^*a^*b^*$  equal to 69.32, 2.66, and 10.23 respectively, which has a visibility value, light yellow color, producing moderate smelling of grains, and fairly sweet. The chemical characteristics were found that the product has 70.7 kcal, 13.4 g of carbohydrate, 0.08 g of fat, 2.47 g of protein, 83.0 g of moisture, 0.44 g of dietary fiber and 0.32 g of ash. As for the consumers acceptance of the product, it was found that the consumers gave a moderate level of preference to tofu pudding product with the alternative grain-based milk. The reasons were that it was beneficial to the physical health and the suitable cost of the product was 25 baht per 160 g-size cup.

**Keywords:** Milk Tofu Pudding, Cereal Grain Milk, Made from Five Color-Based Types of Beans

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## A Study of Stevia Substitute Sugar Replacer in Ready-to-drink Pineapple Jelly Products

Sasithon Pomchiangpin\*

**Abstract** The Purpose of this research is to study on which (1) amount of pineapple juice, (2) amount of carrageenan and (3) amount of stevia used to substitute. The experiment plan using the Randomized Completely Block Design based on 9-Point Hedonic Scale with 30 tasters and compared the difference of confidence level at rate 95 percent with Duncans New Multiple Range Test (DMRT) by instant statistical analysis software. The result appears that amount of pineapple juice was 93.46 percent ,carrageenan was 0.56 percent and stevia was 0.66 percent which is the most acceptable by the tasters since it has a flexible, good texture , dark yellow color , has a smell of pineapple juice and has sour and sweet taste. The results of the physical properties study of A Study of Stevia Substitute Sugar Replacer in Ready-to-drink Pineapple Jelly Products found that the color is  $L^* 57.23$  ,  $a^* 2.76$  and  $b^* 48.99$ . The sweetness of product is 11 Brix and the pH value is 3.2. The nutritional study of product on each 100 grams, it contains 71.90 kilocalories of energy, 16.94 grams of carbohydrate, 0.72 grams of protein, 0.14 grams of fats, 0.16 grams of fiber, 81.79 grams of moisture and 0.41 grams of ashes. The result of studies found that 99% of consumers were satisfied with the product.

**Keywords:** Ready to Drink, Pineapple Jelly, Stevia

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# Guidelines for Buildings the Working-age Customer Loyalty to Purchase Organic Products in Bangkok

Thun Chaitorn\*

**Abstract** This research aims to investigate guidelines for buildings the working-age customer loyalty to purchase organic products in Bangkok. The research was conducted quantitatively by studying a sample group consisting of 400 customers age between 22-55 years of age that purchased organic agricultural products in Bangkok more than two times within a period of six months. The data was collected using questionnaires and statistically analyzed for the frequency, percentage, mean, standard deviation, Confirmatory Factor Analysis (CFA), and Structural Equation Model (SEM). The results showed that the customer sampling aged between 20-25 years, who earned a bachelors degree with the average income between 20,000 35,000 THB per month. Their majority occupation was owner the business and selecting rice as their organic products, which the products are from super markets. The amounts that they spent on products were amount between 101 300 THB per time. The frequency of purchasing organic products was once a week. The duration is not consistence. The factor that affected their intention to bur organic product is their family members. Beside this, most of them are choosing organic products because of the wellness. The results show that factors that affect the loyalty of the working-age customer for organic agricultural products in Bangkok are service marketing strategy, perceived service quality, and customer satisfaction. These three factors have the greatest influence on the customers positive attitude. The customer loyalty building method corresponds to the empirical data at a very good level (Statistical values are Chi square/df=0.98, P-value=0.40272, RMSEA=0.001, GFI=0.98, and AGFI=0.97).

**Keywords:** Loyalty of Customers, Service Marketing Strategy, Perception of Service Quality, Organic Products in Bangkok

---

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# A Study on the Effect of Product Design and Packaging on Value Creation for Ready to Eat Products

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**Abstract** The prevalence of ready-to-eat products in contemporary lifestyles has spotlighted the critical role of product design and packaging in shaping consumer preferences. This study investigates the relationship between design elements, packaging, and consumer behavior and perception of value among Thai consumers. This study delves into the influence of product design and packaging on value creation for ready-to-eat products among Thai consumers. The prevalence of ready-to-eat items in modern lifestyles underscores the importance of understanding how design elements impact consumer choices and Recognizing the criticality of design elements in consumer decisions. Additionally, this research explores the application of consumer behavior theories to understand the complex dynamics between product design, packaging, and consumer value perception. The study employs a quantitative approach, utilizing regression analysis to investigate these impacts on perceived value. A structured survey gathers quantitative data from a representative sample of Thai consumers, probing perceptions and preferences regarding ready-to-eat products. A regression analysis is conducted to show the relationship and predictive power of these variables on perceived value. The regression analysis unveils significant relationships between design elements (aesthetics, functionality), packaging, and perceived value among Thai consumers. Specifically, for every one-unit increase in aesthetics, functionality, and sustainability scores, perceived value escalated by 0.62, 0.34, and 0.45 units, respectively. The findings support the existing literature and the paramount role of visually appealing, functional, and sustainable packaging in shaping consumer perceptions, thereby influencing purchasing intentions for ready-to-eat products. The study's insights underscore the necessity for businesses to use design elements and packaging to communicate effectively with Thai consumers. The company should emphasize the need for visually engaging, functional, and eco-conscious packaging strategies to enhance perceived value and drive purchasing intentions within the ready-to-eat product domain. Furthermore, recommendations highlight the integration of emotional appeal and sustainability into packaging design, capitalizing on consumers' preferences and fostering brand loyalty.

**Keywords:** Value Creation, Customer Perception, Packaging And Design

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# A Study of the Interrelationship Between Customer Attitudes toward Green Marketing Strategies and Purchasing Intentions

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**Abstract** Purchasing intention has been significantly reshaped by the awareness of environmental concerns and sustainability. Therefore, green marketing strategies play a crucial role in positively changing people's buying intention. This research focuses on the relationship between consumer attitudes toward green marketing strategies and purchasing intentions. Green marketing strategies emphasize a company's dedication to sustainability, environmental responsibility, and efficient resource use. This includes eco-friendly packaging and design, sustainability communication and environmental certification in the Thai marketplace. Consequently, this research aims to recognize the importance of eco-friendly packaging and design, sustainability communication and environmental certification toward consumer attitudes. This study will apply quantitative analysis. This research will use correlation to calculate. Subsequently, primary data is collected from 100 people that are mainly above 18 in Thailand as they have more environmental concerns and are green-friendly, willing to pay more for eco-friendly products. The questionnaire will be used on online platform surveys to measure variables. In particular, convenience sampling will be used in this analysis by giving out surveys and questionnaires through an online platform and asking participants for convenience in doing the survey. The study's findings highlight a strong correlation. In the interrelationship between consumer attitudes toward green marketing strategies and purchasing intentions, the research indicates varying degrees of correlation among different strategies. Eco-Friendly Packaging and Design shows the strongest correlation to purchasing intentions with a coefficient ranking highest among the strategies tested. In conclusion, the study's findings provide a compelling case for the integration of green marketing strategies as a central component of business operations, potentially influencing consumer behavior towards more sustainable purchasing decisions.

**Keywords:** Green Marketing Strategies, Consumer Attitudes, Purchasing Intention, Consumer Decision Making

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# The Factors of Service Quality influencing the Customer Loyalty of Fitness in Thailand

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**Abstract** The fitness industry in Bangkok has raised the significance of understanding customer loyalty within fitness centers. The objective of the study was to investigate the relationship of the service quality which influences the level of customer loyalty of the fitness centers. The primary methodology for the research is an online survey, which is used to investigate the impact of service quality on customer loyalty among fitness members in the central Bangkok area. The research design emphasizes employing digital surveys via Google Forms to collect data from 100 respondents of fitness members. The factors influencing service quality, customer satisfaction, and eventually customer loyalty will be examined in-depth through a questionnaire. The questionnaire is divided into four sections, beginning with a screening question to evaluate the participant's fitness center experience and demographic information. Subsequently, it delves into sections regarding general information, demographics, and key measures related to service quality and customer loyalty. The results indicated high mean values and low standard deviations across various dimensions of service quality. Notably, variables related to tangibles, reliability, responsiveness, assurance, empathy, and customer loyalty received consistently high ratings. The mean value for customer loyalty-related inquiries, which included the probability of recommending the fitness center and renewing memberships, was around 4.00, indicating a high positive recommendations and membership renewals. Finally, This investigation offers valuable insights for fitness center operators and managers in Bangkok to study the relationship of service quality, customer satisfaction, and loyalty within the fitness industry. Understanding these factors can help in the development of strategies aimed at improving customer experiences and developing long-term loyalty among fitness center members.

**Keywords:** Fitness Center, Service Quality, Customer Satisfaction, Customer Loyalty, Fitness Members, And Central Bangkok Area

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# A Study of the Effect of Product, Service and Store Quality on Customer Satisfaction in Sukiyaki Restaurant in Thailand :MK

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**Abstract** The Thai restaurant industry faced unprecedented challenges during the COVID-19 pandemic, with the Thai sukiyaki market, particularly the sukiyaki-style hotpot segment, experiencing a decline in sales. Amidst this industry-wide disruption, MK Restaurant, a prominent Thai sukiyaki chain established in 1962, demonstrated resilience and potential for post-pandemic recovery. This quantitative study delves into MK Restaurant, assessing customer satisfaction with its services, identifying areas for improvement or innovation, and examining MK's responses to pandemic challenges. In a sector where competitors possess distinct strengths, adapting to evolving customer demands post-pandemic becomes paramount. The study investigates relationships between product quality, service quality, store quality, and customer satisfaction, profiling MK (Thailand)'s customer demographics. By examining MK's customer demographics and conducting an online survey targeting Thai consumers who have dined at MK Restaurant, the study collected data from 159 respondents through convenience sampling. We used multiple regression analysis to evaluate the influence of different quality dimensions on customer satisfaction and conducted hypothesis testing using t-values or Sig. The findings revealed that food quality (coefficient value: 0.38675, t-statistic: 5.8511, p-value: 0.0000) and store quality (coefficient value: 0.43050, t-statistic: 5.4306, p-value: 0.0000) exhibited statistically significant positive relationships with customer satisfaction when the p-value of food quality and store quality is less than the critical p-value of 0.05 (significance level). Conversely, service quality (coefficient value: 0.08672, t-statistic: 1.1672, p-value: 0.2449) did not demonstrate a statistically significant relationship with customer satisfaction. These findings suggest that MK Restaurant (Thailand) should prioritize maintaining high standards of food and store quality to enhance customer satisfaction. This study also underscores the importance of adaptability and high-quality service for post-pandemic success in the Thai sukiyaki-style restaurant industry.

**Keywords:** COVID-19 , Product Quality , Service Quality , Store Quality , Customer Satisfaction , MK Restaurant

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# The Influence of Marketing Mix Factors on The Decision to Purchase Medical Devices Of Private Hospitals in Bangkok

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**Abstract** In the intricate landscape of healthcare management, this study not only illuminates the significant impact of personal factors on medical device purchasing decisions but also delves into the multifaceted realm of marketing mix factors. The amalgamation of these dimensions provides a holistic understanding of the complex decision-making processes within private hospitals in the bustling city of Bangkok. The exploration of personal factors, notably age groups and occupational backgrounds, brings to the forefront the human element in decision-making. The findings suggest that the diverse demographics and professional roles within the hospital setting play a pivotal role in shaping the strategies and criteria employed when acquiring medical devices. This nuanced understanding is invaluable for medical device manufacturers, allowing them to tailor their approaches based on the specific preferences and considerations of the end-users. Simultaneously, the scrutiny of marketing mix factors offers a strategic lens into the dynamics of medical device procurement. The traditional four Ps—product, price, place, and promotion—unfold as crucial determinants influencing the decision-making paradigm. Unraveling the intricate relationships between these elements provides actionable insights for crafting effective marketing strategies that resonate with the unique requirements and preferences of private hospitals in this specific context. Moreover, the application of robust statistical methodologies, including Independent Sample T-Test, One-Way ANOVA, and Multiple Regression Analysis, enhances the credibility and reliability of the study. The utilization of these quantitative tools not only aids in uncovering patterns within the dataset but also establishes a foundation for evidence-based decision-making in both academic and practical settings. As we navigate the evolving landscape of healthcare, where technological advancements and market dynamics continually reshape industry norms, the implications of this study extend beyond the immediate scope. It contributes a valuable knowledge base for professionals seeking to optimize medical device procurement strategies, fostering efficiency and strategic alignment with the diverse needs of private hospitals in Bangkok. In essence, this research serves as a beacon, guiding stakeholders in the healthcare ecosystem toward informed and nuanced decision-making processes.

**Keywords:** Marketing Mix, Purchase Decisions, Medical Equipment

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# The Influence of Mobile Service Marketing Mix on Loyalty

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**Abstract** Mobile business is everywhere and spreading rapidly. The growth of mobile services is now more evident than ever in today's digital business era. In fact, recent advancements in mobile technology, along with computing, have significantly transformed how people live and how businesses operate. Elements in the marketing mix, namely product, price, place, promotion, process, people, and physical evidence are the controllable tools that will reflect to customer's satisfaction. Elevating the effectiveness of the marketing mix to better meet customer needs, it will positively impact customer satisfaction. As satisfaction increases, it leads to loyalty. The framework used in this study is that for independent variables, there will be a use of marketing mix including the 7 Ps, which include Product, Price, Place, Promotion, Process, People, and Physical Evidence. We're using a Google Form survey to gather data from Bangkok residents, aged 15 to over 30, who use mobile services. We'll randomly select 100 respondents from university students, peer groups inside and outside the university, and diverse profiles on Facebook and Instagram. The survey examines how marketing mix influences customer loyalty, asking respondents to rank the importance of marketing mix elements that influence their loyalty on a scale of 1 to 7 according to their perspective. For the methodology, we used descriptive statistics to find the relationship between the independent variable and dependent variable which is Loyalty. For the result of this study, when brands are trying to create a loyalty program, from the primary research of this study, companies will have to take price into consideration when releasing a product. This is because from the survey, pricing and promotion have most of the scores with the highest mean score as well. For recommendations, it would be recommended for companies and mobile service providers that should look at this study and conduct deeper research based on price of services to be more competitive to gain more market shares in the future.

**Keywords:** 7Ps, Customer Loyalty, Mobile Service Providers

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# The Impact of Streaming Platforms on the Perceived Mental Benefits of Facebook Users

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**Abstract** In today's digital world, Facebook is a big part of our daily lives, influencing how we connect and have fun. Additionally, streaming on Facebook has changed how we watch shows and movies. This study aims to understand how using Facebook for streaming can positively impact people's mental well-being. We'll explore how people engage with the platform and how it might affect their mental health. Our goal is to discover how these online platforms can contribute to the happiness and well-being of individuals. The research results indicate seven motivator dimensions: perceived enjoyment, perceived social, perceived control, perceived discretion, online trust, perceived risk, and perceived social interaction. The study aims to understand how these dimensions collectively influence perceived mental benefits. Our study involved 131 participants. Utilizing a quantitative approach, we distributed surveys through Facebook, Instagram, and Discord. The data were analyzed using statistical measures such as standard deviation and multiple regression. In the calculation part of multiple regression analysis, perceived enjoyment, perceived social, perceived discretion, and perceived risk emerged as significant predictors of perceived mental benefit (all p-values less than .001). Perceived control also showed significance with a p-value of .002, highlighting its noteworthy influence. However, online trust and perceived social interaction did not reach statistical significance ( $p = .173$ ). These results contribute valuable insights into the factors shaping perceived mental benefit and offer implications for streaming platforms on user engagement. In summary, our research highlights the important role of how users perceive enjoyment, social, discretion, and perceived risk in influencing their mental well-being on streaming platforms. Improving these aspects is crucial for positively impacting user engagement and overall mental health. The significant influence of perceived control further underscores its vital role in shaping the user experience. Even though online trust and perceived social interaction didn't show strong statistical importance. For recommendations to enhance users' mental well-being online, platforms should address reduced perceived enjoyment. Prioritize strategies such as personalized content and interactive features to improve the overall digital experience, fostering a more engaging and enjoyable environment.

**Keywords:** Perceived Mental Benefits, Streaming Platforms, Online Platforms

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# The Impact of Virtual Influencers on Consumer Engagement and Brand Perception of Uniqueness in Thailand

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**Abstract** Virtual influencers have been a new trend gaining popularity in digital marketing. They are fictional characters created using computer graphics technology, with a human-like appearance and the ability to communicate and interact with people online. Their ability to create diverse content, along with their absence of age, gender, and aesthetic limitations, makes them ideal candidates for reaching a wider audience. However, despite their growing popularity, there has rarely been a proper study carried out to evaluate the influence of virtual influencers on consumer behavior. Thus, this study fills the gap by investigating the effect of virtual influencers on consumer engagement and brand perception of uniqueness in the context of Thailand, a country with a robust social media landscape. The study drew upon the theories of reasoned action (TRA) and influencer marketing to explain the impact of virtual influencers on brand perception of uniqueness and consumer engagement. It employed a quantitative survey methodology to collect data from 385 Thai consumers as representative samples. A regression analysis was then conducted on the samples to identify the impact of the variables. The results of simple regression analyses indicated a strong positive impact of virtual influencers on consumer engagement and on brand perception of uniqueness. Specifically, based on multiple regression analysis, companies should prioritize enhancing the appearance, content style, and trustworthiness of virtual influencers, as these have been identified as significant drivers of customer engagement. Additionally, firms should concentrate on refining content style and appearance of virtual influencers, as these dimensions significantly enhance the brand's perception of uniqueness.

**Keywords:** Virtual Influencers, Customer Engagement, Brand Perception Of Uniqueness, Influencer Marketing

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# A Study on the Impact of Orientation Factors Affecting An Online Purchase Intention for Thai Gen Z Consumers

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**Abstract** In an era marked by the rapid expansion of e-commerce and the emergence of Generation Z as a significant market force, understanding the purchasing behaviour of Generation Z consumers is essential for businesses seeking to thrive in the digital landscape. This research aims to provide insights and strategies to enhance the online shopping behaviour impact of orientation factors among Gen Z consumers in Thailand. A quantitative approach using an online survey was employed to gather comprehensive insights. This quantitative research undertaking systematically investigates the impact of variables such as impulse purchase, quality, brand perception, convenience, enjoyment, and pricing on consumer purchase intention by utilising standardised instruments and statistical analysis methods, this study unveils the key determinants of online purchase intention and examines the decision-making processes of this consumer segment. The findings reveal that factors such as impulse, quality, brand, convenience and enjoyment significantly influence the purchase intentions of Thai Gen Z consumers. In terms of online shopping, consumers prioritize user-friendly experiences, secure payment options, and personalized recommendations. Regarding consumer behavior, there is a moderate impulse purchase intention with a mean value of 3.69800 and a standard deviation of 0.74458. Brand orientation is strong, quality orientation is moderate, and price orientation is moderate, with mean values and standard deviations of 3.93267 (0.63724), and 3.82000 (0.705), respectively. Shopping experiences are valued moderately, communication is crucial with a mean value of 4.06333 (0.93080), and effective pricing remains moderately important to Gen Z consumers. Therefore, companies should enhance and maintain the online shopping experience with immersive technologies, prioritise convenience, brand loyalty through authentic identity and social media engagement, capitalise on impulse triggers. Staying agile and informed through data analytics ensures businesses remain responsive to the ever-evolving needs and preferences of Thai Gen Z consumers.

**Keywords:** Impact, Orientation Factors, Online Purchase, Thai Gen z

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# The Influence of Personal Branding Strategy on Brand Love and Brand Engagement in the Beauty Industry: The Case of Molecology

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**Abstract** Personal branding, the practice of individuals or companies creating a distinctive image in the minds of the target audiences, has become an increasingly important element of marketing in recent years due to enhanced worldwide connectedness. Despite the widespread recognition of personal branding, relatively few studies have been conducted on the subject. This current research attempted to fill a gap by embarking on an exploration of the influence of personal branding strategy on brand love and brand engagement in the beauty sector, with a focused examination of the Molecology brand in Thailand as a case study. Utilizing the concept of consumer-brand relationships, this study conducted a quantitative survey with 118 Thai consumers, utilizing 22 questionnaire items that met predefined eligibility criteria. The data analysis technique employed was regression analysis. The findings indicated that personal branding exerted a positive influence on brand love and brand engagement in the beauty industry. For academic contributions, this study expands the understanding of consumer-brand relationships, emphasizing authenticity, relatability, and shared values in building connections with beauty consumers. Focused on the impactful characters developed through personal branding. The findings offer practical and valuable insights for businesses as well as individuals to develop particular branding strategies for adapting to this rapidly changing industry. Specifically, the emphasis on personal branding strategy should prioritize successfully embodying the brand's image, coupled with expanding a positive personality on social media. Moreover, establishing and maintaining good credibility is also essential. These elements collectively contribute to navigating the challenges of this rapidly shifting market, providing a roadmap for success and resilience.

**Keywords:** Personal Branding, Brand Love, Brand Engagement, Beauty Industry, Molecology, Consumer-Brand Relationship

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# The Relationship between Customer Satisfaction toward 6Ps E-Commerce Marketing Mix of Mobile Banking and Customer Loyalty

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**Abstract** This research investigates the relationship between customer satisfaction towards the 6Ps e-commerce marketing mix and customer loyalty, focusing specifically within the context of mobile banking. As the financial industry continues to evolve in the digital age, understanding the dynamics of this relationship becomes imperative for commercial bank institutions seeking to gain a competitive edge. The study employs correlation methods in order to identify the relationship among these variables. Additionally, a descriptive approach is incorporated to analyze customer satisfaction and loyalty, based on a sample size of 100 participants in the city of Bangkok, Thailand. The findings indicate that, among the underlying components of the 6Ps, only promotion falls within the moderate satisfaction category, while the remaining factors maintain at high satisfaction levels. Notably, the results further unveil that customer's exhibit loyalty towards the mobile banking service. Correlation analysis highlights the three most significant positive relationships between satisfaction with price, personalization, place, and customer loyalty, indicating a tendency for continued use of mobile banking services and positive word-of-mouth recommendations. This insight underscores the importance of comprehending these dynamics, enabling mobile banking services to delve deeper into the variables of price, personalization, and place, allowing for more detailed and prioritized focus on specific underlying factors. This strategic approach aims to enhance customer loyalty and effectively address the evolving needs of mobile banking customers in Bangkok. The study reinforced the importance of acquiring new customers for long-term loyalty while emphasizing the critical role of improving promotional tools to enhance overall customer satisfaction rates. In conclusion, this research contributes valuable insights for mobile banking services seeking to optimize their strategies in response to the intricate dynamics of customer satisfaction and loyalty within the 6Ps framework.

**Keywords:** Customer Satisfaction, Customer Loyalty, 6Ps Framework, Mobile Banking

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# The Influence of Multiple Factors on Purchase Intention of Thai Customers to Buy an Ev Car

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**Abstract** As the global automotive industry embraces electric vehicles (EVs) for a sustainable future, this study examines the key factors influencing Thai consumers' purchase intentions. Government incentives and environmental concerns emerge as key drivers, while financial benefits and charging infrastructure remain crucial considerations. This nuanced landscape necessitates addressing multifaceted factors to accelerate EV adoption and achieve a greener Thailand. This quantitative research used a survey model, utilizing questionnaires from 100 individuals sample group of consumers who live in Bangkok who either own or interest in electric vehicles. This study investigates the influence of four key independent variables on Thai consumers' purchase intention for electric vehicles (EVs): government policies, financial benefits, adequate range and charging, and environmental concern. The study employs hypothesis testing, revealing that government policies, adequate range and charging significantly affect purchases intentions ( $p < 0.05$ ), underlining their pivotal roles. In contrast, financial benefits do not exhibit a significant influence on purchase intention ( $p > 0.05$ ). Overcoming challenges such as range anxiety and enhancing charging infrastructure are deemed crucial for widespread EV adoption. The findings stress the necessity for robust government support, improvements in infrastructure, and a focus on environmental benefits to maximize the potential of EV adoption, presenting a notable opportunity for advancing environmental sustainability in Thailand. To stimulate electric vehicle (EV) adoption in Thailand, this research recommends targeted marketing towards tech-savvy younger individuals, enhanced public awareness of government EV policies, and the development of attractive financial incentives to overcome the initial purchase cost barrier. Additionally, emphasizing long-term cost savings and addressing concerns about driving range and charging infrastructure through increased charging station availability and faster charging technology are crucial for boosting EV uptake. Continuous evaluation and adaptation of government policies will ensure their effectiveness in driving the transition towards a more sustainable transportation future in Thailand.

**Keywords:** Government Policies,Financial Benefits,,Environmental Concern,Purchase Intentions

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# The Comparison of Music and Visual Elements between Songs with Different Popularity, Case Study of ITZY

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**Abstract** In the fast-paced world of K-pop, where global appeal and commercial success are paramount, understanding what makes a song popular is crucial. This research explores the mix of musical and visual elements that resonate with audiences, particularly focusing on two different songs by the group ITZY. The study aims to offer insights into the key components that elevate a K-pop song's appeal and ensure its success in the highly competitive music industry. This research's objective is to identify the difference between the two K-pop songs with difference popularity based on audience preferences on each song's musical and visual elements. The study specifically focuses on contrasting the popular ITZY song "WANNABE" with the less popular "SNEAKERS," as distinguished by their rankings on Spotify's Top 200 chart (Thailand). The methodology involves a quantitative survey of 100 K-pop listeners who are familiar with ITZY. The research applies an analytical framework that examines music elements, including genre, theme, music structure, melody, tempo, and rhythm, as well as visual elements comprising storyline, cinematography, portrayal of emotion, and choreography. The survey results showed that the musical aspects of genre, theme, and the chorus of "WANNABE" were particularly appealing to the audience. These elements received more favorable responses than those in "SNEAKERS." For the visual elements, the choreography of "WANNABE" was highly acclaimed, with a significant majority of respondents rating it highly. This suggests that compelling choreography is a vital element in the success of a K-pop song. The study's outcomes provide insights into the factors that contribute to a K-pop song's popularity. The findings highlight the significance of aligning both musical and visual components with audience preferences, based on these findings, it is recommended that K-pop producers focus on creating engaging and memorable choreography, as it significantly impacts audience reception. Additionally, the importance of a song's genre, theme, and particularly the chorus should be emphasized as well.

**Keywords:** KPOP, Music Elements, Visual Elements, KPOP Industry

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# An Analysis of the Influence of Fake News on Facebook's Consumer Perception

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**Abstract** In the current era of social media, the widespread issue of fake news on platforms like Facebook has become a major concern, affecting how users view the platform. This study aims to explore the complex dynamics involved in how fake news impacts user perceptions of Facebook. The study is also to investigate and evaluate how exposure to fake news affects to the Facebook accounts such as users' attitudes, beliefs, and behaviors. Quantitative research was designed to collect information by using survey method. The samples in this research were chosen by collecting data from a sample group. 101 questionnaires were used to analyze their attitudes, beliefs, and behaviors toward using Facebook. The research reveals that a concerning trend where users are more inclined to believe fake news, particularly emerging from Fabricated content on Facebook. Additionally, a significant majority of surveyed participants, majority aged between 18-24, encounter fake news without being aware of its falsity. The findings underscore the importance of ongoing efforts to address the challenges posed by fake news on social media platforms, with implications for both individual behavior and platform responsibility.

**Keywords:** Social media, Trust, Fake news, User perceptions, Prevalence

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# **An Empirical Study on Enhancing Customer Satisfaction in the Korean Restaurant through Quality of Service and Food**

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**Abstract** The objectives of this study were to investigate the effects of food quality and service quality on customer satisfaction in the context of Korean restaurant, Dookki. This study utilized an established concept of SERVQUAL and DINESERVE frameworks. It conducted a survey targeting a total of 110 people with a total of 29 questions. Data analysis technique was multiple regression analysis. The survey results showed that all food quality and service quality items had a positive effect on customer satisfaction at Dookki Korean Restaurant. The expected contribution is to enrich the academic discourse on service quality and food quality within the restaurant industry while providing practical insights to restaurant operators to increase business success. According to the results, the top three regarding service quality were tangible, reliability, and responsiveness, and it is suggested that these three items be the most important when operating a Korean restaurant. When it comes to food quality, we suggest focusing on the three most important questions: the taste and flavor of the food, the variety of the menu, and the freshness of the ingredients.

**Keywords:** Restaurant industry, ServQual, Dineserve, Customer satisfaction

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# Factors Affecting Consumer Repurchase Intention in the Cosmetics Industry

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**Abstract** The cosmetics industry is a highly competitive market where consumer preferences play a pivotal role in brand success. This research explores the multifaceted factors that influence consumer repurchase intention within the cosmetic industry. To achieve this, we examined only one key set of variables : perceived quality attributes. To measure perceived quality, this study considers performances, features, durability, and reliability of cosmetics products as independent variables. The objective of this study was to examine the effect of perceived quality attributes on repurchase intention. The research methodology included data collection through surveys distributed to a sample of 100 cosmetics consumers. For statistical analysis technique, multiple regression analysis was employed. The research findings revealed that perceived quality significantly affected repurchase intention of cosmetics. Based on multiple regression analysis, performance, features, and reliability positively influenced repurchase intention. This research contributes valuable insight into the cosmetics industry, making clear the factors driving consumer repurchase intention. Understanding the perceived quality attributes can give the ability to cosmetics brands to customize their marketing strategies, product development initiatives effectively. As consumer choices continue to influence the cosmetics industry, this study provides guidance for companies aiming to maintain growth in a changing and competitive environment and competitive market.

**Keywords:** Repurchase intention, Cosmetics industry, Perceived Quality

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# Importance of Marketing Mixed in Making Purchase Decision toward Music Streaming Platforms

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**Abstract** This research explores into the intricate realm of user preferences and demographic patterns within the landscape of online music streaming platforms. Employing K-mean cluster analysis techniques, the study segregates users into five distinct clusters based on their evaluations of essential marketing mix elements encompassing Product, Price, Promotion, People, Process, and Place. By conducting a comprehensive examination of demographic characteristics such as Gender, Age, Education, and Income within each specified cluster, this research reveals intricate understandings of user preferences and behavior. The clusters that were identified demonstrate significant differences in customer satisfaction ratings among the elements of the marketing mix. Cluster 1 is dominated by female users, who show a strong level of satisfaction with service-related factors but a relatively low level of satisfaction with pricing and marketing strategies. Cluster 2, on the other hand, consists mainly of male consumers and displays a more equal satisfaction level across aspects. Furthermore, interesting trends emerge from the demographic study conducted within the clusters. Cluster 3, which is dominated by people with higher education degrees, has a mixed bag of satisfaction ratings, suggesting that there are different preferences in this group. In addition, fascinating trends emerge from the income distribution inside the clusters, where some clusters exhibit a preference for particular income groups. The findings of this study have significant implications for developing customized marketing plans, optimizing user experience, and developing focused tactics to meet the various tastes and requirements of various user groups in the ever-changing online music streaming market.

**Keywords:** Music Streaming, Subscription, Cluster Analysis, K-Mean Clustering, Spotify, Apple Music, Youtube Music

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# Intention of Customer who want to purchase a Adidas Samba in Thailand

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**Abstract** In 2022, Adidas Samba gained popularity in Thailand, fueled by celebrity and influencer endorsements. However, challenges emerged as product imports failed to meet demand, leading to elevated prices and scarcity. Taxes affected select trendy models, impacting specific consumer groups. The market, divided into online and storefronts, with official and reseller distinctions, prompted research into Adidas Samba purchase intent. The study focuses on brand recognition, innovation, and attractiveness, aiming to provide crucial insights for navigating Thailand's dynamic shoe market and strengthening the brand's position. The objective of this study is to understand the purchase intention of the Adidas Samba in Thailand. The variable is customer intention of purchasing Adidas Samba, which has the dependent variable brand image product image celebrity endorsement. Hypothesis: that different demographic factors have different effects on customers' intentions to purchase Adidas Samba in Thailand. By doing this research, we have tried to collect sample data in Thailand in order to know preferences or interest in adidas samba brand shoes. Notably, among the influencing factors, Brand Image (T-Value = 1.435), (Sig = 0.154) emerges as the most critical determinant, overshadowing Product Image (T-Value = 0.082), (Sig = 0.935) and Celebrity Endorsement (T-Value = 0.019), (Sig = 0.985). These findings underscore the role of age, occupation, and brand perception in shaping consumer preferences for Adidas Samba. Product image and Celebrity Endorsement that make consumers of different ages have the same influence on purchasing adidas samba in Thailand, but brand image that make consumers of different ages influence purchasing adidas samba in Thailand. In summary of this research, To effectively connect with diverse demographics, the emphasis is on creating emotionally engaging stories, selecting celebrities with consistency and appeal, and tailoring marketing messages to align with the values of specific income brackets. The overarching goal is to establish a strong emotional connection between consumers and the brand, thereby influencing purchasing decisions across varied demographic segments.

**Keywords:** Brand Image, Product Image , Celebrity Endorsement

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# The Association between Customer Characteristic and Marketing Mix which Influence Decision Making in Automotive Industry in Thailand

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**Abstract** The goal of this study is to investigate the complex dynamics of consumer decision-making in Thailand's automotive sector. The principal aim is to identify the association between customer characteristics and the marketing mix with regard to gasoline-powered cars. A deep comprehension of these elements is necessary for manufacturers and marketers to create strategies that align with the changing customer landscape as the automotive industry experiences a digital revolution. The primary objectives of the study encompass an in-depth examination of customer characteristics, a meticulous analysis of marketing mix that influences the decision-making process, and an exploration of the complexity association between customer characteristics and marketing mix. The anticipated benefits extend to a comprehensive understanding of customer characteristics, marketing mix, and the ability to recommend strategic enhancements for both products and marketing goals. The scope of this research is concentrated on the automotive industry in Thailand, with a specific focus on the marketing mix of gasoline cars. The designated timeline spans from August to December 2023. To ensure clarity, key terms crucial to the study, including automotive industry, customer characteristics, and marketing mix, are explicitly defined. In conclusion, this research contributes significantly to the understanding of customer characteristics within the marketing mix which influence the decision making in the automotive industry in Thailand. The information gathered provides a useful framework for manufacturers and marketers, allowing companies to adapt their strategies in response to the constantly changing needs of their customers.

**Keywords:** Customer Characteristics, Marketing mix, Automotive Industry

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# The Impact of Digitization of Retail Banks in Thailand on Customer Experience

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**Abstract** Nowadays, the retail banking industry is undergoing rapid change as digital transformation plans accelerate in order to better meet the needs of customers. Online banking, mobile banking, and digital payments are all part of this shift. Additionally, customers increasingly prefer banking services that are easy to use, quick, and secure. Consequently, banks must be ready to face challenges while also capitalizing on opportunities created by this transition. Digital banking in Thailand has experienced significant growth and transformation in recent years, driven by technological advancements, changing consumer preferences, and regulatory initiatives. This research is focused on the key elements that influence the adoption of digital banking from the customer's perspective, the effects of digitalization of retailing banking on customer experience and the significant relationships between the impact of digitalization of retailing banking and the customer experience which was examined from three aspects customer satisfaction, customer loyalty and customer advocacy. The primary aim of this study is to comprehensively understand the impact of digitization of retail banks in Thailand from the customers' lenses. The quantitative method was determined to collect quantifiable data, analyze, and test hypotheses to investigate the impact of digitalization of retailing banking on customer experience. A questionnaire is used to collect data directly from banking customers. This study, conducted over the specified period from November 10 to November 15, 2023, attempts to provide insight perspectives that show the intricate connections between the effects of digitalization and the customer experience. The research aims to enhance the understanding of these complex relationships.

**Keywords:** Digitization, Retail Banks, Customer Experience

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# The Relationship of Satisfaction toward Marketing Mix of Cat Expo Music Festival on Purchase Intention for Next Year

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**Abstract** This study aims to examine the impact of the 7P marketing mix of the Cat Expo music festival on the purchase intention of attendees for the year 2024. With the increasing popularity of music in Thailand and the rise of music bands and labels, festival organizers need to understand how to create real-world connections with fans as robust as their online presence. This study will focus on the differences in consumer behaviors towards the 7P marketing mix elements, including product, price, place, promotion, process, personal, and physical evidence. Factors such as the ease of getting to the concert location and the ticket purchasing process will be explored as important elements in drawing fans to music concerts in Thailand. This research employs a quantitative approach, utilizing an online survey methodology to investigate customer behavior and purchase intentions related to the Cat Expo music festival in Thailand. Quantitative data collection involves random sampling and structured instruments, while a non-probabilistic sampling technique, combining purposive and convenient methods, is adopted for its ease and cost-effectiveness. The proposed sample size of 171 targets attendees of various music festivals in Thailand. The analysis from this research consist of descriptive analysis and regression analysis. The findings from this study will provide valuable insights for organizers in designing effective marketing strategies to attract fans and encourage them to purchase tickets for the Cat Expo music festival. By successfully bridging the gap between online and real-world experiences, this study aims to enhance the overall music concert experience for fans in Thailand.

**Keywords:** Fans In Thailand, Ticket Sales, Music Festival, Cat Expo, Purchase Intention

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