



College of Management  
Mahidol University

**CLSG**  
Consumer Life-course Studies Group

**International  
Conference  
Series 2023  
Bangkok**

The Twelfth Annual International  
Conference on Consumer Research and  
Marketing: Frontiers of Theory, Method  
and Practice

**BOOK OF ABSTRACTS**



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**International Conference Series 2023 Bangkok, Thailand:  
Twelfth Annual International Conference on Consumer  
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## Schedule

Saturday November 18<sup>th</sup>, 2023

Venue: On Campus at CMMU (Second Floor)

<i>Time</i>	<i>Schedule</i>
08:45 – 9:45	Introduction, plus <b>Academic Research in Business and the Social Sciences: Guidelines for Early Career Researchers</b> <i>Professor George P. Moschis</i>
09:45 – 10:05	<b>Enhancing PhD Reading Efficiency with Modern Tools and Technique</b> <i>Murtaza Haider</i>
10:05 – 10:25	<b>The SME Challenge a Strategic Roadmap to Prioritize Resource and Improve SME Competitiveness</b> <i>Susheel Narula and Thanachai Phoopatana</i>
10:25 – 10:45	<b>The International Patient Satisfaction Within the Context of Medical Tourism in Private Hospitals, Thailand</b> <i>Ohn Mar and Prattana Punnakitikashem</i>
<b>10:45 - 11:00 Break and Networking</b>	
11:00 – 11:20	<b>Thai Generation X's Intention to Move to Senior Independent Living Facility</b> <i>Nirat Buchasuk</i>
11:20 – 11:40	<b>The Influence Of E-Marketing Elements and Purchasing Intention Towards Online Food Delivery in Bangkok</b> <i>Gorragod Gimpao , Prattana Punnakitikashem and Sorakrit Phruthanontachai</i>
11:40 – 12:00	<b>The Determination of User Retention to Use E-Wallet After Covid-19 Pandemic (Case Study Of G-Wallet in Thailand)</b> <i>Pitch Prompunthum</i>
<b>12:00 - 13:00 Lunch Break</b>	
13:00 - 13:20	<b>Marketing strategies in response to global Socio-demographic and Technological Changes: - A Case Study Approach</b> <i>Qing Luo and Hanglu Guo</i>
13:20 - 13:40	<b>The impact of enterprise social media (ESM) on employees' innovative Behavior: A case study on corporate WeChat</b> <i>Hanglu Guo and Qing Luo</i>



<i>Time</i>	<i>Schedule</i>
<i>13:40 – 14:00</i>	<b>The effects of design aesthetics, perceived enjoyment, perceived ease of use, and perceived usefulness and customer loyalty of online shopping platforms</b> <i>Chanin Yoopetch, Ponpavi Yoopetch and Parani Yoopetch</i>
<b><i>14:00 - 14:15 Break and Networking</i></b>	
<i>14:15 - 14:35</i>	<b>Determinants of Tenant Loyalty and Retention in Rental Real Estate Agencies: An Empirical Analysis in the Thai Market</b> <i>Thanawat Wachiraleelakul</i>
<i>14:35 - 14:55</i>	<b>Factor that Influences Generation Consumers' Intention to buy Fruit from Omnichannel Platforms in Bangkok, Thailand (Focusing on Tpb and Perceived Risk)</b> <i>Pawat Dechasirikun</i>
<i>14:55 – 15:15</i>	<b>The Analyze of iPhone Marketing in UK</b> <i>Qiya Zhang</i>
<b><i>15:15 Closing of the Conference, Optional Networking</i></b>	



## **Enhancing PhD Reading Efficiency with Modern Tools and Techniques**

*Murtaza Haider*

In the context of doctoral research, the ability to engage with academic literature efficiently is of utmost importance. This presentation offers nuanced insights and advanced techniques to optimize the reading process for PhD students. By synergizing traditional expertise with contemporary tools, this session seeks to facilitate goal-oriented and efficient reading practices to empower PhD students at various stages of their academic journey.

## **The SME Challenge a Strategic Roadmap to Prioritize Resource and Improve SME Competitiveness**

*Susheel Narula and Thanachai Phoopatana*

SME businesses strive to succeed, but face many challenges, including understanding how well they are performing. This paper aims to create a model which businesses can use to self-assess their performance in terms of an overall business score, as well as their degree of sales growth and profitability. Enabling factors are identified and businesses are asked to self assess their own companies, as well as compared to their competitors. The model allows us to interpret which companies appear to be successful, struggling, or unsuccessful.

## **The International Patient Satisfaction Within the Context of Medical Tourism in Private Hospitals, Thailand**

*Ohn Mar a, Prattana Punnakitikashem*

As increasing numbers of people go overseas for medical care, medical tourism has become an expanding section of the tourism industry. Thailand also has a significant growth potential in the medical tourism business, although Asian countries being among the top destinations for medical tourists due to the availability of low-cost healthcare and high-quality services. The objectives of this paper are to assess the level of foreign patients' satisfaction with medical travel to Thailand's private hospitals and to identify the factors which influence that satisfaction. The scope of this study covers Myanmar medical tourists who visit Thailand's private hospitals. In this study, a quantitative research was used and the data were analyzed using descriptive statistics, correlation



and multiple regressions. The finding of the study reported that medical tourists from Myanmar are very satisfied with their experiences in Thailand. Additionally, the results of the analysis of multiple linear regressions revealed that patient satisfaction was significantly and positively influenced by service quality and country image. By providing a detailed understanding of the factors and relationships that influence the satisfaction of Myanmar medical tourists in Thailand, this study contributed to the knowledge for better management of private hospitals.

## **Thai Generation X's Intention to Move to Senior Independent Living Facility**

*Nirat Buchasuk*

With the rising population of seniors in Thailand, many industries have seen opportunities in the “Silver age” sector. One of which is the opportunity to invest in the senior housing facility, specifically, the independent living facility. With the support of services such as meals, housekeeping, activities and entertainment, and simple healthcare, active seniors can live worry free and conveniently in the community with their likes. A typical Thai family in the past consists of 3 generations: grandparents, parents, and children; where the younger generations will care for the older generations at home. It was not acceptable by the society to send parents off to live in senior facilities. Whereas now, Thai people are getting married later or some prefer to stay unmarried or not have children. Current research on independent living in Thailand is limited, as the senior living facilities have just started to boom in the recent years. This research aims to explore (1) the moving intention of Generation X in Thailand to senior independent living facility (2) the factors influencing decision making when moving to senior independent living facility (3) provide recommendation to private sectors interested in investing in senior independent living facility. Methodologies are quantitative questionnaire via online or hard copy version to collect primary data with at least 400 Generation X living in Thailand. And qualitative face to face interviews will be conducted to better understand the respondents’ thoughts and factors influencing their decision to move to independent living facility. Change in living pattern and family structure, independent living facility can be the answer for the Generation X, who will welcome themselves into the “Silver age” population soon.



## **The Influence of E-Marketing Elements and Purchasing Intention Towards Online Food Delivery in Bangkok**

*Gorragod Gimpaoa, Prattana Punnakitikashema and Sorakrit Phruthanontachaib*

According to the COVID-19 pandemic, since 2019 in Thailand, the online food ordering business has grown significantly. E-marketing elements used to be a marketing strategy via several digital marketing channels for driving business growth at that time. For this reason, the purposes of the research are the following: 1) To study the purchasing intention towards online food delivery, and 2) To study the relationship between the E-Marketing element and purchasing intention towards online food delivery.

This research uses quantitative methods to approach the respondents living in Bangkok, aged 18 years old or above, and have experienced ordering online food delivery at least once from 2020 forward. Data obtained from online questionnaires were usable for this study. The finding is operated by SPSS for analyzing raw data. The paper found that the most significant influence of purchasing intention towards online food delivery is Ease of use, Trust, Promotion, Product/Service quality, and Perceived risk, respectively. Moreover, the relationship between E-marketing elements and purchasing intention is that all elements significant to purchasing intention by factors have a strong relationship to purchasing intention towards online food delivery are Site, Community, Sale promotion, Price, Customer Service, Security, Personalization, Product, Place, Promotion, and Privacy respectively.

## **The Determination of User Retention to Use E-Wallet After Covid-19 Pandemic (Case Study Of G-Wallet In Thailand)**

*Pitch Prompunthum*

In the past decade, the financial landscape has undergone a significant transformation, with traditional banking and financial transactions yielding to digital platforms, promising enhanced efficiency and convenience (Tan et al., 2020). This transition is particularly noticeable in emerging economies, where advanced technologies address long-standing gaps in conventional banking systems. Thailand, with its growing digital infrastructure and government support for innovation, stands out as a compelling case study in this dynamic evolution, witnessing a surge in the adoption of digital wallet services (Ozkan & Chouseinoglou, 2013).



At the forefront of Thailand's digital financial evolution stands the G-Wallet, known as “Pao-Tang.” This government-conceived and offered digital wallet streamlines the direct transfer of subsidies and welfare benefits to citizens (Suri & Jack, 2016). Its introduction marks a significant shift in welfare program administration, greatly expanding reach and effectiveness. By facilitating direct financial transfers to beneficiaries, the G-Wallet significantly reduces intermediaries’ influence, mitigating opportunities for financial leakage and misuse of funds.

However, the sustained adoption of these services hinges on various factors. Notably, user perceptions of the service, interface user-friendliness, and system trustworthiness are pivotal (Kim et al., 2010). Additionally, users’ comfort with digital transactions profoundly influences their ongoing engagement with such platforms (Zhou, 2012).

As the digital ecosystem evolves rapidly, understanding the determinants of G-Wallet user retention gains prominent. While extensive research exists on factors driving initial wallet adoption, a noticeable gap remains regarding factors underpinning continued use, especially within government-provided services (Venkatesh et al., 2012). This shifting landscape underscores the urgency of investigating user retention determinants in e-Wallet applications, particularly government-backed initiatives like the G-Wallet.

This scarcity of research focusing on the continuous use of e-Wallet applications, particularly in the context of the G-Wallet, prompts a fundamental question: “What are the key factors contributing to user retention in e-Wallet applications in Thailand?”. This question forms the cornerstone of our inquiry, motivating a deeper exploration of factors influencing user decisions in this evolving financial landscape. Addressing this gap, the research aims to provide not only academic insights but also practical recommendations with the potential to enrich user experiences, promote financial inclusion, and drive societal well-being.

This research employs a ‘Quantitative’ research approach, utilizing close-ended questionnaire and Structural Equation Modelling (SEM) analysis. With Thailand’s e-wallet user population of 39.45 million, data collection targets a minimum of 400 respondents. Using non-probabilistic convenience and snowball sampling methods, data is collected through Google Forms with onsite interviews by representatives.



## **Marketing strategies in response to global Socio-demographic and Technological Changes: - A Case Study Approach**

*Qing Luo and Hanglu Guo*

Amidst a global economic deceleration and shifting consumption attitudes towards prudence, families prioritize educational investments for their next generation, even as fertility desires decline. Concurrently, AI's influence on future job landscapes drives Chinese education to evolve from standardized imitation to heuristic, creativity-stimulating experiential learning. Recent governmental shifts in China's education sector have opened significant market gaps, necessitating innovative business models catering to the middle class's evolving needs.

This case study delves into an early education art institution in Fuzhou, gaining traction among Hangzhou's middle-class due to its fusion of education, fun, and participatory parent-child activities. Our findings spotlight strategies to engage middle-class Chinese families, underscoring brand intellectual property and enriched consumer experience.

## **The Impact of Enterprise Social Media (ESM) on Employees' Innovative Behavior: A Case Study on Corporate WeChat**

*Hanglu Guo and Qing Luo*

In the context of the COVID-19 pandemic, this study explores the role of Enterprise Social Media (ESM), specifically WeCom (WeChat Work), in promoting employee innovation amidst the shift to remote work. Utilizing a quantitative analysis approach, the research employs a comprehensive questionnaire to assess key areas such as overall satisfaction with ESM, its effectiveness in enhancing communication, task management functionalities, and its impact on innovation. The study also investigates the quality of team service maintenance facilitated by ESM. The findings are expected to provide insights into enhancing functionalities of applications like WeCom, thereby improving service quality and fostering innovation. Furthermore, the study highlights the potential for future research, suggesting the exploration of longitudinal studies and experimental research designs to deepen understanding of the dynamics of digital communication tools in the era of remote work.



## **The effects of design aesthetics, perceived enjoyment, perceived ease of use, and perceived usefulness and customer loyalty of online shopping platforms**

*Chanin Yoopetch, Ponpavi Yoopetch and Parani Yoopetch*

Due to the popularity of online shopping platforms, online shopping is one of the most competitive environments in the retail business where companies have to attract customers' attention and especially to encourage the repurchase intention and behaviors in their platforms. The researchers investigate the various aspects of the shopping platforms and their effects on customer loyalty. The current study explores the influence of design aesthetics, perceived ease of use, perceived usefulness, and perceived enjoyment on the application loyalty of online shopping platforms, including Shopee and Lazada. The questionnaires were developed based on the related literature prior to data collection. The target respondents were customers having experience with online shopping platforms in the category of beauty products. The survey research was conducted with approximately 300 respondents. The researchers conducted reliability analysis and validity tests to ensure the quality of the data. The results demonstrated that design aesthetics, perceived ease of use, perceived usefulness, and perceived enjoyment had significant effects on customer loyalty. Discussions, conclusions, limitations, and recommendations for managers and practitioners are also provided.

## **Determinants of Tenant Loyalty and Retention in Rental Real Estate Agencies: An Empirical Analysis in the Thai Market**

*Thanawat Wachiraleelakul*

**Introduction:** The rental real estate market, particularly managed by agencies, is witnessing rapid growth and intense competition. In the dynamic landscape of the Thai rental market, understanding how to foster effective tenant loyalty and retention within the context of residential real estate agencies has become a critical concern. This empirical study delves into the factors influencing tenant loyalty and retention, with a focus on the quality of living environments in residential properties, within the context of rental real estate agencies operating in Thailand.

**Research Objectives:** This research aims to achieve the following objectives: Identify and analyze the key determinants that drive tenant loyalty towards real estate agencies in the Thai market, with a specific emphasis on the quality of living spaces. Investigate



the factors contributing to tenant retention and contract renewals with real estate agencies, considering the role of living environment satisfaction.

Assess the relative importance of different factors in shaping tenant loyalty and retention in the Thai rental real estate market, particularly concerning residential properties. Examine the mediating role of customer satisfaction and trust in the relationship between determinants and tenant loyalty, with a particular focus on the residential living experience.

**Methodology:** To accomplish these objectives, a quantitative cross-sectional survey targeted tenants who utilize the services of real estate agencies for residential rental properties in Thailand. The research data were rigorously analyzed using statistical methods, including ANOVA and Structural Equation Modeling (SEM).

**Key Findings:** Our empirical analysis yielded insightful findings. Tenant loyalty in the Thai rental real estate market is significantly influenced by factors such as tenant satisfaction with their living environment, effective communication, property maintenance, and responsiveness of real estate agencies. Additionally, we found that customer satisfaction and trust play mediating roles in strengthening the bond between tenants and agencies, particularly in the context of residential living experiences.

**Conclusion:** This study contributes to a deeper understanding of the intricacies of tenant loyalty and retention within the rental real estate agency sector in Thailand, with a specific emphasis on the quality of residential living environments. By identifying and quantifying the key determinants of tenant loyalty, especially as related to the living experience, we provide valuable insights that can assist real estate agencies in tailoring their strategies to foster customer loyalty effectively.

**Implications:** The practical implications of our research extend to real estate agencies seeking sustainable growth and success in the Thai rental real estate market, with a particular focus on residential properties. Armed with the knowledge of these determinants, agencies can refine their service offerings, optimize the residential living experience, and solidify their position in this competitive and evolving market.



## **Factor that influences Generation consumers' intention to buy fruit from omnichannel platforms in Bangkok, Thailand (focusing on TPB and perceived risk)**

*Pawat Dechasirikun*

In recent years, omnichannel platforms have transformed consumer engagement with products, including the food industry, Bangkok are one of the city that have many fruit market and good transportation where access to a wide range of fruits is now possible through various channels, including online platforms, mobile applications, and physical stores. Understanding the purchasing behaviors of consumers, a tech-savvy and high-income demographic with family and elderly care responsibilities, is essential for fruit retailers and marketers.

This study focuses on Bangkok, Thailand, a dynamic backdrop for investigating consumers' intention to purchase fruit from omnichannel platforms amid a rapidly growing e-commerce market. We apply the Theory of Planned Behavior (TPB), a well-established framework in consumer research, to delve into the psychological factors shaping individuals' intentions to engage in such behavior. Additionally, we explore perceived risk, a crucial element in consumer decision-making, to gain insights into how consumers evaluate and navigate the complexities of fruit purchasing across diverse channels. For the sample we use 400 sample from consumer living in Bangkok area mix generation X, Y, Z Baby boomer from living data in Bangkok area and separate as ration as citizen data from government and will use survey the area that sell fruit Example market, supermarket popular in Bangkok area and also online survey in Bangkok sell food, fruit group then check the data before analyze by SEM

After get the result will know each factor effect the intention to buy fruit and can create a proper model to understanding the intention to buy fruit from consumer



## **The analyze of iPhone marketing in UK**

*Qiya Zhang*

Since its introduction, the iPhone has gained a competitive advantage and has a certain analytical value in marketing. This article employs the 7P'S analysis to examine the iPhone's marketing in the United Kingdom from seven perspectives, including product, price, place, people, promotion, process, and Physical evidence, and to compare it to competitors in order to show the iPhone's market advantages. SWOT analysis was also used to examine the iPhone's marketing in the UK market, as well as to describe the iPhone's benefits and drawbacks. After the analysis is over, combine the content of the analysis with the current scenario to predict how the iPhone will spread and develop in the UK market in the future.

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