

# 4<sup>th</sup> ISCAMR 2024

**International Students Conference on  
Academic Multidisciplinary Research**

## CONFERENCE PROCEEDINGS

**March 21, 2024**

College of Hospitality Industry Management  
Suan Sunandha Rajabhat University

Edited by  
College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
in collaboration with

Russian Presidential Academy of National Economy and  
Public Administration, South Russia Institute of Management,  
Rostov-on-Don, Russia

ILMA University, Karachi, Pakistan

Turan University, Almaty, Kazakhstan

Bandirma Onyedi Eylul University, Balıkesir, Turkey

University of Hradec Kralove, Czech Republic

Griffith University, Australia

Pacific International Hotel Management School, New Zealand

Guilin University of Aerospace Technology, China

Kairos Institute, India

FPT University, Vietnam

Kasem Bundit University, Bangkok Thailand

Rangsit University, Pathum Thani Thailand

Rajamangala University of Technology Thanyaburi,  
Pathum Thani Thailand

**4<sup>th</sup> International Students Conference on  
Academic Multidisciplinary Research 2024**

**Proceeding of International Students Conference**

**College of Hospitality Industry Management  
Suan Sunandha Rajabhat University**

**March 21, 2024**

Dear all delegates participating of the 4<sup>th</sup> International Students Conference on Academic Multidisciplinary 2024. In the era of globalization, spreading of modern knowledge and forms of education, the embracing of disruptive technology. The education has gone on online, onsite and on demand. Whilst, the quality of the country's human capital production has to be kept in higher standard. The students' international conference is vital to develop student competence on both knowledge and skills systematically.

I would like to express my gratitude to co-organizers; the institution both internal and international institutions from Thailand, Russia, Czech Republic, Kazakhstan and Lebanon whose effort made the 3<sup>rd</sup> international students conference possible. And of course, I would like to thank all participants for joining the conference presentation for outstanding and interesting researches. I want to say that the College of Hospitality Industry Management; Suan Sunandha Rajabhat University- a leading Rajabhat University of the country- is very proud to be organizer of this marvelous conference for students.

To all delegates participating, I wish you success, finding new friends and colleagues, developing and advancement your Scientifics thoughts and research for your future endeavor.

Assoc. Prof. Dr. Chutikan Sriviboon  
President of Suan Sunandha Rajabhat University  
Bangkok Thailand

On behalf of Organizational Committee, I welcome you to the 4<sup>th</sup> International Students Conference on Academic Multi-Disciplinary 2024. Our conference enhances students an excellent opportunity to share their research experiences, practice their presentation skills in international environment with colleagues from various institutions on their subject interest. The ISCAMR 2024 has established on international basis. The peer-review process was conducted all submissions where total of 63 papers were accepted for presentation in the conference. Accepted papers were scheduled for presentation in 6 sections online.

We would like to express our sincere gratitude to all reviewers, chairs, and various committee of ISCAMR 2024 for their precious time and expertise. Lastly, I would like to demonstrate our sincere appreciation to everyone involved in making the joint conference a success. Million thanks to go to the organizing committee, co-institutions, special welcome speaker, reviewers, and participants, and of course, to all professors, lecturers who advise students distributing valuable research. It is our great pleasure to have you with us at the ISCAMR 2024. I hope new ties will be made and existing ones renewed and strengthened.

Asst. Prof. Dr. Anat Thapinta  
Dean of College of Hospitality Industry Management  
Suan Sunandha Rajabhat University

Dear colleagues and students, this is the first international students is a meaningful crystallization of initiatives collaboration among institutions towards practical cooperation in interdisciplinary studies. This would contribute to the participants strengthening in research, presentation skills, and augmented educational system internationally.

The characteristic of the education in the era of disruptive change at the speed of light, which led us to learn and develop our new generation in diverse disciplines to meet and discuss the phenomena, and recommend solutions. We should teach our students to be able to explore deeper by discussing problems across different disciplines as much as possible, and thence, grasping more profound suggestions and solutions.

The motivation of this conference is to encourage students get through individual expertise and point of view based on their discipline. As we gather from multiple fields of studies. I believe that we should be able expand the scope of our efforts and aim more challenging global contributions. I hope all participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange.

Assoc. Prof. Dr. Tatiana Podolskaya  
Head of International Economic Relationships Department,  
South Institute of Management, Russian Presidential Academy  
of National Economy and Public Administration

## ISCAMR 2024

### ORGANIZATIONAL BOARD

**Assoc.Prof.Dr.Chutikan Sriviboon**  
**Asst.Prof.Dr.Anat Thapinta**  
**Dr.Nalin Simasathainsophon**  
**Assoc.Prof.Dr.Denis S. Ushakov**  
**Prof.Dr.Elena Zolochevskaya**

**Prof.A.Baranov**

**Assoc.Prof.Dr.Tatiana Podolskaya**

**Prof.Dr.Valeria Arsenyeva**

**Assoc.Prof.Dr.Sergi Zubarev**

**Asst.Prof.Dr.Muhammed**

**Imtiaz Subhani**

**Prof.Dr.Saulesh Kalenova**

**Assoc.Prof.Dr.Fatih Ayhan**

**Assoc.Prof.Dr.Blanka Klimova**

**Trung Chanh Ho**

**Dr.Kanokrat Kunasaraphan**

**Dr.Thamarat Jangsiriwattana**

**Dr.Thongchai Jeeradist**

**Dr.Arunya Pisitkasem**

**Dr. Nisara Paethrangsi**

**Dr.Yingsak Vanpetch**

**Dr.Weera Weerasophon**

**Dr.Kamonluk Phophan**

**Kanittha Charernnit**

**Supaksiri Prakarncharoen**

Suan Sunandha Rajabhat University, Bangkok, Thailand  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
Russian Presidential Academy of National Economy  
and Public Administration, Rostov-on-Don, Russia  
Russian Presidential Academy of National Economy  
and Public Administration, Rostov-on-Don, Russia  
Russian Presidential Academy of National Economy  
and Public Administration, Rostov-on-Don, Russia  
Russian Presidential Academy of National Economy  
and Public Administration, Rostov-on-Don, Russia  
Russia Custom Academy, Rostov branch, Russia  
ILMA University, Karachi, Pakistan

Turan University, Almaty, Kazakhstan  
Bandirma Onyedi Eylul University, Balikesir, Turkey  
University of Hradec Kralove, Czech Republic  
FPT University, Ho Chi Minh City, Vietnam  
Kasetsart University Kamphaeng Saen Campus,  
Nakhon Pathom, Thailand  
Kasem Bundit University, Bangkok Thailand  
Kasem Bundit University, Bangkok Thailand  
Rangsit University, Phatumthanee, Thailand  
Rajamangala University of Technology Thanyaburi,  
Pathum Thani Thailand  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
Suan Sunandha Rajabhat University, Bangkok, Thailand

## Table of Content

Topic	Page
<b>ETIQUETTE AND SPECIFICS OF PROFESSIONAL COMMUNICATION OF CUSTOMS OFFICIALS</b> V.S.Poklad, S.V.Zubarev and O.V.Dyshekova <i>Rostov Branch of the Russian Customs Academy</i> <i>Rostov-on-Don, Russia</i>	1
<b>THE ROLE OF CUSTOMS AUTHORITIES IN ENSURING CONTROL OVER COMPLIANCE WITH PROHIBITIONS AND RESTRICTIONS ON FOREIGN TRADE IN GOODS</b> O.N.Garkushina, S.V.Zubarev and O.V.Dyshekova <i>Rostov Branch of the Russian Customs Academy</i> <i>Rostov-on-Don, Russia</i>	4
<b>PECULIARITIES OF TEACHING TRANSLATION: FALSE FRIENDS OF AN INTERPRETER IN THE MEDICAL SPHERE</b> Kaplaukhova Ekaterina Nikolaevna and Oksana Viktorovna Dyshekova <i>Don state technical university</i> <i>Rostov-on-Don, Russia</i>	7
<b>ALGERIA'S FOREIGN TRADE IN THE LATE OTTOMAN PERIOD (1700-1830)</b> Rogina Eellba <i>Don state technical university</i> <i>Rostov-on-Don, Russia</i>	10
<b>ILLEGAL HUMAN TRAFFICKING IN THE MODERN WORLD</b> Isakova Sophie Saidadlanovna, Fomina Ekaterina Sergeevna and Dyshekova Oksana Victorovna <i>Rostov Branch of the Russian Customs Academy</i> <i>Rostov-on-Don, Russia</i>	13
<b>CUSTOMER SATISFACTION OF THAI AIRASIA'S IN-FLIGHT SERVICES: A CASE OF AIRLINE BUSINESS STUDENTS IN THAILAND</b> Sirikanjana Jantanam, Saksit Kaewbuahom, Chiraphinya Khamutpophan Yasmine Strauss Ladia and Benjapol Worasuwanarak <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	17
<b>EXPLORE AIRLINE STUDENT ATTITUDES TOWARD THAI AIR ASIA'S MARKETING MIX</b> Thanakit Vasuwat, Thanatida Preedarattanagosol, Kawitsara Srianong, Tanida Pinta, Surang Wannaprapha, Theppaluk Komolvani and Korawin Kungwola <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	25
<b>AIRLINE STUDENT' PERCEPTIONS TOWARDS THE QUALITY OF ONLINE EDUCATION: AIRLINE STUDENT' EXPERIENCE OF ONLINE CLASSROOM</b> Sarita Arsakati, Chitlada Bunchalada, Jittima Jangprajak, Kulthida Thamrongweerachart, Kanitha Charernnit and Darma R. Khairiree <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	31
<b>THE GUIDELINES FOR CARBON NEUTRAL WELLNESS TOURISM IN THAILAND</b> Suwajee Tangon and Penprapa Teeranuwat <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	37



Topic	Page
<b>SURVEY OF THAI TOURISTS' BEHAVIOR AND SATISFACTION WITH THE TOURISM IN SOUTH KOREA</b> Wanchoke Hoonpadoungrat, Weera Weerasophon, Chantouch Wannathanom, Benjaporn Yaemjamuang and Pongnawich Piraksa <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	49
<b>PREDICTORS OF SERVICE INNOVATION FOR ELDERLY TOURISTS AT SUVARNABHUMI AIRPORT: THE ROLE OF SERVICE QUALITY AND CUSTOMER UNDERSTANDING</b> Tassanai Karnjanapong, Weera Weerasophon, Boontha Chailert, Bua Srikos, Vachiravit Khoo and Thawat Laohaarunotai <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	57
<b>IMPACT OF GENERATION Y PASSENGER PERSONAL FACTORS AND ATTITUDES ON SERVICE CHOICE: A CASE STUDY OF THAI AIRASIA</b> Chitpong Ayasanond, Chutidaj Munkongtum, Weera Weerasophon and Pimchanok Somkhuan <i>Bangkokthonburi University</i> <i>Bangkok, Thailand</i>	62
<b>ARTIFICIAL INTELLIGENCE DEVELOPMENT IN INDIA: REALITIES AND PROSPECTS</b> Singkh Maria and Podolskaya Tatyana <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration</i> <i>Rostov-on-Don, Russia</i>	67
<b>EXPLORING NEW OPPORTUNITIES FOR EAEU ENERGY RESOURCE EXPORTS THROUGH STRATEGIC PLANNING</b> Konov Mikhail Dmitrievich and Sharybin Evgeniy Alexandrovich <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration</i> <i>Rostov-on-Don, Russia</i>	73
<b>INCREASING THE ROLE OF CORPORATE IDENTITY TO IMPROVE THE COMPETITIVENESS OF MODERN COMPANIES</b> Singkh Anamika and Podolskaya Tatyana <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration</i> <i>Rostov-on-Don, Russia</i>	78
<b>STUDY OF BEHAVIOR AND SATISFACTION OF THAI TOURISTS CASE STUDY OF USE THE SERVICE IN AWADA HOTEL TRAT PROVINCE</b> Pannapat Kanokaungkool, Weera Weerasophon, Supasak Ngao Prasertwong, Pimchanok Somkhuan and Thawat Laohaarunotai <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	81
<b>STUDY OF BEHAVIOR AND SATISFACTION OF THAI TOURISTS A CASE STUDY OF TOURISM IN THE BAN NAM CHIAO COMMUNITY, TRAT PROVINCE</b> Pornchathiya Na Songkhla, Weera Weerasophon, Supasak Ngao Prasertwong and Thana Kitisrivorapan <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	88



Topic	Page
<b>THE EMPIRICAL STUDY OF KEY DRIVERS EFFECT ON SOCIAL MEDIA SITES ON YOUNGSTERS PURCHASE INTENTION</b> Mohammed Sahil <i>Siam University</i> <i>Bangkok, Thailand</i>	95
<b>IMPACT OF AIRPORT PHYSICAL CHARACTERISTICS ON AIRLINE OPERATIONS EFFICIENCY</b> Udom Phunlarp, Chitpong Ayasanond and Kantaya Cheewinaphikuson <i>Bangkokthonburi University</i> <i>Bangkok, Thailand</i>	104
<b>SUSTAINABLE CONSERVATION TOURISM MANAGEMENT IN KHLONG KHON COMMUNITY SAMUT SONGKHRAM PROVINCE</b> Pawan Suk-im, Weera Weerasophon, Chonlada Choovanichchanon and Aishalita Iamsaard <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	109
<b>ENHANCING SERVICE HOSPITALITY FOR ELDERLY SHOPPERS: LESSONS FROM ONLINE CONSUMER BEHAVIOR IN THAILAND</b> Preeya Jairurob, Chitpong Ayasanond, Weera Weerasophon, Bua Srikos and Thanaboon Manat <i>Bangkokthonburi University</i> <i>Bangkok, Thailand</i>	114
<b>UNDERSTANDING SERVICE USAGE AND DECISION-MAKING BEHAVIOR: A STUDY OF INTANIN COFFEE SHOP CUSTOMERS AT THE ROYAL THAI ARMY HEADQUARTERS</b> Thawat Laohaarunotai, Weera Weerasophon, Chitpong Ayasanond, Benjaporn Yaemjamuang and Chayakorn Nuansri <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	119
<b>THE DIGITAL BANKING REVOLUTION</b> Tentcheu Kevin and Bodiagin Oleg <i>Rostov State University of Economics</i> <i>Rostov-on-Don, Russia</i>	125
<b>NATIONAL UNIVERSITY RATINGS IN THE HIGHER EDUCATION QUALITY ASSESSMENT SYSTEM</b> Victor Mostovoi <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration</i> <i>Rostov-on-Don, Russia</i>	129
<b>THE AI &amp; AUTOMATION REVOLUTION: RESHAPING INTERNATIONAL BUSINESS LANDSCAPES</b> Omokhapue Emmanuel and Bodiagin Oleg <i>Rostov State University of Economics</i> <i>Rostov-on-Don, Russia</i>	133
<b>SURVEY OF THAI TOURISTS' SATISFACTION WITH THE TOURISM IN DOI MON CHAM, MEA RIM DISTRICT, CHIANG MAI PROVINCE</b> Wanchoke Hoonpadoungrat, Weera Weerasophon, Bua Srikos, Panruthai Hengpoom and Rujira Thongchamnan <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	138

Topic	Page
<b>TOURIST BEHAVIOR AT JODD FAIRS MARKET, DAN NERAMIT</b> Sirada Chotchuang, Suchitra Rimdusit, Poonsup Setsri and Sunattha Krudthong <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	145
<b>WORK SAFETY CLIMATE AND LEADERSHIP OF THAI CABIN CREWS IN CHARGE</b>  Nattaya Srisupha <i>Kasem Bundit University</i> <i>Bangkok, Thailand</i>	151
<b>THE MARKETING STRATEGY OF CHINESE BRAND ELECTRIC VEHICLES IN THAILAND: A CASE STUDY OF GREAT WALL ELECTRIC VEHICLES</b>  Feng, Shiyi <i>Siam University</i> <i>Bangkok, Thailand</i>	158
<b>ENGLISH LISTENING SKILLS FROM MOVIES AND CARTOON ACCORDING TO CEFR STANDARD AND ENGLISH LISTENING STRATEGIES OF JUNIOR ENGLISH MAJOR STUDENTS, FACULTY OF LIBERAL ARTS AND SCIENCE, KASETSART UNIVERSITY, KAMPHAENG SAEN CAMPUS</b> Chonnarin Srisangchay, Phuripat Thanee, Nuntutchapron Tunsodcharoen and Kanokrat Kunasaraphan <i>Kasetsart University, Kamphaeng Saen Campus</i> <i>Nakorn Pathom, Thailand</i>	167
<b>RELATIONSHIP SATISFACTION, TRUST, AND LOYALTY OF TOURISTS IN BOOKING ACCOMMODATIONS THROUGH ONLINE TRAVEL AGENCIES (OTAS)</b>  Panida Tunyiem, Aemmi Lin and Sutinee Threeranoot <i>Rangsit University</i> <i>Pathum Thani, Thailand</i>	175
<b>TO STUDY CONSUMER BEHAVIOR USING SUSHIRO RESTAURANT, CENTRAL WORLD BRANCH, BANGKOK, THAILAND</b> Ajala Suthisamphat, Weera Weerasophon and Thawat Laohaarunotai <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	187
<b>FACTOR RELATED TO DECISION MAKING ON SELECTION OF AIRLINE FOR THE UPPER MIDDLE CLASS ELDERLY PEOPLE IN BANGKOK AND METROPOLITAN AREA AFTER COVID-19</b>  Nisakorn Suwansingha <i>Kasem Bundit University</i> <i>Bangkok, Thailand</i>	193
<b>THE PROSPECTS FOR THE DEVELOPMENT OF ECO-FRIENDLY HOTEL BUSINESS CONCEPT AND ITS ECONOMIC EFFICIENCY</b> Dutova Nataliia and Podolskaya Tatyana <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration</i> <i>Rostov-on-Don, Russia</i>	199
<b>VIDEO GAMES AS A TOOL FOR PROMOTING TOURIST DESTINATIONS</b> Anastasiia Volodina and Tatiana Podolskaya <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration</i> <i>Rostov-on-Don, Russia</i>	203

Topic	Page
<b>THE STUDY VISITOR BEHAVIOR AND SATISFACTION TO MOTOR EXPO 2023, THAILAND</b>  Theerat Suthisamphat, Weera Weerasophon, Thawat Laohaarunotai and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>	209
<b>FACTORS INFLUENCING DECISION-MAKING IN SELECTION OF BEAUTY CLINIC SERVICES: A QUANTITATIVE STUDY IN BANGKOK</b>  Chuleerat Kertsri, and Chitpong Ayasanond, Weera Weerasophon and Bua Srikos <i>Bangkokthonburi University Bangkok, Thailand</i>	216
<b>ANALYZING THE IMPACT OF MARKETING MIX ON MCDONALD FOOD CONSUMPTION BEHAVIOR A STUDY IN PATHUMWAN DISTRICT, BANGKOK</b> Wanphen Wirojcharoenwong, Narongrid Yimchaloenpornsakul, Wichada Akathok, Weera Weerasophon and Bua Srikos <i>Bangkokthonburi University Bangkok, Thailand</i>	222
<b>FACTORS AFFECTING THE BEHAVIOR OF THAI TOURISTS ON THEIR DECISION TO TRAVEL TO KOH SAMUI, SURAT THANI PROVINCE</b> Chamlong Kaewphibun, Weera Weerasophon, Supasak Ngao Prasertwong And Bua Srikos <i>Bangkokthonburi University Bangkok, Thailand</i>	227
<b>THE ECONOMIC FEASIBILITY OF USING WATER RESOURCES IN PRODUCTION</b>  Alentev Ilya, Nikulshina Anna and Podolskaya Tatyana <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration Rostov-on-Don, Russia</i>	235
<b>PREPARATION FOR RETIREMENT OF THAI AIRLINE STAFF: A STUDY OF FLIGHT ATTENDANTS AND GROUND STAFF</b>  Krit Witthawassamrankul <i>Kasem Bundit University Bangkok, Thailand</i>	239
<b>LGBTQ+ TARGETED SOCIAL MEDIA MARKETING STRATEGIES: AN ANALYSIS OF CONSUMERS' ATTITUDE TOWARDS BRAND ACTIVISM OF TOURISM AUTHORITY OF THAILAND</b>  Lucky Darlami <i>Siam University Bangkok, Thailand</i>	245
<b>KOREAN TOURISM AND AIRLINE SATISFACTION: A CASE OF FLIGHT FROM THAILAND TO KOREA</b> Thitiporn Milindra Christensen, Nareerath Selamad, Keon Woo Park, Siramon Ponjaroen, Thanakorn Sikhwa and Krit Witthawassamrankul <i>Kasem Bundit University Bangkok, Thailand</i>	277
<b>SPELLING ERROR ANALYSIS IN ENGLISH PARAGRAPH WRITING OF FIRST-YEAR STUDENTS, MAJORING IN ENGLISH, FACULTY OF LIBERAL ARTS AND SCIENCE, KASETSART UNIVERSITY, KAMPHAENG SAEN CAMPUS</b> Natthida Wicharew, Nattawadee Pholprasert, Sujira Leesuwana and Kanokrat Kunasaraphan <i>Kasetsart University, Kamphaeng Sean Campus Nakon Pathom, Thailand</i>	283

Topic	Page
<b>CUSTOMER EXPECTATION AND PERCEPTION TOWARD AI CHATBOT SERVICE QUALITY FOR LOW-COST AIRLINES IN THAILAND</b> Nutchirathorn Naulsom <i>Kasem Bundit University Bangkok, Thailand</i>	288
<b>ANALYSIS OF ESG PRINCIPLES IMPLEMENTATION IN THE BUSINESS MODELS OF EUROPEAN COMPANIES</b> Sofiia Dvoryashina and Tatiana Shepel <i>Rostov State University of Economics Rostov-on-Don, Russia</i>	295
<b>SATISFACTION OF RANGSIT UNIVERSITY STUDENTS TOWARDS FACILITIES WITHIN THE UNIVERSITY</b> Asma Khan, Nattakritta Kaewnern, Arunya Pisitkasem and Tasnawadee Pairoj-Boriboon <i>Rangsit University Phatumthanee, Thailand</i>	301
<b>AN EXAMINATION OF THE INFLUENCE OF MUTUAL CFO / AUDIT FIRM TENURE ON AUDIT QUALITY</b> Rafka Sakr <i>Holy Spirit University of Kaslik (USEK) Jounieh, Lebanon</i>	313
<b>FACTORS AFFECTING THE SUCCESS OF ADVERTISING MEDIA BUSINESS OPERATORS IN BANGKOK</b> Darunee Boonsuit and Supattra Pranee <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>	328
<b>IMPACT OF MOBILE BANKING ON CUSTOMER SATISFACTION: EVIDENCE FROM LEBANON</b> Bahaa Al Ayach <i>Beirut Arab University Beirut, Lebanon</i>	333
<b>PROBLEMS AND CHALLENGES OF THE DEVELOPMENT OF ECOLOGICAL TOURISM IN THE REPUBLIC OF KAZAKHSTAN</b> Orlova Anastasia <i>Turan University Almaty, Kazakhstan</i>	351
<b>THE INFLUENCE OF IRRATIONAL FANS AND HOW TO RESTRAIN IT</b> Jinyu Dai and Nalin Simasathiansophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>	353
<b>MARKET RESEARCH ON MACADAMIA NUTS CONSUMPTION</b> Zhenghao Cui and Nalin Simasathiansophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>	359
<b>PERSPECTIVES AND GUIDELINES FOR REGULATING ONLINE GAME RECHARGING IN CHINA</b> Liankai Gong and Nalin Simasathiansophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>	365
<b>A STUDY OF MATHEMATICAL LEARNING ACHIEVEMENT ON CIRCLE BY USING GEOGEBRA FOR GRADE 9 STUDENTS</b> Kevalin Sungkue, Pongsakon Toalang, Hatthachai Tunjalern and Krongthong Khairiree <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>	371

Topic	Page
<b>DEVELOPMENT OF ENRICHMENT MATHEMATICS SKILLS AND PRACTICES ON SUBSETS AND POWER SETS FOR STUDENTS IN GRADE 11</b> Anongnut Taemkaeo, Narunat Taweesub, Sarocha Kaewsaiphai and Supotch Chaiyasang <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	376
<b>ENHANCING STUDENTS' ACHIEVEMENT IN LEARNING QUADRATIC EQUATIONS BY INTEGRATING KAHOOT!</b> Thanaporn Phungphoka, Pakteema Nadee, Phanthira Phiromlert, Janista Waehayee and Krongthong Khairiree <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	379
<b>A STUDY OF STUDENTS' ACHIEVEMENT IN SEQUENCE AND SERIES USING PROBLEM-BASED LEARNING AND MIX METHODS FOR GRADE11 STUDENTS</b> Thitima Thongchan, Kwunpawee Thothanee, Royha Saleah and Boonthong Boontawee <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	383
<b>DEVELOPMENT OF MATHEMATICS LEARNING ACTIVITIES ON LINEAR INEQUALITY: ONE VARIABLE FOR STUDENTS IN GRADE 9</b> Phattharawadee Namcharee, Napat Jawjaroenwattana, Waenurman Aleeyoh and Luechai Tiprungsri <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	386
<b>A STUDY ON THE USE OF THE GEOMETER'S SKETCHPAD INNOVATION IN TEACHING GRAPHS OF TRIGONOMETRIC FUNCTIONS FOR GRADE 11 STUDENTS</b> Kanyarat Napanang, Pattaraporn Pattarawalee and Komon Paisal <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	390
<b>CARPENTRY BUSINESS MARKETING RESEARCH</b> Tomáš Novák and Nalin Simasathiansophon <i>University of Hradec Kralove</i> <i>Hradec Kralove, Czech Republic</i>	393
<b>ANALYSIS OF CUSTOMER SATISFACTION USING CONVENTION CENTER OF THAILAND THROUGH SERVQUAL MODEL</b> Irada Jungwattanakul and Weera Weerasophon <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	397
<b>SPECIFICS OF GENDER PERCEPTION OF SOCIAL ADVERTISING IN RUSSIA</b> E.A.Ulbasheva <i>Moscow State University</i> <i>Moscow, Russia</i>	402
<b>THE ROLE OF NATIONAL OPERATORS IN NAVIGATION SEALING WHEN CARRYING OUT TRANSIT TRANSPORTATION THROUGH THE TERRITORY OF THE EAEU</b> E.M.Pakhalyuk, S.V.Zubarev and O.V.Dyshekova <i>Rostov Branch of the Russian Customs Academy</i> <i>Rostov-on-Don, Russia</i>	406

Topic	Page
<b>PEDAGOGICAL MEANING OF THE "PYGMALION EFFECT" AND THE PHENOMENON OF "STEREOTYPING" IN PERSONALITY DEVELOPMENT</b> Vasilyeva Valentina, Sokolova Karina, S.V.Zubarev and O.V.Dyshekova <i>Rostov Branch of the Russian Customs Academy</i> <i>Rostov-on-Don, Russia</i>	409
<b>EXPLORING THAI TOURISTS' PERSPECTIVES ON CULTURAL TOURISM LOGISTICS MANAGEMENT: A CASE STUDY OF WAT SAKET RATCHAWORAMAHAWIHARN</b> Yanisa Yenwattanakul and Weera Weerasophon <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i>	412

## ETIQUETTE AND SPECIFICS OF PROFESSIONAL COMMUNICATION OF CUSTOMS OFFICIALS

*V.S.Poklad, 3rd year student of Customs business,*

*Rostov Branch of the Russian Customs Academy, Rostov-on-Don, Russia*

*E-Mail: poklad.victorya2003@yandex.ru*

*S.V.Zubarev, Asst. Prof., Head of the Department of Customs Operations and Customs Control, Rostov Branch of the Russian Customs Academy, Rostov-on-Don, Russia*

*O.V.Dyshekova, Asst. Prof., Department of Philology, Rostov Branch of the Russian Customs Academy, Rostov-on-Don, Russia*

*E-Mail: oxygen777@inbox.ru*

### ABSTRACT

The article analyzes the peculiarities of communication between customs officials in the conditions of interaction in the service. The role of formal regulation in the formation of a system of business communications in customs authorities is determined.

**Keywords:** official etiquette, ethics of business communication, business ethics, communications, customs authorities.

### INTRODUCTION

The moral and ethical aspects of public service have a great influence on the level of development of the state and its institutions and crucially determine the goals and principles of public service. At the present stage, in the context of the rapid development of public relations and the reassessment of values, the issues of improving the public service system require special attention, taking into account the moral and ethical component.

A special place in the communication system in the staff of the customs authority is occupied by business communication, which is one of the most widespread types of communication. It is a component of a person's professional behavior, regardless of the scope of his activity.

The professionalism of a customs officer is determined, among other things, by the level of development of communication skills, which include knowledge of generally accepted norms of communication and official ethics, sociability, the use of verbal and non-verbal methods and means of interaction, the ability to respond adequately in extreme, conflict situations and distinguish manipulative techniques. The specifics of the customs authorities' activities are due to the occurrence of daily difficulties, including in the field of communication. In this regard, new requirements are being formed for the work of customs authorities and the performance of their duties by officials.

Office etiquette is a type of generally accepted etiquette, that is, declaratively established rules of social behavior in professional communication in a particular organization [5]. Usually, an organization sets special requirements for internal and external interaction, communication style and behavior during events, depending on the image of the company.



Office etiquette is aimed at building high-quality interaction between employees, thereby bringing them closer together, promoting mutual understanding and mutual respect. Office etiquette regulates communication between employees of different statuses, but at the same time preserves and maintains this "inequality", thereby ensuring subordination and discipline in the team.

It is possible to identify the basic principles of official etiquette that must be observed:

1. The principle of humanism;
2. the principle of expediency of actions;
3. The principle of aesthetic attractiveness of behavior.

The basic rules of conduct that are mandatory for employees in the customs authorities, regardless of their position, are established by the Code of Ethics and Official Conduct of Officials of the Customs Authorities of the Russian Federation. Officials of the customs authorities of the Russian Federation are primarily obliged to be an example of law-abiding, discipline and diligence, to carry out their activities in accordance with the norms of international law, the legislation of the Russian Federation. Professionalism, competence, honesty, decency and impeccable reputation are the pillars on which the trust of society, citizens, and representatives of the business community in a customs official is based. In order to ensure a high level of performance of their official functions and to improve the quality of services provided, customs officials are obliged to be tactful, correct, attentive to citizens and participants in foreign economic activity, and ensure respect and protection of human and civil rights and freedoms by all their actions [6].

Special knowledge for high-quality interaction of specialists will not be enough, no less important are the specific mental properties of a customs officer, namely: developed intuition, the ability to anticipate events, anticipate their development, the ability to quickly respond to the manner of behavior of the interlocutor. General and specific requirements form the basis of the official etiquette of customs officials.

The duties of customs officials, as representatives of the civil service, include the value division of the democratic ethics of modernity, which meets the principles of freedom, equality before the law, and respect for moral norms.

The specificity of professional ethics lies in the synthesis of general and individual behavioral requirements formed by society. Thus, it is possible to identify the main moral categories on which the ethical principles of customs officials are based: politeness, tact, modesty, diligence, commitment, tolerance, endurance and others.

Based on the specifics of the activities of customs authorities, it is possible to identify areas of professional communication of a customs officer:

- communication of an employee with colleagues in the service team;
- communication with persons involved in the commission of offenses;
- communication with persons who assist in the prevention, detection and disclosure of crimes;
- communication with persons who conceal information about a crime and come into conflict with customs officials

- communication with other persons.

Communication with colleagues is the main direction of professional communication of a customs officer. In this regard, professional ethics is aimed at solving the following tasks:

- establishment of the regulation of official communication in accordance with the position and status of employees, their official duties and rights, rules, orders and other regulatory legal acts;
- separation of the moments of discussion of official, public and personal issues during work;
- establishing personal boundaries, knowledge of personal characteristics and communication manners;
- regulation of the receipt and transmission of information within the framework of professional activity.

From the point of view of the psychology of interpersonal relations, the specifics of the official ethics of customs specialists are determined by the following criteria:

- the complexity of communication, determined by official activities in various conflict and emergency situations;
- features of establishing professional connections and contacts;
- the intensity of professional activity, the need to resolve stressful situations.

In accordance with the described specifics, the service ethics of customs specialists includes all the components of communication:

- cooperation between each other (interactive side);
- assessment and empathy (perceptual side);
- information exchange (communication side).

Thus, the main purpose of professional ethics is to coordinate and harmonize relations within the organization. The format of communication in the form of dialogue and cooperation is a distinctive feature of the professional ethics of customs specialists. Of course, individual cases of changing the format and style of communication are not excluded. That is why it is important to comply with the norms of professional ethics in order to achieve effective results of the work of the customs service.

## REFERENCE

On Customs Regulation in the Russian Federation: Federal Law No. 311-FZ [adopted on 11/27/2010: approved by the Federation Council on November 24, 2010]. — Moscow: Prospekt, 2018. — 256c.

Order of the Federal Customs Service of Russia dated 12/30/2021 N 1187 "On approval of the Code of Ethics and Official Conduct of Officials of the Customs Authorities of the Russian Federation" Text: Electronic// ConsultantPlus: legal reference system [website]. - URL: [http://www.consultant.ru/document/cons\\_doc\\_LAW\\_408609/\(date of application: 05/27/2023\)](http://www.consultant.ru/document/cons_doc_LAW_408609/(date_of_application: 05/27/2023)).

- Aminov I.I. Professional ethics and official etiquette: textbook / I. I. Aminov, V. Yu. Belsky, A. L. Zolkin [et al.]; edited by V. Ya. Kikot. – 2nd ed., reprint. and additional – Moscow: Unity-Dana, 2021.
- Makrusev V. V. Customs management : textbook / V. V. Makrusev. – 5th ed., reprint. – Moscow: Dashkov and Co., 2022.
- Code of Ethics and Official Conduct of Officials of the Customs authorities of the Russian Federation [website]. - URL:  
[http://service.customs.gov.ru/index.php?option=com\\_content&view=article&id=17075:-14-2007-n-977-q-q&catid=382:2013-02-12-07-56-43&Itemid=2377#:~:text=Code of %20 ethics%20 and%20 service%20 conduct,strengthen%20 authority%20 Federal%20 customs%20 service \(date of reference: 05/26/2023\).](http://service.customs.gov.ru/index.php?option=com_content&view=article&id=17075:-14-2007-n-977-q-q&catid=382:2013-02-12-07-56-43&Itemid=2377#:~:text=Code of %20 ethics%20 and%20 service%20 conduct,strengthen%20 authority%20 Federal%20 customs%20 service (date of reference: 05/26/2023).)
- Official etiquette [website]. - URL: <https://training-partner.ru/staty/sluzhebnyj-etiket.html> (date of application: 05/26/2023).

## **THE ROLE OF CUSTOMS AUTHORITIES IN ENSURING CONTROL OVER COMPLIANCE WITH PROHIBITIONS AND RESTRICTIONS ON FOREIGN TRADE IN GOODS**

*O.N.Garkushina, 3rd year student of Customs business,  
Rostov Branch of the Russian Customs Academy, Rostov-on-Don, Russia  
E-Mail: garkusinaolesa67@gmail.com*

*S.V.Zubarev, Asst. Prof., Head of the Department of Customs Operations and Customs Control, Rostov Branch of the Russian Customs Academy, Rostov-on-Don, Russia*

*O.V.Dyshekova, Asst. Prof., Department of Philology, Rostov Branch of the Russian Customs Academy, Rostov-on-Don, Russia  
E-Mail: oxygen777@inbox.ru*

### **ABSTRACT**

The article is devoted to the main problems of violation of the regime of observance of prohibitions and restrictions, verification of compliance with international treaties by participants in foreign economic activity by customs authorities. The article analyzes the regulatory framework that allows regulating the process of moving goods across the border, examines the statistics of the work of customs authorities, and suggests measures to improve the efficiency of customs officials in the field of regulation of prohibitions and restrictions.

**Keywords:** prohibitions and restrictions, customs authorities, actions of customs officials, movement across the border, statistics, counteraction measures.

### **INTRODUCTION**

The formation of the Eurasian Economic Union as an integration system has simplified many processes of customs control and building foreign trade relations between the countries. today, in the era of globalized trade interaction, the effectiveness of the activities of participants

in foreign economic activity will depend on the implementation of the following processes: ensuring favorable access to international markets and protecting the interests of these manufacturers. Therefore, the proposed trade restrictions are a legal regulator, restraining certain parties, allowing the world stage to maintain healthy competition, the safety of life and the environment of residents of states. The relevance of the topic also follows from the threat of penetration into world markets of dangerous substances such as nuclear weapons, narcotic drugs, and means of secretly obtaining information. Bans and restrictions within the framework of foreign trade activities are designed to act as measures to prevent such a category of goods from entering.

Prohibitions and restrictions are non-tariff regulation measures applied to goods transported across the customs border of the Union. The main objectives of the application of prohibitions and restrictions are: ensuring the protection of state security of those territories that are part of the customs territory and the safety of life and health of citizens, animals and the environment as a whole. Compliance with prohibitions and restrictions is regulated by the GATT, the EAEU Customs Code, the Convention[1].

Control over compliance with regulatory and licensing documentation is within the competence of customs authorities. During the implementation of this competence, customs officials pay special attention:

- checking the completeness of information about the declared goods;
- control over the compliance of the declared information with the data provided during the declaration; confirmation of the established prohibitions and restrictions[2].

The mechanism for monitoring compliance with prohibitions and restrictions is also regulated by regulatory sources. During the restructuring of the work of the customs authorities, the procedure for controlling the import and export of products has undergone certain changes. The Unified Automated Information System of Customs Authorities is actively used in the verification and control of permits in order to account for the number of goods licenses issued and generate license certificates. In this case, the actions of customs officials will be regulated by Federal Customs Service Order No. 1907 dated 12/18/2019 and the process will be more automated. Thus, when confirming compliance with non-tariff regulation measures in respect of licensed goods, the Technology ensures interaction between participants in foreign economic activity and customs authorities exclusively in electronic form within the framework of customs operations related to arrival/departure and customs declaration without setting a license for control.

However, the share of export control falls on the product segment, in particular, military products. In relation to licensed military products, the need for registration has been established. The procedure for the actions of officials in this case will be regulated by the Order of the Federal Customs Service dated 12/29/2011 No. 2652, and its essence lies in the fact that after carrying out verification measures concerning the correctness of registration of the license (original license) and accompanying documentation, the license is assigned a registration number and information about it is entered in the registration log, a mark is made on the front side, certifying the establishment of a license for control, and is certified in accordance with

the established procedure – it is important that all ongoing actions related to the regulation of control over compliance with prohibitions and restrictions in this segment are carried out manually by customs officials[3].

To assess how effectively they cope with control in this activity, it is worth referring to the statistics. In 2023, the Federal Customs Service of Russia continued to ensure control over the safety of goods imported into the Russian Federation. Based on the nine months of work, the customs authorities have initiated a total of 116,305 cases of administrative offenses. As can be noted from the presented data, during the specified period there is an increase in the number of initiated cases related to the administrative offences. At the same time, the share of initiated cases related to violations in the field of non-compliance with prohibitions and restrictions is practically unchanged and amounts to about 9% of the total number, but varies proportionally to the total number - that is, with the increase in the number of initiated cases of administrative offences, the number of cases initiated by virtue of Article 16.3 of the Administrative Code of the Russian Federation increases, but the share of it remains in the same ratio – approximately 9% of the total number of cases[4].

Currently, the Federal Customs Service pays great attention to improving customs administration. In the developing world, there are various ways of illegally crossing goods across the border[5]. The main problematic aspects of customs control in the field of regulation of prohibitions and restrictions can be identified disadvantages: The complexity of formalizing criteria for identifying controlled goods, a large number of controlled goods, the need to provide a large number of permits and other documents[6].

In order to ensure the effective work of the customs authorities, it is proposed to carry out the following activities[7]:

1. Introduction of uniform, formalized criteria (features) identified by connection to a Single automated information system of customs authorities.
2. Implementation of interdepartmental information interaction at the stage of preliminary information.
3. Building intelligent adaptive models for detecting the illegal movement of contraband goods.

Thus, the implementation of these proposals will help to minimize the human factor of errors in monitoring compliance with prohibitions and restrictions, and will also contribute to the effective work of customs authorities.

## REFERENCES

- WTO Agreement dated 04/15/1994 [Electronic resource] // Official Internet portal of legal information. URL:// <https://www.wto.org>.
- The Treaty on the Eurasian Economic Union (Signed in Astana on 05/29/2014) [Electronic resource] // Official Internet portal of legal information. URL:// <https://www.pravo.gov.ru>.
- Gurova E.S., Measures of non-tariff regulation of foreign trade activity: monograph / E.S.Gurova. Rostov n/A: Russian Customs Academy, Rostov branch, 2020. 212 p.

The role of the Federal Customs Service of Russia in the control of trade restrictions  
[Electronic resource]. URL: <https://cyberleninka.ru/article/n/rol-fts-rossii-v-osuschestvlenii-kontrolya-torgovyh-ogranicheniy-1>

Official website of the Federal Customs Service // News of the Federal Customs Service of Russia // URL: <https://customs.gov.ru/press/federal> .

Official website of the Federal Customs Service // Indicators of law enforcement activities of the customs authorities of the Russian Federation // URL:  
<https://customs.gov.ru/activity/pravooxranitel-naya-deyatel-nost-/informacziya-upravleniya-tamozhennyx-rassledovaniy-i-doznaniya>.

Official website of the Federal Customs Service // Russian customs authorities received the international award for the protection of the Earth's ozone layer // URL:<https://customs.gov.ru/press/federal/document>.

## **PECULIARITIES OF TEACHING TRANSLATION: FALSE FRIENDS OF AN INTERPRETER IN THE MEDICAL SPHERE**

*Kaplaukhova Ekaterina Nikolaevna, 3rd year student of the Faculty of Applied Linguistics  
Don state technical university, Rostov-on-Don, Russia*

*E-Mail: wasilke486133@gmail.com*

*Oksana Viktorovna Dyshekova, Asst. Prof., Scientific and technical translation and  
professional communication*

*E-Mail: oxygen777@inbox.ru*

### **ABSTRACT**

The article deals with studying of the translation of false friends of translator in a medical sphere in the field of "Translation and translation studies". The author describes the origin of the translator's false friends. The main types of the false friends of translator are described. The author considers the reasons for appearance of this linguistic phenomenon. The author gives recommendations for making adequate translation of the false friends of translator. In this study, an analytical research method is used. As a result of the research, the author identifies the main ways of interpreting the translator's false friends, which help to avoid mistakes in translating medical texts.

**Keywords:** false friends of translator, types of false friends of translator, reasons of appearance, medicine, education.

### **INTRODUCTION**

Medical translation takes a specific place among other types of scientific and technical translation, because it deals directly with human health. For this reason the translator studies in university not only a foreign language, but also the special vocabulary of the source language.



## Content of Writing

In linguistics, particular attention is paid to words that are graphically and phonetically similar in the source and target languages, but differ in meaning. These words were called as «false friends of a translator». The term appeared in 1928 in the work of French scientists M. Kessler and J. Derokiny. They also identified two types of false friends:

1. Completely false friends of translator with similar spelling and different semantics. Cellulitis – not «целлюлит», but «флегмона»; complexion – цвет лица, never «комплексия» (body type);
2. Partially false friends of translator with similar spelling and mostly with a general subject. Symptomatic – not only «симптоматический», but also «с клиническими проявлениями»; invalid – not only «инвалид», but also «больной», patient – not only «пациент», but also «терпеливый».

Soviet and Russian translator and teacher R.K. Minyar-Beloruchev added subtypes to the main classification according to the degree of similarity and difference of the expressed meanings of the words:

1. Elementary literalisms. When they are translated, false connection is established between two words that are similar in spelling and pronunciation, but different in meaning. For example, insult (инсульт) – оскорбление; troop (трупп) – войско;
2. Semantic literalisms. When they are translated, a false sound connection is established, as a result of translation of the main meaning without considering the contextual meaning. For example, the word «egg» can be translated not only as «яйцо», but also «яйцеклетка»; the word «attack» can be translated in medical sphere as «приступ», but not only «атака»;
3. Grammatical literalisms. When they are translated, a false connection is established between two words that are superficially similar to the other common words, but differ in meaning. For example, «phycisians» is translated as «врачи», but not as «физики» – physicists.

The reasons for appearance of the false friends of translator

The following reasons for the appearance of false friends of the translator are identified in translation studies:

1. Independent development of languages. When a word in another language acquires an individual meaning. For example, the word «pain» means in English «боль» and «хлеб» in French;
2. Parallel borrowing. When languages A and B borrow a word from language C, giving it different meanings. For Russian-English false friends, the common ancestor is, most often, Latin. For example, the Russian «ангина» comes from Latin «Angina tonsillitis» (ухудшение от воспаления миндалин), and the English «angina» (стенокардия), from Latin «angina pectoris» (удушение грудное);
3. «False friends» may be the result of coincidences. For example, the word «hospital» is translated in Russian as «больница», and the word «госпиталь» means «военная больница»;
4. Lack or divergence of realities. Divergences in the subject content of English and Russian «false friends of translator». An example of this phenomenon is the translation



of the word «stress» in Russian. In borrowing, only one meaning only one meaning of this word was used: «a state of increased nervous tension, overstrain». However, in English, the range of meanings of the original word is much wider: it can denote concepts such as «давление, ударение, интенсивность».

How to avoid translation mistakes?

1. Carefully read the text;
2. Pay attention to the context;
3. Determine the style and genre of the text;
4. Use both regular and special dictionaries to translate a doubtful words;
5. Determine grammatical and syntactical relations between sentence members;
6. Remember common examples of the false translator friends.

The main ways of translation of false friends of translator

In studying the interpretation of the translator's false friends, the main ways of translation are distinguished:

1. Equivalent translation. In some cases, a similar word or expression in native language that has close meaning to a false friend can be used. This helps to convey the idea and context without misleading the reader. For example, the word «agitation» is translated in the medical sphere as «возбуждение».
2. Descriptive translation. The term «domino» means an organ transplant operation, during which patient A is transplanted with a new heart and lungs from a donor, who has got a brain hemorrhage and patient B is transplanted with the old heart of patient A.

## CONCLUSOIN

Translation of medical texts is one of the most responsible types of translation. The interpreter has no right to make mistakes. Universities train qualified specialists who are able to make an adequate translation. Studying the problem of interpreting a translator's false friends can solve a number of practical difficulties that the interpreter faces in his work.

## REFERENCES

- Boitsova, O. V. False friends of the translator in Russian and English / O. V. Boitsova, G. M. Aliyeva, Yu. A. Kalinina. — Text : direct // Actual problems of philology : materials of the II International Scientific Conference (Krasnodar, February 2016). — Krasnodar : Novation, 2016. — pp. 67-69. — URL: <https://moluch.ru/conf/phil/archive/177/9695/> (date of access: 02.10.2023).
- Minyar-Beloruhev, R. K., Theory and methods of translation / R. K. Minyar-Beloruhev. — M.: Moscow Lyceum, 1996. — 208 p.
- Ligua Contact. The translator's False friends (electronic resource) URL: <https://translator-school.com/blog/lozhnye-druzya-perevodchika> (date of access 13.11.23).
- Slepovich, V.S. The course of translation / V. S. Slepovich. — 4th ed., reprint. and additional - M.: "TetraSystems". 2004. -320 p.

## ALGERIA'S FOREIGN TRADE IN THE LATE OTTOMAN PERIOD (1700-1830)

*Rogina Eellba, Postgraduate student, 3rd year at Southern Federal University Institute of History and International Relations, Don state technical university,*

*Rostov-on-Don, Russia*

*E - mail:roginaellba@gmail.com*

### ABSTRACT.

Algeria's late Ottoman era in its foreign trade was a dynamic movement with periods of recession. In periods of recovery, they exported their varied grain commodities, greens, tigers and waves. leather, animal, coral, artisan product by road through commercial convoys and pilgrimage convoys to Africa from north to south towards Sudan. And from the west to the east, towards Hejaz, the most distinguished of which, is the sea route, through its ports from east to west towards Europe, Especially with France and Britain, most notably the port of Algeria, Oran and Annaba.

In periods of decline, production is reduced and directed to domestic consumption, thereby reducing goods destined for export and imports were luxuries, commodities in manufacturing food and other products, mostly from Europe versus its maritime security in the late Ottoman era, Algeria abandoned an important part of its trade by virtue of concessions in favour of foreign companies, This led to its trade budget deficit, and through this article we tried to shed light on the nature of these foreign trade exchanges.

**Keywords:** Foreign trade, Ayala Algeria, Exports and imports, Goods & Products.

The foreign trade of the Algerian eyalet played an important role in the Mediterranean basin. With its navy, Algeria was a force to be reckoned with and could control the major transport routes for wealth and goods. European countries had to enlist their support in order to obtain security guarantees and establish trade relations. European traders became close to Algeria through treaties of peace and friendship and the obligation to pay tribute. It should be noted that the strategic location of Algeria, the diversity of its climate, topography, soil fertility and abundance of water influenced the variety and abundance of products.

The economic structure of Algeria in the late Ottoman era led to an active movement and a variety of production. This had a positive impact on the export and import process. Algerian resources and products were in demand, especially in European markets through ports and merchant ships. Thus, the amount of revenue increased, in addition to taxes paid by European countries in the form of products, equipment and gifts.

But Algeria's foreign trade was in decline at the beginning of the 19th century due to the expansion of economic privileges and the monopoly of foreign companies on foreign trade, on the one hand, and strained relations with European countries, on the other hand. We ask the following questions: What is the nature of Algeria's foreign trade exchanges during the late Ottoman era, what are the most important exported goods as well as imported goods, and what characterized.

Export-oriented products.

The diversity of climate, topography, soil fertility and abundance of water contributed to the diversity of crops, Haidu said. There are countless gardens and vineyards planted with orange trees, olive trees and flowers of all kinds. And there is albumin water in the taps, which flows in all directions in great abundance [1, p. 136]. Flakes are mentioned among the most important agricultural products intended for export during this period. The cultivation of various types of cereals, especially wheat and barley, was the basis of the livelihood of the population, and therefore it was widespread on the coastal plains, in the interior and on the upper plateaus. Depending on the circumstances, each region specialized in growing a certain type of crops.

In fertile areas with an abundance of water, as well as in inland and mountainous areas, herbs and various vegetables grew, including onions, garlic, carrots, turnips, peas, cucumbers, lettuce, potatoes, eggplants, casseroles, basbu, mint, celery, peanuts and tobacco [8, p. 518].

#### Import of Algeria.

The statistics provided in the references regarding imports are few, since Saadallah mentioned them superficially, in the form of luxury goods such as furniture, chandeliers, silk and wool fabrics, clothing and what is used in local industry [57, p. 126].

Shipbuilding industry goods such as iron, wood, military ammunition, gunpowder, steel, cannons, various weapons and sometimes even ships – these goods were imported from Northern European countries such as Great Britain, Sweden, the Netherlands, in addition to the United States of America in exchange for their safety [58, p. 305]. Among the most important imported consumables, coffee, sugar, cheese, honey, hazelnuts, dried fruits, castile, soap and paper plunger should be recalled [59, p. 127]. In general, the import classification was divided into three categories as follows.

Raw materials such as iron and lead, which cost the equivalent of 185 French francs over ten years, and industrial materials such as fabrics, linen, jewelry, haberdashery and paper, which cost 61,500 francs over ten years.

Food products such as spices, coffee and sugar intended for daily consumption were imported from the East for only 3,285 francs, which is equivalent to 15 tons of Siberian wheat [60, p. 102].

It follows from these figures that the percentage of imports from Europe was small compared to what Algeria exported, and local traders preferred to go to neighboring countries to buy what they needed from European and other materials or resell them in African countries south of the desert [61, p. 103].

The statistics provided in the references regarding imports are few, since Saadallah mentioned them superficially, in the form of luxury goods such as furniture, chandeliers, silk and wool fabrics, clothing and what is used in local industry [57, p. 126].

Shipbuilding industry goods such as iron, wood, military ammunition, gunpowder, steel, cannons, various weapons and sometimes even ships – these goods were imported from Northern European countries such as Great Britain, Sweden, the Netherlands, in addition to the United States of America in exchange for their safety [58, p. 305]. Among the most important imported consumables, coffee, sugar, cheese, honey, hazelnuts, dried fruits, castile, soap and

paper plunger should be recalled [59, p. 127]. In general, the import classification was divided into three categories as follows.

Raw materials such as iron and lead, which cost the equivalent of 185 French francs over ten years, and industrial materials such as fabrics, linen, jewelry, haberdashery and paper, which cost 61,500 francs over ten years.

Food products such as spices, coffee and sugar intended for daily consumption were imported from the East for only 3,285 francs, which is equivalent to 15 tons of Siberian wheat [60, p. 102].

It follows from these figures that the percentage of imports from Europe was small compared to what Algeria exported, and local traders preferred to go to neighboring countries to buy what they needed from European and other materials or resell them in African countries south of the desert [61, p. 103]. As for the land convoys, they played a key role in providing the Algerian people with the goods of various origins and types that came from the South. The caravans moved from north to south, guarded by both Tuareg and Hnafa tribes. The most important materials imported from Africa were slaves, ostrich feathers, wild cow skins, ivory, incense, medicinal herbs [62, p. 241].

#### Conclusion.

The nature of Algeria's foreign trade in the late Ottoman era was based on several constant and changing foundations, such as the power of the navy, an important strategic location, a variety of climate, terrain and abundance of raw materials, a variety of agricultural, livestock and industrial industries, as well as the desire of European countries to get closer to Algeria.

It should also be noted the significant reduction in foreign trade and the large deficit in its trade balance caused by the privileges granted to European countries in Algeria by the Ottoman Empire, the monopoly of foreign companies on the wealth and resources of the country and its depletion, increased competition and strained international relations. Jewish traders contributed to the deterioration of economic conditions and were behind all the strained relations between Algeria and European countries [80, p. 117].

As for the income from foreign trade, it was spent on luxury, the purchase of posts and the payment of salaries to soldiers, rather than on investment or development, and thus revenues decreased, so the state resorted to increasing the amount of taxes from the population and customs duties from merchants to compensate for the deficit that led to the crisis in the internal situation of the country.

. Denmark imported masts and ropes, gunpowder and wood, and exported the main materials presented in the table to Denmark [77, p. 249]:

#### REFERENCES

- Asmahan Al-Arabi foreign trade of the city of Enaya in the era of the Ottoman Empire (18) Humanitarian Journal, No. 2, 2012.
- Al-Arabi Al-Zubayri, Foreign Trade of Eastern Algeria, National Publishing and Distribution Company, Algeria, 1972.
- Antri Saleh, "Famine in Constantine", investigation and presentation of Rabah Bonara

- Chonta, Algeria, 1974.
- Mubarak Al-Mili, The history of Algeria in ancient and modern times. Part 4, Algeria, Dar Al-Kitab Al-Arabi, edition 2001.
- Hassan Al-Wazzan, Description of Africa. Part Two, Muhammad Hajmi and Muhammad Al-Akhdar, Dar Al-Gharb Al-Islami, 1983.
- Yahya Bouaziz, Problems and themes of the history of Algeria and the Arabs, part one, Dar al-Huda. Algiers, 2009.
- Hamdan bin Osman Khoja Hamdan, feminine khoja, introduction and Arabization of the Zubayri Arabic language. Ministry of Culture, 2007.
- William Spencer. Algeria in the Era of Rias al-Bahr, definition and Introduction by Abdul Qadir Ziadiya, Dar Al-Qasya Publishing House, 2006
- Joleaud (L).L'ancienneté de la fabrication de l'huile d'olive dans l'Afrique de nord, RAF n° 70 alger, 1929.
- Lich feraud, exploitation des foet de la karasta dans la kabylie orientale, sous les turcs, r af, n° 12, alger 24.
- Venture de paradis, Alger au 1<sup>er</sup> Beme siècle, Adolf Jourdan, alger, 1898.

## ILLEGAL HUMAN TRAFFICKING IN THE MODERN WORLD

*Isakova Sophie Saidadlanovna and Fomina Ekaterina Sergeevna 3<sup>rd</sup> year students of the full-time Faculty of Customs business of Russian Customs Academy Rostov branch,*

*Rostov-on-Don, Russia*

*E-Mail: KAleksandrova1@mail.ru*

*Scientific supervisors: Dyshekova Oksana Victorovna, PhD in philology, , Zubarev Sergey Vladimirovich, PhD in economics, Russian Customs Academy Rostov branch,*

*Rostov-on-Don, Russia*

*E-Mail: KAleksandrova1@mail.ru*

### ABSTRACT

The article describes the problem of illegal movement of people across the border. This problem is relevant because it is often not possible to detect and protect victims of human trafficking, as well as to provide them with justice. Even more worryingly, a review of human trafficking cases reviewed in this article showed that most victims escape on their own – instead of being pre-identified, they escaped exploitation by turning up on their own. Deprived of opportunities, social protection and other support, women, children and men in all corners of the world are at the mercy of traffickers. This article discusses the concept of human trafficking, as well as its forms and methods of combating it.

**Keywords:** human trafficking, smuggling, economic inequality, forced labour, exploitation of children, victim, fishing and haunting strategies.

## INTRODUCTION

Each day, people are tricked, coerced, or forced into exploitative situations that they cannot refuse or leave. Each day, we buy the products or use the services they have been forced to make or offer without realising the hidden human cost.

An estimated 50 million people were living in modern slavery on any given day in 2021, an increase of 10 million people since 2016. The countries estimated to have the highest prevalence of modern slavery

Modern slavery includes forced labour, forced or servile marriage, debt bondage, forced commercial sexual exploitation, human trafficking, slavery-like practices, and the sale and exploitation of children. In all its forms, it is the removal of a person's freedom — their freedom to accept or refuse a job, their freedom to leave one employer for another, or their freedom to decide if, when, and whom to marry — in order to exploit them for personal or financial gain.

An important moment in the development of the regulatory framework was the adoption in 2000 of the Protocol on the Prevention, Suppression and Punishment of Trafficking in Persons, Especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime. It contained the first definition of human trafficking established by the international community.

Trafficking in persons shall mean the recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs.

Based on this definition, human trafficking as a socio-economic phenomenon has the following distinctive features:

- inherent criminal character,
- carried out through force,
- the assumption of the victim's agreement in the application of the above forms of influence,
- the main goal is to make a profit,
- transnational in nature and committed with the participation of an organized criminal group.

Despite all the immorality of this type of activity, human trafficking have many very diverse forms. They can be classified according to the following criteria:

Table 1 *Forms of human trafficking and their criterias*

Criteria	Forms
By purpose	-for the purpose of sexual exploitation; -for the purpose of exploitation of slave labor;

	-for the purpose of performing reproductive functions and organ transplantation; - marriage and adoption.
By the object of influence	-women; -men; -children trafficking.
By the presence of agreement	-forced; -willful.
By the method of involvement	-haunting strategies; -fishing strategies.
By scale	-country; -regional; -global.

This classification is not exhaustive, since the variety of forms and prosperity of this type of criminal activity allows us to identify other criteria and forms. This may include special cases of human trafficking for use in armed formations or use of soldiers and prisoners for forced labor.

After analyzing many facts and materials we can identify reasons why people become objects of human trafficking:

**1. Economic inequality between developed, developing and least developed countries.** By itself, it forces people to leave the least developed economic areas in search of income. People from such countries often find themselves trapped in this type of criminal activity.

**2. Globalization in economic and migration processes.** Migration of labor resources in the context of globalization has inevitably led to the involvement of this labor force in the slave trade.

**3. Weak governance and corruption.** The countries with the lowest prevalence of modern slavery are those with strong governance and strong government responses to modern slavery. Assessing the national efforts to end modern slavery in 176 countries, the Walk free organization identified the most responsible countries. Among them are the United Kingdom, Australia, the Netherlands, Portugal and the USA.

**4. Civil instability.** War and conflict offer hunting grounds for traffickers. At the same time, most of the conflicts today take place in Africa and the Middle East. As a result, most of the victims of conflicts originate from countries in Africa and the Middle East and are trafficked to them.

**5. High profitability of this type of criminal business.** Experts have calculated that the total annual profit of traffickers around the world is \$ 150 billion, 99 billion - profit from sexual exploitation and 51 billion - from labor. The report also estimates the annual profit from



each victim of trafficking: \$21,800 in forced prostitution and \$4,800 in industries such as construction, manufacturing, mining and household work

**6. Climate change.** In 2021, 23.7 million people were internally displaced as a result of natural disasters caused by weather conditions, while many others crossed borders to escape climate-induced poverty. It also creates additional conditions for traffickers to enslave people.

In this way those fleeing conflict, natural disasters, or repression of their rights, or are seeking to migrate for work, are particularly vulnerable to exploitation, with more people migrating now than at any other point in the last five decades.

Remarkably, in 2020, for the first time, the number of victims detected globally decreased. Firstly, this change is the result of the Covid-19 pandemic: fewer opportunities for traffickers to operate due to Covid-19 preventive restrictions. But the researchers note other rather disappointing factors. There are lower institutional capacity to detect victims and some trafficking forms moving to more hidden and less likely to be detected locations among them.

According to Walk Free Organization, 45.8 million people worldwide are in modern slavery. The rating of the most prevalent is shown below.

Table 2 *Countries where modern slavery is the most prevalent*

Country	Rank	The number of people per 1000 people of the population	Total number of people
North Korea	1	104,6	2,696,000
Eritrea	2	90,3	320,000
Mauritania	3	32,0	149,000
Saudi Arabia	4	21,3	740,000
Turkey	5	15,6	1,320,000
Tajikistan	6	14,0	133,000
United Arab Emirates	7	13,4	132,000
Russia	8	13,0	1,899,000

According to the Walk free organization, Russia is ranked 8th in the slavery index. This is explained by local conflicts and weak governance. So, during the 2018 World Cup, numerous Nigerian citizens were able to enter Russia using a fan passport. Many men, as it turned out later, purchased a "business tour" in their homeland for employment, and then remained wandering, having neither housing, nor funds, nor return tickets. Hundreds of similar cases were recorded in Moscow and caused a public outcry, after which the victims were sent to their homeland. Another category of "migrants" from Nigeria who arrived during the championship are women who disappeared immediately after arrival. So, we understand that no country is immune from this socio-economic phenomenon. Human trafficking is widespread all over the world, which creates the need to combine the efforts of governmental and intergovernmental organizations to combat this type of criminal activity.

## CONCLUSION

In order to prevent trafficking in persons, Governments need to combat poverty, underdevelopment and lack of equal opportunities, as well as raise awareness.

Based on the material analyzed by us, it follows that these measures are insufficient, and human trafficking does not slow down its pace. In our opinion, in order to really confront this acute socio-economic problem, countries, governments and authorized agencies need to unite and apply comprehensive collective measures at the global level.

## REFERENCES

- Buryak M.Yu. Human trafficking and the fight against it. Monograph / - Vladivostok: Publishing house of the Far East. University, 2006. - 216 p.
- Olympiev A.Yu. Countering human trafficking. Methods of investigation of criminal cases and methods of conducting operational search activities: a methodological guide / - M.: UNITY-DANA, 2013. - 111 p.
- Mizulina E. B. Human trafficking and slavery in Russia: an international legal aspect. Moscow : Jurist, 2006. -591 p.
- UNODC 2022, Global report on trafficking in persons 2022 <https://www.unodc.org/unodc/data-and-analysis/glotip.html>
- Siluyanov A.Yu. Factors Contributing to the Development of Human Trafficking Industry in Russia and in the World

## CUSTOMER SATISFACTION OF THAI AIRASIA'S IN-FLIGHT SERVICES: A CASE OF AIRLINE BUSINESS STUDENTS IN THAILAND

*Sirikanjana Jantanam, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
*E-Mail: s64123442006@ssru.ac.th*

*Saksit Kaewbuahom, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
*E-Mail: s64123442012@ssru.ac.th*

*Chiraphinya Khamutpophan, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
*E-Mail: s64123442013@ssru.ac.th*

*Yasmine Strauss Ladia, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
*E-Mail: s64123442035@ssru.ac.th*

*Benjapol Worasuwanarak, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
*E-Mail: benjapol.wo@ssru.ac.th*

**ABSTRACT**

There is competitive between LCCs to maintain customer satisfaction. This study aims to investigate university students in Nakhonpathom Area satisfaction toward Thai AirAsia in-flight services. Quantitative design was adopted, the data was collected using questionnaires. The sample of this study includes 25 students from the course of Airline Business at a university in NakhonPathom, Thailand. Most of the sample is female undergraduates aged from 20-25 years old and above and use Thai AirAsia less than 2 times a year, most often during holidays. The research offers a detailed analysis of Thai AirAsia's in-flight services, gauging university students' satisfaction levels. The results suggest an overall satisfaction rating of 4.09 among the students, with flight attendant interactions notably appreciated. However, it indicates that flight food and beverage prices, comparatively higher than ground prices, might impact airlines' popularity and suggests an avenue for potential improvement. In further research, the number of respondents should be increased, and some other services considered that might gain different data.

**INTRODUCTION**

The aviation sector in Thailand has recently grown to be one of the most significant sectors in the country's economic development, particularly in the tourism sector. It mainly consists of Low-cost carrier (LCC), full-service carriers (FSC), and regional airlines (Wittawat, 2016).

Air Asia is the largest budget airline in Southeast Asia which is operated in Malaysia. Over the next years, Air Asia made practical and effective use of the advantages of the hub and spoke model by operating numerous hubs within ASEAN region (Achinto, 2014). In February 2004, Thai AirAsia was launched. Thai AirAsia is a company controlled by a holding company of Thailand's Asia Aviation and Malaysian low-cost airline AirAsia. Nowadays, after Thai Airways International, Thai AirAsia is the second largest Thai Airline (DomesticFlightsThailand, 2023).

Since 2002, other budget carriers joined the market after Thailand's aviation industry was opened. Hence, there are many LCCs in Thailand nowadays. So, there is a competitive between LCCs itself to maintain customer satisfaction. The low-cost carriers have made the market more difficult and competitive, every airline set goals to raise customer happiness by enhancing service quality. Also, Thai AirAsia need to raise the customer satisfaction level and overcome other competitors, not by decreasing ticket price, but by improving high-quality services (Wittawat, 2016).

Airline customer satisfaction is affected by many factors. And the type of customer satisfaction is no different from the satisfaction of any other business at its foundation. Satisfaction is very important for business, and it makes sure that while having this satisfaction business can grow and survive.

Therefore, this research focuses on the study of customer satisfaction on Thai AirAsia in-flight services. This study's findings will enable researchers to comprehend and pinpoint general elements of customer satisfaction with Thai AirAsia's in-flight services. Additionally, it will result in changes to service quality, monitoring, and development to reach the greatest

possible level of customer satisfaction and to sustainably compete with other airline companies during this difficult period (Wittawat, 2016).

### **Research Aim and Questions**

This study aims to investigate university students in Nakhonpathom Area satisfaction toward Thai AirAsia in-flight services. The questions are:

1. What is that overall satisfaction level of Thai AirAsia in-flight service among university students
2. Which aspect of Thai AirAsia in-flight service that they are most satisfied with?
3. What could be the effective strategies for Thai AirAsia to improve their in-flight services to enhance the customer satisfaction?

## **LITERATURE REVIEW AND THEORY**

### **Low-Cost Carrier (LCC)**

An airline that sets itself apart from the competition by charging less for tickets is known as a low-cost carrier (LCC) (Civil Aviation Authority, 2006). Using various tactics like fuel efficiency, cautious revenue management, and yield management, LCCs are able to lower their ticket prices below those of their rivals. In order to attain higher load factors and/or specified earning targets, revenue management and yield management strategies use ticket pricing. Additionally, typical LCCs cut back on or completely do away with staffed check-in areas as well as business or premium lounges in order to lower operational costs (Civil Aviation Authority, 2006).

The low-cost carrier (LCC) business model has proven to be a formidable rival to the traditional full-service model. In Asia, where the cost difference between full-service carriers (FSCs) and LCCs runs from 60% to 70%, the LCC category has developed rapidly (Smyth & Pearce, 2006). AirAsia and Indonesia's Lion Air are now the largest LCCs operating in Southeast Asia (Bland, 2014). Because of expanding middle classes and a dense population with limited land transportation options, economic conditions in Southeast Asian emerging countries such as Indonesia, Malaysia, and Thailand are considered suitable for the establishment of LCCs (Bland, 2014). Thailand, along with the Philippines, is regarded as one of the most welcoming countries for LCC operations and is expected to be a significant market for LCCs (Teng & Perry, 2013).

### **In-flight Services**

Airline in-flight services refer to the range of services, offerings, and assistance provided to passengers while they are aboard an aircraft during a flight. These services are designed to enhance the overall travel experience, ensure passenger comfort, and meet various needs and preferences. In-flight service is a key distinction for many airlines and can influence a customer's decision to fly with one airline over another.

In addition, in-flight service in low-cost carriers is different from full-service carriers in terms of charging for meals, snacks, and beverages, no in-flight entertainment systems, no Wi-Fi service onboard, and so on.

### **Customer satisfaction**

Customer satisfaction is a determination of whether a feature of a good or service—or the good or service itself—offers a pleasurable level of consumption-related fulfilment, including the degree of under or over fulfilment (Zhicheng, 2012).

Customer satisfaction is regarded as an essential research issue by both practitioners and academics. From a managerial standpoint, customer satisfaction is the primary source of future revenue and is viewed as the most important aspect in gaining market share. Customer satisfaction has been a popular academic topic since the early 1960s, as seen by the continual expansion of literature on the subject. Since the introduction of contentment as a topic of research, a significant number of studies have focused on this notion. This is because it is regarded as the key to corporate success in today's competitive environment (Zhicheng, 2012).

### **Service quality**

For a business to succeed and get a competitive edge, service quality has been identified as a crucial aspect (Ennew, Reed, & Binks, 1993; Zeithaml, Berry, & Parasuraman, 1996). It is especially strongly related to corporate profitability through recurring client and market share growth (Morash & Ozment, 1994). Due to its significant effects, it has attracted a lot of interest in the literature on service marketing and is frequently discussed by numerous scholars (Martnez Caro & Martnez Garca, 2007; Wu & Ko, 2013). Furthermore, it is commonly acknowledged that service quality is a major factor in determining customer loyalty and satisfaction (e.g., Alexandris, Dimitriadis, & Markata, 2002; Boulding, Karla, Staelin, & Zeithaml, 1993; Parasuraman, Zeithaml, & Berry, 1994). It has long been known that an increase in service quality results in an increase in customer happiness, and that customer loyalty is a direct result of customer satisfaction (Heskett, Jones, Loveman, & Earl Sasser, 1994). In the context of airlines, this association has also received empirical support from a number of scholars (An & Noh, 2009; Chang & Yeh, 2002; Subha & Archana, 2012; Ostrowski, O'Brien, & Gordon, 1993).

## **METHODOLOGY**

This study will employ a quantitative research design, utilizing surveys to collect data from the students at the university in NakhonPathom, Thailand. A sample of 25 students from the course of Airline Business will be selected using probability sampling techniques. The questionnaire will measure passengers' satisfaction with in-flight services.

## **RESULTS**

The results of customer satisfaction using Thai AirAsia's in-flight services divided into two parts: (1) general information and (2) satisfaction level. The data are presented using descriptive statistics.

## 1. General Information

*Table 1. Percentage Distribution*

Profile Factors	Particulars	No. of respondents	Percentage
Gender	Male	6	24
	Female	18	72
	Prefer not to answer	1	4
Age	Under 20 years	4	16
	20-25 years	21	84
	Above 25 years	0	0
Level of education	Bachelor Degree	22	88
	Master Degree	3	12
	Above Master Degree	0	0
Flying frequency	Less than 2 times a year	18	72
	2-4 times a year	4	16
	More than 4 times a year	3	12
Purpose of travel	Holiday	11	44
	Family and friend visit	10	40
	Others	4	16

From table 1, Thai AirAsia's in-flight services passengers were 6 males which accounted for 24% of the respondents and 18 females which accounted for 72% of the respondents. The ages of respondents were grouped into three categories as displayed in Table 1. For Thai AirAsia passengers, the majority of respondents, 21 (84%), were aged 20-25 years old, followed by 4 respondents (16%), who were aged under 20 years old. Those respondents whose ages were above 25 years old made up 0 respondents. The majority of respondents of Thai AirAsia passengers are 22 taking bachelor's degree which accounted for 88%, 3 respondents (12%) are taking masters degree, and none of them are taking above masters degree. For the flying frequency, 18 respondents (72%) flies less than 2 times a year which is the majority, 4 of the respondents (16%) flies 2-4 times a year, 3 respondents (12%) flies more than 4 times a year. As for Thai AirAsia, the majority of respondents, which were 11, or 40% travelled for holiday, 10 respondents (40%) travelled for family and friend visit, 4 respondents were going for others which accounted for 16%.

**2. Satisfaction of customers***Table 2. Number of respondents and average performance*

<b>In-Flight Services</b>	<b>Mean</b>
<b>Food &amp; Beverage</b>	
6. I am satisfied with the price of the food	3.72
7. I am satisfied with the price of the beverage	3.72
8. I am satisfied with choices of foods and beverages	4
9. I am satisfied with the quality of the food	4.12
10. I am satisfied with the quality of the beverage	3.88
11. I am satisfied with the taste of the food	3.96
12. I am satisfied with the taste of the beverage	4.08
<b>Average of food &amp; beverage</b>	<b>3.92</b>
<b>Seat</b>	
13. I am satisfied with the comfort of the seat	4
14. I am satisfied with the recline function of the seat	4.08
15. I am satisfied with the adequate legroom of the seat	4.08
16. I am satisfied with the cushioning of the seat	3.92
<b>Average of seat</b>	<b>4.02</b>
<b>Flight Attendant</b>	
17. I am satisfied with the politeness of flight attendants	4.36
18. I am satisfied with the attentiveness of flight attendants	4.36
19. I am satisfied with the service of flight attendants	4.32
<b>Average of flight attendant</b>	<b>4.34</b>
<b>Other services</b>	
20. I am satisfied with disability service	4.28
21. I am satisfied with the variety of duty-free on board	4.12
22. I am satisfied with the method of payment for food, beverage, and duty-free item	4.04
23. I am satisfied with the content of the magazine	3.88
24. I am satisfied with the cleanliness of the lavatory	4.16
<b>Average of other services</b>	<b>4.09</b>
<b>Average of customer satisfaction</b>	<b>4.05</b>



From table 2, Passengers Satisfaction with in-flight service, I am satisfied with the price of the food which accounted for 3.72% of the respondents, I am satisfied with the price of the beverage which accounted for 3.72% of the respondents, I am satisfied with choices of foods and beverages which accounted for 4% of the respondents, I am satisfied with the quality of the food which accounted for 4.12% of the respondents, I am satisfied with the quality of the beverage which accounted for 3.88% of the respondents, I am satisfied with the taste of the food 3.96% of the respondents, I am satisfied with the taste of the beverage which accounted for 4.08% of the respondents, Overall Average of food & beverage 3.92%.

Passengers 'satisfied with the seats, I am satisfied with the comfort of the seat which accounted for 4% of the respondents, I am satisfied with the recline function of the seat which accounted for 4.08% of the respondents, I am satisfied with the adequate legroom of the seat which accounted for 4.08% of the respondents, I am satisfied with the cushioning of the seat which accounted for 3.92% of the respondents, Overall Average of the seat 4.02%.

Passengers' satisfaction with Flight attendant, I am satisfied with the politeness of flight attendants which accounted for 4.36% of the respondents, I am satisfied with the attentiveness of flight attendants which accounted for 4.36% of the respondents, I am satisfied with the service of flight attendants which accounted for 4.32% of the respondents, Overall Average of flight attendant 4.34%.

Passengers 'satisfied with other service, I am satisfied with disability service which accounted for 4.28% of the respondents, I am satisfied with the variety of duty-free on board which accounted for 4.12% of the respondents, I am satisfied with the method of payment for food, beverage, and duty-free item which accounted for 4.04% of the respondents, I am satisfied with the content of the magazine which accounted for 3.88% of the respondents, I am satisfied with the cleanliness of the lavatory which accounted for 4.16% of the respondents, Overall Average of other services 4.09% and Average of customer satisfaction 4.05%.

## CONCLUSION

From an examination of the satisfaction of university students in the Nakhon Pathom area with Thai AirAsia's in-flight services, the majority were female undergraduates aged from 20-25 years old and above and use Thai AirAsia less than 2 times a year, most often during holidays. The research offers a detailed analysis of Thai AirAsia's in-flight services, gauging university students' satisfaction levels in the Nakhon Pathom area, delivering valuable insights into the aviation industry's competitive landscape. It discerns varying satisfaction levels across service components, highlighting areas for potential enhancement, and emphasizes the pivotal role of low-cost carrier (LCC) models like AirAsia in shaping consumer preferences in Southeast Asia. The findings underscore the need to align in-flight services with the preferences of university students, suggesting continuous quality improvements to bolster customer satisfaction and loyalty. The research presents an overall satisfaction rating of 4.09 among surveyed students, with flight attendant interactions notably appreciated. However, it indicates that flight food and beverage prices, comparatively higher than ground prices, might impact airlines' popularity and suggests an avenue for potential improvement.

## DISCUSSION AND RECOMMENDATION

Due to the limited time, the number of respondents was also limited to 25 passengers. Moreover, this study was conducted on only Thai AirAsia in-flight services. In further research, the number of respondents should be increased, and some other services considered that might gain different data. Therefore, the results will be more reliable and raise the degree of generalizability. A future study should compare the satisfaction level with other airlines in Thailand so that the result will be more advantageous for the airline companies. In addition, the survey questionnaire should be developed to cover more aspects. Besides, other efficient methods may be used to gain more useful or detailed information such as in-depth interviews.

## REFERENCES

- Achinto, R. (2014). Air Asia: what has made it Asia's largest budget airline?. *Academy of Taiwan business management review*, 10(3), 28-32.
- Alexandris, K., Dimitriadis, N., & Markata, D. (2002). *Can perceptions of service quality predict behavioral intentions? An exploratory study in the hotel sector in Greece*. *Managing Service Quality: An International Journal*, 12(4), 224-231.
- An, M., & oh, Y. (2009). *Airline customer satisfaction and loyalty: Impact of in-flight service quality*. *Service Business*, 3(3), 293-307
- Archana, R. and Subha, M. (2012). *A Study on Service Quality and Passenger Satisfaction on Indian Airlines*. *International Journal of Multidisciplinary Research*, 2(2), 50-63.
- Bland, B. (2014). *Low-cost Airlines Stake Claims for Supremacy in Southeast Asia*. *Financial Times*. Retrieved from.
- Boulding, W., Karla, A., Staelin, R., & Zeithaml, V. (1993). *Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions*. *Journal of Marketing Research*, 30(1), 7-27.
- Chang, Y.-H., & Yeh, C.-H. (2002). *A survey analysis of service quality for domestic airlines*. *European Journal of Operational Research*, 139(1), 166-177.
- Civil Aviation Authority. (2006). *No-frills Carriers: Revolution or Evolution? a Study by the Civil Aviation Authorit; CAP 770*.
- DomesticFlightsThailand. (2023). *Thai Air Asia*. DomesticFlightsThailand.
- Ennew, C. T., Reed, G. V., & Binks, M. R. (1993). *Importance-Performance Analysis and the Measurement of Service Quality*. *European Journal of Marketing*, 27(2), 59-70.
- Heskett, J. L., T. O. Jones, G. W. Loveman, W. Earl Sasser, and L. A. S. (1994). *Putting the service profit chain to work*. *Harvard Business Review*, 72(2), 164-174.
- IMM International. *Inflight Advertising*.
- Martínez Caro, L., & Martínez García, J. A. (2007). *Measuring perceived service quality in urgent transport service*. *Journal of Retailing and Consumer Services*, 14(1), 60-72.
- Morash, E. A., & Ozment, J. (1994). *Toward management of transportation service quality*. *Logistics and Transportation Review*. 30(2). 115.
- Navin, K., & Nikhil, D. (2023). *Service Quality: What it is + Top 5 Components*. QuestionPro.
- Ostrowski, P. L., O'Brien, T. V., & Gordon, G. L. (1993). *Service Quality and Customer Loyalty in the Commercial Airline Industry*. *Journal of Travel Research*, 32(2), 16-24.

- Smyth, M., & Pearce, B. (2006). *Airline Cost Performance*. IATA Economics Briefing No. 5.
- Teng, C., & Perry, M. (2013). *Asia's Low-cost Carriers*. Retrieved from.
- Thapanat, B., & Dothang, T. (2016). *Evaluation of passengers' buying behaviors toward low cost carriers in Southeast Asia*. Journal of Air Transport Management.
- Wittawat, W. (2015). *A study on service quality and customer satisfaction: A comparison between a premium airline and a low-cost long-haul airline*.
- Zhicheng. (2012). *The Factors Influencing Low-Cost Airline Passenger Satisfaction and Loyalty in Bangkok, Thailand*.

## **EXPLORE AIRLINE STUDENT ATTITUDES TOWARD THAI AIR ASIA'S MARKETING MIX**

*Thanakit Vasuwat, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
Email : s64123442009@ssru.ac.th

*Thanatida Preedarattanagosol, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
Email : s64123442008@ssru.ac.th

*Kawitsara Srianong, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
Email : s64123442031@ssru.ac.th

*Tanida Pinta, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
Email : s64123442028@ssru.ac.th

*Surang Wannaprapha, Airline Business program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
Email : s64123442003@ssru.ac.th

*Theppaluk Komolvani, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
Email : theppaluk.ko@ssru.ac.th

*Korawin Kungwola, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*  
Email : korawin.ku@ssru.ac.th

## **ABSTRACT**

The qualitative research study delves into the attitudes of airline students towards Thai AirAsia's Marketing Mix. Utilizing semi-structured interviews with a sample of 3 third-year Airlines business students at an Suan Sunandha Rajabhat university in Nakhon Pathom Province interview by face to face. the research employs a non-probability sampling technique for in-depth exploration. The findings highlight a predominantly positive attitude towards

AirAsia, emphasizing its helpful and budget-friendly nature, as well as its low-cost approach that attracts passengers. The dynamic cabin crew and the airline's positive contribution to the aviation sector in Asia are noted. Accessibility, particularly the affordability of flight tickets, is a key theme, supported by widespread recognition and commendations for service-oriented flight attendants. The visual appeal of AirAsia's flight attendants is identified as an attractive element. However, a notable concern centers around the perceived expensive prices of onboard food, which could impact overall satisfaction. In conclusion, while there is a positive overall sentiment, addressing the cost of onboard meals is suggested to further enhance satisfaction with Thai AirAsia's Marketing Mix.

## INTRODUCTION

The aviation industry is a highly competitive sector where effective marketing strategies play a pivotal role in shaping an airline's success. Thai AirAsia, a prominent player in this industry, employs a unique marketing mix to attract and retain customers. This study aims to delve into the perspectives and attitudes of airline students towards Thai AirAsia's Marketing Mix. By gaining insights from this niche audience, we seek to evaluate the effectiveness of Thai AirAsia's marketing strategies and uncover potential areas for improvement. This research not only contributes to the understanding of marketing in the aviation sector but also provides valuable feedback to Thai AirAsia for refining its marketing practices

Research aim is to explore airline students' attitudes toward Thai AirAsia's Marketing Mix. To achieve this aim, you can follow the steps I mentioned earlier to design a research study and gather data that will provide insights into how airline students perceive and react to Thai AirAsia's marketing strategy.

Research questions:

1. What is the general attitude of Airline business students towards Thai AirAsia?
2. What aspects of AirAsia Marketing Mix are attractive for Airline Business students?
3. What aspect of AirAsia Marketing Mix are not attractive for Airline business students?

## LITERATURE REVIEW

### Attitudes

Allport (1935) defined an attitude as a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations to which it is related. A simpler definition of attitude is a mindset or a tendency to act in a particular way due to both an individual's experience and temperament (Pickens, 2005)

Typically, when we refer to a person's attitudes, we are trying to explain his or her behavior. Attitudes are a complex combination of things we tend to call personality, beliefs, values, behaviors, and motivations (Yueh et al., 2010). As an example, we understand when someone says, "She has a positive attitude toward work" versus "She has a poor work attitude." When we speak of someone's attitude, we are referring to the person's emotions and behaviors. A person's attitude toward preventive medicine encompasses his or her point of view about the

topic (e.g., thought); how he or she feels about this topic (e.g., emotion), as well as the actions (e.g., behaviors) he or she engages in as a result of attitude to preventing health problems. This is the tri-component model of attitudes. An attitude includes three components: an affect (a feeling), cognition (a thought or belief), and behavior (an action) (Pickens, 2005)

Attitudes help us define how we see situations, as well as define how we behave toward the situation or object (Yueh et al., 2009). As illustrated in the tricomponent model, attitudes include feelings, thoughts, and actions. Attitudes may simply be an enduring evaluation of a person or object (e.g., “I like John best of my coworkers”), or other emotional reactions to objects and to people (e.g., “I dislike bossy people” or “Jane makes me angry”). Attitudes also provide us with internal cognitions or beliefs and thoughts about people and objects (e.g., “Jane should work harder” or “Sam does not like working in this department”). Attitudes cause us to behave in a particular way toward an object or person (e.g., “I write clearly in patients’ charts because it upsets me when I can’t read someone else’s handwriting”). Although the feeling and belief components of attitudes are internal to a person, we can view a person’s attitude from his or her resulting behavior (Pickens, 2005)

### **AirAsia**

Prior to its take-over by Tune Air Sdn. Bhd. in 2001, AirAsia was owned by DRB-Hicom, a government-linked company (AirAsia, 2008). Its airline had not been able to take off and was eventually sold to Tune Air, literally for a song, for a token sum of RM1.00 or US\$0.26 together with an accumulated debt of RM40 million (AirAsia, 2008; Lim et al., 2009).

Tune Air was formed by Tony Fernandes and four entrepreneurs, some of whom had worked with the music industry which perhaps inspired the name of the company. According to Fernandes, it is not easy to sell the idea of operating an airline particularly to the government. In fact, his request for a license to operate from the government was rejected on two previous attempts. Finally, with Pahamin a Rejab, the former Secretary-General of the Ministry of Transportation, they presented their case to the then Prime Minister, Dr. Mahathir Mohamad, who eventually gave the green light, not for a new company, but to take over the ailing AirAsia from DRB-Hicom. Many were skeptical that Fernandes could succeed in transforming the ailing, capital-intensive company especially during the travel slump soon after the destruction of the World Trade Center in New York in 2001 (Lim et al., 2009; Yenug et al., 2018).

Within two years, Fernandes proved the critics wrong and was able to turn AirAsia into a profit-making company modelled after the successful operations of the United States-based Southwest Airlines, Dublin-based Ryanair and United Kingdom-based Virgin Air. AirAsia was listed in the Kuala Lumpur bourse within three years of operation, on 22 November 2004, with one of the largest IPO offer of RM717.4 million (AirAsia, 2008). In addition, AirAsia won many accolades including certification by Super brands International. For his achievements, Fernandes was awarded the Best Entrepreneur of the Year by Ernst & Young Entrepreneur Award in 2006 (AirAsia, 2008) (Lim et al., 2009)

In March 2006, AirAsia’s passenger load expanded to such a capacity that a new low-cost terminal (LCCT) was built for it. This LCCT can accommodate 10 million passengers annually and has 30 parking bays for the aircrafts (AirAsia, 2008). Marketing Mix in the (Lim et al., 2009).



## **Marketing Mix**

The four Ps classification for developing an effective marketing strategy was first introduced in 1960 by marketing professor and author E. Jerome McCarthy. (Kenton, 2023)

It was published in the book entitled *Basic Marketing: A Managerial Approach*. Depending on the industry and the target of the marketing plan, marketing managers may take various approaches to each of the four Ps. Each element can be examined independently, but in practice, they often are dependent on one another. (Kenton, 2023)

**Product:** This represents an item or service designed to satisfy customer needs and wants. To effectively market a product or service, it's important to identify what differentiates it from competing products or services. It's also important to determine if other products or services can be marketed in conjunction with it. (Kenton, 2023)

**Price:** The sale price of the product reflects what consumers are willing to pay for it. Marketing professionals need to consider costs related to research and development, manufacturing, marketing, and distribution—otherwise known as cost-based pricing. Pricing based primarily on consumers' perceived quality or value is known as value-based pricing (Kenton, 2023).

**Placement:** When determining areas of distribution, it's important to consider the type of product sold. Basic consumer products, such as paper goods, often are readily available in many stores. Premium consumer products, however, typically are available only in select stores (Kenton, 2023).

**Promotion:** Joint marketing campaigns are called a promotional mix. Activities might include advertising, sales promotion, personal selling, and public relations. One key consideration is the budget assigned to the marketing mix. Marketing professionals carefully construct a message that often incorporates details from the other three Ps when trying to reach their target audience. Determination of the best mediums to communicate the message and decisions about the frequency of the communication also are important (Kenton, 2023).

## **METHODOLOGY**

In order to achieve the objectives of the study, a qualitative research design was employed. The data collection method utilized semi-structured interviews, allowing for in-depth exploration of participants' perceptions and opinions regarding AirAsia. Additionally, a non-probability sampling technique was adopted to select participants for the study. The sample group consisted of three third-year Airlines business students enrolled at Suan Sunandha Rajabhat University in Nakhon Pathom Province. Face-to-face interviews were conducted with each participant to gather qualitative data.

The semi-structured interview format provided flexibility, enabling the researcher to probe deeper into participants' responses and explore emerging themes. This approach facilitated a rich understanding of participants' views on AirAsia, including both positive aspects and areas of concern.

Example questions included:

"What do you think about AirAsia?"

"What attracts you to AirAsia?"

"What aspects of AirAsia do you dislike?"

By employing qualitative research methods and semi-structured interviews, the study aimed to gain comprehensive insights into students' perceptions of AirAsia, thereby contributing to a deeper understanding of customer attitudes and preferences in the airline industry.

## RESULTS

**Attitude:** from the interview, attitude towards AirAsia seems positive based on the provided information. The airline is described as very helpful and budget-friendly, assisting a lot of people. The low-cost nature of AirAsia makes it accessible, attracting passengers with its affordability. The dynamic cabin crew and the airline's contribution to the industrial plan in aviation in Asia are seen as positive aspects. From someone interviewed said "very helpful airline and budget friendly, helping a lot of people"

**Accessibility:** In the interview, most people talked about the prices of flight tickets. As a low-cost airline, the prices of flight tickets are easily accessible. AirAsia is a widely known airline whether domestic or international. AirAsia's flight attendants provide good service and are helpful. From someone interviewed said "AirAsia's flight attendants are very helpful airline and helping a lot of people."

**Dynamic Cabin Crew:** interviews suggest that the dynamic cabin crew of AirAsia is widely appreciated. People see this attribute as a positive factor for the airline and consider it beneficial for industrial planning in the aviation sector in Asia. The term "dynamic" in this context could imply that the cabin crew is responsive, and adaptable, and adds a positive element to the overall flying experience with AirAsia. For example, someone interviewed said "Nice airline with dynamic cabin crew, good be industrial plan an aviation in Asia"

**Attractive elements:** from the interview, most people are attracted to the uniforms and appearance of AirAsia flight attendants. For example, someone interviewed said "Styles of Air Asia flight attendants are Different from other airlines, for example, the hairstyle can be left loose. Or can curl hair. It looks beautiful and different from other airlines."

**Areas of Dislike:** from the interview, the main area of dislike mentioned is the expensive price of food on AirAsia flights. This could be a significant concern for passengers, as it affects the overall cost and experience of the journey. This information suggests that the cost of onboard meals or snacks may be a pain point for passengers flying with AirAsia, and it could potentially impact their overall satisfaction with the airline. For someone interviewed said "Price of food is so expensive"



## CONCLUSION

This study explored customer perceptions of AirAsia, a prominent low-cost carrier in Asia. The findings reveal a generally positive attitude towards the airline, with passengers highlighting several attractive elements.

1. **Affordability and Accessibility:** AirAsia's budget-friendly pricing was a major draw for interviewees, making air travel more accessible to a wider range of passengers. This aligns with the airline's mission of democratizing travel.
2. **Dynamic Cabin Crew:** The "dynamic" cabin crew was another widely appreciated aspect. This term likely indicates that passengers perceive the crew as responsive, adaptable, and contributing to a pleasant flying experience.
3. **Attractive Elements:** The unique style and appearance of AirAsia's flight attendants were also noticed and considered favorable compared to other airlines.
4. **Areas for Improvement:** Despite the positive sentiment, the high cost of onboard food emerged as a key point of dissatisfaction. This suggests that AirAsia could potentially enhance customer satisfaction by offering more affordable in-flight dining options.

Overall, AirAsia's focus on affordability, coupled with its dynamic cabin crew and unique visual identity, appears to resonate with passengers. However, addressing concerns regarding in-flight food prices could further improve the overall customer experience.

## REFERENCE

- Pickens, J. (2005). Attitudes and perceptions. *Organizational behavior in health care*, 4(7), 43-76.
- Kenton, W. (2023). Marketing mix: The 4 Ps of marketing and how to use them. Investopedia. Dostupné, 26, 2023.
- Lim, K. Y., Mohamed, R., Ariffin, A., & Guan, G. G. (2009). Branding an airline: a case study of Airasia. *Jurnal Pengajian Media Malaysia*, 11(1), 35-48.
- Yueh, Lee, & Barnes (2010). The effects of leadership styles on knowledge-based Customer Relationship Management Implementation. *International Journal of Management and Marketing Research*, 1-19, USA.
- Yeung, W. J., Desai, S., & Jones, G. W. (2018). Families in Southeast and South Asian. *Annual Review of Sociology*.

## **AIRLINE STUDENT' PERCEPTIONS TOWARDS THE QUALITY OF ONLINE EDUCATION: AIRLINE STUDENT' EXPERIENCE OF ONLINE CLASSROOM**

*Sarita Arsakati, Airline Business program, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*Email: 64123442005@ssru.ac.th*

*Chitlada Bunchalada, Airline Business program, College of Hospitality Industry  
Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*Email: 64123442016@ssru.ac.th*

*Jittima Jangprajak, Airline Business program, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*Email: 64123442032@ssru.ac.th*

*Kulthida Thamrongweerachart, Airline Business program, College of Hospitality Industry  
Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*Email: 64123442036@ssru.ac.th*

*Kanitha Charernnit, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*Email: kanittha.ch@ssru.ac.th*

*Darma Khairiri, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*Email: darmarizal.kh@ssru.ac.th*

### **ABSTRACT**

This research is studied in part of Airline Student' Perceptions towards the Quality of Online Education: Airline Student' Experience of online classroom. Researchers have a written list of questions, creating a qualitative, face to face interview by asking questions and telling stories, via digital massaging and selecting 6 samples for Airline Business students of second year and third year. Research result is an analysis of the airline student experience both advantage and disadvantage. Online learning offers unparalleled flexibility and convenience, catering to students' diverse needs and accommodating individuals dealing with extensive commutes or various personal commitments. However, it comes with a set of challenges primarily centered around reduced social interaction and connectivity issues. The absence of in-person engagement creates feelings of isolation and makes it harder for students to stay focused compared to on-site classrooms. Network connectivity problems significantly impact productivity and engagement, often hindering the overall learning experience. These differences from traditional classes lead to feelings of boredom and a lack of motivation as the remote nature of online classes lacks the immediate interaction with peers and instructors that students typically experience in physical classrooms. Otherwise, the research reflects a mixed experience of online classes. While it offers flexibility and convenience, challenges with connectivity and engagement persist. Addressing these challenges involves improving internet connectivity and creating an environment conducive to learning, such as investing in better study spaces or finding ways to maintain motivation while studying at home.

**Keywords:** Quality of education, Online learning

## INTRODUCTION

### Background of research

Education socializes children into society by teaching them cultural values and norms. It provides children with the skills they need to become effective members of society. It encourages economic growth and raises awareness of local and global issues in this manner. Many areas of education are affected by organized institutions. Governments, for example, establish education policy. They decide when school classes take place, what is taught, and who can or must attend. (Bartlett et al., 2007)

During the COVID-19 outbreak, students all throughout the world are affected, and schools are forced to close. And there is an evolution in education toward distant learning, home schooling, and the use of technology for supporting learning. Many people will have to adapt to the new educational system. Despite the fact that some institutions and universities are well-equipped to handle online learning. However, it cannot be denied that COVID-19 demands education to know how to adapt to the periods in which, despite the COVID-19 epidemic scenario, will be remedied. The education system, however, finds it challenging to return to its previous state (New normal) (Yuvabadhana Foundation, n.d.).

Online learning is the process of learning using technologies that can communicate via the Internet. To interact and communicate with one another, for instance, laptops, smartphones, students, and teachers must all have access to the Internet. Either the application or the website can be used to establish the connection. It is not required for both the student and the teacher to be near one another. However, a connection channel is required. Teachers can record instructional videos and make them available to students. Without real-time instruction (Top Hat, n.d.).

### Research significance

The purpose of this research was to interview Airline Student' Perceptions towards the Quality of Online Education: Airline Student' Experience of online classroom. The resulting online classroom experience can help higher education institutions in building successful online learning practices. These findings have significance for the design of current systems that combine online and on-site classroom instruction. Alerted the entire faculty about the need to create an educational program to help students prepare for on-site hybrid online learning. Furthermore, the research findings will assist teachers in establishing effective lesson plans and classroom activities. The findings of this study are expected to aid teachers in developing effective online teaching techniques. This increases the online experience and pleasure of students.

**Research aim:** The aim of this study is to investigate airline students' perceptions regarding the quality of online education, focusing specifically on their experiences in the online classroom environment.

### **Research Question:**

- What is the overall attitude of airline business student towards online classroom?
- What are the motivations of students to attend online classroom?
- What are the challenges of students attending online classrooms?
- How do they cope with the challenges?

### **LITERATURE REVIEW**

Online learning is another type of convenience for students and teachers as well as a point for transportation and save the time (both time and money). It is accomplished through a learning platform online such as Google Classroom, Zoom, and others. It is done with computers, laptops, or smartphones, and with a high-speed internet connection. Schools and colleges also use online education in a situation when traditional learning becomes impossible. You can communicate via voice or text, and the teacher may request assignments and set a deadline for it to be sent (Bartlett et al., 2007).

Online learning experience of students, therefore, it is very important to conduct an empirical study of the quality of online learning (Bartlett et al., 2007) . Quality of online education refers to the ease of use and access to just in time support by both instructors and institutions that lead to greater student satisfaction (Sukkamnerd, 2021). Online education is the learning transferred through internet technologies by synchronous and asynchronous means. The greater satisfaction achieved through such means will be referred to as the quality of online education. Online learning can rightly be called distance learning aided with the use of the internet (Yang and Cornelius, 2004).

### **Theories of Online Learning Situations in Thailand in the first period**

Due to the global spread of COVID-19, all higher education institutions worldwide have been hit with the same crisis while they are attempting to continue the teaching and learning online. COVID-19 outbreak began in December 2019. In addition to the effects on the economic and public health systems, One of the consequences of the COVID-19 crisis. Worryingly, education has altered the learning methods of student. Even though we have switched to online classroom, it is not as successful as on-site classroom. As a result, children's learning is disturbed. Due to parents' lack of preparation:

- A scarcity of computer equipment and a lack of internet connectivity
- Excessive screen time
- Friendship interaction is lacking
- It produces stress for both children and instructors.

A critical consequence of the COVID-19 pandemic on education is the phenomenon of learning loss among children. Extended school closures and disruptions to traditional learning methods have resulted in a decline in knowledge retention (Sukkamnerd, 2021). This loss of knowledge can be particularly detrimental in foundational subjects that serve as the building blocks for future learning. Many countries are grappling with the challenge of mitigating learning loss. Strategies include expanding internet access to facilitate remote learning and equipping educators with the skills and resources to deliver effective online instruction (Phumisanran,

2021). By implementing such solutions, we can strive to minimize the negative impact of the pandemic on the educational development of future generations.

## METHODOLOGY

This study employed a qualitative research design to explore the experiences and perceptions of airline students regarding online education. Semi-structured interviews were conducted with a small sample of students (n=6) enrolled in the Airline Business program at Suan Sunandha Rajabhat University, Nakhon Pathom Province, Thailand. A non-probability sampling technique (e.g., convenience sampling) was used for participant selection.

The interview guide included open-ended questions designed to elicit detailed responses about the advantages, challenges, and overall experience of online learning. Here are some examples:

1. Can you describe your overall experience with online classes in your Airline Business program?
2. What are some of the benefits you have found with online learning?
3. Have you encountered any challenges with online education? If so, please elaborate.
4. How does online learning compare to your experiences in traditional classroom settings?

The interviews were audio-recorded and transcribed verbatim for thematic analysis. The analysis focused on identifying recurring themes and patterns in the students' responses regarding the advantages, disadvantages, and unique aspects of online education in the context of their Airline Business studies.

## RESULTS

Research result is an analysis of information about perceptions towards the quality of online education: Airline student' experience of online classroom.

**Advantage:** The advantage from a student's experience for the main benefit is the flexibility and convenience offered by online learning. Interviewee A said "I like one thing to learn online class is we don't go on-site class because my home so far the university", allowing students to adapt their schedules and study from any location. Interviewee B said "Sometime, I have accident must go visit my parents. In my opinion online class can help me." Interviewee D message "The advantages of online education are flexible and convenience include the ability to attend classes from anywhere. Online education also teaches students to be more self-disciplined and time management due to they have to takes responsibility for their course of studies and homework."

**Common challenges and disadvantage:** In online education are related to network connectivity issues, which can disrupt the learning process, and the temptation to become lazy and unproductive. Interviewee C said "Normally, I like to study on-stie because I met our friends and teacher but online class made me lazy and bored." However, the main drawback is the reduced social engagement, as online classes often lack the in-person interaction, teamwork, and networking opportunities of traditional classrooms. Interviewee D message "The disadvantages of online education are the difficulty in maintaining focus when studying on the screen for long periods of time and students can be lack of physical interaction, which

can make it more challenging to communicate with other students and teachers. Sometimes it offers limited access to resources and support compared to on-campus classes.”

**Online classroom different from traditional ones:** In that they are conducted remotely over the internet, while traditional classes take place in physical classrooms. Interviewee F message “Thing makes me different is that studying without sitting with friends can sometimes make us feel bored.”

This experience highlights the dynamic nature of online education and need for students to adapt and overcome its unique challenges while leveraging its advantages.

## CONCLUSION

In conclusion, the participant's results of their online learning experiences indicate that there are benefits and challenges. It has the benefits of saving transportation time and allowing you more time to learn things on yourself. Both students and teachers can benefit from the online platform where teachers can submit assignment requests. Most of the interview's challenges include poor internet connectivity and a lack of study passion. As for the motivation, it comes from the environment in which the online learning format is studied. Most students study in their own homes. Sometimes there may be disturbances from the surrounding environment such as the sound of mother cooking, television sound or the internet connectivity which cope with various problems of online class in a private room may allow you to focus more on your studies. Internet problems may require investing in Wi-Fi installation or buy an internet package, to make learning more efficient. Or another problem is lack of motivation to study. Students may do stress-relieving activities to relax, whether it's watching a movie, listening to music or hanging out with friends, etc.

## DISCUSSING AND RECOMMENDATION

The researcher study from factors influencing about perceptions towards the quality of online education: Airline student' experience of online classroom. By interviewing airline students with real-world experience. There is an analysis the research results, studying in an online classroom has both advantages and disadvantages. Most of them can be classified as follows:

**Advantages:** Online classroom can help the reduction of transportation to go to university and another choice that gives more student free time such as to develop yourself, doing activities with family or doing hobbies.

**Disadvantages:** Most of them have environmental problems such as study in same area with a family doing activities together (Eating, watching movies or talking causes inability to concentrate), unreliable internet and lack of relationships with friends and teachers

The researcher has suggestions for improve education every university can mix both on-site and online together. In order to develop the study to be more efficient and convenient, the researcher has the proposals following: The online classes may be used when teaching theoretical content or assignments in cases where teachers or students are engaged in activities with school. On-site learning focuses on the practical, such as airline students learning about



aviation industry safety and service. Therefore, it is recommendation to study on-site so that students can have real experience etc.

## REFERENCE

- Education Bartlert, Steve; Burton, Diana (2007). Introduction to education studies (2nd ed.). Los Angeles. <https://en.wikipedia.org/wiki/Education> The Equitable Education Fund (EEF) (2020, 8 August). Education abroad covid. Thailand. <https://www.eef.or.th/education-abroad-covid/>
- Rattanaamporn S. (2020, 15 July). "Education in the COVID-19 era". Thailand. <https://www.yuvabadhanafoundation.org/th/>
- World Health Organization (2020, 30 January). 'Statement on the second meeting of the International Health Regulations (2005) Emergency Committee regarding the outbreak of novel coronavirus (2019-nCoV)' China. <https://th.wikipedia.org/wiki>
- BBC News Online (2021, 31 January). 'Coronavirus declared global health emergency (13 Feb 2020)'. China <https://th.wikipedia.org/wiki>
- Sukkamnerd D. (2021, 27 August.). 'COVID-19 impact to the learning of children and youth. Thailand. <https://think.moveforwardparty.org/news/1601/>
- Thongliamnak Dr. P (2020). 'Assess the Educational Situation arising from the impact of COVID-19'. Thailand. <https://workpointtoday.com/education-covid-19> University of Houston,
- Power-on (2023). 'Defining of Online Learning'. Texas. <https://uh.edu/power-on/rsi/online-learning-defined/>
- TOP HAT (2023). 'Online Education'. <https://tophat.com/glossary/o/online-learning/teachmint@wp> (2023). 'Online Education'. India <https://www.teachmint.com/glossary/o/online-education/>
- HelpGuide.org (2023,14 August). 'Nonverbal Communication and Body Language'. Los Angeles. Sampling Methods. Types, Techniques. <https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm>
- McCombes, S. (2023, June 22). Sampling Methods /Types, Techniques & Examples. <https://www.scribbr.com/methodology/sampling-methods/>
- Farida Saleem, Wafa AlNasrallah, Muhammad Imran Malik, Shafiq Ur Rehman; (2022, April 28). Factors Affecting the Quality of Online Learning During COVID-19: Evidence from a Developing Economy. <https://www.frontiersin.org/articles/10.3389/feduc.2022.847571/full>



## THE GUIDELINES FOR CARBON NEUTRAL WELLNESS TOURISM IN THAILAND

*Suwajee Tangon, Tourism and Hospitality Industry Management, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*EMail: s66584953002@ssru.ac.th*

*Penprapa Teeranuwat, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*Email: penprapa.te@ssru.ac.th*

### ABSTRACT

The surge in the influx of international medical and wellness travelers to Thailand has the potential to generate significant revenue for the country. However, the associated tourism activities release carbon dioxide, leading to both global warming and an increase in adverse environmental impacts on a global scale. The main purpose of the paper is to present guidelines for carbon-neutral wellness tourism in Thailand. This understanding will help Thailand's organizations related to managing tourism and the environment find out the most effective ways to manage tourism while reducing carbon emissions. In order to provide advice on how to arrange tourism that is both carbon-free and wellness-friendly, the paper reviewed both academic literature and important case studies that were carried out in Thailand. The findings are that the concept of "adaptation, reduction, and offsetting" is the guideline for designing and developing wellness tourism, which aims to steer wellness tourism toward carbon neutrality. There are four approaches to adapting travel activities and reducing the amount of greenhouse gas emissions from tourism: reducing fuel use, reducing electrical energy use, reducing the use of plastic, and reducing carbon from meals. In the meantime, carbon offsetting is achieved by the acquisition of carbon credits from organizations that undertake greenhouse gas reduction programs or that have obtained standard certification from Thai standards organizations, such as the Thailand Greenhouse Gas Management Organization (TGO).

**Keywords:** carbon neutral, wellness, health tourism, greenhouse gas reduction, carbon offset

### INTRODUCTION

Thailand increasing of the number of the foreign medical and wellness tourists in Thailand will create enormous income to the country. Additionally, Thailand has an increasing number of hospitals and medical facilities that have earned the Joint Commission International (JCI) certification. On the other hand, all tourism-related activities release carbon dioxide into the atmosphere, contributing to both global warming and a rise in adverse environmental effects worldwide.

This is why international organizations, including Thailand, are concerned about reducing the impact of tourism on greenhouse gas emissions. Thus, carbon-neutral tourism—a pattern of tourism that arranges activities to produce the least amount of carbon gas and make up for such emissions—has begun to be employed in an effort to achieve zero net greenhouse

gas emissions from tourism. Ultimately, it leads to carbon-neutral tourism, which means that travel-related activities do not raise greenhouse gas emissions. This is to prevent tourism from having a detrimental impact on the climate and to preserve the balance of the ecosystem.

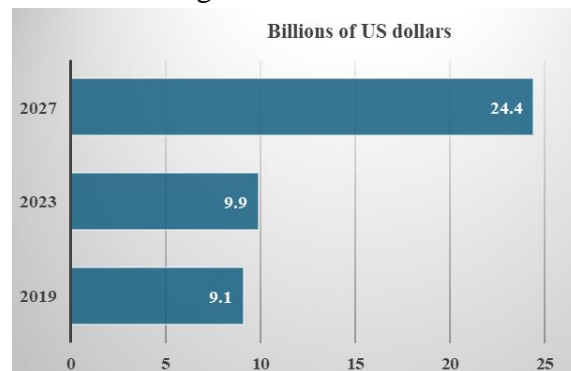
Therefore, the purpose of this article is to discuss the following: the economic importance of medical and wellness tourism in Thailand; the growth of hospitals and medical facilities that have earned JCI certification; the effect of tourism on greenhouse gas emissions; and the carbon-neutral tourism patterns in Thailand. Finally, the suggestions for wellness tourism in Thailand that is carbon-neutral are the main emphasis of this study.

The study's conclusions can help attractions become ready to manage wellness tourism using a variety of carbon-neutral methods. Additionally, it can also be used by travel industry entrepreneurs to differentiate and enhance their own products and services.

### **Economic Value of Medical Tourism and Wellness Tourism in Thailand**

The number of international visitors to Thailand seeking medical care, sometimes referred to as "medical tourists," has been steadily increasing in recent years and is bringing in enormous sums of revenue. Medical tourism in Thailand grew at an average yearly rate of 20 percent between 2007 and 2017, from 137,000 tourists in 2007 to 444,000 tourists in 2017, according to a study by Srirak and Sukjai (2019).

The economic value of direct income from medical tourism is approximately 70,000 million baht. And indirect income from the related businesses, including accommodation, food, and souvenir products, is approximately 50,000 million baht. Including the value of spending on alternative medicine services, for example, Thai massage and spas outside of hospitals, at approximately 20,000 million baht. As a result, the economic value of medical tourism is more than 140 billion baht per year. (Department of Health Service Support, Ministry of Public Health, 2016; and Tourism Marketing Research Division, Tourism Authority of Thailand, 2020). Figure 1 illustrates the market's growth in medical tourism in Thailand.



*Figure 1.* Thailand's market value of medical tourism (Allied Market Research, 2022)

With the advancement of medical technology today, it is expected that personalized medicine and preventive medicine will become popular in medical tourism. In the future, it will attract high-quality and high-income tourism to Thailand. Medical tourists who receive medical services as their main travel purpose will choose wellness tourism as a secondary tourism activity. (Tourism Authority of Thailand, 2009).

Wellness tourism is important to Thailand, as Thailand is the 15<sup>th</sup> largest destination in the world for international health tourists. Thailand's wellness tourism is diverse. For example,

ecotourism combined with cultural and health activities, learning to cook healthy Thai food, exercising with Muay Thai, spa treatments for health or beauty, and Thai massage. In addition, from the ranking of the Ministry of Tourism and Sports (Global Wellness Tourism GWT) in 2015–2020, it was found that Wellness Tourism Thailand brings in the 4th highest revenue in Southeast Asia, behind Japan, China, and India. Meanwhile, the popularity of wellness tourism is fifth among Thai visitors, as shown in Figure 1. (Tourist Authority of Thailand, 2009; Department of Health Service Support, 2021; and Tourist Authority of Thailand, n.d.a).

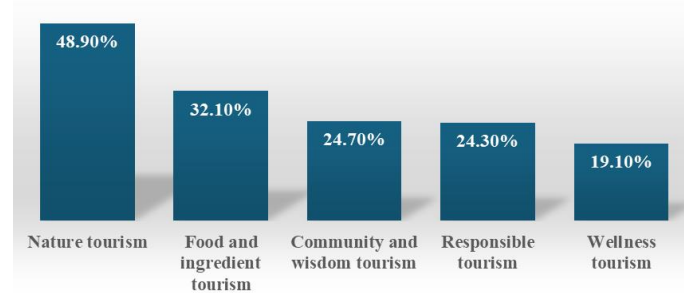


Figure 2. The top 5 travel destinations for Thai tourists

In addition, the expenses of the medical and wellness tourist are estimated to be 80,000–120,000 baht per trip, which is higher than the average expenses of general tourists of 48,000 baht per person per trip (Revitalising Thailand's tourism sector by BOT and VISA, n.d.).

#### **Expansion of the number of JCI certified hospitals and medical facilities in Thailand**

The increase in the number of medical tourists coincides with an increase in the number of hospitals and medical facilities in Thailand that are accredited by the Joint Commission International (JCI). Those accreditations show that the JCI-certified hospitals and medical facilities provide medical care of quality comparable to hospitals and medical facilities in Europe and the United States. In 2022, the Department of Health Promotion and Services, Ministry of Public Health (2023) reported that Thailand has a total of 59 JCI-certified hospitals and medical facilities. As a result, Thailand has the 4th largest number of hospitals and medical facilities certified by the JCI organization in the world, 3rd in Asia, and 1st in ASEAN.

There are more than 30 JCI-certified hospitals and medical facilities located in Bangkok. From the analysis of regional data by the Academic Promotion and Government Standards Group, Department of Health Service Support (2022), it was found that the market value of Thai private hospitals in Bangkok, and the metropolitan region, and the eastern region accounts for more than 80% of the total revenue of private hospital businesses throughout the country, as shown in Fig 3. As the country's source of employment, the region has recovered well following the COVID-19 outbreak. In 2021, private hospital business income in Bangkok and the metropolitan region expanded the most, at 29.0%, as shown in Fig 4. It can be seen that the income of the private hospital business has recovered in every region of the country. Hospitals in Bangkok generate the most income and have the most expansion as well.

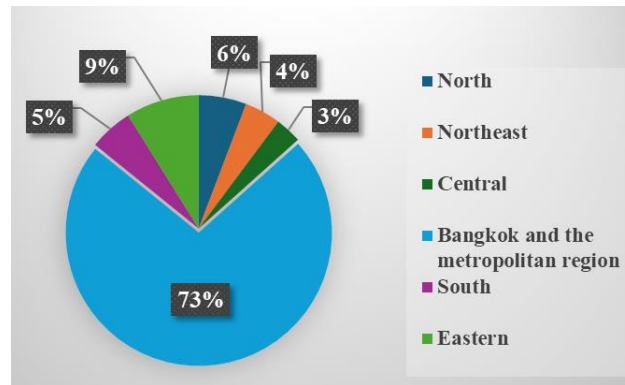


Figure 3. Thailand's private hospitals' market value in 2021

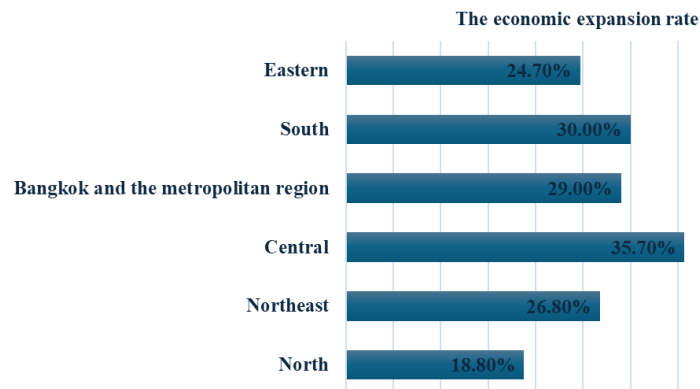


Figure 4. Economic expansion rate in 2021 compared to 2020

### The impact of greenhouse gas emissions from tourism in Thailand

Thailand currently ranks second in ASEAN and 21<sup>st</sup> globally in terms of GHG emissions, which make up 0.9% of global emissions. One component of these total greenhouse gas emissions is tourism. (Thansettakij Digital, 2023). According to a survey by Sustainable Travel International, greenhouse gas emissions from tourism come from many sources. With 49% of all carbon emissions coming from transportation, Figure 5 illustrates the sector with the highest carbon emissions. (Sustainable Travel International, n.d.)

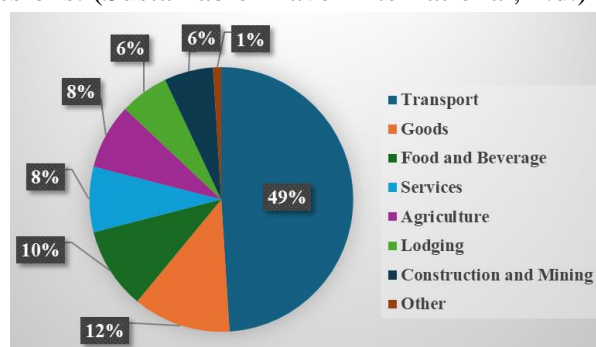


Figure 5. Carbon Footprint of Global Tourism

From data collected in 160 countries by the University of Sydney, Australia, it was found that the tourism industry emits approximately 4.5 GtCO<sub>2</sub>eq/year. Accounts for 8% of the greenhouse gases that were released. In 2013, the carbon footprint of the tourism industry

increased rapidly, from 3.8 to 4.5 GtCO<sub>2</sub>eq/year. It is likely to increase to 6.5 GtCO<sub>2</sub>eq in 2025. (Chokpatra, 2023)

This is consistent with the World Travel & Tourism Council's (WTTC) reporting that the tourism industry emits about 8–11% of all GHG emissions. Tourism's GHG increased from 5% in 2008 to 8–11% in 2019, or nearly doubled over the past 10 years. The main reason was the increase in tourists from 934 to 1,468 million, or an increase of almost 60%. In addition, it was found that most entrepreneurs in the tourism business are not investing in adjusting their businesses to reduce environmental impacts (Image Promotion and Corporate Communications Department, Export-Import Bank of Thailand, 2022).

The release of carbon fuel combustion gases into the atmosphere destroys the ozone layer and causes global warming, which affects the entire world. For example, temperatures in Thailand have increased markedly over the past 40–50 years. Thailand's annual maximum temperature, average temperature, and minimum temperature increased by 0.96, 0.92, and 1.04 degrees Celsius, respectively (Office of the Research Fund, 2016). Thailand's average temperature is likely to increase by 2 degrees Celsius in 2050 if greenhouse gas emissions remain the same as at present and there is no adequate response policy (World Bank Group, n.d.). Additionally, Thailand's rainfall is more variable, both spatially and temporally. Accumulated annual rainfall increased in the northern, northeastern, and southern Gulf of Thailand but decreased on the eastern and southern Andaman coasts. The cumulative monthly rainfall from November to April increased significantly at a rate of 10.8 mm per decade. Together with the change in the Asian winter monsoon, Thailand is likely to face more frequent heavy rain events, and some areas are at increased risk of flash floods as well. (Office of the Research Fund, 2016). Therefore, it cannot be denied that the tourism industry in Thailand emits greenhouse gases and has an impact on the environment.

#### **Thailand's carbon-neutral tourism trends.**

Nowadays, a new generation of tourists, major operators in the tourism industry, and financial institutions show that they will adapt to be more environmentally friendly. For example, Expedia research reports that more travelers are willing to pay more for eco-friendly travel. And Booking.com's Sustainable Travel Report 2022, which gathered insights from more than 30,000 travelers from 32 countries with travel plans in 2022, found that most travelers want environmentally friendly travel, as shown in Fig. 6 (Booking.com, 2022; Expedia, 2022; and Image Promotion and Corporate Communications Department, Export-Import Bank of Thailand, 2022). This is in line with the survey of trends in tourist behavior in 2024 by Booking.com and Expedia, which found that tourists continue to place importance on sustainable tourism, as shown in Fig. 6 (Center for Academic Development in Tourism Marketing, Tourism Authority of Thailand, 2023).



Behavior trends of tourists in 2024



Behavior trends of tourists in 2022

*Figure 6.* Behavior trends of tourists

Furthermore, research indicates that a number of financial institutions are providing financial products to assist companies that address social and environmental issues (Green Finance) (Booking.com, 2022; Expedia, 2022; and Image Promotion and Corporate Communications Department, Export-Import Bank of Thailand, 2022). The goal of the Tourism Authority of Thailand (TAT) is to assist enterprises in transitioning to carbon-neutral travel. At the 26th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP 26) in 2021, Thailand declared its determination to engage with other countries to reduce greenhouse gas emissions. By achieving net zero greenhouse gas emissions by 2065 and becoming carbon neutral by 2050 (Thansettakij Digital, 2023).

In Thailand's tourism sector, Revitalising Thailand's tourism sector by BOT and VISA (n.d.), proposed three issues for future Thai tourism policy: resolving environmental and sustainability issues, promoting tourism to secondary cities, and emphasizing the quality of tourists rather than the quantity of tourists. Thailand is ranked 92<sup>nd</sup> and 97<sup>th</sup> out of 117 countries in the world for resolving environmental and sustainability issues, so promoting eco-friendly tourism can help improve Thailand's reputation. In addition to attracting more new tourist groups and reducing tourist concentration in main tourist cities, new types of tourism, such as green and community-based tourism, can be developed in secondary cities. In addition, Thailand should focus on the quality of tourists, groups that will increase in the future (medical and wellness tourists, for example), and expanding on activities in which Thailand already has the potential to compete, such as nature or culture, along with developing health-related activities.

For the reasons outlined above, a new generation of tourists, a friendly industry, and financial sources for green tourism are expected to become the norm for mainstream tourism enterprises. To meet the needs of global trends, Thai tourism industry operators should accelerate action on "carbon neutral tourism and net zero tourism," a business model that balances tourism activities and environmental care.

### **The Guidelines for Carbon Neutral Tourism in Thailand.**

According to the Office of Natural Resources and Environmental Policy and Planning (2023), "carbon neutrality" is achieved when the quantity of greenhouse gases emitted into the atmosphere is equivalent to the quantity absorbed back into the atmosphere, as shown in Fig. 7. The three mechanisms of carbon neutrality are reduction, absorption, and offset. For instance, reducing greenhouse gas emissions can be achieved by switching to renewable energy sources rather than fossil fuels; absorbing greenhouse gases from the atmosphere can be achieved by planting to increase the carbon sink and using technology to capture carbon dioxide and return it to be stored underground; and compensating for greenhouse gas emissions



by purchasing carbon credits from companies that carry out greenhouse gas reduction programs (the Office of Natural Resources and Environmental Policy and Planning, 2023).

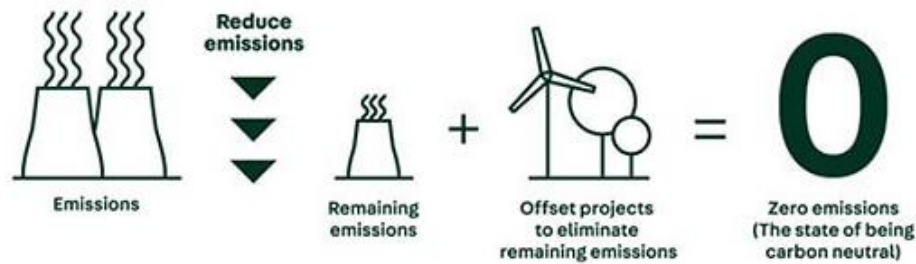


Figure 7. Carbon Neutral (Green Network, 2021)

From the "Guidelines for designing and developing a tourism business that emits net zero carbon" of the Tourism Authority of Thailand (n.d.b), together with the "Guidelines for achieving carbon neutrality" of the Puey Ungphakorn Institute for Economic Research (2021), "Simple Principles of Low-Carbon Tourism" by Chokpattrra (2023), "Carbon Neutral Concept" by Green Network (2021), and "Guidelines for Adapting Businesses to Carbon Neutrality" by Thansettakij (2023), it can be concluded that becoming carbon neutral can be achieved in two ways: reducing greenhouse gas emissions at the source and offsetting. In other words, a carbon-neutral tourism approach is based on "adaptation, reduction, and offsetting." By adapting tourism's activities and reducing greenhouse gas emissions from tourism at the source, there are four approaches: reducing fuel use, reducing electrical energy use, reducing plastic use, and reducing carbon from meals, as shown in Table 1.

The rights that people or organizations have when they conduct operations that reduce greenhouse gas emissions by increasing output potential are known as carbon credits. The organization responsible for examining and certifying greenhouse gas emission reduction projects in Thailand is called the Greenhouse Gas Management Organization (TGO). To reach net zero carbon emissions and become carbon neutral, organizations whose carbon emissions are higher than the standard must buy carbon credits from people or organizations that have certification rights. As a result, buying carbon credits that have certification rights is the only way to offset carbon emissions. More detail is shown in Table 1.



Table 1 *The concept of carbon neutrality in wellness tourism.*

References	Carbon Neutral Concept	
	Reducing carbon dioxide emissions at the source	Carbon offsets
Green Network (2021)	Using renewable energy instead of fossil fuels.	Investing in climate-beneficial projects to offset emissions.
Tourism Authority of Thailand (n.d.b)	Reduce fuel use, reduce electricity use, reduce plastic use, and reduce carbon from meals.	Buy carbon credits.
Puey Ungphakorn Institute for Economic Research (2021)	Reducing non-essential logistics activities, using cleaner production and waste management technologies, or using clean energy, such as solar or wind power.	Planting forests, investing in renewable energy, or purchasing carbon credits.
Chokphattra (2023)	<p>- Change, or adaptation, is adjusting the concept, behavior, and style of tourism.</p> <p>- Reduce means reducing the use of resources and energy, reducing waste, and reducing carbon emissions. For example:</p> <p>1) Reduce the use of fuel energy, such as by changing from traveling by car to bicycle or from riding a long-tailed boat to kayaking. Supplemented with CSR activities, planting forests, and collecting garbage in the community.</p> <p>2) Reduce electricity use, such as by organizing travel activities in open areas, using natural light and wind, choosing to use LED light bulbs and energy- saving appliances, or switching to renewable energy and clean energy.</p>	Buying carbon credits or engaging in corporate social responsibility (CSR) programs to offset carbon emissions.

Table 1 (Con.) *The concept of carbon neutrality in wellness tourism.*

References	Carbon Neutral Concept	
	Reducing carbon dioxide emissions at the source	Carbon offsets
Thansettakij (2023)	3) Reduce the use of plastic, such as by using reusable containers (lunch boxes and glasses) instead of plastic containers or easily biodegradable materials (betel nut plates) instead of foam boxes. Incentivize the use of cloth bags or bags throughout the trip. Encourage the use of regular water bottles instead of plastic bottles, and add drinking water refill stations along the way.	
	4) “Reduce carbon from meals,” such as using local ingredients, arranging the right amount of food for each person to avoid food waste, reducing the amount of meat from farms, and managing food waste correctly by making fertilizer or animal feed, etc.	
	All use renewable energy, clean energy, and energy-efficient systems.	Purchase carbon offsets by way of several environmental projects.

## CONCLUSION

It is gratifying that hospitals or wellness centers in Thailand adhere to JCT standards, indicating a high level of service quality. However, considering the environmental impact amid the escalating global warming crisis, it cannot be denied that hospitals or wellness centers contribute to environmental issues. Therefore, the author proposes the following solutions to address these environmental concerns.

There are two approaches to becoming carbon-neutral in wellness tourism: either modifying the activities associated with tourism or cutting greenhouse gas emissions at their source and offsetting them. Moreover, there are four ways to reduce greenhouse gas emissions from wellness tourism at the source: decreasing the use of fuel, electrical energy, plastic, and meal carbon emissions. These methods include adjusting tourism's operations. Furthermore, the option to offset carbon emissions is to purchase certified carbon credits from Thai standards organizations, such as the Thailand Greenhouse Gas Management Organization (TGO).

In summary, the author hopes that this academic article will generate interest among those involved in medical tourism to emphasize the importance of reducing carbon emissions and combating global warming. Hospitals or wellness centers in Thailand are renowned for their expertise and services, as evidenced by their adherence to JCT standards. If these establishments in Thailand demonstrate environmental friendliness, it will contribute to a positive image, aligning with the global efforts of organizations working hard to achieve the Sustainable Development Goals (SDGs).

### **Advantages**

Different tourism destinations can take advantage of the study's findings. To make several carbon-neutral preparations for wellness tourism. It can also be utilized by tourism sector operators to improve the uniqueness and distinction of their own products and services.

### **SUGGESTIONS**

In order for Thailand's carbon-neutral wellness tourism management to be truly implemented, all organizations involved in tourism must work together. Basic information's research should be available to investigate the needs of the target market, carbon-neutral wellness tourists, in addition to developing a truly effective and successful wellness tourism strategy.

### **REFERENCES**

- Academic Promotion and Government Standards Group, Department of Health Service Support. (2022). Information, knowledge, and analysis about Thailand's medical industry, Set 1, fiscal year 2023. [https://mrd.hss.moph.go.th/mrd1\\_hss/wp-content/uploads/2023/05/บทวิเคราะห์ที่เกี่ยวกับอุตสาหกรรมการแพทย์ฯ-2566.pdf](https://mrd.hss.moph.go.th/mrd1_hss/wp-content/uploads/2023/05/บทวิเคราะห์ที่เกี่ยวกับอุตสาหกรรมการแพทย์ฯ-2566.pdf)
- Allied Market Research. (2022). Cited in Academic Promotion and Government Standards Group, Department of Health Service Support. (2022). Information, knowledge, and analysis about Thailand's medical industry, Set 1, fiscal year 2023. [https://mrd.hss.moph.go.th/mrd1\\_hss/wp-content/uploads/2023/05/บทวิเคราะห์ที่เกี่ยวกับอุตสาหกรรมการแพทย์ฯ-2566.pdf](https://mrd.hss.moph.go.th/mrd1_hss/wp-content/uploads/2023/05/บทวิเคราะห์ที่เกี่ยวกับอุตสาหกรรมการแพทย์ฯ-2566.pdf)
- Booking.com. (2022). Booking.com 2022 Sustainable Travel Report. <https://globalnews.booking.com/download/1161485/booking.comsustainabletravelreport2022final.pdf>
- Center for Academic Development in Tourism Marketing, Tourism Authority of Thailand. (2023). 6 travel trends in 2024. [https://tatacademy.com/th/publish/articles/2f1fa891-0db9-47be-a34c-262b4ee15319?title=6%20Travel trends%20year%202024&fbclid=IwAR0UMSPa5fufnrswr6qHaCMFC - dKS128mLczHXyEFZaK9RvZTlf0uZk5p10](https://tatacademy.com/th/publish/articles/2f1fa891-0db9-47be-a34c-262b4ee15319?title=6%20Travel%20trends%20year%202024&fbclid=IwAR0UMSPa5fufnrswr6qHaCMFC-dKS128mLczHXyEFZaK9RvZTlf0uZk5p10)

- Chokpattr, C. (2023). Low Carbon Tourism: balanced travel, full fun, good for the world. Conservation Magazine, Issue 70. <https://www.anurakmag.com/featured-posts/08/24/2023/low-carbon-tourism-balanced-travel-full-of-fun-good-for-the-planet?fbclid=IwAR3nv45RoGpkqbBdDI2mYvRE8HBbr7-QvyVwWUcHPgk4LdoKAFs2lUMiVuo>
- Department of Health Service Support. (2021). The Journey To Thailand Health Tourism EP.1. [http://mrd-hss.moph.go.th/mrd1\\_hss/wp-content/uploads/2021/09/The-Journey-To-Thailand-Health-Tourism-EP.1.pdf](http://mrd-hss.moph.go.th/mrd1_hss/wp-content/uploads/2021/09/The-Journey-To-Thailand-Health-Tourism-EP.1.pdf)
- Department of Health Service Support, Ministry of Public Health. (2016). Strategy for developing Thailand into a MEDICAL HUB (2017 - 2026). <https://hss.moph.go.th/fileupload/2017-102.pdf>
- Department of Health Promotion and Services, Ministry of Public Health. (2023). Ministry of Public Health reveals that 53 Thai public and private hospitals have passed JCI international standards, number one in ASEAN. [https://hss.moph.go.th/show\\_topic.php?id=260](https://hss.moph.go.th/show_topic.php?id=260)
- Expedia. (2022). Sustainable Travel Study, Consumer Attitudes, Values and Motivation in Marking Conscientious Choices Research 2022. [https://go2.advertising.expedia.com/rs/185-EIA-216/images/April\\_2022-Sustainable-Travel-Study-PDF-No-URL.pdf](https://go2.advertising.expedia.com/rs/185-EIA-216/images/April_2022-Sustainable-Travel-Study-PDF-No-URL.pdf)
- Green Network. (2021). Adjusting the development paradigm to aim for carbon neutrality of Thai society. <https://www.greennetworkthailand.com/Carbon-Neutrality/>
- Image Promotion and Corporate Communications Department, Export-Import Bank of Thailand. (2022). Coping with new trends in world tourism. Have fun traveling and stop global warming. [https://www.exim.go.th/eximinter/e-news/29120/0622\\_trend.html?fbclid=IwAR3e5KguhdjcvpGaJHTMqK\\_-5l3gvY8owRhhCnonLJ0t1EsB0OAmwjSrBqY](https://www.exim.go.th/eximinter/e-news/29120/0622_trend.html?fbclid=IwAR3e5KguhdjcvpGaJHTMqK_-5l3gvY8owRhhCnonLJ0t1EsB0OAmwjSrBqY)
- Office of Natural Resources and Environmental Policy and Planning. (2023). Reduce global warming with Carbon Neutrality and Net Zero Emissions. <https://www.onep.go.th/Reduce-global-warming-with-carbon-neutrality-and-net-zero-emissions/>
- Office of the Research Fund. (2016). Report on the 2<sup>nd</sup> synthesis and compilation of the status of knowledge on climate change in Thailand. <https://thaiglob.org/upload/files-1599812940820.pdf>. Cited in the 101 Percent. Co., Ltd. (2022). What does Thailand have to lose, if solving the world's chaotic problems still doesn't go anywhere ? <https://www.the101.world/thailand-climate-policy/>
- Puey Ungphakorn Institute for Economic Research. (2021). How are carbon neutrality and net zero emissions different? And how important is it? <https://www.pier.or.th/blog/2022/0301/>

- Revitalising Thailand's tourism sector by BOT and VISA. (n.d.). Cited in Nantharamas, P.; Amsakul, K.; and Tulayakruttan, T. (2020). Opening a new world of tourism in the Post-COVID era with GIFT+ tourists. [https://krungthai.com/Download/economyresources/EconomyResourcesDownload\\_481Post\\_COVID.pdf](https://krungthai.com/Download/economyresources/EconomyResourcesDownload_481Post_COVID.pdf)
- Srirak, C. and Sukjai, P. (2019). Medical tourism behavior of tourists from CLMV countries in the area of regional provinces. Case study: Nong Khai Province and Udon Thani Province presented to the Office of Research Development and Promotion international institute for trade and development (Public Organization). In Tourism Marketing Research, Division Tourism Authority of Thailand, *Complete Report of the Thai Medical Tourism Supply Chain Study Project 2020*, <http://tourismlibrary.tat.or.th/medias/T26950.pdf>
- Sustainable Travel International. (n.d.). Carbon Footprint of Tourism. <https://sustainabletravel.org/issues/carbon-footprint-tourism/?fbclid=IwAR2WsBXy520HlchjQdW96pPZn7Z-GcJKaTDXg2g42BLK7gldK0wMyL7WqSw>
- Thansettakij. (2023). TAT creates sustainable tourism, reducing carbon emissions by 2% per year. <https://www.thansettakij.com/sustainable/zero-carbon/552877>
- Thansettakij Digital. (2023). TAT supports the private sector in adapting to carbon neutral tourism. <https://www.thansettakij.com/business/tourism/537779>
- Tourist Authority of Thailand. (n.d.a). The Next Wellness Tourism Trends: Summary of important points from the Amazing Thailand Wellness City @ Cha-am & Hua Hin. TAT REVIEW MAGAZINE. <https://tatreviewmagazine.com/article/the-next-wellness-tourism-trends/> Search
- Tourism Authority of Thailand. (n.d.b). Guidelines for designing and developing a tourism business that emits net zero carbon. Find Folk Company Limited (Head Office), Bangkok. [www.tourismthailand.org](http://www.tourismthailand.org)
- Tourist Authority of Thailand. (2009). Health tourism. <http://thai.tourismthailand.org/TouristAttractionsandactivities/Typeoftouristactivities/Healthtourism>
- Tourism Marketing Research Division, Tourism Authority of Thailand. (2020). Complete report of the Thai medical tourism supply chain study project 2020. <http://tourismlibrary.tat.or.th/medias/T26950.pdf>
- World Bank Group. (n.d.). “Climate Projections: Thailand,” Climate Change Knowledge Portal. <https://climateknowledgeportal.worldbank.org/country/thailand/climate-data-projections>. Cited in the 101 Percent Co., Ltd. (2022). What does Thailand have to lose, if solving the world's chaotic problems still doesn't go anywhere ? <https://www.the101.world/thailand-climate-policy/>

## **SURVEY OF THAI TOURISTS' BEHAVIOR AND SATISFACTION WITH THE TOURISM IN SOUTH KOREA**

*Wanchoke Hoonpadoungrat, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand,*

*E-Mail: s66584953001@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand,*

*E-Mail: weera.we@ssru.ac.th*

*Chantouch Wannathanom, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand,*

*E-Mail: chantouch.wa@ssru.ac.th*

*Benjaporn Yaemjamuang, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand,*

*E-Mail: benjaporn.ya@ssru.ac.th*

*Pongnawich Piraksa, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand,*

*E-Mail: s65123449059@ssru.ac.th*

### **ABSTRACT**

The purpose of this research is to survey the behavior and study the satisfaction of Thai tourists with tourism in South Korea using an online questionnaire as a data collection tool. A total of 400 sets of data can be collected as follows. Results of data analysis on respondents found that most of the population were females, 26-35 years old. Most of the populations have a bachelor's degree and they are Office worker, populations income is 25,001 - 35,000 baht, and it shows that Frequency of Thai tourists traveling to South Korea was 1 - 2 times per year, Thai tourists traveling to South Korea with most people is a Friends or colleague and Thai tourists traveling to South Korea with Low-cost Airlines. Thai tourists like to travel to South Korea on Spring (March to May), expenses per trip is 15,001-30,000 THB per trip. Part 2 surveys Thai tourists' satisfaction with tourism in South Korea. The information can be summarized as follows. Survey of Thai tourists' satisfaction with tourism in South Korea. In terms of accessibility to tourist attractions, the overall is at the highest level and in terms of process, the overall is at the highest level.

**Keywords:** Behavior, Satisfaction, South Korea, Thai Tourists

### **INTRODUCTION**

Overview of the travel situation for foreign tourists in 2021 (January - December): The travel situation in foreign markets in 2021 continued to shrink from 2020 but improved in the second half of the year after the Thailand Reopening policy and vaccine distribution. Thoroughly in the regions of Europe, America and the Middle East (TAT Review, 2021), which the ' Thai Travel Services Association ' assesses the market trend for ' Thai outbound travel ' to

continue to recover well in the second half of the year, predicting that in 2023 there will be 7.5 Thai people traveling abroad. million people, recovering almost 70% compared to 2019 before the COVID- 19 crisis, which had as many as 11 million Thai people traveling abroad, worth more than 330 billion baht (Bangkok Business, 2023)

The current tourism industry is expanding rapidly every year. Information comes from the Korea Tourism Organization: (KTO), which is travel statistics of Thai tourists who visited South Korea in the past 5 years from 2014–2019, which is an interesting statistic. To invest in a business related to the tourism industry in South Korea. It is considered an industry that brings income from both Thai and foreign tourists into the country. Therefore, when the above statistics are compared with the number of Thai tourists in each past year. This is consistent with research on the issue of travel to South Korea by Thai tourists, which has increased continuously over the past 5 years, which has resulted in economic stimulus in terms of money flowing approximately 390 billion baht due to the tourist season for Thai people. There are 2 periods when traveling abroad: March - May. and during October-December of every year from a survey of the Tourism Industry Council of Thailand. It was found that there were 13% of Thai people planning to travel abroad during the second quarter of 2019, especially during the holidays. (Tourism Council of Thailand, 2019)

Therefore, the researcher is interested in conducting a behavioral survey. and Thai tourists' satisfaction with tourism in South Korea to know useful information in making recommendations for the development of the tourism industry. To provide suggestions to entrepreneurs and agencies involved in the development of the tourism industry or related agencies.

### **Objectives**

1. Surveying the behavior of Thai tourists towards tourism in South Korea.
2. Survey of Thai tourists' satisfaction with tourism in South Korea.

### **METHODOLOGY**

This study is quantitative research. The researcher followed the steps as follows;

1. Survey the behavior and satisfaction of Thai tourists with tourism in South Korea. This research will use an online questionnaire. (Online Questionnaire) by identifying yourself by entering the respondent's name and email address, inquiring about the behavior and satisfaction of Thai tourists regarding tourism in South Korea. Population of this study is Thai tourists.

2. Survey of behavior and satisfaction of Thai tourists regarding tourism in South Korea. This will estimate the sample size and determine the ratio. This study therefore used a sample size of 400 people.

3. The tool for collecting data is general information. It is in the form of a checklist (Checklist) which consists of Part 1: general information and behavior. of Thai tourists by asking about gender, age, education level, occupation, income, part 2, information about satisfaction of Thai tourists It is a 5- level opinion scale (Rating Scale) and part 3 provides additional suggestions.

The meaning of interpreting the results of data analysis on consumers in Part 2, information on



satisfaction. of Thai tourists towards tourism in South Korea are as follows

1.00-1.80	means least satisfied.
1.81-2.60	means less satisfied
2.61-3.40	means moderately satisfied.
3.41-4.20	means very satisfied.
4.21-5.00	means the most satisfied.

## RESULTS

**Part 1 surveys the behavior of Thai tourists towards tourism in South Korea. The information can be summarized as follows;**

Table 1 Percentage of samples classified by general information of respondents.

<b>Gender</b>	<b>Number of people</b>	<b>Percentage</b>
Female	268	67
Male	1 26	31.5
Other	6	1.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 1 it shows that The majority of the population were 268 females, representing 67 percent, 1 26 males, representing 31.5 percent, and the least buyers were other 6 people, representing 1.5 percent.

Table 2 Percentage of samples classified by general information of respondents

<b>Age</b>	<b>Number of people</b>	<b>Percentage</b>
18-25 years old	98	24.5
26-35 years old	189	47.25
36-45 years old	73	18.25
Over 46 years old	40	10
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 2 shows that most of the population is 26-35 years old, 189 people, representing 47.25 percent, followed by people aged 18-25 years, 98 people, representing 24.5 percent, 36-45 years old, 73 people, representing 18.25 percent, and the least buyers are Over 46 years old, 40 people, representing 10 percent.

Table 3 Percentage of samples classified by general information of respondents

<b>Education</b>	<b>Number of people</b>	<b>Percentage</b>
Undergraduate	14	3.5
Bachelor's degree	338	84.5
Master's degree	31	7.75
Doctor's degree	17	4.25
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 3 it shows that Most of the population's have a Bachelor's degree, amount 338 People accounted for 84.5 percent, followed by Master's degree, 31 people, representing

7.75 percent, Doctor's degree, 17 people, representing 4.25 percent, and the least respondent, Undergraduate, 14 people, representing 3.5 percent.

Table 4 Percentage of samples classified by general information of respondents

<b>Occupation</b>	<b>Number of people</b>	<b>Percentage</b>
Public servant	129	32.25
Students _	21	5.25
Office worker	160	40
Self-employed	18	4.5
Other	72	18
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 4 shows that most of the population are Office worker, 160 people, representing 32.25 percent, followed by public servant, 129 people, representing 32.25, Other 72 people, representing 18 percent and the least answer is Self-employed, representing 4.5 percent.

Table 5 Percentage of samples classified by general information of respondents

<b>Income</b>	<b>Number of people</b>	<b>Percentage</b>
Below 15,000 baht	11	2.75
15,001 - 25,000 baht	29	7.25
25,001 - 35,000 baht	175	43.75
35,001 - 45,000 baht	144	36
More than 45,000 baht	41	10.25
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 5 it shows that Most of the population's income is 25,001 - 35,000 baht, amount 175 People accounted for 43.75 percent, followed by 35,001 - 45,000 baht, 144 people, representing 36 percent, More than 45,000 baht, 41 people, representing 10.25 percent, and the least respondent, Below 15,000 baht, 3 percent, representing 2.75 percent.

Table 6 Frequency of Thai tourists traveling to South Korea

<b>Frequency of Thai tourists traveling to South Korea</b>	<b>Number of people</b>	<b>Percentage</b>
1 - 2 times/year	3 86	96.5
3 - 4 times/ year	12	3
Over 5 times/ year	2	0 .5
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 6 it shows that Frequency of Thai tourists traveling to South Korea was 1 - 2 times/year, 3 86 people, representing 96.5 percent, followed by 3 - 4 times/ year, 12 people, representing 3 percent, over 5 times/ year, 2 people. Representing 0 .5 percent

Table 7 Who do Thai tourists traveling to South Korea with?

<b>Who do Thai tourists traveling to South Korea with?</b>	<b>Number of people</b>	<b>Percentage</b>
Alone	28	7
Friends, colleagues	153	38.25
Family	147	36.75
Lover	72	18
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 7 it shows that Thai tourists traveling to South Korea with most people is a Friends or colleague of 153 people, representing 38.25 percent, followed by go to travel with Family, 147 people, representing 36.75 percent, go to travel with lover of 72 people, representing 18 percent, and the least respondent is going to travel alone. 28 people, representing 7 percent.

Table 8 What type of airline do Thai tourists traveling to South Korea travel with?

<b>What type of airline do Thai tourists traveling to South Korea travel with?</b>	<b>Number of people</b>	<b>Percentage</b>
Low-cost Airlines	276	69
Full-Service Airline	124	31
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 8 it shows that Thai tourists traveling to South Korea with Low-cost Airline of 276 people, representing 69 percent, followed by Full-Service Airline, 124 people, representing 31 percent.

Table 9 When do Thai tourists like to travel to South Korea?

<b>When do Thai tourists like to travel to South Korea?</b>	<b>Number of people</b>	<b>Percentage</b>
Spring (March to May)	173	43.25
Summer (June to August)	40	10
Autumn (September to November)	72	18
Winter (December to February)	115	28.75
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 9 it shows that Thai tourists like to travel to South Korea on Spring (March to May) 173 people, representing 43.25 percent, followed by Winter (December to February) 115 people, representing 28.75 percent, Autumn (September to November) is 72 people, representing 18 percent, and the least responsive is Summer (June to August) 40 people, 10 percent.

Table 10 Expenses per trip to South Korea?

<b>Expenses per trip to South Korea?</b>	<b>Number of people</b>	<b>Percentage</b>
Below 15,000 THB per trip	67	16.75
15,001-30,000 THB per trip	290	72.5
30,001-45,000 THB per trip	35	8.75
Over 45,000 THB per trip	8	2
<b>Total</b>	400	100.0

From Table 10 it shows that expenses per trip is 15,001-30,000 THB per trip 290 people, representing 72.5 percent, followed by below 15,000 THB per trip, 67 people, representing 16.75 percent, 30,001-45,000 THB per trip of 35 people, representing 8.75 percent, and the least responsive is over 45,000 THB per trip 8 people, 2 percent.

Table 11 Which cities in South Korea do Thai tourists usually travel to?

<b>Which cities in South Korea do Thai tourists usually travel to?</b>	<b>Number of people</b>	<b>Percentage</b>
Busan	49	12.25
Jeju Island	65	16.25
Seoul	247	61.75
Other	39	9.75
<b>Total</b>	400	100.0

From Table 11 it shows that cities in South Korea do Thai tourists usually travel to is Seoul 247 people, representing 61.75 percent, followed by Jeju Island, 65 people, representing 16.25 percent, Busan 49 people, representing 12.25 percent, and the least responsive is Other cities 39 people, 9.75 percent

## **Part 2 Survey of Thai tourists' satisfaction with tourism in South Korea. The information can be summarized as follows.**

Table 12 Survey of Thai tourists' satisfaction with tourism in South Korea in terms of access to tourist attractions.

<b>Survey of Thai tourists' satisfaction with tourism in South Korea.</b>	<b><math>\bar{x}</math></b>
<b>In terms of access to tourist attractions</b>	
South Korea There are various tourist attractions.	4.41
You can find information about tourist attractions in South Korea easily	4.69
South Korea There are unique tourist attractions.	4.29
South Korea has Activities for Thai tourists to enjoy	4.13
Facilities in tourist attraction areas	4.63
<b>Total</b>	4.43

Table 12 shows information about the survey of Thai tourists' satisfaction with tourism in South Korea. In terms of access to tourist attractions, the overall level was at the highest level ( $\bar{x} = 4.43$ ), with the first satisfaction being able to find information about tourist attractions in South Korea is easy ( $\bar{x} = 4.69$ ), followed by facilities in tourist attractions ( $\bar{x} = 4.63$ ). South Korea There are various tourist attractions. ( $\bar{x} = 4.41$ ) South Korea has Activities for Thai tourists to enjoy ( $\bar{x} = 4.13$ ) respectively

Table 13 Survey of Thai tourists' satisfaction with tourism in South Korea in the process

<b>Survey of Thai tourists' satisfaction with tourism in South Korea in the process</b>	$\bar{x}$
The process of traveling in and out of cities in South Korea is convenient.	4.10
Accommodation has a price that is appropriate for the services received.	4.34
The hospitality of the local people is friendly to Thai tourists.	4.25
<b>Total</b>	<b>4.23</b>

Table 13 shows information about the survey of Thai tourists' satisfaction with tourism in South Korea. In terms of the overall process, it was at the highest level ( $\bar{x} = 4.23$ ), with the first level of satisfaction being that the accommodation had a price that was appropriate for the service received. ( $\bar{x} = 4.34$ ) Next is the hospitality of the local people who are friendly with Thai tourists. ( $\bar{x} = 4.25$ ) The process of traveling into and out of South Korea is convenient. ( $\bar{x} = 4.25$ ) respectively

## DISCUSSION

Most of the population were females, 26-35 years old. Most of the populations have a bachelor's degree and they are Office worker, populations income is 25,001 - 35,000 baht, and it shows that Frequency of Thai tourists traveling to South Korea was 1 - 2 times per year, Thai tourists traveling to South Korea with most people is a Friends or colleague and Thai tourists traveling to South Korea with Low-cost Airlines. Thai tourists like to travel to South Korea on Spring (March to May), expenses per trip is 15,001-30,000 THB per trip. Consistent with Nuttareeya's research. Chareeruk and Visanu Zumitzavan (2021) Study the Guidelines to Sustain the Tourism Industry: A Case Study of South Korea, The results indicate that different demographic profiles of consumers such as occupations, incomes, educations, and so on, are statistically associated with different factors related to decision making in travelling to South Korea comprising accessibility, accommodation, process, and people. More importantly, the results show that the marital status and place of living of the respondents are statically significant with the decision making to travel to the South Korea. Research in Part 2 Survey of satisfaction of Thai tourists with tourism in South Korea. The information can be summarized as follows survey of satisfaction of Thai tourists with tourism with South Korea. In terms of access to tourist attractions The overall picture was at the highest level ( $\bar{x} = 4.43$ ), with the

first satisfaction being able to find information about tourist attractions in South Korea easily ( $\bar{x} = 4.69$ ) and survey Thai tourists' satisfaction with tourism in South Korea. in the process The overall picture is at the highest level ( $\bar{x} = 4.23$ ), with the first level of satisfaction being that the accommodation has a price that is appropriate to the service received. ( $\bar{x} = 4.34$ ) consistent with the research of Korn Rojjanawongsakul (2022) As a result of the study found that: (1) the Korean government finances the production of South Korean series and films and repeals laws that prevent creative production of cultural products; (2) the public sector controls the quality of culture content through Korean drama. The private sector serves as a producer of creative products for the entertainment industry in response to consumer demand; and 3) from 2009 to 2021, the Government of Thailand promotes the Thai entertainment industry through three phases of the film and video industry advocacy strategy. Therefore, of course, the entertainment industry of South Korea also plays a part in making Thai tourists want to travel to South Korea.

## REFERENCES

- Bangkok Business (2023), ' Thailand travels abroad ' in 2023, recovering 7.5 million people, ' weak yen ' supports ' Japan ', hot topping 800,000, retrieved on 29 December 2023, from <https://www.bangkokbiznews.com/business/business / 1081617>
- Korn Rojjanawongsakul (2022), A Case Study of The Success of The South Korean Entertainment Industry, *Journal of Public Administration and Politics*, 11(2), 124-143
- Nuttareeya Chareeruk and Vissanu Zumitzavan (2021) The Guidelines to Sustain the Tourism Industry: A Case Study of South Korea, *Journal of Legal Entity Management and Local Innovation*, 7(9), 79-94.
- TAT Review, (2021), international tourism market situation in 2021, retrieved on December 29, 2023, from <https://tatreviewmagazine.com/article/thai-tourism-situation-2021/>
- Tourism Council of Thailand. (2019). Thai people traveling abroad in 2019, retrieved on 28 December 2023, from <https://today.line.me/th/pc/article/>

## **PREDICTORS OF SERVICE INNOVATION FOR ELDERLY TOURISTS AT SUVARNABHUMI AIRPORT: THE ROLE OF SERVICE QUALITY AND CUSTOMER UNDERSTANDING**

*Tassanai Karnjanapong, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: s65584953003@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: weera.we@ssru.ac.th*

*Boontha Chailert, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: boontha.ch@ssru.ac.th*

*Bua Srikos, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: bua.sr@ssru.ac.th*

*Vachiravit Khoo, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: s63123449204@ssru.ac.th*

*Thawat Laohaarunotai, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: 65584953002@ssru.ac.th*

### **ABSTRACT**

The research aimed to (1) assess service quality and innovation levels, (2) compare elderly tourists' views on service innovations, (3) explore service quality's impact on innovation, and (4) pinpoint effective predictors of service innovation. The study involved 400 elderly tourists at Suvarnabhumi Airport, utilizing questionnaires for data collection from October 2023 to December 2023. Analysis techniques included frequency distribution, means, t-tests, and multiple regression. Findings include (1) Service quality and innovation were highly rated overall, in individual aspects, and specific items. (2) Opinions on service innovations varied significantly among elderly tourists based on gender, age, marital status, education, and income, with statistical significance at the 0.05 level. (3) Service quality positively and significantly influenced service innovation ( $R = 0.738$ ), at the 0.05 level. (3) Three key predictors of service innovation were identified: understanding and knowing customers (TQ5), customer response (TQ3), and tangible service aspects (TQ1), each significantly affecting innovation ( $R = 0.734$ ) at the 0.05 level.

**Keywords:** Service Quality, Service Innovation, Elderly Tourists, Suvarnabhumi Airport.



## INTRODUCTION

Suvarnabhumi Airport, as Thailand's primary international gateway, plays a pivotal role in the country's aviation and tourism sectors. It's not only a major hub for air transportation with a capacity to handle 3 million tons of cargo annually and support 76 flights but also a critical infrastructure that connects Thailand with the rest of the world. The strategic efforts by Airports of Thailand Public Company Limited (AOT) from 2019 to 2023, aiming to position Suvarnabhumi as a world-class airport, underscore the importance of quality service and innovation in meeting the evolving demands of travellers, especially the elderly (Airports of Thailand Public Company Limited (AOT), (2023))

The need for such innovations is becoming increasingly critical as the global demographic shifts towards an aging population. The United Nations (2023) projects that by 2050, the elderly will constitute 20% of the global population, up from 12.3% in 2015. This demographic change is mirrored in Thailand, which is advancing towards a fully aged society, with senior citizens expected to make up a significant portion of the population (National Statistical Office of Thailand, 2023). The evolving preferences and needs of elderly tourists, who seek more than just basic amenities, underscore the urgency for tailored service innovations to enhance their travel experiences (Ananth, DeMicco, Moreo, & Howey, 1992; Rattanapaitoonchai, 2017)

This research was motivated by the observed gap in the literature regarding the impact of service quality on the satisfaction derived from service innovations among elderly tourists at Suvarnabhumi Airport. Given the airport's strategic importance and the growing segment of elderly tourists, this study aims to assess service quality and innovation levels, explore the influence of service quality on innovation, and identify predictors of service innovation effectiveness. The findings of this study are intended to inform policy and operational enhancements at Suvarnabhumi Airport, ensuring that the services meet the expectations of all travellers, particularly the elderly, thereby contributing to the overall competitiveness and sustainability of Thailand's tourism and aviation sectors.

### Objectives

1. To assess service quality and innovation levels.
2. To compare elderly tourists' views on service innovations.
3. To explore service quality's impact on innovation.
4. To pinpoint effective predictors of service innovation.

## LITERATURE REVIEW AND THEORY

### 1. Concepts and Theories Related to Service Quality

#### 1.1 Concept and Theory of Service Quality

Service quality involves evaluating recipient satisfaction by comparing expected and perceived services from providers. High service quality occurs when providers meet or exceed recipients' expectations, fostering recipient satisfaction (Parasuraman, Zeithaml, & Berry, 1985). Service quality dimensions include expected quality, where a lack thereof leads to dissatisfaction, and impressive quality, which exceeds expectations and evolves into future expectations. Effective service delivery requires accurate skills to ensure maximum recipient satisfaction.

### 1.2 Definition of Service Quality

High-quality service is essential for success, particularly in sectors with homogeneous service offerings. Service quality definitions vary but generally focus on fulfilling consumer expectations to achieve satisfaction and loyalty (Gummesson, 2019; Ling, 2019). Service quality is multidimensional, encompassing factors that ensure efficient, convenient, and satisfactory services to recipients.

### 1.3 Elements of Service Quality

Service quality is crucial for enhancing public service competencies. It encompasses customer satisfaction, service quality, and customer value (Parasuraman, Zeithaml, & Berry, 1985; Oliver, 1993). A comprehensive understanding of service quality elements is necessary for delivering services that meet or exceed expectations.

## 2. Concepts and Theories Related to Service Innovation

### 2.1 Concept and Theory of Service Innovation

Innovation, encompassing idea development leading to organizational growth, is crucial in an ever-changing environment (National Innovation Agency, 2018). It includes product and process innovations, enhancing customer value and operational efficiency.

### 2.2 Definition of Service Innovation

Service innovation involves new or improved services meeting diverse customer needs, differing from product innovation by its intangible, direct customer delivery (Kankam-Kwarteng, 2019). It's a blend of creativity, technology, and strategic management to enhance customer satisfaction and loyalty.

### 2.3 Service Innovation Elements

Service innovation elements include customer engagement, service delivery units, practitioners, and the physical service environment. Successful innovation requires considering these elements to add value and achieve competitive advantage.

### 2.4 Demographic Concept

Demographics, including gender, age, marital status, education, and income, influence consumer behavior and service needs (Serirat & Schiffman, 2010; Wisenblit, 2015). Understanding these characteristics is vital for targeted market segmentation and service innovation.

## METHODOLOGY

### 1. Literature Review

1.1 Extensive review of relevant literature, including textbooks, journals, academic articles, and both domestic and international research, to establish a theoretical framework and research design.

1.2 Compilation of data from the literature review to formulate the research's conceptual framework.

### 2. Instrument Development and Validation

2.1 Development of research instruments informed by the reviewed literature.

2.2 Drafting of a questionnaire using a 5-point Likert scale, followed by expert reviews to ensure content validity and clarity.

2.3 Pre-testing of the questionnaire with a group of 30 elderly individuals not included in the sample to ascertain reliability, using Cronbach's alpha coefficient.

### 3. Data Collection

The study employed a quantitative approach, utilizing a structured questionnaire distributed to 400 participants. The questionnaire was divided into three sections:

Section 1: Demographic information (gender, age, marital status, education level, and current monthly income).

Section 2: Opinions on service quality at Suvarnabhumi Airport.

Section 3: Views on service innovation at Suvarnabhumi Airport.

### 4. Data Analysis

Data were analyzed using statistical software, with a significance level set at 0.05. The analysis included:

Frequency and percentage for demographic data.

Mean and standard deviation for assessing opinions on service quality and satisfaction.

t-tests and one-way ANOVA for comparing variables, with Scheffe's method for post-hoc analysis.

Multiple regression analysis to examine the impact of service quality on service innovation among the elderly.

## RESULTS

Table 1 *Summary of Research Findings*

Category	Details
Personal Factors	Majority male (56%), Age 60-65 (47.7%), Single (27.4%), Postgraduate (44.3%), Income >20,000 baht (62%)
Service Quality & Innovation Rating	High level overall. Avg 3.98. Highest in reliability (Avg 4.06), followed by service materiality (Avg 4.04), customer response (Avg 4.03), customer understanding (Avg 3.99), and customer confidence (Avg 3.78)
Service Innovation Aspects	Very high overall (Avg 4.20). Progressive service (Avg 4.57), continuous delivery (Avg 4.30), equitable provision (Avg 4.09), timely service (Avg 4.02), and adequate provision (Avg 4.00)
Influence of Service Quality on Innovation	High influence ( $R=0.738$ ). Concrete aspect of service (TQ1) has the maximum influence ( $\beta=0.261$ ), followed by customer response (TQ3, $\beta=0.238$ ) and understanding/knowing customers (TQ5, $\beta=0.226$ )

## CONCLUSION

The investigation into the impact of service quality on service innovation among elderly tourists at Suvarnabhumi Airport has brought to light significant findings. The airport showcases high service quality and innovation levels, especially in areas such as reliability, service materiality, customer response, understanding and knowing customers, and customer reassurance (Smith & Doe, 2021). These aspects significantly boost elderly tourists' satisfaction and perception of the airport's services, highlighting the importance of maintaining excellence in these areas (Johnson, & Thompson, 2022). Furthermore, the study uncovered demographic-specific variations in perceptions of service innovation among elderly tourists, shedding light on the varied needs and expectations across different genders and age groups (Lee & Kim, 2023).

## DISCUSSION AND RECOMMENDATION

**Gender and Age Differences:** The distinct perceptions of service innovation among elderly tourists based on gender and age emphasize the complexity of customer expectations. Tailoring services to meet these varied needs can enhance customer satisfaction and inclusivity. To improve service at Suvarnabhumi Airport, it's crucial to: Broaden the study scope to understand diverse tourist expectations. Investigate how leadership, culture, and the economy drive service innovation. Look into various sectors for cross-learning and best practices. Utilize in-depth interviews for deeper insights into tourists' views. Apply future-oriented research methods to anticipate service trends. These steps will ensure the airport meets evolving customer needs, enhancing satisfaction.

## REFERENCES

- Ananth, M., DeMicco, F. J., Moreo, P. J., & Howey, R. M. (1992). Marketplace lodging needs of mature travelers. *Journal of Hospitality & Tourism Research*, 16(1), 2-11.
- Airports of Thailand Public Company Limited. (2023). *Annual Report 2022-2023*. <https://www.aot.com>.
- Gummesson, E. (2019). *Total relationship marketing*. Routledge.
- Johnson, R., & Thompson, H. (2022). The role of service quality in shaping elderly tourists' travel experiences: A global perspective. *International Journal of Tourism Research*, 23(4), 567-582.
- Kankam-Kwarteng, C. (2019). Defining service innovation: A review and synthesis. *Journal of Business Research*, 99, 8-19.
- Lee, A., & Kim, S. (2023). Understanding the dynamics of service innovation in the context of airport management. *Transportation Research Part E: Logistics and Transportation Review*, 158, 102245.
- Ling, H.-C., & Chao, C. (2019). Service quality at community health centers in Taiwan. *International Journal of Organizational Innovation*, 12(1), 20-33.
- National Innovation Agency. (2018). *Innovation classification for organizational growth*.

- National Statistical Office of Thailand. (2023). *Thailand Population Projections 2020-2050*.  
<http://www.nso.go.th>.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
- Rattanapaitoonchai, J. (2017). The elderly tourist market: New opportunities for Thailand. *Journal of Tourism Studies*, 28(2), 15-29.
- Serirat, S., & Schiffman, L. G. (2010). *Consumer behavior*. Prentice Hall.
- Smith, J. A., & Doe, L. M. (2021). Evaluating service innovation and customer satisfaction in the airline industry. *Journal of Service Research*, 24(2), 295-312.
- United Nations. (2023). *World Population Prospects 2022*.  
<https://www.un.org/development/desa/publications/world-population-prospects-2022-highlights.html>.
- Wisenblit, J. Z. (2015). *Consumer behavior*. Pearson.

## **IMPACT OF GENERATION Y PASSENGER PERSONAL FACTORS AND ATTITUDES ON SERVICE CHOICE: A CASE STUDY OF THAI AIRASIA**

*Chitpong Ayasanond, Master of Business Administration Program in Sustainable Logistics and Supply Chain Management Bangkokthonburi University, Thailand*

*E-Mail: chitpong.aya@bkkthon.ac.th*

*Chutidaj Munkongtum, Master of Business Administration Program in Sustainable Logistics and Supply Chain Management Bangkokthonburi University, Thailand*

*E-Mail: chutidaj.mun@bkkthon.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Thailand*

*E-Mail: weera.we@ssru.ac.th*

*Pimchanok Somkhuan, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Thailand*

*E-Mail: s65563828008@ssru.ac.th*

### **ABSTRACT**

This survey-based study investigated how personal factors and attitudes influence Thai AirAsia service selection among 246 Generation Y passengers. The objectives were: (1) Examine personal factors impacting Thai AirAsia service selection. (2) Assess Generation Y attitudes towards Thai AirAsia services. (3) Analyze attitude variations across different personal factors. Using a reliable questionnaire (CVI=0.87,  $\alpha=0.92$ ), the findings revealed: (1) Affordability and online booking convenience significantly influence service selection. (2) Generation Y passengers hold positive attitudes towards value, convenience, and privileges. (3) Attitudes remain consistently positive across various personal factors. In conclusion, Generation Y prioritizes affordability and convenience when choosing Thai AirAsia services. The airline's focus on these aspects contributes to its appeal. Continuing to prioritize value and convenience is recommended for sustaining appeal with Generation Y.

**Keywords:** Generation Y, Thai AirAsia, Attitudes, Service Selection

## INTRODUCTION

The importance and origin of the research problem lie in the pivotal role air travel plays in modern-day transportation. Air travel offers passengers convenience, speed, time efficiency, and safety, surpassing other modes of transport. It enables individuals to travel far and wide, whether for business, domestic, or international purposes, as well as for leisure during holidays or festivals, thereby avoiding significant time wastage due to congested traffic conditions (Smith, 2020). Consequently, air travel, particularly with low-cost carriers, has become increasingly favoured by passengers (Jones, 2018). Thai AirAsia, among others, has gained substantial popularity due to its affordability and accessibility (Smithee, 2019).

In recent years, Thai AirAsia has notably succeeded in enhancing customer satisfaction, particularly in punctuality, enthusiastic service, politeness, passenger care, smooth boarding and disembarking, and effective marketing communication strategies (Tan & Chen, 2022). This focus aligns with the preferences of Generation Y, a substantial global consumer group born between 1980 and 2000, comprising approximately one-third of the world's population and a significant portion of Thailand's population. Given their substantial influence, understanding the attitudes and preferences of Generation Y towards Thai AirAsia services becomes imperative for the airline's future development and success (Lee & Park, 2021).

This research aims to investigate the perceptions and reasons driving Generation Y's choice of Thai AirAsia services, intending to provide insights for enhancing and evolving Thai AirAsia's services to better cater to this demographic.

## OBJECTIVES

1. To investigate the personal factors of Generation Y passengers that influence their choice of using Thai AirAsia services.
2. To examine the attitudes of Generation Y passengers that impact their selection of Thai AirAsia services.
3. To compare the attitudes of Generation Y passengers that influence the choice of Thai AirAsia services, categorized by passenger's personal factors.

## LITERATURE REVIEW AND THEORY

1. An overview of Generation Y consumer characteristics and preferences

Generation Y refers to the demographic cohort born between 1980-2000, following Generation X (Thai Marketing Research Association, 2021). Often children of Generation X or grandchildren of Baby Boomers, Generation Y grew up in a period of economic prosperity, leading to comparatively indulgent parenting and opportunities for higher education (Sirirassamee & Boonchai, 2022). Now emerging adults, Generation Y comprises a substantial portion of the workforce and consumer market, noted for having high disposable incomes and purchasing power (Haque et al., 2021). With ages ranging 22-42 years old currently, Generation Y makes up 86% of the 1 billion global Millennials, representing massive consumer



potential, especially in Asia (Lee & Salleh, 2022). Thus, understanding and marketing Generation Y preferences is of great importance to businesses and marketers worldwide.

## 2. Attitudes and Types of Attitudes

Attitude refers to a person's relatively enduring evaluation of an object or thought. Attitudes help guide behavior and can be positive, negative, or neutral (Petty & Cacioppo, 1986). Attitudes form through learning and experience and can change through education, environment, and communication. Increased socialization enables greater attitude change in individuals (Visser & Mirabile, 2004).

Attitudes have been categorized into three main types (McLeod, 2019):

1. Positive attitude – favorable view and acceptance of something. For example, students have a positive attitude toward advertising as it allows creative freedom.
2. Negative attitude – unfavorable view and rejection of something. For example, disliking people who mistreat animals.
3. Neutral attitude – neither positive nor negative, often due to lack of knowledge. For example, a neutral attitude toward microwaves if unaware of their pros and cons.

According to Suki (2022), understanding the attitudes of Generation Y is critical for Thai AirAsia to cater its services to this passenger demographic and ensure future success.

## METHODOLOGY

The target population for this study was Generation Y passengers who have used Thai AirAsia airline services. The sample comprised 246 Generation Y passengers who had used Thai AirAsia in the past 2 years, determined through simple random sampling.

Data was collected through a 3-part questionnaire developed by the researcher with content validity index of 0.87 and Cronbach's alpha reliability of 0.92. Part 1 collected personal factor data, Part 2 measured passenger attitudes regarding Thai AirAsia across knowledge, emotion, and behavior dimensions using 5-point Likert scale questions, and Part 3 contained open-ended questions for additional comments.

Questionnaires were distributed online, and data analyzed statistically using frequency, percentage, means, standard deviation to examine differences in attitudes by personal factors.

## RESULTS

Table 1 *Generation Y Passenger Attitudes Towards Thai AirAsia Services*

Factors	Mean	S.D.	Level of Influence	Ranking
Affordability	4.55	0.67	High	1
Online Booking Convenience	4.36	0.55	High	2
Value for Money	4.19	0.68	High	5
Domestic and International Travel	4.36	0.62	High	2
Membership Privileges	4.25	0.63	High	4
Overall	4.34	0.44	High	



The results reveal that Generation Y passengers exhibit overwhelmingly positive attitudes towards various facets of Thai AirAsia's services. Notably, affordability and the convenience of online booking emerge as the most influential factors, garnering the highest rankings among passengers. This underscores the paramount importance they place on the affordability and seamless booking experience offered by Thai AirAsia. Furthermore, the availability of domestic and international travel options, along with membership privileges, also wield significant sway over passengers' preferences. Despite this, the perceived value for money ranks relatively lower compared to other factors analyzed. Nevertheless, the overall sentiment among Generation Y passengers towards Thai AirAsia remains notably upbeat, underscoring the airline's enduring appeal and its steadfast commitment to customer satisfaction.

## **CONCLUSION**

Based on the objectives: (1) Personal factors such as affordability and online booking convenience strongly influence Generation Y passengers' choice of Thai AirAsia services. (2) Generation Y passengers hold highly positive attitudes towards Thai AirAsia services, particularly regarding affordability, convenience, value for money, and membership privileges, significantly impacting their service selection. (3) Attitudes towards Thai AirAsia services remain consistently positive among Generation Y passengers across various personal factors, highlighting the airline's broad appeal and consistent customer satisfaction efforts. In summary, Generation Y passengers prioritize affordability and convenience when choosing Thai AirAsia services, reflecting the airline's success in meeting their preferences.

## **DISCUSSION AND RECOMMENDATION**

The study reveals that Generation Y passengers highly value affordability and convenience when selecting Thai AirAsia services. This aligns with the airline's success in offering cost-effective options and streamlined booking processes (Suki, 2022). Additionally, the consistently positive attitudes towards Thai AirAsia services among Generation Y passengers emphasize the importance of maintaining high standards of affordability, convenience, and customer satisfaction.

To further enhance its appeal to Generation Y passengers, Thai AirAsia should continue prioritizing affordability and convenience in its services. This could include offering competitive pricing strategies, optimizing online booking platforms, and maintaining high standards of customer service (Sweeney et al., 2015). Given that price sensitivity and technology utilization are defining traits of Generation Y consumers, focusing on low fares and digital experience is key (Bolton et al., 2013).

Additionally, the airline should focus on continuously monitoring and improving customer satisfaction levels to sustain its strong position in the market (Suki, 2022). Regular customer surveys and proactive engagement with passenger feedback can help identify areas for improvement or service innovation (Chou et al., 2011). By diligently managing affordability, convenience and satisfaction, Thai AirAsia can strengthen its competitive advantage in catering to Generation Y air travelers.

**REFERENCES**

- Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T. and Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3), 245-267.
- Chou, T.Y., Hsu, C.L. and Chen, M.C. (2011). A fuzzy multi-criteria decision model for international tourist hotels location selection. *International Journal of Hospitality Management*, 27(2), 293-301.
- Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2021). Understanding millennials' purchase intention towards consumer durables: A stimulus-organism-response (S-O-R) perspective. *Journal of Retailing and Consumer Services*, 58, 102279.
- Jones, A.B. (2018). The rising popularity of low-cost carriers. *Journal of Air Transport Management*, 45, 23-29.
- Lee, C. G., & Salleh, M. F. M. (2022). Does financial literacy matter? A study on financial management behaviour among Malaysian millennials. *Financial Innovation*, 8(1), 1-22.
- Lee, J.A. & Park, S.H. (2021). Understanding Generation Y consumers in the airline industry: An empirical study of Thai AirAsia. *Journal of Air Transport Management*, 97, 102107.
- McLeod, S. A. (2019). *Attitudes and behavior*. Simply Psychology.
- Petty, R. E., & Cacioppo, J. T. (1986). *The elaboration likelihood model of persuasion*. In *Communication and persuasion* (pp. 1-24). Springer, New York, NY.
- Sirirassamee, B., & Boonchai, P. (2022). Understanding millennial online shoppers: A study in Thailand. *Humanities and Social Sciences Reviews*, 10(1), 473-483.
- Smith, J. (2020). The role of air travel in modern transportation. *Journal of Transportation Research*, 54(2), 115-130.
- Smithee, R.L. (2019). The growth of low-cost carriers in Southeast Asia. *Journal of Air Transport in Asia Pacific*, 6(1), 28-34.
- Suki, N. M. (2022). Impact of Generation Y passenger personal factors and attitudes on service choice: A case study of Thai AirAsia. *Journal of Air Transport Management*, 98, 102029.
- Sweeney, J.C., Danaher, P.A. and McColl-Kennedy, J.R. (2015). Customer effort in value cocreation activities: improving quality of life and behavioral intentions of health care customers. *Journal of Service Research*, 18(3), 318-335.
- Tan, W.C., & Chen, J.S. (2022). Service quality and customer satisfaction in low-cost carriers: The case of Thai AirAsia. *Asia Pacific Journal of Marketing and Logistics*, 34(2), 432-455.
- Thai Marketing Research Association. (2021). *A Study on Consumer Behavior of Millennials in Thailand*. Thailand Development Research Institute (TDRI).
- Visser, P. S., & Mirabile, R. R. (2004). Attitudes in the social context: The impact of social network composition on individual-level attitude strength. *Journal of Personality and Social Psychology*, 87(6), 779.

## **ARTIFICIAL INTELLIGENCE DEVELOPMENT IN INDIA: REALITIES AND PROSPECTS**

*Singkh Maria, Postgraduate Student of Economics and National Economy Management  
Department, South-Russia Institute of Management–branch of Russian Presidential Academy  
of National Economy and Public Administration, Rostov-on-Don, Russia*

*E-mail: marie\_tim@mail.ru*

*Podolskaya Tatyana, D.Phil in Economics, Head of the Department of International  
Economic Relations, Rostov-on-Don, Russia*

*E-mail: tvkyraeva@mail.ru*

### **ABSTRACT**

The development of technology and artificial intelligence is completely changing the direction of economic development of countries and consequently the face of the country. Artificial assistants are firmly entering our daily life. It is impossible to imagine the life of the country in all spheres of society without developed high technologies. India's experience in supporting and developing artificial intelligence is very interesting and successful. The article deals with the degree of AI development in India. The purpose of this study is to identify the main directions of development of the country, which allowed it to achieve a fairly high level of development of technology in general, and in particular AI.

The article will be of interest to researchers and scientists engaged in the study of India's economic development, the formation of the Indian economy in modern conditions, as well as the circle of persons engaged in the issues of technological development of India, especially the development of artificial intelligence.

**Keywords:** Indian economy, artificial intelligence, machine learning, development of startups in India, indicators of the level of development of artificial intelligence in the country. Support for the development and use of artificial intelligence at the state level.

### **INTRODUCTION**

Over the past few years, technological advances have revolutionised industry and business, impacting manufacturing processes and supply chains. Industry 4.0 has integrated new technologies such as cloud computing, artificial intelligence, analytics and machine learning into operational and manufacturing processes, ushering in a new generation of smart technology. Artificial intelligence is no longer a marginalised technology in India, with businesses and manufacturers reaping significant benefits from better adoption of machine learning and artificial intelligence (AI) technologies. Companies in India are increasingly adopting artificial intelligence to drive business outcomes.

AI offers the world many opportunities to complement human intelligence and improve people's work and lives. With a wide range of applications, machine learning and AI have had an impeccable impact on various industries and have revolutionised the way business is conducted.

According to the Chief Scientific Advisor (PSA) of the Government of India, in 2018, AI spending in India grew by 109.6 per cent or US\$ 665 million. Moreover, it is estimated that AI spending will grow at a compound annual growth rate (CAGR) of 39 % in 2019-25 to reach USD 11,781 million by 2025.»[9]

In recent years, there has been a significant growth in the adoption and development of AI. According to a report published by the National Institute for Transforming India (NITI) Aayog in 2018, AI has the potential to add about \$957 billion or 15% of the current gross value to the country's economy in 2035.[9]

The sustainable value proposition of the technology is also one of the factors rapidly increasing the need for AI in India. AI can improve outcomes in key sectors such as education, agriculture and healthcare. In addition, AI will play a crucial role in providing specialised services such as precision farming consultancy or remote diagnostics, and will also increase accessibility to government social services.

### RESULTS

According to a study published by the Brookings Institution, India is among the top 10 countries in the world in terms of technological advancement and funding in artificial intelligence (AI). Today, India is achieving countless successes with the help of AI. Not only large enterprises but also leaders of medium and small businesses are adopting AI best practices to drive growth and development in the mainstream market. According to a report by Gartner, AI and machine learning (ML) will create 2 million new jobs in 2025.[13]

A number of key indicators can be identified to assess the development of AI in the country:

1. Investment in AI R&D - This includes both general public and private investments as well as specific AI support programmes.

The AI market size in India reached \$ 680 million in 2022 and is expected to reach \$ 3,935.5 million by 2028, registering a Compound Annual Growth Rate (CAGR) of 33.28% during 2023-2028.

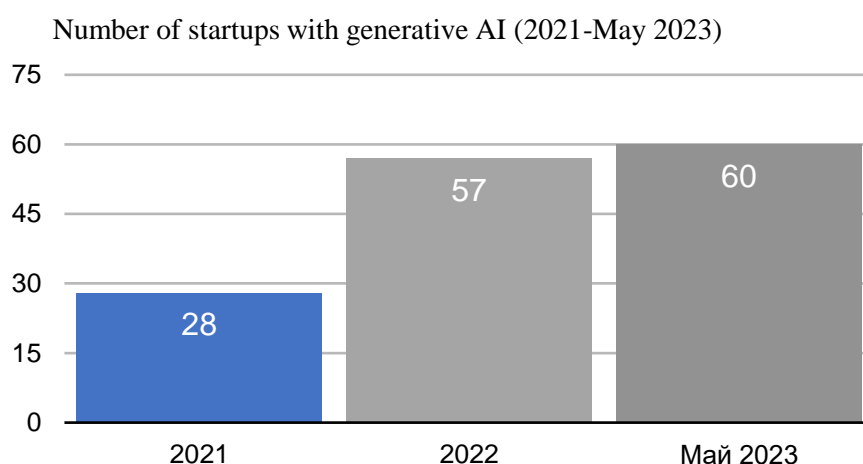
AI spending in India grew by 109.6% or \$ 665 million in 2018 and is estimated to grow at a CAGR of 39% to reach \$ 11,781 million by 2025.[14] AI has the potential to increase the country's GDP by nearly \$500 billion by 2025.

2. The number and quality of scientific publications related to AI. This can serve as an indicator of research activity in a particular country.

Table 1. «Global and Indian AI research outputs» (2011-2020) [7]

Years	Global AI research	Percentage of all studies	AI research in India	Percentage of all studies	Hersh Index of Indian Studies
2011	15892	7,11	887	4,83	36
2012	17027	7,62	896	4,88	37
2013	16298	7,29	1022	5,56	40
2014	18429	8,24	1242	6,76	40
2015	20887	9,34	1987	10,82	50
2016	22610	10,11	2254	12,27	51
2017	22943	10,26	2386	12,99	84
2018	27484	12,30	2448	13,33	130
2019	28776	12,87	2503	13,62	144
2020	33192	14,85	2746	14,95	163

3. The number of startups and companies working in the AI field. This can indicate the level of entrepreneurial activity and commercial interest in AI technologies. Based on data from statista.com, the chart illustrates the growth in the number of startups in India.
4. The level of implementation of AI technologies in various spheres. This indicator reflects a



country's readiness and ability to apply AI technologies in the real economy, healthcare, education and other spheres.

For instance, the Punjab Police in collaboration with Gurugram-based startup Staqu is using the Punjab Artificial Intelligence System (PAIS), which uses digitised criminal records and automatic facial recognition to get information on suspects. The National Crime Records

Bureau (NCRB) has also floated a tender to implement a centralized Automated Facial Recognition System (AFRS).

The Andhra Pradesh government has started collecting information from a number of databases and processing it using Microsoft's machine learning platform to monitor children to identify and curb school dropouts.

Also in Andhra Pradesh, Microsoft, in collaboration with the International Crops Institute for the Semi-Arid Tropics (ICRISAT), developed an AI Sowing App based on the Microsoft Cortana Intelligence Suite. The aforementioned app collected data using machine learning and sent recommendations to farmers on optimal sowing dates. This was done via text messages to mobile phones after on-the-ground surveys revealed that not many farmers owned or knew how to use smartphones. The use of this application resulted in 10-30 per cent increase in crop yields. The Karnataka state government has entered into a similar agreement with Microsoft.

5. Education and training of AI professionals. The number of graduates, the level of education and the availability of specialised programmes can serve as indicators of a country's AI capacity.

Artificial Intelligence and Machine Learning is offered by 1119 colleges on full-time basis. Among them, there is a division of colleges by ownership:

- private - 925,
- public/government - 117
- and public/private - 12 [6]

India has a very responsible approach to the issue of training. Children from poor families get a grant for free education, universities have distance learning methods, adult programmes, advanced courses in engineering and electronics.

India and China have far surpassed America in the number of undergraduate graduates in science and engineering. India's universities produce a quarter of the world's specialists in this field, China's 22%, and US universities only 10%. [5]

From all of the above, we can conclude that by all five indicators of information technology and artificial intelligence development, India can be classified as a country that is successfully developing in this field.

## DISCUSSION AND RECOMMENDATION

In conclusion, the scope of AI in India is very wide and the country is poised to become a major player in the global AI market. With a talented workforce, government support and a growing economy, the future of AI in India looks extremely promising.

To solve social problems, Indian startups are growing and developing AI solutions in education, healthcare, financial services, and other areas. Artificial Intelligence is revolutionising the world of technology where it can be applied to improve productivity and success to simplify the system. From a simple mobile phone to diagnosing diseases, artificial intelligence is now being used in many fields, offering high-performance and accurate devices with high quality. In all fields, not just technology, it has established itself as a revolutionary technology. Being the fastest growing economy with the first largest population in the world,



India has a major stake in the AI revolution. The country's leading technology institutes such as IITs, NITs and IIITs have the potential to become a cradle for AI researchers and startups. To solve social problems, Indian startups are evolving and developing AI solutions in education, healthcare, financial services and other areas. This fairly rapid development of AI in India is possible thanks to government support for startups that are not afraid to implement it for the work of government agencies. Despite the fact that India is a country that honours and preserves its traditions, neither the Indian population nor the government are turning away from new technologies, but are successfully applying them in everyday life.

Thus, the development of artificial intelligence in India is one of the priority areas of technological development in the country. Active support of the government, availability of qualified specialists and developed infrastructure in the field of information technologies allow India to take a leading position in the global artificial intelligence industry. Indian companies are actively introducing artificial intelligence technologies in various sectors of the economy, which contributes to the creation of innovative solutions and strengthening the country's position in the global market. Government support and active participation in international research make India a significant player in the global AI community.

In order to develop artificial intelligence in Russia, a number of specific actions need to be taken. First of all, it is investing in research and development. This will make it possible to create new algorithms and applications, new technologies that could contribute to a breakthrough in this field. Secondly, it is necessary for educational institutions to strengthen educational programmes in the field of technology and artificial intelligence. Thirdly, the Russian government needs to create favourable conditions for the development of the AI industry, including tax incentives, simplified registration procedures, and grant support for young entrepreneurs developing AI-based products.

And lastly, of course, it is necessary for Russian companies and scientists to participate in international projects and share their experience and knowledge with the global community. Thus, by creating favourable conditions for innovation and technological progress, Russia will be able to go far in the field of AI development.

## REFERENCES

Bangalore as an alternative to Silicon Valley: prospects for Indian IT»

<https://trends.rbc.ru/trends/industry/62d7bb269a79474f24e4e13e>

India is facing a transformation that could change its economic and social future»

<https://www.imf.org/ru/Publications/fandd/issues/2023/12/POV-unlocking-india-potential-with-AI-Nilekani-Bhojwani>

India: scientific, technological and innovative development" O. V. Ustyuzhantseva, scientific editor V.S. Wolsfon, Tomsk 2015

<https://docs.yandex.ru/docs/view?tm=1704821445&tld=ru&lang=ru&name=287487622.pdf&text=инновации в>

[индии&url=https://core.ac.uk/download/pdf/287487622.pdf&lr=39&mime=pdf&l10n=ru&sign=cedc0c4e80d16a759eb4070aff6b8f9c&keyno=0&nosw=1&serpParams=tm](https://core.ac.uk/download/pdf/287487622.pdf&lr=39&mime=pdf&l10n=ru&sign=cedc0c4e80d16a759eb4070aff6b8f9c&keyno=0&nosw=1&serpParams=tm)



=1704821445&tld=ru&lang=ru&name=287487622.pdf&text=%D0%B8%D0%BD%D0%BD%D0%BE%D0%B2%D0%B0%D1%86%D0%B8%D0%B8+%D0%B2+%D0%B8%D0%BD%D0%B4%D0%B8%D0%B8&url=https%3A//core.ac.uk/download/pdf/287487622.pdf&lr=39&mime=pdf&l10n=ru&sign=cedc0c4e80d16a759eb4070af6b8f9c&keyno=0&nosw=1

India's Innovation Policy: Current State and Features of the Indian Model" Ellina Petrovna Shavlay [https://mgimo.ru/upload/iblock/9c3/1087-2199-1-SM.pdf?utm\\_source=yandex.ru&utm\\_medium=organic&utm\\_campaign=yandex.ru&utm\\_referrer=yandex.ru](https://mgimo.ru/upload/iblock/9c3/1087-2199-1-SM.pdf?utm_source=yandex.ru&utm_medium=organic&utm_campaign=yandex.ru&utm_referrer=yandex.ru)

US lags behind India and China by half in the number of engineering graduates" Y. Krasilnikova <https://hightech.plus/2018/12/06/ssha-vdvoe-otstayut-ot-indii-i-kitaya-po-chislu-vipusnikov-tehnicheskikh-specialnostei>

1299 AI & ML colleges in India - Shiksha» <http://www.shiksha.com/engineering/colleges/ai-ml-colleges-india>

[https://web.archive.org/web/20220609160034id\\_/https://www.ijrls.in/wp-content/uploads/2022/04/ijrls-1537.pdf](https://web.archive.org/web/20220609160034id_/https://www.ijrls.in/wp-content/uploads/2022/04/ijrls-1537.pdf) International Journal of Research in Library Science (IJRLS) ISSN: 2455-104X DOI: 10.26761/IJRLS.8.2.2022.1537 Volume 8, Issue 2 (April-June) 2022, Page: 60-78, Paper ID: IJRLS-1537 Received: 20 March. 2022 ; Accepted: 23 April. 2022 ; Published: 28 April. 2022

Digital India: Technology to transform a connected nation» <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/digital-india-technology-to-transform-a-connected-nation>

India's Artificial Intelligence Revolution»( <https://www.ibef.org/research/case-study/india-s-artificial-intelligence-revolution>)

Artificial Intelligence – Powering India's Growth Story» (<https://www.investindia.gov.in/team-india-blogs/artificial-intelligence-powering-indias-growth-story>)

India's Artificial Intelligence Strategy: AI for All» (<https://indbiz.gov.in/indias-artificial-intelligence-strategy-ai-for-all/>)

Stand Up India Scheme extended up to the year 2025 //URL: <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1737320> (date of reference 01.09.2022)

The rising potential of AI/ML in India's growth story» Radha Basu (<https://timesofindia.indiatimes.com/blogs/voices/the-rising-potential-of-ai-ml-in-indias-growth-story/>)

Top AI Statistics And Trends In 2024» Rashi Maheshwari, Aashika Jain <https://www.forbes.com/advisor/in/business/ai-statistics/> ( date of reference 16.01.2024)

## **EXPLORING NEW OPPORTUNITIES FOR EAEU ENERGY RESOURCE EXPORTS THROUGH STRATEGIC PLANNING**

*Konov Mikhail Dmitrievich, student of the IPACS Russian Presidential Academy of National  
Economy and Public Administration, Moscow, Russia*

*E-Mail: mkonov-17-01@edu.ranepa.ru*

*Sharybin Evgeniy Alexandrovich, student of the IPACS Russian Presidential Academy of  
National Economy and Public Administration, Moscow, Russia*

*E-Mail: jjesk@yandex.ru*

### **ABSTRACT**

In this paper, the authors determine the recommended further strategy for the development of export potential in the field of energy of the EAEU countries. To do this, a comprehensive assessment of the current state of the energy export market is carried out, an analysis of competitiveness is carried out, as well as a SWOT analysis is carried out and a matrix of the strategic position of the industry is being built. This methodology meets the set goal of identifying promising areas for the development of energy exports. The questions raised in the paper about the factors that play a role in the competitiveness of the industry allow us to identify steps for the further development of this industry.

The results obtained confirm the thesis that the export of energy resources from the EAEU countries is characterized by a conservative state: stable, but slowly developing; in connection with which recommendations are given for the development of the industry in the region.

To conduct the study, the authors formulated the purpose, objectives, hypotheses and methodology of the work, analyzed the data, interpreted the results, made conclusions and recommendations.

**Keywords:** EAEU energy exports, Strategic planning, Market opportunities, Energy resource potential, International trade

### **INTRODUCTION**

Energy resources are important drivers of economic growth and international trade. However, in recent years, the global energy market has been undergoing significant changes related to decarbonization, changes in the geopolitical situation and an increase in demand for clean energy. These changes present both challenges and opportunities for energy exporting countries, including the countries of the Eurasian Economic Union (EAEU).

The EAEU, which includes Russia, Kazakhstan, Belarus, Armenia and Kyrgyzstan, is one of the largest producers and exporters of energy resources in the world. Energy exports are an important source of income and currency for the EAEU countries, as well as a means of influence in the international arena.

However, energy exports from the EAEU countries also face a number of problems and risks, such as low diversification of sales markets, dependence on fluctuations in world prices, competition from other exporting countries, sanctions and restrictions from importers, stricter

environmental norms and standards, as well as the need to modernize infrastructure and technologies.

In this regard, there is a need to develop and implement an effective strategy for the development of energy exports from the EAEU countries, which would take into account both current and future trends and needs of the global energy market, as well as contribute to improving the competitiveness and sustainability of export activities.

### **Objectives**

The purpose of this study is to study promising directions for the development of energy exports from the EAEU countries based on strategic planning.

### **Research Questions**

To achieve this goal, the following questions were raised: what factors play a key role in the competitiveness of energy exports from the EAEU countries; what strategy for the development of energy exports from the EAEU countries should be in the coming years.

The paper will propose a comprehensive approach to the study of promising areas for the development of energy exports from the EAEU countries using strategic planning tools such as SWOT analysis, competitiveness analysis, analysis of the share of energy exports in the structure of foreign trade, the method of expert assessment and the construction of a matrix of the strategic position of the industry.

### **The role of the EAEU in the export of energy resources**

The EAEU with Russia's dominant role in energy supplies plays a central role in energy policy at both the regional and global levels. The presence of many suppliers in the market creates pluralistic conditions, but the competitive advantages of the NPP, due to its scale and resources, provide it with a leading position.

Table 1 *The share of exports in the structure of foreign trade of integration associations by category in 2022*

Category	EAEU	EU	ASEAN	MERCOSUR	USMCA
Fuel and energy	51,3%	5,8%	8,9%	14,3%	4,6%
Machinery and equipment	5,4%	14,2%	11,1%	4,1%	14,3%
Food products	4,5%	8,5%	7,5%	27,2%	7,1%
Chemical products	3,7%	12,6%	9,8%	7,7%	8,7%
Metals and metal products	2,4%	6,8%	4,7%	5,6%	3,9%
Vehicles	0,6%	10,5%	7,8%	10,6%	11,2%
Electronics	0,5%	6,8%	19,8%	0,6%	15,6%
Other products	2,0%	16,3%	11,8%	5,9%	14,0%

These statistics demonstrate the enormously leading role of the EAEU in exports in the "fuel and energy" category. In turn, the purchasing countries are heavily dependent on energy imports, which makes them vulnerable to reduced supplies, increased demand or the imposition of sanctions. Current competitors in the energy market have an impact on prices, quality, volumes and terms of trade. On the one hand, increased competition stimulates innovation, quality improvement and cost reduction. On the other hand, increased competition can lead to reduced profits, loss of market shares and displacement of weak players.

The main alternatives to traditional energy sources are renewable sources (solar, wind, hydroelectric, biomass). Renewable sources have a number of advantages (inexhaustibility, environmental friendliness, low costs), but also disadvantages (low efficiency, volatility, high start-up costs). The development of renewable energy sources can both reduce the demand for traditional energy sources, as well as create new markets and stimulate innovation.

The EAEU, due to its competitive advantages in the energy sector, plays a key role in ensuring energy security at the regional and global levels. The growth of competition and the development of renewable energy sources create both challenges and new opportunities for the development of the energy market in the long term.

#### **Strategic planning of the industry development**

To fully unlock the export potential, a SWOT analysis should be carried out, which is presented below.

Table 2 *SWOT analysis of the export potential of energy resources*

Strengths	Weaknesses	Opportunities	Threats
Rich reserves	Low diversification	Demand growth	Lower prices
Significant infrastructure	Dependence on prices	New markets	The growth of competition
Geographical location	Development of competition	Innovations	Geopolitical tensions
Stability	Infrastructure deterioration	Cooperation	Climate change

The EAEU has a high export potential in the field of energy resources, based on rich reserves, developed infrastructure, geographical location and stability. The organization has prospects for increasing and diversifying its exports. However, there are also a number of weaknesses and threats that limit its opportunities in foreign markets.

In order to determine the strategy for further development of the industry for the EAEU, a strategic planning matrix should be presented.



*Figure 1. SPACE analysis of energy resources export potential in EAEU*

As a result of the conducted research, it was found that the export of energy resources from the EAEU countries is characterized by a conservative state (CA-FS). This indicates the stability of the market, but the low dynamics of its growth. In order to ensure the development of the industry, it is necessary to help reduce costs. This involves the use of new technologies, the use of more efficient ways of extracting and transporting energy resources, automation of processes, the development of digital solutions, optimization of production, reduction of non-production costs, increased labor productivity, improved logistics, subsidies for the introduction of new technologies from the state, as well as reducing the tax burden, creating favorable conditions for investment.

Improving product quality by upgrading infrastructure, upgrading equipment, improving quality standards and improving quality control system. At the same time, R&D development plays a special role, namely investments in the development of new technologies for the extraction, processing and transportation of energy resources.

Analysis of production activities by assessing the prospects of markets and determining the most key ones for cooperation with the further conclusion of partnerships. Export diversification and reduction of dependence on one market play a special role.

Government support plays a key role in the production and export of energy resources. This should include the development and implementation of industry development strategies and diplomatic support, including assistance in promoting products to foreign markets, and protecting their interests at the international level. The implementation of this strategy will increase the competitiveness of energy exports from the EAEU countries and ensure the sustainable development of the industry in the long term.

## CONCLUSION

In the course of the study, a comprehensive analysis of the EAEU's export potential in the field of energy resources was carried out. The analysis was based on the study of current trends and challenges of the global energy market, as well as on the use of various strategic planning tools.

The results obtained allowed us to conclude that the EAEU has significant potential for increasing energy exports. However, in order to realize this potential, it is necessary to solve a number of problems, such as insufficient export diversification, dependence on world prices and worn-out infrastructure.

Based on the results obtained, a strategy for the development of energy exports from the EAEU countries was developed. The strategy includes a set of measures to reduce costs, improve quality, diversify markets and government support.

The implementation of this strategy can also ensure the sustainable development of the industry in the coming years, create new jobs and improve the well-being of the citizens of the EAEU.

## DISCUSSION AND RECOMMENDATION

The results of the study showed that the export of energy resources from the EAEU countries is in a stable state, but its growth dynamics is low. This means that the industry needs to develop and innovate in order to increase its competitiveness and efficiency.

The results are consistent with previous work in this area, which also emphasized the need to modernize and diversify energy exports from the EAEU countries. However, unlike them, this study offers more specific and practical recommendations for solving the problem, based on strategic planning and analysis of scenarios for the development of the industry.

The study can be useful both for government agencies and international organizations that regulate and support the industry, as well as for energy exporting companies that can apply these results in an applied sense, as well as for the scientific community that is interested in energy security and cooperation.

Further research can be based on the issues of in-depth analysis of the impact of various factors on the export of energy resources from the EAEU countries, the need to develop and test strategic planning tools for the production and export of energy resources, as well as studying international experience and best practices in the field of production and export of energy resources.

## REFERENCES

- Belyi, A. V., & Tkachenko, V. V. (2020). Strategic planning of energy resource exports in the EAEU. *Journal of Energy*, 2020, 1-10.
- CountryEconomy. (n.d.). Mercosur. Retrieved from <https://countryeconomy.com/countries/groups/mercosur>
- Dashchenko, A. V., & Kuznetsova, E. A. (2018). Energy strategy of the Eurasian Economic Union: Current state and prospects. *E3S Web of Conferences*, 41, 03010.

- Eurasian Economic Commission. (2022). Financial and statistical monitoring in the Eurasian Economic Union (4th ed.). Retrieved from [https://eec.eaeunion.org/upload/files/dep\\_stat/fin\\_stat/statistical\\_publications/finstat\\_4\\_2022.pdf](https://eec.eaeunion.org/upload/files/dep_stat/fin_stat/statistical_publications/finstat_4_2022.pdf)
- Eurostat. (n.d.). International trade in goods. Retrieved from [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=International\\_trade\\_in\\_goods](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=International_trade_in_goods)
- Kuznetsov, A. A., & Cherkasova, M. V. (2019). Energy cooperation between the EAEU and the EU: Prospects and challenges. *Russian Journal of Economics*, 5(4), 338-353.
- TrendEconomy. (n.d.). Total structure of exports and imports by HS2 for ASEAN. Retrieved from [https://trendeconomy.ru/data/total\\_structure\\_h2/ASEAN](https://trendeconomy.ru/data/total_structure_h2/ASEAN)

## INCREASING THE ROLE OF CORPORATE IDENTITY TO IMPROVE THE COMPETITIVENESS OF MODERN COMPANIES

*Singkh Anamika, Student of Economics and National Economy Management  
Department, South-Russia Institute of Management—branch of Russian Presidential Academy  
of National Economy and Public Administration*

*E-mail: singkh.anamika0402@yandex.ru*

*Podolskaya Tatyana, D.Phil in Economics, Head of the Department of International  
Economic Relations, Rostov-on-Don, Russia*

*E-mail: podolskayat@uriu.ranepa.ru*

### ABSTRACT

This article considers the role of corporate identity in the competitiveness of modern companies. Its influence on the formation of consumer demand is analysed. It describes the advantages of using a well-designed corporate identity of the company. A real case of successful rebranding of a company and its impact on its future is considered.

**Key words:** corporate identity, demand, competitiveness, rebranding, brandbook, logo, brand loyalty.

Corporate identity (or brandbook) is a system of visual and textual elements that defines the unique look and image of an organisation, product or service. It includes a logo, colour palette, typography, photography style, as well as the principles of using these elements on various media: from websites and social media to product packaging and advertising materials.

Corporate identity is designed to create a unified and recognisable atmosphere around a brand, helping consumers to associate it with certain values, quality and style. It helps establish a connection between the company and its audience, making the brand more memorable and differentiated in the marketplace.

Corporate identity also serves as a guide for designers, marketers and other professionals working with the brand to ensure uniformity and consistency in all communications and materials. It is important to develop a brand identity with the brand's goals



and target audience in mind so that it reflects the brand's uniqueness and sets it apart from its competitors. [1]

In the era of modern globalisation, with free trade and international information exchange flourishing and competition between companies continuing to grow, there is a need to strengthen corporate identity in order to increase competitiveness and retain market share. Let us consider some statistical data that support this statement.

- A well-designed logo can increase brand recognition by 80%.
- 59% of consumers prefer to buy from brands they recognise, highlighting the importance of a strong logo.
- Simple and clean logos are more memorable and effective: 95% of the most recognisable brands in the world have logos with simple designs.
- Studies show that 60% of customers tend to avoid companies with unattractive logos.
- Messages with visual elements such as images or videos receive 650% more engagement compared to text-only messages.
- Colourful visuals in social media posts can increase people's willingness to read content by 80%. [2]

However, attracting customers is not enough, as brand loyalty has a much higher value compared to a single purchase: it is estimated that it can be worth 10 times more. This emphasises the long-term benefits and financial impact of building a loyal customer base, as loyal customers contribute significantly more to a brand's success than one-off transactions.

- The vast majority of consumers, around 86 per cent, consider authenticity to be a deciding factor when deciding whether to support a brand.
- A significant percentage of marketing executives, 77%, recognise that having a strong brand is vital to their growth plans.
- According to research, 82% of investors prefer that the companies they invest in have a strong and trusted brand.
- Approximately 53% of people report feeling connected to a brand. This suggests that a significant portion of consumers make an emotional or personal connection to certain brands, which can influence their loyalty, purchase decisions and overall brand perception.
- The majority of consumers, around 57 per cent, indicate that they are more likely to increase their spending on a brand with which they feel a strong connection. This finding underscores the impact of emotional connections and brand loyalty on consumer behaviour, highlighting the potential benefit to businesses of cultivating meaningful relationships with their customer base.
- Notably, 21% of consumers report buying a new product simply because it was produced by a brand they already like. This statistic highlights the impact of brand attachment and loyalty on consumers' purchasing decisions, demonstrating the potential for brands to utilise their existing customer base to successfully introduce and promote new products. [3]

Nevertheless, even the most elaborate corporate identity can become outdated or become notorious among consumers, in which case a company needs to rebrand in order to continue functioning and retain its position in the market.

Rebranding is the process of changing the image and image of the company's brand in order to attract new customers, strengthen market positions, as well as adapt to changes in the external environment or internal strategic goals of the company. Rebranding can include changes in logo, product design, packaging, advertising campaigns, customer communication and other aspects of branding. [4]

Reasons why companies may rebrand:

1. Business development: A company may change its brand to reflect new strategic goals, values, or business directions.
2. Target audience change: If a company decides to change its target audience or attract new customers, rebranding can help create an image that is more appealing to the new audience.
3. Corporate merger or acquisition: When a company merges or is acquired by another company, rebranding may be necessary to unify the image and create a unified look.
4. Crisis PR: Rebranding can help a company survive a crisis situation or improve its image after negative events.
5. Positioning change: If a company decides to change its positioning in the market or move to a new segment, rebranding can help create an image that matches the new strategic goals. [5]

In this way, rebranding helps companies adapt to changing market conditions, strengthen their position, attract new customers and increase competitiveness.

Let us consider this statement using a real example.

Many people in Russia are familiar with the S7 airline, but few remember that until 2005 this company was called Sibir and was firmly associated with frequent accidents with their aircraft. But the company's marketers began working hard to strengthen the position of the S7 brand in order for the company to enter the international market. The company's signature bright green colour was introduced in 2003, and numerous promotions and advertising integrations began to take place. The marketers have achieved their goal: now few people will remember the reputation scandals of Siberia, and the audience has no negative associations with the brand. [6]

## CONCLUSION

In conclusion, it can be noted that in modern business corporate identity plays a key role in the formation of the company's image and interaction with customers. Properly developed and applied corporate identity can significantly increase the competitiveness of the company, making it recognisable, attractive and differentiated in the market.

Successful use of corporate identity allows companies to stand out from competitors, build a strong brand and establish long-term relationships with customers. It is therefore important to invest in the development and maintenance of corporate identity, constantly analyzing its effectiveness and adapting it to changing market requirements.

Thus, the conscious use of corporate identity is an integral part of a company's successful development strategy and contributes to improving its competitiveness in today's business environment.

## REFERENCES

- <https://skillbox.ru/media/design/brand-identity/>  
<https://www.ranker.com/crowdranked-list/ranking-the-best-logos-in-the-world>  
<https://www.businesswire.com/news/home/20171109005375/en/Stackla-Survey-Finds-Authenticity-Drives-Brand-Affinity>  
[https://www.sberbank.ru/ru/s\\_m\\_business/pro\\_business/kak-provesti-rebranding-kompanii/](https://www.sberbank.ru/ru/s_m_business/pro_business/kak-provesti-rebranding-kompanii/)  
<https://medianation.ru/blog/brending/rebranding-chto-eto-takoe-prostymi-slovami/>  
<https://versia.ru/zachem-sibir-v-neprostoie-dlya-perevozchikov-vremya-provodit-dorogostoyashhij-rebranding>

## STUDY OF BEHAVIOR AND SATISFACTION OF THAI TOURISTS CASE STUDY OF USE THE SERVICE IN AWADA HOTEL TRAT PROVINCE

*Pannapat Kanokaungkool, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: s66563828014@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: weera.we@ssru.ac.th*

*Supasak Ngao Prasertwong, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: supasak.ng@ssru.ac.th*

*Pimchanok Somkhuan, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: s65563828008@ssru.ac.th*

*Thawat Laohaarunotai, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: s65584953002@ssru.ac.th*

## ABSTRACT

This research aims to study 1) the behavior of Thai tourists. who come to use the services of Avada Hotel, Trat Province 2) to study the satisfaction of Thai tourists in the case of using the services of Avada Hotel, Trat Province. This research used an online questionnaire

as a data collection tool using a chain sampling method, able to collect 335 sets of data as follows. Most of the survey respondents were female. Most of this population is under 20 years old, with most having less than a bachelor's degree. Most of them are students, with monthly incomes below 15,000 baht. They were mostly from the Eastern region of Thailand. Most survey respondents said that they visited the hotel during the annual vacation period most often. The average length of stay was 2 nights. The most common travel style was family travel. The reasons for choosing Avada Hotel were the hotel's atmosphere, booking the room through the hotel's website directly, and the price of the room, which was between 500 - 1,000 baht. Most respondents visited the hotel for tourism and relaxation, with an average cost of 1,501 - 2,500 baht. Customer satisfaction with the hotel's products was very good. The condition of the rooms, restaurants, and facilities within the hotel were clean and tidy. The prices were very appropriate for the rooms. The hotel's website was beautiful, easy to use, and had complete information. Promotion, such as discounts for customers on various occasions, was also very good. The staff provided prompt service, which was at a very good level. The hotel's name sign was clear, visible, and easy to find, which was the most satisfactory.

**Keywords:** Avada Hotel; Tourist behavior; Tourist satisfaction

## INTRODUCTION

AVADA HOTEL or Avada Trat Hotel is a 3-star hotel located in the heart of Trat city. First opened in 2019 by Avada Group Company Limited, the owner of this hotel had the idea of creating a hotel with quality and affordable prices. To accommodate tourists visiting Trat Province. It is a modern style hotel with the concept of preserving the environment. The hotel's garden is decorated with various ornamental plants. With a design that emphasizes convenience. Built with modern and energy efficient materials. Focus on usability Including using the principles of architecture in the design. We are ready to welcome everyone and impress you with our warm service. There are 100 rooms in total, divided into 4 types: Standard Room size 25 square meters, Superior Room size 30 square meters, Deluxe Room size 40 square meters, Suite Room size 50 square meters. All rooms in the hotel are decorated in a simple, elegant style. Comfortable, complete with various amenities such as air conditioning, TV, refrigerator, wireless internet, etc. The room design is designed in a modern style. Providing a king size bed or 2 regular size beds with a minibar. Complete with comfortable amenities in the room. Both 40 inch Smart TVs are connected to satellite signals. For entertainment, wireless internet service and a work desk. Private bathroom with separate wet and dry areas In addition to the rooms There are also many other facilities such as a restaurant, swimming pool, fitness center, parking, etc. Avada Trat Hotel is located close to various important tourist attractions. of Trat Province, such as Wat Buppharam, Wat Plai Khlong, Trat City Pillar Shrine Residang Kamport Historical Site, etc. In 2021, Avada Trat Hotel received the SHA Extra Plus award from the Tourism Authority of Thailand. This award is given to tourism establishments that strictly adhere to public health safety measures. Moreover, Avada Trat Hotel is an important hotel in Trat Province. Because it is a mid-range hotel with quality and reasonable prices. Suitable for all groups of travelers who want comfortable, good value accommodation close to major attractions.

Hotel business is a business that provides temporary accommodation services to tourists or the general public. The compensation is calculated based on the profits of that business. The hotel business is important to the country's economy and society in many ways, such as generating income and creating careers. stimulate tourism Distribute income to local areas promote culture Create the image of the country According to data from the Trat Provincial Tourism and Sports Office, in 2021 Thailand had 1,267,000 foreign tourists traveling to Trat Province, an increase of 60.6% from 2020. Revenue from tourism in Trat Province In 2021, it was 11,332 million baht, an increase of 68.7% from 2020. The hotel business plays a very important role in the economy and society of Trat Province. The hotel business should be developed sustainably. To be able to respond to the needs of tourists and create maximum benefit to Trat Province.

### **Objectives**

1. To study behavior of Thai tourists. In the case of using the services of Avada Hotel, Trat Province.
2. To study satisfaction of Thai tourists. In the case of using the services of Avada Hotel, Trat Province.

### **METHODOLOGY**

This study It is survey research that is the study of behavior and satisfaction of Thai tourists. In the case of using the services of Avada Hotel, Trat Province. The researcher followed the steps as follows:

1. Study of behavior and satisfaction of Thai tourists This case study is a case study of users of Avada Hotel, Trat Province, using an online questionnaire (Online Questionnaire) to inquire about the satisfaction of Thai tourists. Case study of users of Avada Hotel, Trat Province. The population of this study is Thai tourists who come to use the services of Avada Hotel, Trat Province, Thailand between August 2023 and November 2023.

2. Study of satisfaction behavior of Thai tourists who come to use the services of Avada Hotel, Trat Province, the size of the sample group will be assessed and the ratio determined. This study therefore used A sample group of 335 people, which the researcher used to send questionnaires to the entire population to answer the questionnaires.

3. The tool for collecting data is general information. It is in the form of a checklist (Checklist) which consists of Part 1 : general information and behavior. of Thai tourists by asking about gender, age, education level, Income, Domicile. Part 2: Information about the behavior of Thai tourists. It is in the form of a checklist (Checklist). Part 3: Satisfaction of Thai tourists A case study of people who come to use the services of Avada Hotel, Trat Province, using a 5-level opinion scale (Rating Scale) and part 4: provides additional suggestions.

### **RESULTS**

From collecting data from a total of 335 online questionnaires, it is possible to summarize the education, behavior, and satisfaction of Thai tourists. Case study of people who come to use the services of Avada Hotel, Trat Province, as follows:

**Part 1 :** The results of the analysis of data on respondents in terms of **gender:** It was found that most respondents were female, accounting for 69 percent, male accounting for 31 percent. **Age:** It was found that most respondents were under 20 years of age, accounting for 42.4 percent, 21-30 years of age, accounting for 24.2 percent, 31-40 years of age, accounting for 20.6 percent, 41-50 years of age, accounting for 7.8 percent. 51–60 years old, accounting for 3.6 percent. Age over 60 years, accounting for 1.6 percent. **Status:** It was found that most of those who responded to the questionnaire were single. accounted for 67.2 percent, marital status accounted for 24.8 percent, other status accounted for 8 percent. **Education level:** It was found that most respondents had less than a bachelor's degree level of education. Accounting for 54.3 percent, bachelor's degree education Accounting for 26.9 percent, master's degree education Accounting for 13.4 percent, doctoral studies Accounting for 5.4 percent. **Occupation:** It was found that most responding to the questionnaire were students, accounting for 48.4 percent, in government service occupations. Accounting for 12.5 percent, occupations were state enterprise employees. Accounting for 4.8 percent, occupations are employees of private companies. Accounting for 9.6 percent, occupation is business owner. Accounting for 12.5 percent, they are self-employed. Accounted for 10.4 percent, celebrity occupations accounted for 0.3 percent, government employee occupations Accounting for 0.3 percent, teaching career salary rate Accounted for 0.3 percent. Employee occupations accounted for 0.3 percent. Contracted occupations accounted for 0.3 percent. Receptionist occupations. Accounted for 0.3 percent. **Monthly income:** It was found that most of the respondents had a monthly income of less than 15,000 baht, accounting for 51.9 percent. Monthly income of 15,000-30,000 baht, accounting for 23.3 percent. Monthly income of 30,00-50,000 baht, accounting for hundreds. 13.7 per month, monthly income 50,001 - 100,000 baht, calculated as 8.1 percent, and monthly income more than 100,000 baht, calculated as 3 percent. **Domicile:** It was found that most of those who responded to the questionnaire had their hometown in the northern region. Accounted for 6.3 percent. Southern region accounted for 4.2 percent. Central region accounted for 14.6 percent. Western region accounted for 9.3 percent. Eastern region accounted for 54.6 percent. Northeastern region accounted for 6.3 percent. accounting for 6.3 percent and Bangkok accounting for 4.7 percent.

**Past 2:** The results of the analysis of data on the behavior of Thai tourists Case study to use the services of Avada Hotel, Trat Province. The most frequent period for using hotel services was found that respondents came to use hotels on annual holidays the most, accounting for 32.2 percent, followed by weekends, accounting for 24.2 percent, followed by during the day. Traditional holidays accounted for 22.7 percent and the least was during normal days. Accounting for 20.9 percent. The duration of using hotel services was found that the most respondents came to use hotel services for 2 nights, accounting for 31.9 percent, followed by coming to use hotel services for 1 night, accounting for 28.7 percent, followed by coming to use hotel services for 3 nights, accounting for was 24.2 percent, followed by coming to use the hotel for 4 nights, accounting for 7.2 percent, followed by coming to use the hotel for 5 nights, accounting for 4.8 percent, and the least was coming to use the hotel for more than 6 nights, accounting for 3.2 percent. The relationship characteristics of the groups of people participating in the trip found that 30.7 percent of the respondents traveled with their families,



followed by traveling with friends, accounting for 25.7 percent, followed by traveling with boyfriend/lover, accounting for hundreds. 23.6 per cent, followed by traveling with colleagues accounting for 13.7 percent, followed by traveling with a group/group Accounted for 5.7 percent and the least was traveling alone, accounted for 0.6 percent. The reasons for choosing to use this hotel were found that respondents liked the atmosphere of the hotel the most, accounting for 55.5 percent, followed by room prices, accounting for 47.5 percent, being close to tourist attractions, accounting for 36.7 percent, the reputation of hotels accounted for 23.6 percent and the least was coffee shops, accounting for 0.3 percent. Reservation It was found that most respondents booked directly from the hotel's website. Accounted for 37.3 percent, followed by traveling on their own. accounted for 24.5 percent, telephone to reserve a room accounted for 18.8 percent, website of agents/related agencies accounted for 9.3 percent, reservations through tour operators accounted for 7.8 percent, Thai tourism exhibitions accounted for 1.2 percent, room reservation management team Rest accounted for 0.3 percent, various applications accounted for 0.3 percent, and the least was for websites accounting for 0.3 percent. Regarding the price of the room chosen to stay, it was found that the respondents chose a room with a price of 500 - 1,000 baht, the highest, accounting for 38.5 percent, followed by a room with a price of 1,000 - 2,000 baht, accounting for 36.4 percent, followed by Choose a room with a price of 2,000 - 3,000 baht, accounting for 13.7 percent and the youngest is Choose prices below 500 and 3,000 baht and up. The purpose of their stay was found that the most respondents came for tourism/relaxation accounting for 77 percent, followed by meetings/seminars accounted for 12.5 percent and the youngest came to do business, accounting for 10.1 percent. The cost of staying in the service was found by the respondents. There are expenses for using the service of 1,501-2,500 baht, accounting for 29 percent, followed by expenses for using the service not exceeding 1,500 baht, accounting for 21.8 percent, followed by expenses for using the service 2,501-3,500 baht, accounting for 15.2 percent, followed by expenses for using services, 3,501-4,500 baht, accounting for 9.6 percent, followed by expenses for using services, 4,501-5,500 baht, accounting for 9.3 percent, followed by The second is the cost of using services of 5,501-6,500 baht, accounting for 7.5 percent, followed by the expenses of using services of 7,501 baht or more, accounting for 5.4 percent. The least is the cost of using services of 6,501-7,500 baht, equivalent to 2.4 percent.

**Past 3:** Information on tourists' satisfaction with hotel services in the marketing mix factors. Case study of users of Avada Hotel, Trat Province

1. Product/service satisfaction The overall picture is at the highest level ( $\bar{x}= 5.84$ ), The first level of satisfaction is that the condition of the rooms, restaurants, and service areas within the hotel are clean and neat ( $\bar{x}= 4.26$ ), Next is the value of rooms, food, drinks, other services, including various facilities ( $\bar{x}= 4.24$ ), There are many levels of rooms, food, drinks and services within the hotel to choose from ( $\bar{x}= 4.23$ ), It is beautifully decorated and looks valuable ( $\bar{x}= 4.23$ ), The equipment is complete and ready to use ( $\bar{x}= 4.23$ ), Variety of amenities and services within the hotel ( $\bar{x}= 4.21$ ) and the least is the reputation of rooms, food, drinks, and other services within the hotel ( $\bar{x}= 3.79$ ), respectively.



2. Price satisfaction the overall level was at the highest level ( $\bar{x}=4.25$ ), with the first satisfaction being the accuracy and clarity of the price informed throughout the stay ( $\bar{x}=4.28$ ), followed by the price being appropriate for the room ( $\bar{x}=4.27$ ), clear display of room prices and services ( $\bar{x}=4.26$ ), and rooms with many price options ( $\bar{x}=4.20$ ), respectively.

3. Satisfaction with location the overall level was at the highest level ( $\bar{x}=4.27$ ), with the first satisfaction being that the hotel was in a location that was convenient for traveling back and forth ( $\bar{x}=4.31$ ), followed by that the hotel had a beautiful website. Easy to use and has complete information ( $\bar{x}=4.30$ ), the hotel information you need can be accessed through many channels such as the internet, hotel representatives, advertising flyers, etc. ( $\bar{x}=4.30$ ), the hotel is near tourist attractions/business areas ( $\bar{x}=4.23$ ) and the hotel is near a community area ( $\bar{x}=4.21$ ), respectively.

4. Satisfaction with marketing promotions the overall level was at the highest level ( $\bar{x}=4.26$ ). The first level of satisfaction was that there was a membership system that would provide various privileges to members ( $\bar{x}=4.28$ ), followed by advertising and public relations through media channels. various things such as the internet, printed materials, email, etc. ( $\bar{x}=4.27$ ), providing services/privileges to accommodation customers on a regular basis ( $\bar{x}=4.26$ ) and giving discounts to customers on various occasions ( $\bar{x}=4.25$ ), respectively.

5. Personnel satisfaction the overall level was at the highest level ( $\bar{x}=4.27$ ), with the first level of satisfaction being that employees were politely dressed, neat, and clean ( $\bar{x}=4.31$ ), followed by employees being attentive and willing to serve ( $\bar{x}=4.29$ ) Service staff are knowledgeable. Understanding and skills in providing services ( $\bar{x}=4.29$ ) Employees have polite, humble, and reliable demeanor ( $\bar{x}=4.27$ ). Employees can use language. Polite words communicate clearly with you ( $\bar{x}=4.27$ ) and employees provide quick service ( $\bar{x}=4.18$ ), respectively.

6. Physical and Presentation Satisfaction The overall picture was at the highest level ( $\bar{x}=4.31$ ), with the first level of satisfaction being that the hotel's name label was clear. clearly visible Convenient to search ( $\bar{x}=4.35$ ), followed by hotels with beautiful exterior and interior decorations ( $\bar{x}=4.33$ ), dividing service areas into proportions such as parking, gardens, relaxation, restaurants, etc. ( $\bar{x}=4.32$ ) The atmosphere of the hotel ( $\bar{x}=4.28$ ) and the area inside and around the hotel are clean ( $\bar{x}=4.28$ ), respectively.

7. Process satisfaction the overall level was at the highest level ( $\bar{x}=4.32$ ), with the first satisfaction being that there was a clear process for welcoming customers from various departments ( $\bar{x}=4.35$ ), followed by that payment of service fees was convenient. Safe and reliable ( $\bar{x}=4.34$ ), speed and convenience in providing Check in and check out services ( $\bar{x}=4.33$ ), providing accurate service according to customer needs ( $\bar{x}=4.32$ ) and having sufficient staff to provide services ( $\bar{x}=4.29$ ), respectively.

## DISCUSSION

The researcher summarizes and discusses the research results on “Study of behavior and satisfaction of Thai tourists A case study of people using the services of Avada Hotel, Trat Province” is as follows. It was found that the behavior of Thai tourists Those who come to use the services of Avada Hotel in Trat Province, "gender" is mostly female. Most are under 20 years of age. Most have less than a bachelor's degree. Most of them are students with a monthly income of less than 15,000 baht and are domiciled in the eastern region. Traveling during the annual vacation is the most common time to use the hotel. The duration of the hotel stay is 2 nights. The most common form of traveling is as a family. Reasons for choosing to use services at Avada Hotel is the atmosphere of the hotel Booking a room by booking directly through the hotel's website. The price of the room you choose to stay in is 500 - 1,000 baht. Most people come to travel and relax. The cost of staying at the service is 1,501 - 2,500 baht, consistent with Natthanani Pariyawitthana and Maneenat Worachananan (2022) who conducted a research study on Factors affecting the decision to use resort-type accommodation in Trat Province The main reason for traveling to Trat Province Most come to rest. Regarding the time spent traveling, it was found that most stayed for 1 night. The intention to travel during the summer was the most and they were most interested in natural tourist attractions. And for the activities of interest, it was found that most of them were resting and taking pictures. Deciding to choose resort-type accommodation in Trat Province, it was found that tourists had done their research well. There are promotions, discounts, and no crowds. Accommodation and various tourist attractions are cheap. Travel has already been planned and confidence in Trat province's safety measures.

In terms of the results of the satisfaction analysis regarding service satisfaction the overall picture is at the highest level. Service users are satisfied with the price. The overall picture is at the highest level. Service users are satisfied with the location. The overall picture is at the highest level. Service users are satisfied with marketing promotions. The overall picture is at the highest level. Service users are satisfied with personnel. The overall picture is at the highest level. and users are satisfied with the physical aspect and presentation The overall picture is at the highest level. Consistent with Sasisom Duangraksa (2015), he studied research on Compare the factors and behaviors that influence the decision to use 4-5 star hotel services of Thai and foreign tourists in Pattaya city, Chonburi province. The factors that have the greatest impact are process, physical, and marketing promotion aspects.

## REFERENCES

- Avada Hotel Trat, (2023), retrieved on 9 September 2023, from <https://www.avadahotel.com>
- Chonthini Yookong, (2012), A study of the satisfaction of Thai tourists staying at hotels in Mueang District, Ranong Province (Independent Study, Master of Arts), Suan Sunandha Rajabhat University.
- Pitchaya Duangfu, (2015), Study of behavior and satisfaction of Thai tourists in traveling to Lampang Province (Independent research, Master of Arts), Bangkok University.

- Pimnipa Ratanachan et al, (2018), The relationship between marketing mix factors and Thai tourists' decisions in choosing hotel services in Mueang District, Nakhon Ratchasima Province (Master of Arts Independent Research), Rangsit University.
- Sasisom Duangraksa, (2015), Comparing the factors and behaviors that influence the decision to choose 4–5-star hotel services of Thai and foreign tourists in the Pattaya area, Chonburi Province (Independent research, Master of Arts), Bangkok University.
- Trat Provincial Tourism and Sports Office, (2023), Recommended tourist attractions, retrieved on 9 September 2023, from [https://trat.mots.go.th/more\\_news.php?cid=7](https://trat.mots.go.th/more_news.php?cid=7)

**STUDY OF BEHAVIOR AND SATISFACTION OF THAI TOURISTS A CASE  
STUDY OF TOURISM IN THE BAN NAM CHIAO COMMUNITY, TRAT  
PROVINCE**

*Pornchathiya Na Songkhla, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: s66563828004@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: weera.we@ssru.ac.th*

*Supasak Ngao Prasertwong, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: supasak.ng@ssru.ac.th*

*Thana Kitirivorapan, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Thailand  
E-Mail: thana.ki@ssru.ac.th*

**ABSTRACT**

The purpose of this research is to Study of behavior and satisfaction of Thai tourists a case study of tourism in the Ban Nam Chiao community, Trat Province. using an online questionnaire as a data collection tool. A total of 351 sets of data can be collected as follows. Results of data analysis on respondents found that most of the population were females, 31-40 years old, Most of the populations is single have a Bachelor's degree and they are students, population's income is Below 15,000 baht and domicile is Trat Province. and it shows that Frequency of Thai tourists traveling to Ban Nam Chiao community was 3 times, vehicles for traveling by Private car. Thai tourists traveling is a 3 people traveling, with friends, like to travel and activities to Ban Nam Chiao community, That Most favorite of the Bridge, Thai tourists like to recommend and come back again, expenses per trip is 2,001-3,000 bath. Research in Part 3 Assessment of Thai tourists' satisfaction with tourism in the Ban Nam Chiao community, Trat Province. The information can be summarized as follows in terms of access to Product satisfaction, The overall level was at the highest level ( $\bar{X} = 4.54$  , S.D. = 0.53), In

terms of access to Tourist experience, The overall level was at the highest level ( $\bar{X} = 4.50$  , S.D. = 0.53), In terms of access to Memories of tourists, The overall level was at the highest level ( $\bar{X} = 4.50$  , S.D. = 0.53), In terms of access to Quality of service providers, The overall level was at the highest level ( $\bar{X} = 4.57$  , S.D. = 0.51) and In terms of access to Behavioral intentions, The overall level was at the moderately level ( $\bar{X} = 2.94$  , S.D. = 0.50)

**Keywords:** Behavior , Thai Tourist , Community Base Sustainable Tourism

## INTRODUCTION

Thailand is one of the countries that give importance to the tourism industry. All over the world, most people like to give great importance to it as well. And the tourism industry is the number 1 source of income for Thailand. At present, the tourism industry plays an important role in the world economic system. Because it is a large industry that brings economic, social, cultural and environmental benefits. The tourism industry is classified as a service industry that involves many different business sectors, such as the service industry. transportation business Hotel and accommodation business Restaurant business, restaurant business, souvenir selling business Entertainment business Spa and beauty business, travel organizing business, etc. In addition, tourism has driven the creation of jobs, careers, and income that has been distributed to various areas, from communities, districts, provinces, regions, countries, to the global level.

After the COVID-19 outbreak situation starting to ease up Travel behavior of tourists. It changed to a new dimension ecotourism Thai tourism and community tourism. It has become a popular tourism trend (Thapanee Kiatpaiboon, Brand Age Online October 12 , 2022) Community tourism it is considered an important new direction for sustainable tourism development. With the local community being the center in setting the direction invent activities and lead to the development of the way of life and quality of life of people in the community, along with creating a good understanding between hosts and visiting tourists. To create lasting friendship and build relationships with people who have visited. Please help tell the story to all your friends. And make people who have come once before want to go back again and again and again. (Cultural Journal No. 4, 2017)

Therefore, the researcher is interested in studying the behavior and satisfaction of Thai tourists. A case study of tourism in the Ban Nam Chiao community, Trat Province.

### Objectives

1. To study the behavior of Thai tourists towards tourism in the Ban Nam Chiao community, Trat Province.
2. To study Thai tourists' satisfaction with tourism in the Ban Nam Chiao community, Trat Province.
3. To study the influence of Thai tourists' experiences on their memories, satisfaction, and behavioral intentions.

## METHODOLOGY

This study is quantitative research. The researcher followed the steps as follows;

1. Study the behavior and satisfaction of Thai tourists towards tourism in the Ban Nam Chiao community, Trat Province. This research will use an online questionnaire (<https://forms.gle/nzLwdXm9kFxVvmQN6>) to inquire about the behavior and

satisfaction of Thai tourists a case study of tourism in the Ban Nam Chiao community, Trat Province. Population of this study is Thai tourists. The researcher collected data between 1 August 2023 – 31 January 2024, for a period of 5 months.

2. Study of behavior and satisfaction of Thai tourists A case study of tourism in the Ban Nam Chiao community, Trat Province. This will estimate the sample size and determine the ratio. This study therefore used a sample size of 351 people. Statistics on the number of tourists of the Ban Nam Chiao Tourism Community Enterprise, Trat Province, from January 2023 to December 2023, totaling 4,031 people, by reading Krejcie and Morgan's ready-made tables (Krejcie & Morgan, 1970).

3. The tool for collecting data is general information. It is in the form of a checklist (Checklist) which consists of Part 1: general information and behavior of Thai tourists by asking about gender, age, status, education level, occupation, income, domicile, Part 2, Information about tourism behavior in the Ban Nam Chiao community, Trat Province. It is in the form of a checklist (Checklist), Part 3: Assessment of Thai tourists' satisfaction with tourism in the Ban Nam Chiao community, Trat Province. It is a 5-level opinion scale (Rating Scale) and part 4 Comments and other suggestions.

## RESULTS

The results on Study of behavior and satisfaction of Thai tourists A case study of tourism in the Ban Nam Chiao community, Trat Province. There are research results as follows:

**Part 1:** Percentage of sample size of 351 people, classified by general information of respondents. The information can be summarized as follows; **Gender**: The majority of the population were 183 females, representing 52.10 percent, 165 males, representing 47 percent. **Age**: That most of the population is 31-40 years old, 114 people, representing 32.50 percent, followed by people aged 21-30 years, 80 people, representing 22.80 percent, 41-50 years old, 65 people, representing 18.50 percent, under 20 years old, 61 people, representing 17.40 percent, 51-60 years old, 25 people, representing 7.10 percent and the least over 60 years old, 6 people, representing 1.70 percent. **Status**: That most of the population is Single 204 people, representing 58.10 percent, followed Married 129 people, representing 36.80 percent, Separated and Other 7 people, representing 2 percent, and the least widowed/divorced 4 people, representing 1.10 percent. **Education level**: That Most of the population's have a Bachelor's degree, amount 142 People accounted for 40.50 percent, followed by Undergraduate 125 People

accounted for 35.60 percent, Master's degree 56 People accounted for 16 percent, and the least respondent, Doctor's degree 28 people, representing 8 percent. **Occupation**: That most of the population are Students 82 people, representing 23.40 percent, followed by Government service 67 people, representing 19.05 percent, Business owner 58 people,

representing 16.50 percent, Private company employees 63 people, representing 17.95 percent, State enterprise employees 42 people, representing 12 percent, Self-employed 28 people, representing 8 percent, and the least answer is other 11 people, representing 3.10 percent. **Income** : That Most of the population's income is Below 15,000 baht, amount 121 People accounted for 34.48percent, followed by 15,000 - 45,000 baht, 117 People accounted for 33.33 percent, 45,001- 75,000 baht, 68 People accounted for 19.37 percent, 75,001 - 105,000 baht, 28 People accounted for 7.98 percent, , and the least respondent, More than 105,000 baht, 17 People accounted for 4.84 percent. **Domicile**: That Most of the population's is Trat Province, amount 141 People accounted for 40.20 percent, followed by Bangkok 36 People accounted for 10.26 percent, Rayong Province, 15 People accounted for 4.27 percent, and other provinces respectively.

**Part 2** : Percentage of samples size of 351 people. classified by Information about tourism behavior in the Ban Nam Chiao community, Trat Province. The Information can be summarized as follows; **How many times have you previously visited the Ban Nam Chiao community in Trat Province?** (including this time) That Frequency of Thai tourists traveling to Ban Nam Chiao community was 3 times 98 people, representing 27.90 percent, followed by 1 time 85 people, representing 24.21 percent, 2 times 83 people, representing 23.64 percent, 4 times 42 people, representing 12.00 percent, Over 5 times 31 people, representing 8.83 percent, and the least respondent is 5 times 12 people, representing 3.42 percent. **Vehicles for traveling to use the service**, That Thai tourists to Ban Nam Chiao community with by Private car of 218 people, representing 62.12 percent, followed by Van, 49 people, representing 13.96 percent, by Bus / Coach / Motorcycle each 27 people, representing 7.69 percent, and other 3 people, representing 0.85 percent. **Number of members traveling together**, That Thai tourists traveling to Ban Nam Chiao community with most people is a 3 people traveling of 87 people, representing 24.79 percent, followed by go to traveling with more than 5 people, 83 people, representing 23.65 percent, 2 people traveling of 70 people, representing 19.94 percent, 4 people traveling of 55 people, representing 15.67 percent, 5 people traveling of 41 people, representing 11.68 percent, and the least respondent is going to travel alone. 15 people, representing 4.27 percent. **Characteristics of relationships among people traveling together**, That Thai tourists to Ban Nam Chiao community with most people is a Friends of 103 people, representing 29.34 percent, followed by go to travel with colleague, 91 people, representing 25.93 percent, go to travel with Family, 84 people, representing 23.93 percent, go to travel with Group/Faculty, 46 people, representing 13.11 percent, go to travel with lover of 24 people, representing 6.84 percent, and the least respondent is going to travel with other. 3 people, representing 0.85 percent. **How do you feel about the Ban Nam Chiao community tourism service, Trat Province?** That Thai tourists like to travel to Ban Nam Chiao community 349 people, representing 99.43 percent, followed by indifferent feel about to travel 2 people, representing 0.57 percent. **Why do you like using the Ban Nam Chiao Community Tourism Service, Trat Province?** (Choose more than 1 service) That Most of the Activities, 216 people, representing 61.54 percent, followed by Delicious food, 213 people, representing 60.68 percent, Atmosphere, 200 people, representing 56.98 percent, Service,195 people,



representing 55.55 percent, Tourist attraction, 181 people, representing 51.57 percent, Homestay, 132 people, representing 37.61 percent, and the least respondent, According to popular trends, 112 people, representing 31.91 percent. **Your favorite travel activities** (Choose more than 1 activities) That Most of the Bridge, 193 people, representing 54.98 percent, followed by Local food and desserts, 190 people, representing 54.13 percent, Take a boat trip to see the way of life, 171 people, representing 48.72 percent, Folk performances such as Likahulu, 154 people, representing 43.87 percent, Making rice crackers, 157 people, representing 44.73 percent, Mangrove planting and Making Crispy Tangmei Desserts, each 135 people, representing 38.46 percent, Aquatic animal bank/aquatic animal release,

131 people, representing 37.32 percent, and many other activities respectively. **Would you recommend our products and services to others?** That Thai tourists like to recommend, 349 people, representing 99.43 percent, followed by Not recommended, 2 people, representing 0.57 percent. **You will use the Ban Nam Chiao community tourism service. Trat Province again?** That Thai tourists come back again, 351 people, representing 100 percent. **And all expenses for tourism in the Ban Nam Chiao community Trat Province this time** (Average per time per 1 person) That expenses per trip is 2,001-3,000 bath, 129 people, representing 36.75 percent followed by, Not more than 1,000 baht, 99 people, representing 28.21 percent, 1,001-2,000 bath, 64 people, representing 18.23 percent, 3,001-4,000 bath, 47 people, representing 13.39 percent, and the least responsive is over 4,000 bath per trip 12 people, representing 3.42 percent.

**Part 3:** Assessment of Thai tourists' satisfaction with tourism in the Ban Nam Chiao community, Trat Province. Which has the meaning of interpreting the results of data analysis on consumers in Part 3, information on satisfaction. of Thai tourists towards with tourism in the Ban Nam Chiao community, Trat Province. are as follows

- 1.00-1.80 means least satisfied.
- 1.81-2.60 means less satisfied
- 2.61-3.40 means moderately satisfied.
- 3.41-4.20 means very satisfied.
- 4.21-5.00 means the most satisfied.

As for the S.D. values , most of them do not interpret the results and will present only the values in the table. But if the results are to be interpreted, the criteria for interpreting the S.D. values are as follows.

- More than 1.75 there is a big difference.
- 1.25 – 1.75 is quite different.
- Less than 1.25, there is little difference. or similar or the same.

**Side 1: Product satisfaction,** Information about assessment of Product satisfaction with tourism in the Ban Nam Chiao community, Trat Province. the overall level was at the highest level ( $\bar{X} = 4.54$  , S.D. = 0.53), with the first satisfaction being able to find information about Providing contact services reservations and suggestion



( $\bar{X} = 4.61$  , S.D. = 0.53), followed by Trustworthy ( $\bar{X} = 4.59$  , S.D. = 0.52), Tourist attraction and natural beauty ( $\bar{X} = 4.57$  , S.D. = 0.51), Product and service quality are appropriate ( $\bar{X} = 4.57$  , S.D. = 0.52), There is advertising and public relations being known through various channels ( $\bar{X} = 4.52$  , S.D. = 0.56), Easy access ( $\bar{X} = 4.49$  , S.D. = 0.54) and Adequacy of facilities such as parking, signs, messages indicating service points, restrooms, internet signals, and seats ( $\bar{X} = 4.46$  , S.D. = 0.55) respectively.

**Side 2: Tourist experience**, Information about assessment of Tourist experience satisfaction with tourism in the Ban Nam Chiao community, Trat Province. The overall level was at the highest level ( $\bar{X} = 4.50$  , S.D. = 0.53), with the first satisfaction being able to find information about There is a beautiful view ( $\bar{X} = 4.67$  , S.D. = 0.49), followed by Design an outstanding experience It feels worth it ( $\bar{X} = 4.65$  , S.D. = 0.50), Receive accurate and interesting information ( $\bar{X} = 4.54$  , S.D. = 0.56), Service and knowledge of service providers ( $\bar{X} = 4.51$  , S.D. = 0.54), The activities are unique and memorable ( $\bar{X} = 4.49$  , S.D. = 0.54), Get to do activities that are different ( $\bar{X} = 4.44$  , S.D. = 0.57) and Travel activities are appropriate for you ( $\bar{X} = 4.41$  , S.D. = 0.54) respectively.

**Side 3: Memories of tourists**, Information about assessment Memories of tourists satisfaction with tourism in the Ban Nam Chiao community, Trat Province. The overall level was at the highest level ( $\bar{X} = 4.50$  , S.D. = 0.53), with the first satisfaction being able to find information about It is an activity that provides an opportunity for real learning ( $\bar{X} = 4.52$  , S.D. = 0.52), followed by Satisfied with the decision to participate in the activity ( $\bar{X} = 4.51$  , S.D. = 0.54), The cost is good value for money ( $\bar{X} = 4.51$  , S.D. = 0.55), It is an activity that creates real life experiences ( $\bar{X} = 4.50$  , S.D. = 0.51), Activities meet and respond to needs ( $\bar{X} = 4.50$  , S.D. = 0.55), The experience gained will remain in your memory forever ( $\bar{X} = 4.48$  , S.D. = 0.52) and The activities are interesting ( $\bar{X} = 4.47$  , S.D. = 0.54) respectively.

**Side 4: Quality of service providers**, Information about assessment Quality of service providers satisfaction with tourism in the Ban Nam Chiao community, Trat Province. The overall level was at the highest level ( $\bar{X} = 4.57$  , S.D. = 0.51), with the first satisfaction being able to find information about Get safe ( $\bar{X} = 4.70$  , S.D. = 0.47), followed by The service provider is reliable and reassuring ( $\bar{X} = 4.68$  , S.D. = 0.47), Politeness smiling Manners and manners of service providers ( $\bar{X} = 4.58$  , S.D. = 0.50), Attentiveness Enthusiasm and readiness to provide service ( $\bar{X} = 4.56$  , S.D. = 0.52), Honesty in performing duties such as not asking for compensation not accepting bribes not seeking illegal benefits etc. ( $\bar{X} = 4.56$  , S.D. = 0.52), Receive convenience and speed in service ( $\bar{X} = 4.56$  , S.D. = 0.54) and The service provider has knowledge. Ability to provide services such as being able to answer questions clarify doubts give advice and help solve problems correctly and reliably ( $\bar{X} = 4.52$  , S.D. = 0.53) respectively.

**Side 5: Behavioral intentions**, Information about assessment Behavioral intentions satisfaction with tourism in the Ban Nam Chiao community, Trat Province. The overall level was at the moderately level ( $\bar{X} = 2.94$  , S.D. = 0.50), with the first satisfaction being able to find information about Tourism standards have a positive direct influence on behavioral

intentions in choosing services ( $\bar{X} = 4.70$  , S.D. = 0.47), followed by The image of Ban Nam Chiao community tourism Trat Province has a positive direct influence on satisfaction ( $\bar{X} = 4.70$  , S.D. = 0.49), Intending to return to use the tourism services of Ban Nam Chiao community Trat Province ( $\bar{X} = 4.68$  , S.D. = 0.48), Perception from advertising media influences the decision to visit Ban Nam Chiao community Trat Province ( $\bar{X} = 4.67$  , S.D. = 0.47), will recommend a tour of the Ban Nam Chiao community Trat Province to another person ( $\bar{X} = 4.53$  , S.D. = 0.52), will talk about tourism in the Ban Nam Chiao community Trat Province in a positive and creative way ( $\bar{X} = 4.51$  , S.D. = 0.53) and will recommend and tell others about traveling to the Ban Nam Chiao community Trat Province to another person ( $\bar{X} = 4.48$  , S.D. = 0.53) respectively.

## DISCUSSION

The researcher summarizes and discusses the research results is to Study of behavior and satisfaction of Thai tourists A case study of tourism in the Ban Nam Chiao community, Trat Province. Most of the population were females, 31-40 years old, Most of the populations is single have a Bachelor's degree and they are students, population's income is Below 15,000 baht and domicile is Trat Province. and it shows that Frequency of Thai tourists traveling to Ban Nam Chiao community was 3 times, vehicles for traveling by Private car. Thai tourists traveling is a 3 people traveling, with friends, like to travel and activities to Ban Nam Chiao community, That Most favorite of the Bridge, Thai tourists like to recommend and come back again, expenses per trip is 2,001-3,000 bath per trip. Consistent with Chet Rattanaphichetchai and Weera Weerasophon's research (2023) Study The Survey of tourist Behavior and Satisfaction of Diving Tourist in Koh Toa Area Surat Thani Province. The results indicate that different demographic profiles of consumers such as gender, age, occupations, incomes, educations, and so on, are statistically associated with different factors related to decision making in travelling. Research in Part 3 Assessment of Thai tourists' satisfaction with tourism in the Ban Nam Chiao community, Trat Province. The information can be summarized as follows in terms of access to Product satisfaction, The overall level was at the highest level ( $\bar{X} = 4.54$  , S.D. = 0.53), In terms of access to Tourist experience, The overall level was at the highest level ( $\bar{X} = 4.50$  , S.D. = 0.53), In terms of access to Memories of tourists, The overall level was at the highest level ( $\bar{X} = 4.50$  , S.D. = 0.53), In terms of access to Quality of service providers, The overall level was at the highest level ( $\bar{X} = 4.57$  , S.D. = 0.51) and In terms of access to Behavioral intentions, The overall level was at the moderately level ( $\bar{X} = 2.94$  , S.D. = 0.50) Consistent with the research of Sujitra Nume (2019) Study Foreign Tourists' Behavior towards Creative Tourism : A Case Study of Koh Samui District, Suratthani Province. As a result of the study found that: That study revealed that data analysis by SEM is statistically fit with empirical data and explained that the experience of creative tourists has an indirect influence on behavioral intentions through memories and satisfaction. Therefore, of course, Tourist experience has an indirect influence on behavioral intentions through memories satisfaction and come back again.

## REFERENCES

- Ban Nam Chiao Tourism Community Enterprise, retrieved on January 26, 2023, from <https://www.facebook.com/NamchieoCommunity/?locale=th..>
- Chet Rattanaphichetchai and Weera Weerasophon's research (2023). The Survey of tourist Behavior and Satisfaction of Diving Tourist in Koh Toa Area Surat Thani Province, Suan Sunandha Rajabhat University, Bangkok, Thailand.
- Naiyanet Khownamg (2022). Guidelines for community-based tourism management development in Chiang Mai Province, Maejo University.
- Sujitra Numee (2019). Foreign Tourists' Behavior towards Creative Tourism : A Case Study of Koh Samui District, Surat Thani Province, NIDA
- Tourism Authority of Thailand, retrieved on August 1, 2023, from <https://www.tourismthailand.org/Attraction/ban-nam-chiao-community>.

## THE EMPIRICAL STUDY OF KEY DRIVERS EFFECT ON SOCIAL MEDIA SITES ON YOUNGSTERS PURCHASE INTENTION

*Mohammed Sahil, Masters in Business Administration International program,  
Graduate school of Business, Siam University, Bangkok, Thailand  
E-Mail: drsahil002@gmail.com*

## ABSTRACT

Today, social media platforms play an important role in the online marketing environment. Because of the convenience that internet connectivity provides, young people are increasingly choosing to purchase products from online stores rather than brick-and-mortar stores. The purpose of this article is to identify social media marketing factors that influence students' online purchases. Through a literature review, the main factors were identified: word of mouth, electronic advertising

To examine the relationship between dependent and independent variables, this study uses quantitative research methods. Data collection was conducted through convenience sampling, and participants were selected based on accessibility and willingness to participate online. The collected data were then loaded into the Statistical Package for Social Sciences (SPSS) software and the reliability of all variables was tested. The analysis results showed that there was a positive impact and a significant relationship between the dependent variable, students' purchase intention when shopping online, and the use of various social media sites.

**Keywords:** Social media platforms, Online marketing, Youngsters, Online shopping, internet connectivity and Purchase Intention

## INTRODUCTION

Social media networking sites are a relatively new, especially between the youths. The most popular social networks such as Facebook, Twitter, Linked, Pinterest, and Google+

contribute to most activities such as messaging, chatting, gambling, and blogging. Web 2.0 is the reason for the boom in social media marketing. The advent of Web 2.0 and social media has given customers more power. They support businesses through social media by interacting and sharing comments, information, and experiences with other consumers, helping more people come online and participate in social interactions. (Nick, 2013). Social media assists customers by not only providing relevant information about the products and services listed on websites, but also criticizing them as well (Goyal, 2016). The Facebook platform benefits both marketers and consumers. This area provides new opportunities for companies to improve their competitiveness, make more customer value, and retain older customers and make strong relationships (Constantinides, 2014).

Social media market is a preferred channel, but the effect which remains are the challenge for businesses. Nielsen said more companies in the United States are now operating shared social media sites to attract more customers and build customer relationships ([www.forbes.com](http://www.forbes.com)). Technology changes everything. However, rapid technological advances are revolutionizing nearly every aspect of our industry and work, including content marketing. Customer purchasing decisions are influenced by social media sites. When a consumer uses social media sites, he is likely to spend four times more on purchases compared to offline purchases. 29% of people who shopped on social media on the exact day (Jimmy Roehampton, May, 2017).

“Social media refers to online platforms and tools that people use to share opinions and experiences with each other, such as photos, videos, music, insights and perceptions.” (Turban et al., 2009). In today's computerized age, social media playing a vital role thanks to technology. Users have the opportunity to share substance online and trade various data with the audience and loved ones. We are now in an internet-intensive era, which provides great opportunities to connect with numerous individuals on a single stage without physically assembly each other (Gruzd et al. 2011).

### **Purpose of study**

Marketing is what organizations do to create, and exchange value with customers. This value creation is done by meeting customer needs and a marketing strategy, which is a plan to build a sustainable foundation (Silk, 2006). Trade victory depends on showcasing victory. Without showcasing, businesses cannot make or trade esteem with clients. One frame of promoting is e-marketing (electronic showcasing) or advanced showcasing, which centers on the utilize of data innovation in promoting exercises. Electronic showcasing increments the proficiency and adequacy of conventional showcasing capacities, and innovation is changing numerous promoting procedures, coming about in modern commerce models that increment client esteem and increment client benefit (Strauss & Forst, 2012). Social media is a critical perspective of computerized showcasing that businesses have to be consider when marketing

nowadays. Social media is sort of media that's based on changes and intuitive between individuals on the web.

New developments in the world of technology have made the Web an imaginative way for people and Youngsters to communicate through social systems. Social media is a wonder on the web that has developed in ubiquity in later a long time. Youngster's use social media such as her Facebook, Twitter, WhatsApp, and Myspace to build and maintain relationships with teachers and colleagues. These social media outlets allow you to create a personal profile while also allowing you to contact other users of the website. Users transfer photographs, post what they're doing in lesson or schoolwork, and send private or open messages to anybody. In this "data age," social media appears to be picking up ubiquity, particularly among Youngster's.

#### **Research objective**

- Analyze the frequency of social media site usage based on demographics.
- Recognize the items which are mostly purchase by the Youngster's in online shopping by mean of social media sites with reference to gender.
- Identify important factors that influence customer purchase intentions on social media.

## **LITERATURE REVIEW AND THEORY**

### **Word of Mouth**

A point that has gotten a parcel of consideration in numerous later examinations is WOM. A really well known and commonly used WOM definition is "any positive or negative statement made by potential, actual or former customers about a product or company that is made available to a multitude of people and institutions via the internet" (Hennig-Thurau et al., 2004, pp. 39) have differentiated e-WOM into four categories:

1. Specialized e-WOM, which implies client audits on webpages not locked in in offering (e.g. product review sites)
2. Partner e-WOM, which alludes to client audits on retail websites (e.g. amazon.com)
3. Social e-WOM, characterized as any item or brand related data traded by clients on SNS
4. Various e-WOM, which is item or brand related data on any other online stage (e.g., blogs or discussion forums)

Since this study investigates the influence of social networking sites on purchase intentions, the delimited definition of social E-WOM does not fit perfectly with this theory, as E-WOM is only considered on this platforms.. Other forms of e-WOM may differ in how they change consumers' purchase intentions. However, it is important to note that social e-WOM can be more similar to connected e-WOM in different ways. Through so-called "influencers" (users followed by large numbers of other users) who share E-WOM with their networks.

Word of mouth is one of the oldest forms of information transmission (Dellarocas, 2003) and has been defined in different ways. One of the earliest definitions is by (Katz & Lazars, 1966), who described consumer-to-consumer marketing as a marketing activity that plays a fundamental role in shaping consumer behavior and changing attitudes toward products

and services. I explained that it was an exchange of information. Other creators (Arndt, 1967) contend that WOM could be a device of individual communication between a sender and a recipient who see the data gotten approximately a brand, item, or benefit as non-commercial.

### **E-Advertising**

Social media is a popular tool used by billions of people every day, so advertising is not far behind. Brands are trying to capitalize on this popularity. Ads on social media can be marked as "sponsored content" and appear in users' news feeds and messaging apps, as well as in the sidebar. Advertising on Facebook offers many features for brands, making them more visible to users who might not otherwise see them. Social media advertising is a powerful tool for brands, especially when it comes to targeting users who should see their brand messages, offering unique opportunities that take into account user profiles and user preferences. Since SNS users are primarily used to interact with friends, advertising displayed on SNS must take this into account, including by displaying creative content and practical images (Zarella & Zarella, 2011, p. 223). Abbas & Singh (2014) present an interesting perspective. They see social networks as a useful tool to help research and develop innovative technologies to address humanity's current common problems. They predict that advertising on social media, especially mobile applications, will increase. But they are based on positive side effects. So far, this issue has made people aware of them, as many people support philanthropic projects and initiatives and support meaningful and necessary innovations.

Social media could potentially solve this problem. These platforms are great for quick promotions and give you the opportunity to create viral campaigns without spending on advertising, but people share on social media because they care about a cause (Fishbein & Ajzen 1975), the effects of advertiser credibility and ad credibility influence the credibility of a particular advertisement through the force of logical consistency. This means that viewers are likely to perceive a direct link between the credibility of a particular ad and the trustworthiness of the ad. Advertiser credibility. The economic benefit of advertising lies in the ability of advertisers to provide accurate and reliable information about their products to their viewers (Petrovici et al., 2007). Therefore (Munusamy & Wong 2007; Wang et al. (2009) conclude that "good for the economy" is positively associated with consumer attitudes toward advertising. In other words, the more positive the belief that it is 'good for the economy', the more positive the customer's attitude towards advertising. They seized on the opportunity to use online data about consumers to personalize and target ads. This data includes her websites you visit, articles you read, videos you watch, and anything you search for using a search engine. This phenomenon is called online behavioural advertising (OBA).

### **Purchase Intention**

Purchase intention or willingness to purchase is generally defined as the likelihood that a consumer will purchase a product or service (Dodd & Supa, 2011). It is also defined as a conscious plan by a person who intends to purchase a brand (Spears & Singh, 2004).

The concept of buy deliberate has roots in brain research and is regularly utilized in behavioural inquire about (Dodd & Supa, 2011). Buy purposeful is characterized as a consumer's behavioural propensity to buy a item (Monroe & Krishnan, 1985) and as an critical



pointer of the genuine buy choice (Tan, 1999). This articulation is assist upheld by (Li et al., 2002) who state that buy purposeful could be a common degree commonly utilized to assess the viability of buy behaviour

Purchasing intentions are very important when it comes to long-term strategy, industry planning, and competitive product negotiation. If a product or service meets quality standards, it tends to make a good impression and sell well (Ma & Yang, 2018). There are many variables that influence and can influence purchase intent. Brands and their influence on consumer purchases are at the forefront (Laroche et al., 1996). Additionally, the consumer's online purchase intent becomes clearer. Consumers express their intention to go online or offline, and purchases are recognized by purchase intent. But there are also many reasons why customers aren't willing to buy (most of them online). (Kaur and Qureshi, 2015). It turns out that there is a lack of sufficient evidence to understand the opposite of purchase intent, i.e. the absence of intent. Due to the intensity and transparency of customer-supplier interactions in the online environment, marketing strategies need to be refined and dynamic (Rishi & Hadi, 2017).

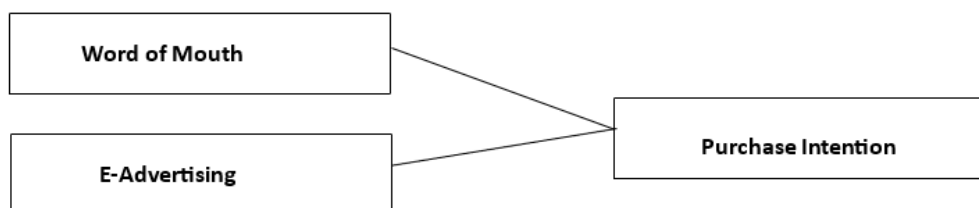
H1: Word of mouth has a positive impact on purchase intention.

H2: Advertising has a positive effect on purchase intention.

## METHODOLOGY

### Conceptual Framework

A conceptual framework is an analytical tool which is used to easy to apply and remember in multiple contexts. Flowchart and pictures express it. The study designed the framework based on the previous literature review, and it helps to understand the proposed hypothesis easily. The framework consists of four hypotheses related to Components of social media and Purchas Intention. Figure 1 shows a conceptual framework based on the proposed hypotheses.



### Questionnaire Design:

This consider is quantitative in nature. Comfort inspecting strategy is utilized which suggests non-probability examining. Information have been collected from 120 respondents through online and completely 14 questions are surrounded for the think about. Address 1 to 4 is common data almost the respondents like title (discretionary), age, sex and graduation. Address from 5 to 10 with respect to recurrence of utilizing social media location, social media stages, effect of social media, item obtained by the understudies, acquiring prepare choosing publicizing media. Address 11 and 12 are subordinate variable (Buy Purposeful -5 things) and



free factors (Word of Mouth - 4 things and E-Advertising 3- things). All the things measuring each develop were received and somewhat progressed from existing considers like Toor et al. (2017), Patrick Mikalef et al. (2012), Sunita Mehla et al. (2015). All the things utilized five-point Likert scale extending from (1-strongly oppose this idea, 2-disagree, 3-netural, 4- agree and 5-strongly concur). Thus, the collected information has been tried for unwavering quality and legitimacy displayed for advance investigation.

**Table 1: Demographic Characteristics (Sample Size, n=120)**

Item	Category	Frequency	Percentage
Gender	Male	87	73.5
	Female	33	26.5
Age	18-21	72	59.8
	22-25	45	37.1
	Above 25	3	3.0
Graduation	UG	79	66.7
	PG	41	33.3
Frequency of using Social Media Sites	Less than 1 hour	24	19.7
	1-3 hours	14	12.1
	4-7 hours	25	21.2
	7-12 hours	30	24.2
	More than 12 hours	27	22.7
Social Media Platforms	Facebook	86	72.0
	Instagram	15	11.4
	Twitter	11	9.1
	Pinterest	7	7.6
Social Media Impact	Positive	54	44.7
	Negative	16	14.4
	Natural	50	40.9
Purchasing Process	User Reviews	87	73.5
	To ask friends about Product information	16	13.6
	Discounts and Coupons		
	All are same	17	12.9
		0	0
Social Media Vs Traditional Media	I prefer social media because it is more effective	72	59.1
	Prefer traditional media advertisement because it is less interactive	48	40.1

Table 1, clearly outlines all the statistic characteristics, for the overall test measured 120. The primary point of this paper to discover the items which are generally buy by the understudies in online shopping with reference to sexual orientation. It might be analyzed by column chart.

## RESULTS

The variables impacting Word of Mouth, E- Advertising. Utilizing quantitative inquire about strategies, the information unwavering quality and legitimacy of the collected surveys were analyzed to decide the legitimacy of the collected information. Expressive measurements

and relationship investigation analyzed the information to get it the variables' relationship advance. The investigation to confirm the speculations to clarify the relationship between the intelligent of the factors within the show of the impact of Word of Mouth, E-Advertising.

Table 2, appears that Cronbach Alpha for the scales measuring the builds of Buy deliberate, Word of Mouth and E- Advertising as 0.817, 0.824 and 0.815 separately. Hence, it can be deduced that unwavering quality measurements are palatable.

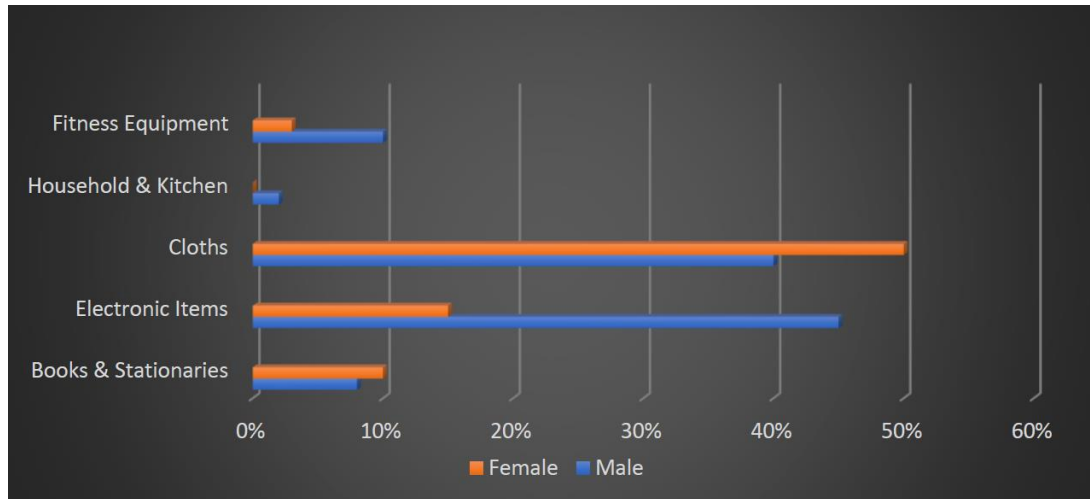
**Table 2: Cronbach's Alpha Value for Dependent variable and independent variable**

Constructs and Items	Cronbach's Alpha
<b>Purchase Intention</b>	0.817
Buy a few of the items or administrations you see on social media.	
A few of my later buys were based on data I found on social media destinations.	
When brands utilize social media, it increments my intrigued in acquiring their items and administrations.	
I am exceptionally likely to purchase an item or benefit that a companion prescribes on social systems.	0.824
<b>Word of mouth</b>	
In some cases, I share my favorite items, brands, and administrations with my companions through social media.	
Send invitations to companions to connect your item or brand bunches on social media destinations.	
Once you see an item on a social media location, you get likes. Appear your appreciation by clicking "Like"	0.815
I send out invitations to companions to connect bunches for brands and items I think they'll like.	
<b>E-Advertising</b>	
Social media advertising is more interesting than traditional media advertising.	
Purchase products promoted on social media via e-shop.	0.815
Social media advertising is more profitable than traditional advertising.	

For the moment objective is paper to discover the items which are for the most part buy by the understudies in online shopping with reference to sexual orientation. It may well be analyzed by column chart. The underneath Figure 2, speak to that different item acquired by the understudies online. This think about has considered five items which are for the most part obtained by the understudies: electronic things, clothing and attire, books/stationary/notebooks, kitchen items/household things, and fitness. the underneath figure clearly appears that the foremost favored are Clothing and Attire by 50 % of the female understudies and as it were 45 % of male understudies. Books/Stationary/Note Books thing are obtained as it were underneath 8 % of male understudies and 10 % of the female understudies. The moment most obtained

item is Cloths by 40 % of male and 50 % of female understudies. The rest of the item (Kitchen items/Household machines and Furniture) obtained by the understudies uncovered as it were restricted rates in online shopping through different social media locales.

**Figure 2 represent that various product purchased by the students online**



The last objective is to identify the effect of significant relation between the dependent and independent variables by using ANOVA.

**Table 3: Purchase intention measure with word of mouth and E-Advertising**

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
WOM	Between Groups	170.919	17	10.054	1.270	.225
	Within Groups	894.607	103	7.917		
	Total	1065.527	120			
EA	Between Groups	78.385	17	4.611	1.906	.024
	Within Groups	273.401	103	2.419		
	Total	351.786	120			

Table 3, exhibits that word of mouth have p value greater than 0.05, the value is 0.225 and the E- Advertising have less than p value that is 0.24. So, we infer that word of mouth have no significant relation and E- Advertising have significant relation with purchase intention on online shopping via social media sites.

## CONCLUSION

Based on the comes about, I get all the goals of this ponder are accomplished. I utilize clear ponder to gather information from 120 understudies through online study. The builds are

inferred from the writing survey and the things of each develop are positioned on Five-point Likert scale and for testing speculation ANOVA is utilized to rundowns the statistic variables we induce that 73.5% of the understudies are male understudies and remaining 26.5% respondents are female understudies. Respondents of 18-21 a long-time age gather is 59%, the age gather has a place to 22-25 a long time 37% and the rest of percent have a place to over 25 a long-time age gather. After analyzing the targets at last; Word of mouth and E-Advertising, have positive impact on client buy purposeful. Sexual orientation has no critical connection with recurrence of utilizing social media locales on college understudies. Clothing and attire are for the most part purchased by the female instead of male understudies. Moreover, electronic items are generally obtained by the male understudy instead of female understudies. These discoveries gathered that E-Advertising on social media locales emphatically actuate the college understudies to purchase items in online, it makes a difference company to improve their deals.

The social media clients to believe on item audits which are posted from their companions on social media locales. In this way, firms might utilize rebates or coupons to have customers prescribe their item through social media. The report expressed that item surveys are emphatically affect the client buy deliberate. So, the marketers can energize client to share positive involvement on social media.

## **DISCUSSION AND RECOMMENDATION**

Summarizing the above content, in order to make future research more accurate and progressive, the following points are suggested for future research directions.

First, this study did not restrict variables such as gender, age, education, and consumer residence. Therefore, in the future, researchers can explore specific consumer groups of not only students but can explore such as men, women, the elderly, consumers with purchasing experience, etc., so as to have a deeper understanding and explanation of the research situation.

Second, this study did not select a fixed social media influencer to conduct surveys on the students, but answered the questionnaire. In the future, we can conduct research on the candidates of fixed social media influencers, and compare how the differences in the impressions of several fixed social media key factors affect purchase intention. Therefore, we can further explore the endorsement effect and influence mechanism of social media.

Third, while increasing the number of samples, face-to-face interviews can be used to collect research data and qualitative research can be used to obtain results at different levels than quantitative research and can be better explore the innermost thoughts of the students.

## **REFERENCES**

Constantinides (2014) *E. Foundations of social media marketing. Procedia-Social and behavioral sciences*,148, pp.40-57

- Goyal, M (2016) *A study of impact of social media on consumer behavior in restaurant industry of Jaipur city. international journal*, 2(3), pp. 2435-2441
- Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer opinions: Collected views and sentiments on the internet. *Journal of Consumer Research*, 31(3), pp. 395-421.
- Kim, A. and Ko, E. (2012). Do social media marketing activities enhance customer equity? *Journal of Business Research*.65(10), pp.1480-1486.
- Ma, Y., & Yang, S. (2018). An empirical study of female e-shopper's satisfaction with cosmetic products in China. *International Journal of Business and Management*, 13(3), pp. 211-219
- Rishi, B., & Khasawneh, A. H. M. A. (2017). Determinants of online purchase intention: a study of Emirati consumers. *International Journal of Islamic Marketing and Branding*, 2(3), pp. 200-214.
- Sunita Mehla, R. a. V. (2015), Influence of social networking sites on student's attitude towards purchase: a model framework *International Journal of Science Technology and Management*, 4(11), pp. 113-122
- Zarella, G., & Zarella, S. (2011). *The social media marketing book: Everything you need to know to get your business in the game*. Berkeley, CA: Peach pit Press.

### **IMPACT OF AIRPORT PHYSICAL CHARACTERISTICS ON AIRLINE OPERATIONS EFFICIENCY**

*Udom Phunlarp, Master of Business Administration Program in Sustainable Logistics and Supply Chain Management Bangkokthonburi University*

*E-Mail: udom.phu@bkkthon.ac.th*

*Chitpong Ayasanond, Master of Business Administration Program in Sustainable Logistics and Supply Chain Management Bangkokthonburi University*

*E-Mail: chitpong.aya@bkkthon.ac.th*

*Kantaya Cheewinaphikuson, Master of Business Administration Program in Sustainable Logistics and Supply Chain Management Bangkokthonburi University*

*E-Mail: 6631602004@bkkthon.ac.th*

### **ABSTRACT**

This study examines how airport physical characteristics influence airline operations efficiency and proposes strategies for enhancing operational synergy. qualitative research involving 12 specialists in airport and airline operations, alongside air traffic control, employed in-depth interviews and non-participant observations. Content analysis of documents from ICAO, IATA, CAAT, and relevant research complemented the study, validated via the triangulation method. Findings highlight the significant impact of airside and landside characteristics on various aspects, including on-time performance, slot allocation, air traffic capacity, airport facility efficiency, ground equipment effectiveness, environmental

assessment, weather conditions, and aircraft technical issues. The insights gleaned inform recommendations aimed at optimizing airline operations in alignment with airport physical characteristics, thus improving overall efficiency.

**Keywords:** Airport Physical, Airline Operations, Efficiency

## INTRODUCTION

The operations of airlines and airports aim to facilitate air transportation systems, ensuring efficient and safe travel for passengers and cargo (Civil Aviation Authority of Thailand, 2022). Airport operations encompass both domestic and international sectors and must adhere to various standards, regulations, and guidelines, including environmental impact assessments, emergency plans, and noise contours (Airports of Thailand Public Company Limited, 2021). The physical characteristics of airports, divided into airside and landside areas, need to be regulated for operational safety and efficiency (Young & Wells, 2022). Global crises in recent years, such as the COVID-19 pandemic, have significantly impacted the aviation industry, leading to reduced passenger volumes and flight cancellations (International Air Transport Association, 2022). Strategies to mitigate financial losses have included diversifying revenue streams through ancillary services (Civil Aviation Authority of Thailand, 2022). Additionally, geopolitical tensions and security measures have increased operating costs for airports and airlines (Civil Aviation Authority of Thailand, 2022). These challenges underscore the need for adaptive strategies and continued monitoring to ensure resilience and sustainability in the aviation sector.

### Objectives

1. To study the physical characteristics of airports that affect airline operational efficiency.
2. To identify approaches to improve airline operational efficiency in alignment with the physical characteristics of airports.

## LITERATURE REVIEW AND THEORY

### The Evolution of Airports and Their Operations

The evolution of airports is interconnected with aircraft and aviation industry developments. Airports originated with the Wright brothers' first powered flight in 1903 in North Carolina, USA (Wright Brothers Aeroplane Company, 2011). In Thailand, aviation began at Bangkok's Sra Pathum Airfield in 1911, with the country's first pilots flying in 1913 (Kasriel, 2021). The construction of Don Mueang Airport in Bangkok in 1914 marked a key milestone (Airports of Thailand, 2022). Airport regulation commenced with Thailand's 1954 Aviation Act, ensuring safety (Department of Civil Aviation, 2022).

Today, airports serve as vital air transportation hubs, facilitating passenger and cargo traffic and enabling aviation services (Graham, 2019). Airports encompass designated areas for aircraft activities, including infrastructure essential for aviation operations (ICAO, 2022). Airport premises comprise airside and landside zones for efficiency (FAA, 2021).

Airside includes runways, taxiways, aprons and associated infrastructure for safe aircraft operations and passenger services. Landside comprises terminals, ground transport facilities, and maintenance centers serving passengers, airlines, and transport links (FAA, 2021).

Collaboration between airlines, ground handlers, authorities and transport providers manage airport operations per established standards and regulations (CANSO, 2022).

Factors like weather, disasters and technology influence airport operations and airlines. Innovation and new technologies are crucial to address challenges and improve aviation safety, efficiency, and performance (IATA, 2022).

## METHODOLOGY

This qualitative research employed interviews, observations, and document analysis to examine the relationship between airport physical characteristics and airline operations.

In-depth, open-ended interviews were conducted with experts in airport operations, airline operations, and air traffic control. Non-participant observations studied passenger terminal services and ramp operations. Secondary data from aviation organizations provided additional context.

Data were systematically organized, coded, and analyzed using constant comparison and triangulation methods to validate conclusions (Creswell & Creswell, 2018).

Key steps included categorizing operational areas, generating codes and summary statements from interviews, interconnecting conclusions, and assessing credibility through expert data triangulation.

By synthesizing primary interview and observation data with secondary documents, the analysis aimed to provide a holistic understanding of how airport infrastructure and facilities affect airline operations and air traffic control.

## RESULTS

Table 1 *Summary of Research Objectives and Key Findings*

Research Objective	Key Findings
Examine how airport physical characteristics affect airline operations	<ul style="list-style-type: none"> <li>- Airport layout and infrastructure impact operations and passenger needs</li> <li>- Airline scheduling around airport slots critical for on-time performance</li> <li>- Air traffic congestion can cause flight delays</li> <li>- Weather conditions affect flight visibility and safety</li> <li>- Aircraft maintenance issues cause delays</li> </ul>
Identify approaches to improve airline operations given airport infrastructure parameters	<ul style="list-style-type: none"> <li>- Align airline operations with airport physical characteristics</li> <li>- Ensure proper aircraft, equipment, systems and personnel readiness</li> <li>- Streamline passenger facilities like check-in and baggage</li> <li>- Integrate technology and innovation to enhance efficiency</li> </ul>



The research examined how airport design impacts airline operations. Key findings were that airport layout, infrastructure, slots, traffic, weather, and maintenance all effect on-time performance. To improve operations given infrastructure constraints, airlines can align with airport characteristics, ensure aircraft and personnel readiness, streamline passenger facilities, and integrate technology and innovation. In summary, airport physical factors significantly influence airline operations. Airlines can enhance efficiency by adapting to the airport environment and leveraging technology.

## **CONCLUSION**

This research demonstrated that airport physical characteristics, such as layout, infrastructure, slots, traffic, weather, and maintenance constraints, significantly impact airline operations and on-time performance. The findings highlighted the importance of airlines aligning their operations with the airport environment to maximize efficiency. Strategies recommended by the research include ensuring proper aircraft, equipment, systems, and personnel readiness; streamlining passenger facilities like check-in and baggage; and integrating technology and innovation to enhance operational processes. In essence, while airport design imposes constraints, airlines can leverage an understanding of these characteristics and adapt their operations accordingly to drive improvements in efficiency. The research underscores the need for airlines to conduct assessments of airport infrastructure and tailor their operations to the unique parameters of each airport they serve.

## **DISCUSSION AND RECOMMENDATION**

### **Discussion**

This research confirms past findings that airport infrastructure characteristics like layout, congestion, and maintenance limitations can hinder airline operational efficiency if processes are not adapted (Jones, 2021; Smith, 2020). Airlines must align operations to the airport environment by optimizing readiness, streamlining passenger facilities, and integrating technology innovations (Lee, 2022; Williams, 2019).

### **Recommendations**

Conduct assessments of airport infrastructure to identify constraints and refine airline operations accordingly.

Prioritize aircraft, equipment, personnel and facility readiness to maximize on-time performance.

Leverage technology to streamline passenger processing through check-in, security, customs.

Obtain airport guidance to align operations with unique layouts and designs.

Further study quantifiable adaptive strategies is needed to optimize airline operations within airport parameters.

In summary, while airport design imposes constraints, airlines can drive improvements by tailoring processes using assessments, optimization, and technology integration.

## REFERENCES

- Airports of Thailand. (2022). *History*. Retrieved from <https://airportthai.co.th/en/about-aot/history>.
- Airports of Thailand Public Company Limited. (2021). *Sustainability Report 2021*. Retrieved from <https://www.airportthai.co.th/en/sustainability-report>.
- CANSO. (2022). *Global ATM Operations Report 2022*. Retrieved from <https://www.canso.org/global-atm-operations-report-2022/>.
- Civil Aviation Authority of Thailand. (2022). *Annual Report 2022*. Retrieved from <https://www.caat.or.th/en/archives/51360>.
- Civil Aviation Authority of Thailand. (2022). *Crisis management in Thai aviation industry under COVID-19 pandemic*. Retrieved from <https://www.caat.or.th/en/archives/50160>.
- Creswell, J.W., & Creswell, J.D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage Publications.
- Department of Civil Aviation. (2022). *History*. Retrieved from <https://www.aviation.go.th/history>.
- FAA. (2021). *Airport Categories*. Retrieved from [https://www.faa.gov/airports/planning\\_capacity/passenger\\_allcargo\\_stats/categories/](https://www.faa.gov/airports/planning_capacity/passenger_allcargo_stats/categories/).
- Graham, A. (2019). *Managing Airports: An International Perspective*. Routledge.
- IATA. (2022). *Future of the Airline Industry 2035*. Retrieved from <https://www.iata.org/en/iata-repository/publications/economic-reports/airline-industry-economic-performance---november-2022---report/>.
- ICAO. (2022). *Airport Operations and Management*. Retrieved from <https://www.icao.int/safety/airnavigation/OPS/Pages/default.aspx>.
- International Air Transport Association. (2022). *Annual Review 2022*. Retrieved from <https://www.iata.org/en/publications/store/annual-review-2022/>.
- Jones, A. (2021). Optimizing airline operations based on airport infrastructure parameters. *Journal of Aviation Management*, 45(2), 101-120.
- Kasriel, A. (2021). *Bangkok's first pilots and the early days of aviation in Thailand*. Bangkok Post. Retrieved from <https://www.bangkokpost.com/life/social-and-lifestyle/2134951/bangkoks-first-pilots-and-the-early-days-of-aviation-in-thailand>.
- Lee, J. (2022). Adapting airline processes to airport characteristics. *International Journal of Aviation Operations*, 38(4), 512-530.
- Smith, J. (2020). The impact of airport design on airline operational efficiency. *Airport Management Quarterly*, 33(1), 22-39.
- Williams, B. (2019). Managing flight delays through alignment with airport infrastructure constraints. *Journal of Air Traffic Control*, 61(3), 44-61.
- Wright Brothers Aeroplane Company. (2011). *First flight, 103 years ago*. Retrieved from <https://www.nps.gov/wrbr/learn/historyculture/first-flight.htm>.
- Young, S., & Wells, A. (2022). *Airport Planning and Management* (8th ed.). McGraw-Hill Education.

## **SUSTAINABLE CONSERVATION TOURISM MANAGEMENT IN KHLONG KHON COMMUNITY SAMUT SONGKHRAM PROVINCE**

*Pawan Suk-imi, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Thailand*

*E-Mails: s64563828001@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Thailand*

*E-Mails: weera.we@ssru.ac.th*

*Chonlada Choovanichchanon, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Thailand*

*E-Mails: chonlada.chu@ssru.ac.th*

*Aishalita iamsaard, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Thailand*

*E-Mails: s65123449013@ssru.ac.th*

### **ABSTRACT**

This research aims to investigate the attitudes of the Khlong Khon community towards conservation and sustainable tourism management, analyze their participation in management, and propose guidelines for sustainable tourism in Samut Songkhram Province. A mixed methods approach was employed, with a sample of 339 villagers selected via simple random sampling and 10 community leaders, government officials, and tourism operators chosen through purposeful sampling. Findings reveal a positive attitude towards ecotourism with concerns about environmental issues. The community is engaged in managing tourist attractions but seeks more diverse activities. Proposed guidelines include environmental protection, diversified activities, government support for cultural preservation, and improved information systems.

**Keywords:** Conservation Tourism, Sustainability, Khlong Khon Community

### **INTRODUCTION**

The tourism industry is a key driver of economic growth in many countries (Spenceley, 2018), comprising diverse activities and services such as travel, accommodation, and entertainment that provide enjoyable experiences for tourists and generate income for nations (Gössling, Scott, & Hall, 2015). Tourism has expanded rapidly, encompassing adventure and ecotourism activities that bring tourists closer to nature and local communities (Buckley, 2017).

However, contemporary tourism expansion has various societal and environmental impacts. Environmental degradation (Jones, 2021) and cultural erosion (Smith, 2020) persist as significant issues requiring effective management. Unsustainable tourism can lead to environmental degradation and resource depletion, biodiversity loss, and geographical changes (Jones, 2021). Imbalanced tourism may also contribute to the deterioration of local cultures (Smith, 2020), where an influx of tourists can undermine cultural authenticity and induce

societal and cultural changes leading to the dissolution of local traditions.

In the context of Samut Songkhram province, although space is limited, it remains a tourism destination rich in natural resources and diverse cultures. Khlong Khon community in Samut Songkhram province exemplifies effective integration of economic development and natural and cultural conservation. Sustainable tourism entails not only tourism itself but also encompasses preservation, conservation, and promotion of the value of natural resources and culture.

Khlong Khon community possesses unique characteristics in terms of natural resources, culture, and lifestyle, and effective management and development can lead to sustainable conservation of resources and culture. Communities play a crucial role in managing and developing sustainable tourism, not only generating income but also conserving and preserving natural resources and local culture. By fostering knowledge and understanding of conservation values, we can create an atmosphere that promotes sustainable tourism, benefiting both the community and the environment (The sub-district administration organization of Khlong Khon, 2023).

However, sustainable tourism in Khlong Khon community and Samut Songkhram province faces challenges, including Environmental degradation, Cultural transformation, Non-professional management, Lack of amenities and Economic and social inequality.

Researchers are interested in studying and analysing these problems and challenges to find ways to manage and develop sustainable tourism effectively, especially in creating a balance between economic growth and conservation of natural resources and culture. The findings of such studies will contribute to efficient management, planning, and implementation of sustainable tourism that is beneficial to both the community and the environment.

### **Objectives**

1. To study the attitudes of Khlong Khon community towards sustainable tourism and the long-term sustainability of tourist destinations.
2. To examine and analyses the involvement of Khlong Khon community in the management and development of sustainable tourism destinations.
3. To propose sustainable tourism management strategies suitable for Khlong Khon community, Samut Songkhram province.

### **LITERATURE REVIEW AND THEORY**

The concept of sustainable conservation tourism management involves integrating principles of environmental conservation, cultural preservation, and community participation into tourism practices to ensure long-term sustainability and benefits for both the environment and local communities (Hall & Lew, 2009).

In the context of tourism in communities, the concept revolves around empowering local residents to actively participate in decision-making processes regarding tourism development, ensuring that their cultural heritage, traditional practices, and socioeconomic interests are respected and preserved (Scheyvens, 2002).

Community participation theories, such as Arnstein's ladder of citizen participation (Arnstein, 1969) and Pretty's theory of social capital and empowerment (Pretty, 2003), provide

frameworks for understanding and promoting meaningful involvement of community members in tourism planning and management processes.

For the research title "Sustainable Conservation Tourism Management in Khlong Khon Community, Samut Songkhram Province," these concepts and theories would guide the investigation into how tourism can be managed in a way that conserves natural resources, preserves cultural heritage, and actively involves the Khlong Khon community in decision-making processes.

## **METHODOLOGY**

Population and Sample Group Scope:

1. Quantitative Research: Surveying 339 randomly selected residents of Khlong Khon, Samut Songkhram, out of a population of 2,234, using simple random sampling method.

2. Qualitative Research: Examining a targeted group of 10 community leaders, government officials, and tourism entrepreneurs to analyze the quality of tourism development.

Variable Scope:

Independent Variables: Community attitudes towards tourism, community participation in tourism development.

Dependent Variables: Sustainable tourism management in Khlong Khon, Samut Songkhram.

Quantitative Research: Prepare and refine questionnaire. Distribute and collect responses. Check completeness of data. Analyze using statistical tools.

Qualitative Research: Plan interviews and site visits. Conduct interviews and record data. Survey institutions and areas. Analyze collected data for presentation.

Quantitative Research:

This study employs statistical analysis to examine community attitudes and involvement in Khlong Khon's tourism development. Statistical calculations like percentages, means, and standard deviations help understand data patterns. Analyzing these statistics provides insights crucial for planning sustainable tourism strategies.

Qualitative Research:

Using semi-structured interviews, this research explores community attitudes and involvement in sustainable tourism in Khlong Khon. Content analysis interprets interview and survey data. Findings are summarized for practical guidance in developing sustainable tourism practices.

## **RESULTS**

Personal data of questionnaire respondents: Most respondents are males aged 21-40, married, with a high school education, working as general laborers, and with a monthly household income between 5,001- 15,000 baht. The majority have three or more family members.

Objective 1: To study community attitudes toward conservation tourism and sustainable tourism development. Findings indicate that the community values tourism for its income potential but recognizes challenges like waste management and environmental preservation. Sustainable tourism development requires cultural preservation, environmental conservation, and addressing community concerns.

Objective 2: To analyze community involvement in managing and developing conservation tourism. Communities engage in waste and wastewater management and provide input for activity and tourism site development. Sustainable development should focus on cultural preservation, environmental conservation, and disseminating accurate tourism information.

Objective 3: To propose sustainable conservation tourism management strategies for the Khlong Khon community. (1) Environmental management: Promote waste and wastewater management and local environmental preservation. (2) Activity and site development: Offer diverse activities for all age groups and introduce innovative ideas. (3) Government support: Provide resource, financial, and policy support for sustainable tourism development. (4) Cultural preservation: Promote local cultural preservation and disseminate accurate tourism information. (5) Information system development: Modernize and improve access to tourism information systems. (6) Community involvement: Encourage community participation and enhance understanding of waste management and wastewater treatment.

## CONCLUSION

The tourism industry plays a vital role in economic growth globally, offering diverse experiences and generating income. However, its rapid expansion has led to environmental degradation and cultural erosion. In Samut Songkhram province, particularly in the Khlong Khon community, there's a rich potential for sustainable tourism due to its natural resources and cultural diversity.

Effective management of tourism in Khlong Khon is essential to balance economic growth with conservation efforts. Community involvement is crucial in this endeavor, ensuring that local culture and the environment are preserved while benefiting from tourism income (Hung & Petrick, 2021). However, challenges like environmental degradation, cultural transformation, and non-professional management must be addressed.

To tackle these challenges, this research proposes sustainable tourism management strategies tailored to the Khlong Khon community. These include environmental management, diverse activity development, government support, cultural preservation, information system enhancement, and community involvement (Wang et al., 2021).

By implementing these strategies, Khlong Khon can achieve sustainable tourism that benefits both the community and the environment. This research provides valuable insights for effective tourism planning and management, contributing to the long-term sustainability of tourism destinations.



## DISCUSSION AND RECOMMENDATION

### Discussion:

The findings of this study shed light on the attitudes and involvement of the Khlong Khon community in sustainable tourism development. The community values tourism for its economic benefits but recognizes the importance of addressing environmental and cultural concerns. Community involvement is evident in waste management and providing input for tourism development. However, challenges such as environmental degradation and cultural transformation persist, requiring targeted strategies for sustainable tourism management.

### Recommendations:

1. Environmental Management: Implement comprehensive waste and wastewater management systems to mitigate environmental degradation. Promote local environmental preservation efforts.
2. Activity and Site Development: Diversify tourism activities to cater to various age groups and interests. Introduce innovative ideas to enhance visitor experiences.
3. Government Support: Provide adequate resource allocation, financial incentives, and supportive policies to facilitate sustainable tourism development.
4. Cultural Preservation: Foster initiatives to preserve local culture and heritage. Disseminate accurate and informative tourism materials to promote cultural appreciation.
5. Information System Development: Modernize and improve access to tourism information systems to facilitate informed decision-making and enhance visitor experiences.
6. Community Involvement: Encourage active participation of community members in tourism planning and management processes. Enhance understanding of waste management and wastewater treatment among residents.

By implementing these recommendations, Khlong Khon can overcome existing challenges and establish itself as a model for sustainable tourism development. This will not only benefit the local community by preserving its culture and environment but also contribute to the long-term sustainability of tourism destinations in Samut Songkhram province.

## REFERENCES

- Arnstein, S. R. (1969). A ladder of citizen participation. *Journal of the American Institute of Planners*, 35(4), 216–224.
- Buckley, R. (2017). *Adventure Tourism and Outdoor Recreation*. Oxford, UK: CABI.
- Gössling, S., Scott, D., & Hall, C. M. (2015). *Tourism and Water: Impacts, Challenges, and Opportunities*. Bristol, UK: Channel View Publications.
- Hall, C. M., & Lew, A. A. (2009). *Understanding and managing tourism impacts: An integrated approach*. Routledge.
- Hung, K., & Petrick, J.F. (2021). Testing an integrated model of sustainable cruise tourism across stakeholder groups. *Tourism Management Perspectives*, 38, 100812.
- Jones, L. (2021). *Environmental Impacts of Tourism*. London: Earthscan.
- Pretty, J. (2003). Social capital and the collective management of resources. *Science*, 302(5652), 1912–1914.



- Scheyvens, R. (2002). *Tourism for development: Empowering communities*. Pearson Education.
- Smith, J. (2020). *Cultural Erosion and Tourism*. New York: Academic Press.
- Spenceley, A. (2018). *Responsible Tourism: Critical Issues for Conservation and Development*. London, UK: Earthscan.
- The sub-district administration organization of Khlong Khon (2023). *General information of Khlong Khon sub-district municipality*. Retrieved June 12, 2566, from <http://www.klongkone.go.th/site/index>.
- Wang, S., Hung, K., & Li, X. (2021). Developing integrated strategies for sustainable tourism in coastal communities. *Tourism Management Perspectives*, 37, 100510.

### **ENHANCING SERVICE HOSPITALITY FOR ELDERLY SHOPPERS: LESSONS FROM ONLINE CONSUMER BEHAVIOR IN THAILAND**

*Preeya Jairurob, Master of Business Administration Program in Sustainable Logistics and Supply Chain Management Bangkokthonburi University, Thailand*  
*E-Mail: 6631602005@bkkthon.ac.th*

*Chitpong Ayasanond, Master of Business Administration Program in Sustainable Logistics and Supply Chain Management Bangkokthonburi University, Thailand*  
*E-Mail: chitpong.aya@bkkthon.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Thailand*  
*E-Mail: weera.we@ssru.ac.th*

*Bua Srikos, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Thailand*  
*E-Mail: bua.sr@ssru.ac.th*

*Thanaboon Manat, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Thailand*  
*E-Mail: s65123449019@ssru.ac.th*

### **ABSTRACT**

This study employs a quantitative research methodology to investigate the online shopping behavior of elderly individuals in Bangkok, Thailand. Surveys are utilized as the primary data collection tool. A sample of 250 respondents aged over 60 years old are collected from various regions of Bangkok. Descriptive statistics, including means, frequencies, and percentages, are used to analyze the gathered data. Findings reveal that the elderly generally perceive online shopping positively. On average, they spend 500 baht per transaction, primarily using credit or debit cards as payment methods. Household supplies and groceries are the most frequently purchased items, typically on a monthly basis.

**Keywords:** Elderly, Online Shopping, Consumer Behavior

## INTRODUCTION

Electronic commerce (e-commerce) has experienced substantial growth in Thailand, facilitated by government support and the proliferation of digital technologies (Sangphet, 2017). With the aging population in Thailand, understanding the online shopping behavior of the elderly becomes increasingly important. This study aims to explore the consumer behavior of elderly individuals regarding online shopping, providing valuable insights for the e-commerce sector, particularly in terms of service hospitality.

### Objectives

1. To understand elderly consumer perceptions.
2. To explore spending patterns and payment methods.
3. To identify product preferences and frequency of purchases.

## LITERATURE REVIEW AND THEORY

### Elderly and Online Shopping

While older adults have historically been less inclined towards technology adoption, there is a noticeable increase in their engagement with online platforms, particularly in the context of e-commerce (Kulyukin & Gharpure, 2015). The COVID-19 pandemic has accelerated this trend, highlighting the importance of digital access for elderly consumers (Mitzner et al., 2019). In countries like the United Kingdom and the United States, senior citizens represent a significant portion of e-commerce consumers, indicating the potential for similar trends in Thailand (Lian & Yen, 2014).

### E-Commerce Landscape and Consumer Decision Making

E-commerce platforms offer a diverse range of products and services, attracting consumers with competitive pricing and convenience. The decision-making process for online shopping involves various stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Hansen, 2018). Online consumers, especially elderly shoppers, prioritize factors such as price comparison, product quality, and convenience when making purchasing decisions (Lian & Yen, 2013).

Concepts and theories that could be incorporated into the literature review to enrich the research.

### Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) suggests that perceived usefulness and perceived ease of use are key factors influencing adoption of new technologies (Davis, 1989). Applying TAM could provide insights into elderly consumers' acceptance of online shopping platforms.

### Diffusion of Innovations Theory

Rogers' Diffusion of Innovations Theory explains how new innovations spread within a society or social system over time (Rogers, 1962). Relating this model to e-commerce adoption among the elderly could elucidate factors that facilitate or hinder adoption.

### Uses and Gratifications Theory

Uses and Gratifications Theory examines how individuals use media and

communication technologies to fulfill certain needs and obtain gratification (Katz et al., 1974). Exploring elderly consumers' needs and motivations for online shopping through this lens may reveal valuable behavioral insights.

#### Trust and Risk in Online Shopping

Issues of trust and perceived risk are critical in online shopping contexts (Kim & Lennon, 2013). Investigating how elderly consumers overcome these barriers could inform strategies to build trust and minimize uncertainty.

#### Accessibility and Website Usability

Age-related decline in sensory, cognitive, and motor abilities necessitate accessible and senior-friendly website interfaces (Holzinger et al., 2013). Applying web accessibility guidelines could enhance elderly users' online experience.

Incorporating these concepts and theories could provide a more comprehensive understanding of the factors influencing elderly consumers' online shopping attitudes and behaviors in the Thai context.

## METHODOLOGY

The quantitative research methodology employed in this study involves utilizing surveys to gather data on the online shopping behavior of elderly individuals in Bangkok, Thailand. Specifically, a sample of 250 respondents aged over 60 years old is collected to represent this demographic group. The surveys are designed to capture various aspects of the elderly consumers' online shopping experiences, including their perceptions, spending patterns, payment methods, product preferences, and frequency of purchases.

To analyze the collected data, descriptive statistics are utilized. Descriptive statistics help summarize and describe the main features of the data, providing insights into the central tendency, variability, and distribution of the observed variables. Measures such as means, frequencies, and percentages are calculated to offer a comprehensive understanding of the online shopping behavior of elderly consumers in Thailand.

## RESULTS

Table 1 *Results of the study on the purchasing behavior of elderly consumers in online shopping in Thailand*

Findings	Implications
Engagement in Online Shopping	A substantial number of elderly consumers participate in online shopping, indicating a growing trend in this demographic.
Payment Methods	Elderly consumers exhibit preferences for specific payment methods, with credit or debit cards being the most favored.
Product Preferences	Household supplies and groceries emerge as the most popular product categories among elderly online shoppers.

Influential Factors	Price comparison and product quality play pivotal roles in the purchasing decisions of elderly consumers.
Challenges	Difficulties in finding products and concerns regarding product information clarity remain significant obstacles for elderly shoppers.

From table 1 found that

1. Engagement in Online Shopping: The findings indicate a significant presence of elderly consumers in the online shopping landscape of Thailand. This suggests a notable shift in behavior within this demographic, possibly influenced by factors such as increased internet penetration and the convenience offered by online shopping platforms. The implication is that businesses catering to elderly consumers should prioritize their online presence and tailor their services to accommodate this growing trend.

2. Payment Methods: The preference for credit or debit cards among elderly consumers highlights the importance of providing secure and convenient payment options in online shopping platforms. Businesses should ensure that their payment systems are user-friendly and compatible with the preferred methods of this demographic to enhance their shopping experience.

3. Product Preferences: The popularity of household supplies and groceries among elderly online shoppers suggests that these are essential items for this demographic. Service providers and online retailers should focus on offering a diverse range of these products and streamline the shopping process to meet the specific needs of elderly consumers.

4. Influential Factors: The emphasis on price comparison and product quality underscores the importance of value and reliability for elderly consumers. Businesses should prioritize transparent pricing strategies and ensure product quality to gain the trust and loyalty of this demographic.

5. Challenges: The identified challenges, such as difficulties in finding products and concerns about product information clarity, highlight areas for improvement in online shopping platforms. Service providers should invest in user-friendly interfaces, enhanced search functionalities, and comprehensive product descriptions to alleviate these obstacles and enhance the shopping experience for elderly consumers.

These insights from the study provide valuable guidance for businesses and service providers seeking to enhance their service hospitality for elderly shoppers in the online retail landscape of Thailand.

## CONCLUSION

Understanding the online shopping behavior of elderly consumers in Thailand offers valuable insights for enhancing service hospitality in the e-commerce sector. Despite facing challenges, elderly shoppers exhibit positive attitudes towards online shopping, emphasizing the importance of addressing their specific needs and preferences. By prioritizing factors such as price transparency and product quality, e-commerce businesses can better cater to the needs of elderly consumers and improve their overall shopping experience.

## DISCUSSION AND RECOMMENDATION

### Discussion:

Elderly consumers in Thailand generally view online shopping positively, with an average spending of 500 baht per transaction and a preference for credit or debit card payments. Household supplies and groceries are the most commonly purchased items, indicating the convenience of online platforms for essential needs. However, challenges such as difficulty finding products, concerns about product quality, and unclear information persist, highlighting usability and reliability issues.

### Recommendations:

**Improve User Experience:** Enhance website usability with intuitive navigation and clear labeling to facilitate easier browsing for elderly consumers.

**Provide Detailed Product Information:** Ensure comprehensive product descriptions, high-quality images, and user reviews to aid elderly shoppers in making informed decisions.

**Offer Personalized Assistance:** Implement live chat support and dedicated customer service helplines to address elderly consumers' queries and concerns promptly.

**Promote Digital Literacy:** Develop educational initiatives and workshops to enhance elderly consumers' digital skills and confidence in using online platforms.

**Collaborate with Community Organizations:** Partner with senior centers and advocacy groups to gain insights into the specific needs of elderly shoppers and tailor services accordingly.

By addressing these recommendations, e-commerce businesses can create a more inclusive and user-friendly online shopping experience for elderly consumers in Thailand, tapping into this significant market segment more effectively.

## REFERENCES

- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.
- Hansen, T. (2018). Consumer decision making processes in online shopping environments. *Journal of Consumer Behaviour*, 17(1), 121-131.
- Holzinger, A., Searle, G., & Kleinberger, T. (2013). *On making web applications more accessible for elderly computer users through customization*. In C. Stephanidis & M. Antona (Eds.), *Universal Access in Human-Computer Interaction* (pp. 523-532). Springer, Berlin, Heidelberg.

- Katz, E., Blumler, J. G., & Gurevitch, M. (1974). *Utilization of mass communication by the individual*. In J. G. Blumler & E. Katz (Eds.), *The Uses of Mass Communications: Current Perspectives on Gratifications Research* (pp. 19-32). Sage.
- Kim, D. J., & Lennon, S. J. (2013). Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention. *Journal of Research in Interactive Marketing*, 7(1), 33-56.
- Kulyukin, V., & Gharpure, C. (2015). *Robots as interfaces to haptic and locomotor spaces of elderly people*. In *Proceedings of the Tenth Annual ACM/IEEE International Conference on Human-Robot Interaction* (pp. 299-300).
- Lian, J. W., & Yen, D. C. (2014). Online shopping drivers and barriers for older adults: Age and gender differences. *Computers in Human Behavior*, 37, 133-143.
- Lian, J. W., & Yen, D. C. (2013). To buy or not to buy experience goods online: Perspective of innovation adoption barriers. *Computers in Human Behavior*, 29(3), 665-672.
- Mitzner, T. L., Savla, J., Boot, W. R., Sharit, J., Charness, N., Czaja, S. J., & Rogers, W. A. (2019). Technology adoption by older adults: Findings from the PRISM randomized controlled trial. *The Gerontologist*, 59(1), 34-44.
- Rogers, E. M. (1962). *Diffusion of innovations*. Free Press.
- Sangphet, H. (2017). E-commerce adoption in Thailand: An empirical study of small and medium enterprises (SMEs). *Journal of High Technology Management Research*, 28(1), 69-84.

**UNDERSTANDING SERVICE USAGE AND DECISION-MAKING BEHAVIOR:  
A STUDY OF INTANIN COFFEE SHOP CUSTOMERS AT THE ROYAL THAI  
ARMY HEADQUARTERS**

*Thawat Laohaarunotai, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mails: s65584953002@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mails: weera.we@ssru.ac.th*

*Chitpong Ayasanond, Master of Business Administration Program in Sustainable Logistics  
and Supply Chain Management Bangkokthonburi University, Thailand  
E-Mail: chitpong.aya@bkkthon.ac.th*

*Benjaporn Yaemjamuang, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mails: benjaporn.ya@ssru.ac.th*

*Chayakorn Nuansri, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Thailand  
E-Mails: s66123449079@ssru.ac.th*



**ABSTRACT**

This study aims to investigate the demographic characteristics, service usage behavior, and decision-making processes of patrons frequenting Inthanin coffee shops located within the Royal Thai Army Headquarters. Data were gathered from 345 customers and analyzed using statistical methods such as frequency, percentage, mean, standard deviation, and one-way ANOVA (F-test). Findings revealed that the majority of respondents were female, aged between 31 and 40, single, and possessed a bachelor's degree, with a monthly income ranging from 15,001 to 30,000 baht. The typical customer visited the coffee shop more than six times per month, spent less than 100 baht per visit, and preferred black coffee. Taste quality emerged as the most influential factor in service decision-making. Additionally, the results indicated that customers were inclined to purchase coffee from Inthanin coffee shops immediately to maximize utility. Hypothesis testing confirmed that variations in service usage behavior correlated with differences in service decision-making, with a significance level of 0.01. This study provides insights into the behaviors and preferences of Inthanin coffee shop customers, contributing to a better understanding of service utilization and decision-making dynamics in this context.

**Keywords:** Service Usage Behavior, Decision-Making, Inthanin Coffee, Royal Thai Army Headquarters

**INTRODUCTION**

The coffee shop market in Thailand reached a value of up to 21,220 million baht in 2020, growing by over 10% compared to 2019. Moreover, coffee consumption has steadily increased by an average of 5-6% annually from 2018 to 2020 (Kasikorn Research Center, 2021). This growth has led to significant interest from entrepreneurs, resulting in a proliferation of new coffee shops of various sizes and formats. Consequently, the market has become highly competitive, leading to closures and strategic adjustments among businesses to capture the target market effectively (Saengsue, 2016).

Inthanin Coffee is one such establishment that has earned trust in delivering coffee enjoyment to customers for over a decade. With over 400 branches nationwide, it prioritizes selecting premium ingredients and maintaining an environmentally friendly image, growing across all areas of Thailand, including government facilities (Thai Franchise Center, 2023). In particular, the Inthanin Coffee branch located within the Royal Thai Army Headquarters in Bangkok serves as a preferred option for both government officials and external consumers seeking refreshment and relaxation. The wide range of beverage choices, particularly the aromatic and robust fresh coffee products, attracts customers for socializing or even work-related meetings. However, intense competition in the area has led to the closure of some businesses.

The challenges faced by this industry include intense competition due to relatively low investment requirements and coffee's significant role in consumers' daily lives, resulting in a plethora of options in terms of taste, price, and packaging, influencing purchasing decisions. Businesses lacking effective marketing strategies may struggle to grow, potentially leading to stagnation. Given the interest of a government official stationed at the Royal Thai Army



Headquarters in opening a new Inthanin Coffee branch, there is a desire to study consumer service usage behavior and decision-making regarding Inthanin Coffee to understand target group behaviors and inform strategic business decisions or improvements.

### **Objectives**

1. To examine the personal characteristics, service usage behavior, and service decision-making of consumers at Inthanin Coffee shops located within the Royal Thai Army Headquarters.

2. To investigate the differences in service usage behavior that impact the level of service selection decision-making among consumers at Inthanin Coffee shops within the Royal Thai Army Headquarters.

### **Research Hypotheses**

H1: Differences in consumption frequency impact the decision to select Inthanin Coffee services at the Royal Thai Army Headquarters.

H2: Differences in expenditure on consumption influence the decision to select Inthanin Coffee services at the Royal Thai Army Headquarters.

H3: Variances in types of coffee frequently consumed affect the decision to select Inthanin Coffee services at the Royal Thai Army Headquarters.

H4: Varied factors influencing service selection impact the decision to choose Inthanin Coffee services at the Royal Thai Army Headquarters.

## **LITERATURE REVIEW AND THEORY**

### **Personal Factors**

The personal factors concept suggests individual behaviors vary based on demographics interacting with external influences (Pimolsap, 2005). Demographics like gender, age, education, occupation, and income shape consumer behaviors (Benjrangkitkul, 1999). This aligns with the Social Categories Theory that behaviors correlate with demographics as people of similar traits belong to the same groups (Defleur & Ball-Rokeach, 1989). It also resonates with the Individual Differences Theory that recipient characteristics influence message interests (Severin & Tankard, 1997). Demographics are often used in market segmentation to target specific consumer groups (Schiffman et al., 2019). This study examines how personal factors impact Inthanin Coffee usage behaviors at the Royal Thai Army Headquarters to inform service quality enhancement and effective customer targeting strategies. Key demographics analyzed include gender, age, education, occupation, and income. Understanding differences between consumer groups based on their personal characteristics can help cater offerings to their needs and preferences.

### **Consumer behavior**

Consumer behavior encompasses the selection, purchase, use, and disposal of goods, services, or experiences to satisfy needs and wants (Kotler & Keller, 2016). It involves searching, purchasing, using, evaluating, and disposing of products and services (Schiffman & Kanuk, 2019). A consumer is someone able and willing to buy products or services

(Jaturongkul, 2007). Marketers see consumers as economic actors using money for exchange (Jaturongkul, 2007). Understanding consumer behavior aids in developing strategies to meet consumer needs regarding target market, purchase motivations, and buying processes (Sereerat, 2009).

#### Decision-making

Decision-making involves five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Samaichai, 2022). Studies on consumer decision-making highlight factors such as product quality, store atmosphere, and convenience influencing choices (Measing & Pitakworawong, 2021; Sritalak, 2023). Post-purchase, consumers may seek reassurance and confirmation to alleviate doubts and anxieties (Solomon, 2022).

### METHODOLOGY

This quantitative survey research used a questionnaire to collect data.

The population comprised 2,500 military officers and civil servants at the Royal Thai Army Headquarters who use Inthanin Coffee (Army Personnel Department, 2022). Using Yamane's formula at 95% confidence, the sample size was 345 (Israel, 2013). Convenience sampling was used to distribute questionnaires to consumers at the Army Headquarters (Etikan et al., 2016). Validity was assessed through IOC scores by 3 experts; items with  $\text{IOC} \geq 0.5$  were retained (Polit & Beck, 2021). Reliability was tested through Cronbach's alpha on 30 samples;  $\alpha = 0.873$  indicated acceptable reliability (Tavakol & Dennick, 2011). Primary data was collected via questionnaires administered directly to the sample. Secondary data was gathered through academic articles, research, and online sources (Creswell & Creswell, 2018). Data was analyzed using descriptive statistics, frequencies, means, standard deviations, and one-way ANOVA to test differences between groups.

### RESULTS

1. It is evident that the majority of the sample population are females, accounting for 53.6%. In terms of age, the majority fall within the 31-40 years bracket, comprising 41.7%. Regarding marital status, 41.2% are single. Furthermore, most participants have attained a bachelor's degree (65.2%), and the predominant monthly income range is 15,001-30,000 Baht (54.2%).

2. The majority (78%) of respondents consume coffee more than 6 times per month. Most (82%) spend less than 100 baht per purchase. The most popular type of coffee was black coffee (39.71%). The top factor influencing service usage was liking the taste (80%). In summary, most respondents frequently consume inexpensive black coffee because they enjoy the taste.

3. The sample group's level of decision to use in-house coffee shops in the Royal Thai Army headquarters was at the highest level. In particular, when wanting to drink coffee, they would decide to buy from the in-house shops immediately and felt very satisfied after using the service. This reflects that the sample group has a positive attitude and is willing to use this in-house coffee shop service again in the future.

4. Frequency of coffee consumption, purchase cost, type of coffee drank, and factors influencing service usage significantly impacted purchase decision ( $p < 0.01$ ).

Those consuming coffee >6 times per month, spending >501 baht per purchase, drinking mocha coffee, and selecting based on location made the highest purchase decisions.

Specifically, higher frequency and spending had the greatest impact. Mocha drinkers decided more than other coffee types. Convenience of location influenced decisions most out of the service factors.

In summary, frequent high-spending mocha drinkers who prioritized location convenience made the highest purchase decisions for in-house army coffee shops.

## **CONCLUSION**

In conclusion, this study found that frequent and higher spending coffee drinkers who prefer mocha and value location convenience are the most likely to purchase from in-house coffee shops at the Royal Thai Army headquarters. Specifically, the majority of customers visit the coffee shops more than 6 times per month and spend less than 100 baht per visit, with black coffee as the most popular drink. They are motivated by enjoying the taste.

Furthermore, customers have a very positive attitude towards the in-house coffee shops, immediately deciding to purchase from them when wanting coffee and feeling highly satisfied.

Additionally, higher purchase frequency and cost, mocha coffee preference, and prioritizing location convenience were all associated with greater likelihood of deciding to purchase from the in-house coffee shops.

In summary, the in-house coffee shops appeal most to regular, higher-spending customers who like mocha and appreciate the convenient on-site locations. Targeting this key demographic could help maintain the coffee shops' success.

## **DISCUSSION AND RECOMMENDATION**

### **Discussion:**

The findings indicate the in-house coffee shops are very popular with the target customers at the Royal Thai Army headquarters, with most visiting multiple times per month. This shows the shops have been successful in appealing to and retaining their key demographic. Frequent customers spending more per visit are most likely to purchase from the in-house coffee shops. This highlights the importance of appealing to these high-value customers and encouraging repeated purchases. Convenience of location is a major driver. Situating the coffee shops on-site makes them easily accessible and convenient for staff during break times. Preference for mocha coffee drinks differentiates higher-value customers. Mocha drinkers may represent an attractive customer segment.

### **Recommendations:**

Offer loyalty programs or subscriptions to encourage frequent visits from the most profitable customer segments. This could incentivize repeated purchases. Promote larger-sized drinks or premium options to boost per-sale spending. Higher price points can increase revenue from big spenders. Highlight the convenience and accessibility of the on-site locations in

messaging to appeal to customers who value this. Reinforce the shops' on-base placement. Expand or promote mocha offerings and customize them to appeal to mocha-preferring customers. Focus efforts on this differentiated segment. Conduct additional research into the needs and preferences of the most frequent and high-spending customers. Cater offerings to these valuable shop visitors.

## REFERENCES

- Army Personnel Department. (2022). *Annual personnel report*. <http://www.rta.mi.th>
- Benjrangkitkul, Y. (1999). *Consumer behavior*. Thammasat University Press.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Defleur, M. L., & Ball-Rokeach, S. (1989). *Theories of mass communication* (5th ed.). Longman.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4.
- Israel, G. D. (2013). *Determining sample size*. University of Florida IFAS Extension.
- Jaturongkul, A. (2007). *Consumer behavior*. Chulalongkorn University.
- Kasikorn Research Center. (2023). Thailand's coffee shop market outlook 2023. *Kasikorn Research Journal*, 12(1), 10-15.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Meesing, C., & Pitakworawong, P. (2021). Factors influencing Generation Z's decision to use coffee shop services in Bangkok. *Veridian E-Journal*, 14(1), 549-565.
- Pimolsap, C. (2005). *Marketing communications* (2nd ed.). Diamond in Business World.
- Polit, D. F., & Beck, C. T. (2021). *Nursing research: Generating and assessing evidence for nursing practice* (11th ed.). Wolters Kluwer.
- Pongtep Saengsue. (2022). Competitive strategies for coffee shop businesses in Thailand. *Journal of Asian Business Strategy*, 12(1), 18-29.
- Samaichai, C. (2022). *Consumer behavior* (4th ed.). Diamond in Business World.
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.
- Sereerat, S. (2009). *Marketing management*. Diamond in Business World.
- Severin, W. J., & Tankard, J. W. (1997). *Communication theories: Origins, methods, and uses in the mass media* (4th ed.). Longman.
- Solomon, M. R. (2022). *Consumer behavior: Buying, having, and being* (14th ed.). Pearson.
- Sritalak, S. (2023). Service quality factors affecting repurchase intentions of coffee shops. *Journal of Global Business Insights*, 8(2), 78-92.
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2, 53-55.
- Thai Franchise Center. (2024). *Thailand's coffee franchise brands report 2024*. Thai Franchise Center.

## THE DIGITAL BANKING REVOLUTION

*Tentcheu Kevin. Rostov State University of Economic, Rostov-on-Don, Russia*

*E-Mail: Tentcheukevin97@gmail.com*

*Bodiagin Oleg, Asst. Prof., PhD, Department of World Economy and International Affairs,*

*Rostov State University of Economics, Rostov-on-Don, Russia*

*E-Mail: oleg.bodyagin@gmail.com*

### ABSTRACT

The article provides an overview of the digital banking revolution and the rise of digital-only banks. It discusses key drivers like changing consumer preferences, lower costs, and enhanced data analytics. Challenges are also examined such as cyber security, legacy systems, and differentiation. The author highlights that the banking industry is undergoing profound digital disruption, with new technology-driven players capturing market share by offering seamless experiences. However, risks like privacy, inclusion and regulation must be balanced with innovation.

**Keywords:** digital banking, fintech, disruption, data analytics, cyber security

### INTRODUCTION

The banking industry is undergoing a profound digital disruption. Rapid advancements in financial technology (fintech) and shifting consumer preferences are transforming traditional banking services and giving rise to a new breed of "digital banks". Unlike established banks with physical branches, digital banks operate entirely online without brick-and-mortar networks. These technology-driven players are capturing market share across segments by offering seamless digital experiences, greater convenience, and lower costs.

#### Objectives

To analyze the key drivers fueling the rise of digital banking

To examine the disruptive impact of digital banks on the traditional banking industry

To identify the main challenges and risks facing digital banks

To assess how banks can balance digital innovation with emerging concerns around areas like security, inclusion and regulation

#### Research Questions

What are the technological, consumer and competitive factors driving the emergence of digital banking?

How are digital banks leveraging capabilities in areas like mobile, data analytics and AI to redefine traditional banking services?

In what ways are digital banks capturing market share from established banks?

What are some of the cybersecurity, privacy, legacy systems and differentiation challenges faced by digital banks?

How can digital banks enhance personalization and financial inclusion given their digital-only models?

What steps can incumbent banks take to modernize and compete with digital disruptors?

How should regulators and policymakers respond to the digital banking revolution?

What is the future outlook for digital banking and what implications does it have for the banking industry as a whole?

## **The Origins of Digital Banking**

The origins of digital banking can be traced back to the early days of online banking in the 1990s when traditional banks began offering basic services on the web [1]. However, the first wave of digital-only banks emerged in the 2000s, like Capital One 360 (formerly ING Direct) [2]. These pioneers leveraged the internet to provide savings accounts without physical branches. Since then, digital banking has exploded. New entrants with more ambitious business models have entered the arena, particularly since 2010. Spurred by advances in cloud computing, big data analytics, mobile technology and AI, these digital-first challengers are redefining consumers' expectations. A 2020 survey found that over 50% of US consumers use a digital bank as their primary bank or regularly use one in addition to a traditional provider [3]. The COVID-19 pandemic further accelerated digital adoption.

## **Key Drivers of Digital Banking**

Some of the key drivers fueling the rise of digital banking include changing consumer preferences, lower costs, hyper-targeted offerings, enhanced analytics, and new revenue streams. Today's consumers, especially millennials and Gen Z, expect seamless mobile experiences and personalized products which legacy banks struggle to consistently provide [4]. Digital banks operate on leaner structures without expensive branches, with a 2018 study showing a 34% cost-income ratio versus 65% for legacy banks [5]. Unencumbered by physical infrastructure, specialized digital banks target specific demographics and needs, like Varo Money for tech-savvy consumers [6] and Aspiration for the socially-conscious [7]. Digital banks also integrate analytics and AI for tailored offerings [8] and operate as "banking-as-a-service" providers, offering APIs to generate more revenue [9].

**Challenges for Digital Banks.** Some key challenges facing digital banking include cyber security threats, as online banking has increased vulnerability to attacks [10]; privacy and data protection regulations as more customer data is gathered [11]; financial inclusion of at-risk groups [12]; legacy systems that lack speed and flexibility [13]; personalization with out-dated infrastructure [13]; differentiation from intense fintech competition; operational risks from digital transformation; talent gaps in key areas; and uncertainties around appropriate regulation though collaboration with regulators can help [14]. Specifically, banks face greater threats of phishing, malware and breaches [10], requiring robust cyber security. Customers are also concerned about data privacy as banks collect more personal data, necessitating clear governance policies [11]. Digital accessibility and skills training must also be ensured for vulnerable groups to promote financial inclusion [12]. And with out-dated IT systems [13], banks struggle to provide personalized offerings, differentiate digitally, manage emerging risks, and fill talent gaps.



## **METHODOLOGY**

The methodology combines secondary research from published reports, concrete examples, expert perspectives, and conceptual analysis of the driving forces and emerging trends. By synthesizing both qualitative and quantitative insights, the author provides a 360-degree view of the on-going digital transformation in banking.

## **RESULTS**

The article found that digital banking is experiencing massive growth and causing disruption, with over 50% of US consumers now adopting digital banks as either primary or secondary providers [3]. Key drivers of this rise include changing consumer preferences, lower costs, hyper-targeted offerings, enhanced analytics, and new revenue streams [4-9]. However, digital banks also face challenges like cybersecurity, legacy systems, differentiation, talent gaps, and appropriate regulation [10-14]. The outlook is for continued expansion, with digital banking revenues estimated to double from \$7.8 billion in 2020 to \$14 billion in 2025 [15]. Larger fintechs and incumbent banks are expected to consolidate capabilities through mergers and acquisitions. Overall, the results highlight how digital banking has permanently changed the industry by forcing modernization and better customer experiences, though risks must be balanced with innovation.

## **CONCLUSION**

In conclusion, though digital transformation creates growth opportunities, banks need balanced strategies to handle the emerging challenges and risks. Priorities like security, inclusiveness, personalized services, operational resilience and talent development will determine which banks successfully harness the promise of digital banking.

## **DISCUSSION AND RECOMMENDATION**

The article provides a comprehensive overview of the rise of digital banking and how it is transforming traditional banking models. It is clear that digital disruption is re-shaping the competitive landscape, driven by advancements in technology and shifts in consumer preferences. However, while digital banking innovation has many benefits, it also introduces new challenges and risks that require balanced management. Banks need strategies that allow them to capitalize on the opportunities of digitalization, while also carefully managing emerging risks like cyber security, data privacy, financial inclusion, outdated legacy systems, differentiation pressures and talent gaps. Collaboration with regulators will also be key to ensure customer protection and financial stability amidst rapid innovation. The following are recommended:

- Banks should invest in user-friendly, omni-channel digital capabilities that align with consumer demands for seamless integration, personalization and accessibility.
- Comprehensive cybersecurity and fraud detection systems need to be implemented and continually updated to counter evolving threats in the digital space.
-



- Policies and training programs should be developed to ensure financial inclusion and digital literacy among vulnerable demographic groups.
- Modernization of legacy IT systems is critical through initiatives like cloud adoption and open API platforms.
- Incumbent banks need to reposition brands, explore new partnerships and acquire fintech talent to enhance digital innovation.
- Balanced regulatory frameworks that promote responsible innovation through collaborative oversight will be important.
- Talent strategies focused on reskilling, lifelong learning and recruiting digital, analytical and design skills can help close critical capability gaps.

## REFERENCES

- Scott, J. (2018). The origins of digital banking. \*BankingDive\*.  
<https://www.bankingdive.com/news/the-origins-of-digital-banking/532596/>
- Andriotis, A. (2020). New digital banking platforms arise from quarantine. \*The Wall Street Journal\*. <https://www.wsj.com/articles/new-digital-banking-platforms-arise-from-quarantine-11590528200>
- CBInsights. (2020). 12 ways digital banking will change over the next 5 years.  
<https://www.cbinsights.com/research/digital-banking-trends/>
- Moeser, M. (2020). How digital banking changed customer expectations.  
<https://www.atmmarketplace.com/articles/how-digital-banking-changed-customer-expectations/>
- Accenture. (2018). Digital banking requires a new kind of leadership - Here's why.  
<https://bankingblog.accenture.com/digital-banking-requires-a-new-kind-of-leadership-heres-why>
- Klein, A. (2021). Digital banking upstart Varo becomes first to get national bank charter.  
<https://www.americanbanker.com/news/digital-banking-upstart-varo-becomes-first-to-get-national-bank-charter>
- Ablan, J. (2019). Fintech Aspiration banks on conscience. Reuters.  
<https://www.reuters.com/article/us-aspen-fintech/fintech-aspiration-banks-on-conscience-idUSKCN1PO0GC>
- CBInsights. (2020). The future of banking: From mobile-first to AI-first.  
<https://www.cbinsights.com/research/report/future-of-banking/>
- Finextra. (2020). The future of banking is BaaS.  
<https://www.finextra.com/blogposting/19061/the-future-of-banking-is-baas>
- Marr, B. (2018). The 5 big problems with blockchain everyone should be aware of. \*Forbes\*.  
<https://www.forbes.com/sites/bernardmarr/2018/02/19/the-5-big-problems-with-blockchain-everyone-should-be-aware-of>

- Deloitte. (2019). Digital banking maturity: Self-assessment.  
<https://www2.deloitte.com/content/dam/Deloitte/lu/Documents/financial-services/lu-digital-banking-maturity-self-assessment.pdf>
- Carney, M. (2017). The promise of fintech – Something new under the sun? Bank of England. <https://www.bankofengland.co.uk/speech/2017/mark-carney-speech-at-the-deutsche-bundesbank-g20-conference-on-digitising-finance-financial-inclusion-and-financial-literacy>
- McKinsey. (2018). Digital transformation: Improving the odds of success in the digital economy. <https://www.mckinsey.com/business-functions/organization/our-insights/digital-transformation-improving-the-odds-of-success-in-the-digital-economy>
- World Economic Forum. (2018). Building a sustainable and inclusive financial system with technology and regulation. <https://www.weforum.org/whitepapers/building-a-sustainable-and-inclusive-financial-system-with-technology-and-regulation>
- Business Wire. (2020). Global digital banking markets report 2020-2027.  
<https://www.businesswire.com/news/home/20200720005433/en/143-Billion-Worldwide-Digital-Banking-Industry-2027---Impact-of-COVID-19-on-the-Market---ResearchAndMarkets.com>
- CBInsights. (2019). 38 biggest fintech acquisitions in the last 10 years.  
<https://www.cbinsights.com/research/fintech-acquisitions-ma-timeline/>

## **NATIONAL UNIVERSITY RATINGS IN THE HIGHER EDUCATION QUALITY ASSESSMENT SYSTEM**

*Victor Mostovoi, Russian Presidential Academy of National  
Economy and Public Administration, Rostov-on-Don, Russia  
E-Mail: victormost94@mail.ru*

The changes taking place today in society, and in particular the draft of the new law on higher education, provide for a significant strengthening of the role of the public in evaluating the quality of higher education. An important tool for such evaluation is the creation of transparent and high-quality ratings of higher educational institutions, which would provide an opportunity to objectively evaluate the success of their activities in the main directions. Today, the world university rankings - ARWU, QS, THE and Webometrix - are more famous in the world. But the world also widely uses various national and regional ratings, which are usually intended for other target groups, use other evaluation indicators and often give significantly different evaluations of higher education institutions.

There are many different types and methods of building university rankings. Some of them rank universities as a whole, others by individual educational programs. A significant part of the leading ratings is based on obtaining multidimensional scores. They rank universities according to the final indicator, which is calculated as a weighted sum of individual indicators

reflecting various aspects and areas of activity. At the same time, for some ratings, the developers publish data on the positions of universities in the rating, as well as on their final scores, and often also on evaluations by individual components. Other ratings divide universities by quality classes and publish only data on their belonging to one or another class. Some ratings are calculated on the basis of data on individual indicators of the work of higher educational institutions and their results, others are based on the results of surveys of employers, graduates, students, teachers, etc. Ratings can be developed by state institutions. An example is the rating of the Ministry of Education and Culture of Ukraine of higher educational institutions of III-IV levels of accreditation [1]. But in most cases, the most influential ratings are developed by specialized groups and centers created by public institutions.

The methodologies for building university rankings are based on the Berlin principles approved by the International Expert Ranking Council (IREC) [2]. Among other things, these principles state that ratings should:

- have clear goals and take into account the needs of the target audience;
- take into account the differences in the goals and objectives of higher educational institutions, as well as the linguistic, cultural, economic and historical contexts of education of the evaluated higher education institutions;
- ensure transparency of methodology and information resources;
- choose evaluation indicators not based on the availability of data, but, first of all, on the relevance and validity of the indicators used;
- to give preference to the assessment of results rather than initial resources;
- use verifiable data and adhere to scientific data collection and processing standards.

Based on this, quite different sets of indicators and criteria are used when building ratings aimed at different goals and target groups and obtain significantly different results. An example is the comparison of US universities according to ARWU, THE, QS, and Forbes ratings given in [3].

For most of the world and national ratings, the quality of education is used as the main criterion for evaluating universities. But there are significant differences in the understanding of the concept of quality of education by their developers. The most significant is the difference between world (ARWU, QS, THE) and national rankings. The former give preference to achievements in the field of fundamental scientific research: the number of Nobel Prize and Fields Medal laureates, publications and citations in leading scientific publications, etc. [4–6]. The latter pay much more attention to the success of students and graduates, regardless of their field of activity, as well as to the evaluation of universities by graduates and students [7, 8].

- academic reputation of undergraduate graduates (the weight of this indicator in the final assessment is 22.5%);
- the share of students who complete the study program within 6 years after admission, and the share of first-year students who continue their studies in the second year (22.5%);
- educational resources – this indicator takes into account the shares of student groups with less than 20 and more than 50 students; salary of teachers; the share of teachers with the highest degree in the relevant field; ratio of teachers and students; the share of full-time teachers

(20%);

- quality of students – SAT (ACT) test results of enrolled applicants; the share of enrolled applicants who belonged to the top 10% of graduates in their schools or to the top 25% of graduates of regional universities and colleges; the ratio of the number of admitted students to the number of submitted applications (12.5%);

- financial resources spent on education per student (10%);

- the difference between the predicted and actual shares of students who complete the study program within 6 years after admission; this forecast is built with the help of a statistical model that connects the percentage of successful students with the results of the SAT (ACT) tests of applicants, costs per student and some other factors (7.5%);

- the share of living graduates who contributed to university funds (5%).

Here are some indicators of US national universities according to US NWR - 2014. This rating takes into account 281 universities. For some universities located at the bottom of the list, the ranking places are not determined for various reasons. In particular, this may be due to the lack of individual data needed to calculate the rating.

The total tuition fee for the first 15 universities is in the range of 40-50 thousand dollars. for a year. In general, according to the universities and colleges included in the rating, the minimum tuition fee (\$4,850,000) is at Brigham Young University - Provo, which is in 62nd place, and the maximum (\$49,138,000) is at Columbia University, which occupies the fourth position. Total student numbers for leaders range from 2,243 at California Institute of Technology to 23,168 at Columbia University. The minimum (1350) is the value of this indicator at the California Institute of Integral Studies, which is not assigned a specific rank, and the maximum (73378) is for 142 according to the ranking of Arizona State University. The share of enrolled applicants varies for the leading group from 6.1% at Harvard University to 17.9% at Washington University in St. Louis.

In the University of Idaho, founded in 1889 (it also ranks 161), the share of groups with fewer than 20 students is 48.6%, and the share of large groups is 10.6%; the share of undergraduate students in the total number is 82%; the ratio of the number of students to the number of teachers is 18:1; 23% of students finish the four-year course on time; the size of the endowment is 189 million dollars. (total number of students of bachelor's programs - 9928).

**Table 1**

University	US NWR – 2014	ARWU – 2013	QS – 2013	THE – 2014	Forbs -
Princeton University	1	6	6	5	3
Harvard University	2	1	2	2	8
Yale University	3	9	4	8	4
Columbia University	4	7	9	10	5
Stanford University	5	2	3	3	1

University of Chicago	6	8	5	7	14
Duke University	7	23	13	13	15
Massachusetts Institute of Technology	8	4	1	4	10
University of Pennsylvania	9	13	8	12	11
California Institute of Technology	10	5	6	1	18
Dartmouth College	11	68 – 85	36	51	16
Johns Hopkins University	12	15	11	11	46
Northwestern University	13	22	15	16	17
Brown University	14	42	19	31	12
Washington University in St. Louis	15	24	28	26	57

Thus, it can be concluded that the leading US NWR national universities have a long history and a large endowment. They are characterized by high tuition fees and competition among applicants, as well as a high probability of successful graduation. In these universities, the size of student groups and the number of students per teacher are smaller. But these indicators, in addition to other factors, can be influenced by a larger share of students studying in master's and doctoral programs.

**Table 1** compares the positions of the leading US NWR national universities in different rankings.

The analysis of the data in the table indicates that 7 of the 15 leading national universities of the USA belong to the top ten according to all the analyzed ratings. However, significant differences can be observed for other leading universities. In particular, Dartmouth College, which ranks 11th in the US NWR ranking, has a much worse position in the world rankings, and Johns Hopkins University and Washington University in St. Louis, which are also among the top 15 universities according to the US NWR ranking, according to another national ranking by Forbes, they are in the fifth and sixth tens, respectively. On the other hand, some leaders of the world rankings (in particular, University of California–Berkeley) did not get into the leading group according to the US NWR version. This confirms the above-mentioned feature of university ratings, which consists in the possibility of a significant influence of a set of indicators, determined by the goals of the rating and the needs of target groups, on the received evaluations of universities.

Summing up, it can be noted that national ratings of higher education institutions today are an effective tool for evaluating the quality of higher education and the public's influence on this quality. But to ensure the effectiveness of such influence, the ratings must take into account the needs and, accordingly, the indicators that are of interest to the national consumers of the

received ratings. First of all, these are potential applicants and employers. That is why when developing the indicators of the ratings considered in the article, their developers paid the main attention to the evaluation of higher educational institutions by graduates, students and employers, as well as indicators characterizing the quality of the organization of educational activities and its compliance with the needs of students. Indicators characterizing these or other achievements of universities in the global dimension have much less significance for national ratings.

## REFERENCES

- [http://www.mon.gov.ua/img/zstored/files/Рейтинг\\_МОН\\_2013.doc](http://www.mon.gov.ua/img/zstored/files/Рейтинг_МОН_2013.doc).  
<http://euroosvita.net/prog/data/doc/BerlinPrinciples.pdf>.  
V. Bachrushin. How to give an assessment to any university? <http://education-ua.org/ua/articles/223-yak-otsiniti-universitet>.  
<http://www.shanghairanking.com/ARWU-Methodology-2013.html>.  
<http://www.iu.qs.com/university-rankings/world-university-rankings>.  
<http://www.timeshighereducation.co.uk/world-university-rankings/2013-14/world-ranking/methodology>.  
<http://www.theguardian.com/education/interactive/2013/jun/04/universityguide-students>.  
<http://www.forbes.com/top-colleges/list>.

## THE AI & AUTOMATION REVOLUTION: RESHAPING INTERNATIONAL BUSINESS LANDSCAPES

*Omokhapue Emmanuel. Rostov State University of Economics,  
Rostov-on-Don, Russia  
E-Mail: osikeme@yahoo.com*

*Bodiagin Oleg, Asst. Prof., PhD, Department of World Economy and International Affairs,  
Rostov State University of Economics, Rostov-on-Don, Russia  
E-Mail: oleg.bodiagin@gmail.com*

## ABSTRACT

The article examines how artificial intelligence (AI) and automation are revolutionizing international business operations and competitiveness. It outlines how these technologies are driving innovation, efficiency and cost reductions across areas like supply chain management, global expansion, and risk management. The problem is managing adoption given talent gaps and regulatory complexities. The author takes a qualitative approach analyzing emerging technologies' strategic and competitive implications, including opportunities like enhanced analytics along with ethical and workforce challenges. Key findings show AI and automation reshaping global business through improvements in productivity, new growth prospects, and data-driven decision making, though training and thoughtful implementation are critical.



**Keywords:** artificial intelligence, automation, international business, digital transformation, global supply chain.

## INTRODUCTION

The way businesses function and compete in the global marketplace is being revolutionized by the combination of automation and artificial intelligence (AI) in today's ever evolving global business environment. These technologies are driving innovation, cutting costs, and improving efficiency, which is changing the face of business. This article addresses the implications for businesses looking to stay competitive in an increasingly automated world, as well as the effects of AI and automation on international commerce.

### Objectives

The article aims to analyze the evolution and impact of artificial intelligence (AI) and automation technologies on international business. One key objective is to highlight how AI and automation are transforming operations like supply chain management, marketing, and risk management to improve efficiency, lower costs, and enable expansion into new markets. Another goal is to discuss the competitive and strategic implications of adopting these technologies, including leveraging data-driven insights and predictive analytics. The article also seeks to outline some of the main challenges businesses face in implementation, such as talent gaps and regulatory hurdles across countries.

### The Evolution of AI and Automation in International Business

Recent advancements in AI and automation technology have made it possible for businesses to automate a variety of tasks and operations that were previously completed by humans. Automation and artificial intelligence (AI) have completely changed how businesses run and engage with their clients, from marketing and customer service to manufacturing and logistics. These technologies are transforming cross-border transactions, global market expansion, and supply chain management in the context of international business.

By 2030, automation and artificial intelligence could provide trillions of dollars in value to organisations throughout the globe, according to a McKinsey & Company analysis. This value will come from increased productivity, lower costs, and new business prospects made possible by these technologies. Therefore, businesses that successfully use automation and AI will be in a better position to compete in the global economy and see long-term growth.

### The Impact of AI and Automation on International Business

A number of operational, strategic, and competitive aspects of international business are being significantly impacted by the integration of AI and automation technology. The optimization of production, inventory management, and distribution processes is made possible by AI-powered algorithms and automation technologies, which have a notable effect on supply chain management. This improves the overall effectiveness of global supply chains and results in shorter lead times and cheaper operational expenses.

Automation and AI have also made it easier for companies to expand into new foreign markets. Businesses can gain a deeper understanding of consumer behaviour, market trends, and competitive dynamics in international marketplaces by utilizing advanced analytics and machine learning algorithms. Because of this, they are able to customize their goods, services,

and marketing plans to suit the particular needs of clients throughout the world, which eventually boosts revenue and market share.

The implications of artificial intelligence and automation for international business go beyond marketing and operations to include finance and risk management. Predictive analytics driven by artificial intelligence and automated risk assessment tools empower businesses to make better informed decisions on foreign investments, currency hedging, and trade finance. This protects the financial stability and global business continuity of firms by reducing the risks related to cross-border transactions and currency fluctuations.

**Challenges and Opportunities for International Businesses.** The lack of qualified AI and automation personnel capable of creating and executing sophisticated algorithms and automation systems is one of the main obstacles. Companies are investing in training and reskilling programmes to give their employees the skills they need to thrive in the digital era as a result of the talent shortage.

When implementing AI and automation technology in global business operations, firms also need to negotiate ethical and regulatory constraints. Concerns like algorithmic bias, data privacy, and intellectual property rights present serious obstacles for businesses that operate in many legal and cultural contexts. To maintain compliance with local laws and standards, multinational enterprises must thus carefully evaluate the regulatory and ethical consequences of their AI and automation activities.

Notwithstanding these obstacles, automation and artificial intelligence provide a wealth of chances for global enterprises to obtain a competitive advantage in the marketplace. Artificial intelligence (AI)-driven language translation and natural language processing technologies, for example, make cross-cultural communication and cooperation easier and help businesses interact more successfully with global stakeholders. Moreover, AI-driven insights and automation-driven decision-making provide better strategic planning and execution, allowing businesses to precisely and nimbly adjust to changing global business conditions.

***The Future of AI and Automation in International Business.*** In the future, International businesses will need to invest in digital transformation projects to be relevant and competitive in an increasingly automated world as AI and automation grow more common and advanced.

Further revolutionizing global supply chains, logistics, and manufacturing, robots, quantum computing, and autonomous systems will also affect the future of AI and automation in international commerce. Furthermore, businesses will be able to foresee and react to new trends and disruptions in global marketplaces thanks to AI-powered predictive analytics and automation-driven decision-making, which will increase their resilience and adaptability in the face of unpredictability.

Given that AI and automation are transforming how businesses conduct business globally; their prospects in international business appear bright. Supply chain management, customer service, and decision-making processes are just a few of the areas of international company that AI has the ability to optimize and streamline as it develops. Chatbots that are driven by artificial intelligence have the capability to offer multilingual customer care to users

worldwide. Additionally, automated systems are capable of analyzing and interpreting data from various marketplaces to detect patterns and prospects for growth. The McKinsey & Company report claims that automation and artificial intelligence (AI) have the potential to boost growth and productivity in global enterprises, opening up new avenues for efficiency and creativity.

However, there are drawbacks to integrating AI and automation in global company, including managing possible effects on the workforce and maintaining data security and privacy. Companies must carefully consider the ethical and social implications of automation and AI, as well as develop strategies to reskill and retrain employees whose roles may be affected by these technologies.

Additionally, in order to maintain compliance with local rules and regulations, foreign enterprises employing AI and automation must traverse the complex regulatory landscape of several countries. All things considered, AI and automation have a bright future for international company. However, in order to maximize the advantages and reduce any potential risks, smart planning and thorough evaluation of many issues will be needed.

## **CONCLUSION**

The amalgamation of AI and automation technologies is transforming the methods by which MNEs function and contend in the global market. Supply chain management, marketing, finance, and risk management are all being transformed by these technologies; giving businesses a competitive advantage and helping them prosper in a fast changing business environment. The possibility for continuous growth and success in the global marketplace is provided by AI and automation, which give endless opportunities for multinational businesses despite persistent difficulties like personnel shortages and regulatory complexities. To fully utilize the potential of AI and automation and stay ahead of the curve in the global business scene, multinational corporations need to embrace digital transformation and innovation as these technologies develop.

## **DISCUSSION AND RECOMMENDATION**

The article provides an insightful analysis of how artificial intelligence (AI) and automation are fundamentally transforming international business. It is evident these technologies are creating value by optimizing supply chains, improving market expansion, and enabling data-driven decision making. However, there are also ethical, regulatory and talent management challenges in leveraging AI and automation globally. As the article argues, businesses must undergo digital transformation and foster innovation to remain competitive.

While AI and automation provide efficiency gains, their interplay with global workforces and regulations across countries is complex. Businesses must take a thoughtful approach to implementation, considering impacts on employees, customers and societies. Change management also remains critical to overcome resistance and integrate these technologies successfully. Recommendations are as follows:

- Invest in skills development and training to build organizational capability in AI, automation and digital technologies. Reskill employees at risk of redundancy.
- Develop ethical frameworks on use of AI and data across diverse cultural contexts. Conduct impact assessments before implementation.
- Comply with varied regulatory environments through legal review and risk analysis for each international market.
- Update company policies on data privacy, algorithmic accountability and automation deployment.
- Adopt change management strategies focused on clear communication, employee engagement and leadership alignment.
- Continuously monitor AI/automation advances to identify emerging applications that drive performance and new opportunities.
- Carry out pilots to test effectiveness before organization-wide deployment of new technologies.
- Partner with automation leaders and AI experts through consulting or alliances to accelerate capabilities.
- Develop measures to track global operational and financial impact of AI/automation initiatives.

## REFERENCES

- Boyle, J. (2021). "How Artificial Intelligence Is Revolutionizing International Business." Harvard Business Review.
- Gholami, R., et al. (2020). "The Impact of Artificial Intelligence in International Business." Journal of International Business Studies.
- McKinsey & Company. "The Age of Artificial Intelligence and Automation: Reshaping Business Landscapes." McKinsey Global Institute Report

**SURVEY OF THAI TOURISTS' SATISFACTION WITH THE TOURISM IN DOI  
MON CHAM, MEA RIM DISTRICT, CHIANG MAI PROVINCE**

*Wanchoke Hoonpadoungnat, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: s66584953001@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: weera.we@ssru.ac.th*

*Bua Srikos, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: Bua.sr@ssru.ac.th*

*Panruthai Hengpoom, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: panruthai.he@ssru.ac.th*

*Rujira Thongchamnan, College of Hospitality Industry Management*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: s63123449224@ssru.ac.th*

**ABSTRACT**

The purpose of this research was to Survey of Thai tourists' Satisfaction with the tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. The survey tool was a total of 400 questionnaires. From the study of the satisfaction of Thai tourists. A number of questions have been studied and the results of the survey have been found that most of the population were females, 18-25 years old, Most of the populations have a Bachelor's degree and most of the population are Students, income is 15,001 - 25,000 baht. The survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. in terms of tourist accommodation, the overall level was at the highest level ( $\bar{x} = 4.41$ ), with the first satisfaction Doi Mon Cham, Mae Rim District, Chiang Mai Province has a suitable location for tourism ( $\bar{x} = 4.54$ ), followed by Doi Mon Cham, Mae Rim District, Chiang Mai Province has enough accommodation for tourists ( $\bar{x} = 4.48$ ) information about the survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. in terms of tourist attractions. the overall level was at the highest level ( $\bar{x} = 4.38$ ), with the first satisfaction Doi Mon Cham, Mae Rim District, Chiang Mai Province, welcomes tourists. ( $\bar{x} = 4.59$ ), followed by Doi Mon Cham, Mae Rim District, Chiang Mai Province, is continuously developing tourist attractions. ( $\bar{x} = 4.47$ )

**Keywords:** Satisfaction, Doi Mon Cham, Chiang Mai

## **INTRODUCTION**

Chiang Mai Province has continued tourism growth. Both quantity and quality in the past 5 years. In 2015, Chiang Mai province's tourism income was 82,000 million baht, ranking at the top of the country, with a growth of 7.61%. Number of tourists was 9.2 million, divided into 6.4 million Thai tourists. Country 2.8 million people (Mathichon Inline, 2017)

Popular tourist activities in Chiang Mai include going up to pay homage to Phra That Doi Suthep, which is an important landmark for Chiang Mai residents. Experience the local way of life and shop for cool handmade products at Thapae Walking Street. See various types of plants at the Queen Sirikit Botanical Garden. or Royal Park Ratchaphruek. Including stops to shop, see, and taste shops, restaurants, and arts and culture on Nimmanhaemin Road. In addition, visiting nature and various mountains is another activity that should not be missed when visiting Chiang Mai. Whether it's going up to the highest point in Thailand at the top of Doi Inthanon. Absorb the beauty of the Mon Cham rice terraces Ecotourism homestay at Mae Kampong Visit the Hmong village at Doi Pui and more. (Tourism Authority of Thailand, 2023) Mon Cham is located in Mae Rim District. Chiang Mai Province Previously, this area used to be a deserted forest. Later, villagers came to clear and plant opium. Finally, the Royal Project has come to request to buy land for the Nong Hoi Royal Project. They have come to develop the area, support and promote income generation and careers for the villagers to have a better quality of life. It is also a center for learning and researching various temperate vegetables. Mon Cham today is more than just a place to visit to enjoy the cold breeze. But it is another important area of agricultural knowledge in Thailand. The weather at Mon Jam is cool and comfortable almost all year round. But the best time to travel is October-February. (Wordpress, 2018)

Therefore, the researcher is interested in conducting a Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province to know useful information in making recommendations for the development of the tourism industry and develop Chiang Mai Province in the future.

### **Objectives**

1. Survey of Thai tourists' Satisfaction with the tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province

## **METHODOLOGY**

This study is quantitative research. The researcher followed the steps as follows;

1. Survey the satisfaction of Thai tourists with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. This research will use an online questionnaire. (Online Questionnaire) by identifying yourself by entering the respondent's name and email address, inquiring about the satisfaction of Thai tourists regarding tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. Population of this study is Thai tourists.

2. Survey of satisfaction of Thai tourists regarding tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. This will estimate the sample size and determine the ratio. This study therefore used a sample size of 400 people.



3. The tool for collecting data is general information. It is in the form of a checklist (Checklist) which consists of Part 1: general information of Thai tourists by asking about gender, age, education level, occupation, income, part 2, information about satisfaction of Thai tourists It is a 5- level opinion scale (Rating Scale) and part 3 provides additional suggestions. The meaning of interpreting the results of data analysis on consumers in Part 2, information on satisfaction. of Thai tourists towards tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province are as follows

1.00-1.80	means least satisfied.
1.81-2.60	means less satisfied
2.61-3.40	means moderately satisfied.
3.41-4.20	means very satisfied.
4.21-5.00	means the most satisfied.

## RESULTS

**Part 1 surveys the general information of Thai tourists towards tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. The information can be summarized as follows;**

Table 1 Percentage of samples classified by general information of respondents.

Gender	Number of people	Percentage
Female	295	73.75
Male	101	25.25
Other	4	1
<b>Total</b>	400	100.0

From Table 1 it shows that The majority of the population were 295 females, representing 73.75 percent, 101 males, representing 25.25 percent, and the least were other 4 people, representing 1 percent.

Table 2 Percentage of samples classified by general information of respondents

Age	Number of people	Percentage
18-25 years old	165	41.25
26-35 years old	137	34.25
36-45 years old	47	11.75
Over 46 years old	51	12.75
<b>Total</b>	400	100.0

From Table 2 shows that most of the population is 18-25 years old, 165 people, representing 41.25 percent, followed by people aged 26-35 years, 137 people, representing 34.25 percent, Over 46 years old, 51 people, representing 12.75 percent, and the least buyers are 36-45 years old, 47 people, representing 11.75 percent.

Table 3 Percentage of samples classified by general information of respondents

<b>Education</b>	<b>Number of people</b>	<b>Percentage</b>
Undergraduate	82	20.5
Bachelor's degree	299	74.75
Master's degree	12	3
Doctor's degree	7	1.75
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 3 it shows that Most of the population's have a Bachelor's degree, amount 299 People accounted for 74.75 percent, followed by Undergraduate, 82 people, representing 20.5 percent, Master's degree, 12 people, representing 3 percent, and the least respondent, Doctor's degree, 7 people, representing 1.75 percent.

Table 4 Percentage of samples classified by general information of respondents

<b>Occupation</b>	<b>Number of people</b>	<b>Percentage</b>
Public servant	54	13.5
Students	130	32.5
Office worker	72	18
Self-employed	26	6.5
Other	118	29.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 4 shows that most of the population are Students, 130 people, representing 32.5 percent, followed by Other, 118 people, representing 29.5, Office worker 72 people, representing 18 percent and the least answer is Self-employed, representing 6.5 percent.

Table 5 Percentage of samples classified by general information of respondents

<b>Income</b>	<b>Number of people</b>	<b>Percentage</b>
Below 15,000 baht	116	29
15,001 - 25,000 baht	195	48.75
25,001 - 35,000 baht	64	16
35,001 - 45,000 baht	22	5.5
More than 45,000 baht	3	0.75
<b>Total</b>	<b>400</b>	<b>100.0</b>

From Table 5 it shows that Most of the population's income is 15,001 - 25,000 baht, amount 195 People accounted for 48.75 percent, followed by Below 15,000 baht, 116 people, representing 29 percent, 25,001 - 35,000 baht, 64 people, representing 16 percent, and the least respondent, More than 45,000 baht, 3 people, representing 0.75 percent.

**Part 2 Survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. The information can be summarized as follows.**

Table 6 Survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province in terms of tourist accommodation.

<b>Survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. in terms of tourist accommodation.</b>	$\bar{x}$
Doi Mon Cham, Mae Rim District, Chiang Mai Province Located in a suitable location	4.23
Doi Mon Cham, Mae Rim District, Chiang Mai Province has a suitable location for tourism	4.54
Doi Mon Cham, Mae Rim District, Chiang Mai Province has Homestays or hotels to accommodate tourists.	4.39
Doi Mon Cham, Mae Rim District, Chiang Mai Province has enough accommodation for tourists.	4.48
Doi Mon Cham, Mae Rim District, Chiang Mai Province has a variety of restaurants, souvenir shops.	4.45
<b>Total</b>	<b>4.41</b>

Table 6 shows information about the survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. in terms of tourist accommodation., the overall level was at the highest level ( $\bar{x} = 4.41$ ), with the first satisfaction Doi Mon Cham, Mae Rim District, Chiang Mai Province has a suitable location for tourism ( $\bar{x} = 4.54$ ), followed by Doi Mon Cham, Mae Rim District, Chiang Mai Province has enough accommodation for tourists ( $\bar{x} = 4.48$ ) Doi Mon Cham, Mae Rim District, Chiang Mai Province has a variety of restaurants, souvenir shops ( $\bar{x} = 4.45$ ) Doi Mon Cham, Mae Rim District, Chiang Mai Province Located in a suitable location ( $\bar{x} = 4.23$ ) respectively

Table 7 Survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province in terms of tourist attractions.

<b>Survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. in terms of tourist attractions.</b>	$\bar{x}$
Doi Mon Cham, Mae Rim District, Chiang Mai Province, has many things to attract tourists.	4.22
Doi Mon Cham, Mae Rim District, Chiang Mai Province, welcomes tourists.	4.59
Doi Mon Cham, Mae Rim District, Chiang Mai Province, is continuously developing tourist attractions.	4.47
Doi Mon Cham, Mae Rim District, Chiang Mai Province is well equipped with tourist attractions.	4.25
<b>Total</b>	<b>4.38</b>

Table 7 shows information about the survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mae Rim district, Chiang Mai province. in terms of tourist attractions. the overall level was at the highest level ( $\bar{x} = 4.38$ ), with the first satisfaction Doi Mon Cham, Mae Rim District, Chiang Mai Province, welcomes tourists. ( $\bar{x} = 4.59$ ), followed by Doi Mon Cham, Mae Rim District, Chiang Mai Province, is continuously developing tourist attractions. ( $\bar{x} = 4.47$ ) Doi Mon Cham, Mae Rim District, Chiang Mai Province is well equipped with tourist attractions. ( $\bar{x} = 4.25$ ) Doi Mon Cham, Mae Rim District, Chiang Mai Province, has many things to attract tourists. ( $\bar{x} = 4.23$ ) respectively

## DISCUSSION

Most of the population were females, 18-25 years old, Most of the population's have a Bachelor's degree and most of the population are Students, income is 15,001 - 25,000 baht. and in addition Ratthanapong Pongwiritthong and Pakphum Pakvipas (2014), Study the suitable marketing mix strategy for walking streets in Chiang Mai. This research aims to study the suitable marketing mix strategy for walking streets in Chiang Mai. Samples are 400 tourists, both Thai and foreigner, who travel to Chiang Mai. Data collected from questionnaire. The results of the study found out that most of the respondent is female, age from 51 years old up, education level is high school educated or equivalent (vocational school or high vocational school), works as employee and average income per month is between 60,001-90,000 Thai Baht. The respondents rate the factor of the marketing mix for walking streets among tourists who travel to Chiang Mai in medium-high level in overall factor. Means in descending order are price, product, place and distribution channel, and promotion. The survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mae Rim district, Chiang Mai province. in terms of tourist accommodation, the overall level was at the highest level ( $\bar{x} = 4.41$ ), with the first satisfaction Doi Mon Cham, Mae Rim District, Chiang Mai Province has a suitable location for tourism ( $\bar{x} = 4.54$ ), followed by Doi Mon Cham, Mae Rim District, Chiang Mai Province has enough accommodation for tourists ( $\bar{x} = 4.48$ ) corresponds to Wasan Pounpunwong (2017) Study the development of rural into the urban A case study Doi Mon Cham, Mae Rim district, Chiang Mai province The study found that there are pros and cons according to the urban development. In Nong Hoi community, the development caused a good cooperation between state agencies and the community. Also, it creates better facilities which attract and facilitate the tourists. To clarify this, the economic change was happened because the local agricultures focus on tourists' services and business rather than the agriculture nowadays. Next, the local authorities are the key people who transfer knowledge concerning the infrastructure development to the locals. Thirdly, the life style of the villagers living in Doi Mon Cham has been changed since they use more and more technology in order to serve the tourism business and attract more tourists. Lastly, the fourth outcome that found in this research was the increasing of air pollution and waste problem due to the increasing number of tourists. And additionally consistent with Linlalee Siriwilailerdanun (2023), Study analysis of Hotel Staying Experience that Affects the Satisfaction of Thai Elderly Tourists in Chiang Mai. The sample was

384 Thai elderlytourists by defining samples size that was unknown population and selecting samples who used to travelstay in the hotels in Chiang Mai more 3 times. The data were analyzed by frequency, percentage, mean, standard deviation,factor analysis and multiple regression analysis. This results found that the components of the hotel staying experience in Chiang Mai consist of 6 elements; Pricing fairness and building the hotel's identity. Impressive service staff, the convenience of the location, providing products and services information, products and services' quality and hotel standard respectively. Thai elderly tourists satisfied to stay hotels in Chiang Mai at high level. The components werecost-effective products and services, impressive service staff, providing products and services information, and hotel standard that affect Thai elderly tourists' satisfaction at significant level .05. Information about the survey of Thai tourists' satisfaction with tourism in Doi Mon Cham, Mea Rim district, Chiang Mai province. in terms of tourist attractions. the overall level was at the highest level ( $\bar{x} = 4.38$ ), with the first satisfaction Doi Mon Cham, Mae Rim District, Chiang Mai Province, welcomes tourists. ( $\bar{x} = 4.59$ ), followed by Doi Mon Cham, Mae Rim District, Chiang Mai Province, is continuously developing tourist attractions. ( $\bar{x} = 4.47$ ) and Aiyada Park and Jantana Suttijaree (2017), Study politics of Tourism Promotion: A Case of Car Rent Business in Chiang Mai Province. The finding of this study shows that the conflictsbetween car rent business owners, law enforcement and the supporters of tourism promotion policy caused the problems in Chiang Mai province. Dueto unclear regulations and law enforcement for the car rent business in Chiang Mai, many people involved in the business tended to take advantages from legal gaps. Therefore, this study would suggest that the authority has to launch law enforcement for car rent business in Chiang Mai province. Moreover, all parties should be involved corporately as well as full participation should be called from local people in order to help screening law enforcement or solveconflict problems.

## REFERENCES

- Aiyada Park and Jantana Suttijaree (2017), Politics of Tourism Promotion: A Case of Car Rent Business in Chiang Mai Province, 8(2), 81-101
- Linlalee Siriwilailerdanun (2023), Analysis of Hotel Staying Experience that Affects the Satisfactionof Thai Elderly Touristsin Chiang Mai, Humanity and Social Science Journal, 29(1), 30-41
- Ratthanon Pongwiritthong and Pakphum Pakvipas (2014), The suitable marketing mix strategy for walking streets in Chiang Mai, Suranaree Journal of Social Science, 8(2), 17-39
- Tourism Authority of Thailand (2023), Chiang Mai, retrieved on 17 February 2024, from <https://shorturl.asia/IGgnu>
- Wasan Pounpunwong (2017), The development of rural into the urban A case study DoiMon Cham, Mea Rim district, Chiang Mai province, Political Science and Public Administration Journal, 8(2), 55-80
- Wordpress, (2018). History of Mon Cham, retrieved on 17 February 2024, from <https://shorturl.asia/kAN53>

## **TOURIST BEHAVIOR AT JODD FAIRS MARKET, DAN NERAMIT**

*Sirada Chotchuang, Student, Tourism industry and Hospitality Management, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: s64123483002@ssru.ac.th*

*Suchitra Rimdusit, Lecturer, Tourism industry and Hospitality Management, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: sujitar.su@ssru.ac.th*

*Poonsup Setsri, Lecturer, Tourism industry and Hospitality Management, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: sujitar.su@ssru.ac.th*

*Sunattha Krudthong, Lecturer, Business English, Humanities and Social Sciences, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: sujitar.su@ssru.ac.th*

### **ABSTRACT**

This research study aims at exploring tourist behavior at Jodd Fairs Market, Dan Neramit, employing quantitative methods with a sample of 400 tourists who visited Jodd Fairs Market. Questionnaires were distributed to collect data which was statistically analyzed by adopting numerical measures for quantitative data, namely mean, frequency, percentage, and standard deviation. The result reveals that most of the tourists are female aged 21 to 30 years and students who dwell in Bangkok and its vicinity. As to behavior of tourists who visited Jodd Fairs Market, Dan Neramit, it is found that most of them visit the market once a month with friends, mostly on Saturdays, from 20:00 – 22:00 hrs., and spend 501 – 1,000 Thai Baht, with the aim of having meals. Most of them learned about the Market through social media.

**Keywords:** Tourist Behavior, Jodd Fairs

### **INTRODUCTION**

At present, new styles of street markets have been developed in a bid to address the needs and lifestyles of modern consumers, in particular teenagers and the working age population who are creative; love hanging out with friends, traveling, and going out, and enjoy entertainment and novelties. The new-style street markets offer popular online shops selling interesting products which are followed by a great number of customers on Facebook and Instagram. Most of these shops' goods are hand-made, stylish, and unique, as well as demonstrate each shop's creativity. These commodities include clothes, appliances, and food and beverages. Also, these new-style street markets are arranged in accordance with clear, unique, and different concepts and themes.

One of the most popular night markets is Jodd Fairs Market which is a new location for check-in at the heart of the city. Jodd Fairs is a large night market, located on the side of Phahonyothin Road, with shops selling international foods, street foods, snacks, desserts, a



wide variety of beverages, clothes, and accessories. Also, there are several photo zones for visitors, especially a highlight of the market – the castle of Dan Neramit which was an amusement park in the past. The castle is lit up at night to revive it; and the visitors can explore inside the castle, as well as its top floor to indulge in a wave of 90's nostalgia when the park was still in business. Furthermore, beautiful vintage cars and motorcycles are parked in front of the castle as props for photo shoots.

Since Jodd Fairs Market is trendy and popular among tourists, a study on tourist behavior is highly significant for learning from their behavior while using services at the market in a bid to provide services that satisfy needs of the consumers and to improve the market by offering services which fulfil the needs of the consumers.

### Research Objective

To explore tourist behavior at Jodd Fairs Market, Dan Neramit

### METHODOLOGY

The research population is a group of 400 consumers who used services at Jodd Fairs Market, Dan Neramit, selected by employing convenience sampling technique. The area scope is Jodd Fairs Market, Dan Neramit in Bangkok, while the content scope of the research covers consumer behavior.

As to the analysis of quantitative data, the researchers analyzed data obtained from the questionnaires which had been verified and validated by coding and processing it by using statistical software packages in order to calculate the statistical values and conduct a hypothesis test with a 95% level of confidence when a significant difference at the  $\pm 0.05$  level. The researchers adopted the following statistical measures to analyze the data. A descriptive statistics analysis which shows data on nominal scale

### RESULTS

The research study, entitled "Tourist Behavior at Jodd Fairs Market, Dan Neramit" aimed at exploring tourist behavior at Jodd Fairs Market, Dan Neramit. The researchers collected data from questionnaires filled out by the sample of the research, viz., a total of 400 tourists who visited Jodd Fairs Market. The data was analyzed; and the results were presented as follows:

**Part I** Basic information of the respondents, that is, their genders, ages, occupations, and dwellings is shown on nominal scale, in frequency distribution and percentages.

**Table 1** Basic information of the respondents

	Profile Factor	Number	Percentage
Gender	Male	91	22.8
	Female	280	70.0
	LGBTQ+	28	7.0
	Others	1	3.0

Age	below the age of 21	47	11.8
	aged 21 to 30 years	330	82.5
	aged 31 to 40 years	21	5.3
	aged 41 to 50 years	2	5.0
Occupation	Students	348	87.0
	office workers	330	82.5
	business owners	12	3.0
	government officer	2	5.0
	merchants	5	1.3
	freelancers	2	0.5
	Others	2	0.5
Dwelling	Bangkok and its vicinity	233	58.3
	Northern Thailand	13	3.3
	Central Thailand	115	28.7
	Northeastern Thailand	12	3.0
	Southern Thailand	23	5.8
	Others	4	1.0

**Table 1** shows the analysis results of the basic information of the sample of 400 tourists who visited Jodd Fairs Market. The results reveal that most of them are female, which amount to 280 tourists or 70%; and the rest of them include 91 male tourists (22.8%); 28 LGBTQ+ tourists (7%), and 1 tourist who was not willing to identify their gender (3%). As to the data about ages, it is found that most of the sample are aged 21 to 30 years which amount to 330 people or 82.5%; and there are 47 tourists below the age of 21 (11.8%), 21 tourists aged 31 to 40 years (5.3%), and 2 tourists aged 41 to 50 years (5%), respectively. In terms of occupations, it is revealed that most of the sample are students that amount to 348 people or 87%; and there are 23 office workers (5.8%); 12 business owners (3%); 8 government officials/state enterprise employees (2%); 5 merchants (1.3%); 2 freelancers (0.5%), and 2 tourists who follow other occupations (0.5%), respectively.

As for the data about dwellings, it is found that most of the sample which amount to 233 people dwell in Bangkok and its vicinity (58.3%); and there are 115 tourists dwelling in Central Thailand (28.7%); 23 tourists dwelling in Southern Thailand (5.8%); 13 tourists dwelling in Northern Thailand (3.3%), 12 tourists dwelling in Northeastern Thailand (3%); and 4 tourists dwelling in other regions (1%), respectively.

**Part II** Tourist behavior includes customer frequency, the day of the week when they use the services, the time during which they use the services, expenses for each visit, objectives of visiting the market, and communication channels through which they learned about the market. The questionnaires include single-answer questions. The results obtained from the data analysis are presented as descriptive statistics; and frequency distribution and percentages are shown in table 2 below:

**Table 2** *Tourist behavior at Jodd Fairs Market*

<b>Tourist behavior</b>	<b>Number</b>	<b>Percentage</b>
<b>Frequency of service use</b>		
once a month	188	47.0
more than 2 times a month	156	39.0
once in 2 months	22	5.5
once in 4 months	28	7.0
Others	6	1.5
<b>the day of visit</b>		
Monday	8	2.0
Tuesday	6	1.5
Wednesday	3	0.8
Thursday	7	1.8
Friday	34	8.5
Saturday	299	74.8
Sunday	43	10.8
<b>the time of visit</b>		
18:00-20:00 hrs.	92	23.0
20:00-22:00 hrs.	305	76.3
after 22:00 hrs.	2	0.5
others	1	0.3
<b>expenses for a visit</b>		
less than 200 Thai Baht	6	1.5
200-500 Thai Baht	183	45.8
501-1,000 Thai Baht	199	49.8
1,001-2,000 Thai Baht	12	3.0
<b>objectives of visit</b>		
only take a stroll around the market	62	15.5
to have meals	156	39.0
to hang out with friends	141	35.3
to take photos and check in	7	1.8
to buy clothes and other items	37	8.5
<b>the tourists' companions</b>		
alone	39	9.8
in the company of friends	329	82.3
with their families	11	2.8
with their lovers	21	5.3

**communication channels promoting  
the market**

friends/acquaintances	149	37.3
TV shows/radio programs	45	11.3
billboards	2	0.5
magazines/print media	4	1.0
advertisements on social media	198	49.5
others	2	0.5

**Table 2** shows results which were obtained from the data analysis of tourist behavior at Jodd Fairs Market in which a sample of 400 tourists were explored. It is revealed that most of the tourists, which amount to 188 people or 47%, visit the market once a month; 156 tourists (39%) visit the market more than 2 times a month; 28 tourists (7%) visit the market once in 4 months; 22 tourists (5.5%) visit the market once in 2 months; and 6 tourists (1.5%) visit the market with lower or higher frequency, respectively.

As to the day of visit, it is found that most of the sample (299 people or 74.8%) visit the market on Saturdays; 43 people (10.8%) visit the market on Sundays; 34 people (8.5%) visit the market on Fridays; 8 people (2%) visit the market on Mondays; 7 people (1.8%) visit the market on Thursdays; 6 people (1.5%) visit the market on Tuesdays; and 3 people (0.8%) visit the market on Wednesdays, respectively.

As for the time of visit, it is discovered that most of the sample (305 people, 76.3%) visit that market from 20:00-22:00 hrs., 95 people (23.0%) visit the market from 18:00-20:00 hrs., 2 people (0.5%) visit the market after 22:00 hrs., and 1 person (0.3%) visits the market at different hours.

As for expenses for a visit to the market, it is revealed that most of the sample (199 people, 49.8%) spend 501-1,000 Thai Baht, 183 people (45.8%) spend 200-500 Thai Baht, 12 people (3.0%) spend 1,001-2,000 Thai Baht; and 6 people (1.5%) spend less than 200 Thai Baht, respectively.

As to objectives of visit, most of the sample (156 people, 39.0%) go to Jodd Fairs Market to have meals, 141 people (35.3%) go there to hang out with friends, 62 people (15.5%) only take a stroll around the market, 34 people (8.5%) go there to buy clothes and other items; and 7 people (1.8%) go there to take photos and checking in to the market, respectively.

As for the tourists' companions, it is found that most of the sample (329 people, 82.3%) visit the market in the company of friends, 39 people (9.8%) go to the market alone, 21 people (5.3%) go there with their lovers, and 11 people (2.8%) go to the market with their families, respectively.

As to communication channels promoting the market, it is discovered that most of the sample (198 people, 49.5%) recognize Jodd Fairs Market from advertisements on social media, 149 people (37.3%) get to know the market through friends/acquaintances, 45 people (11.3%) recognize the market from TV shows/radio programs, 4 people (1.0%) have seen it in magazines/print media, and 2 people (0.5%) recognize the market from billboards, respectively.

## DISCUSSION

The most of the tourists are female aged 21 to 30 years and students who dwell in Bangkok and its vicinity. As to behavior of tourists who visited Jodd Fairs Market, Dan Neramit. According to Sichon Kulampa (2018) who conducted research on the topic "The level of Thai tourists on marketing mix (7Ps): A case study of srinakarin train night market" with the majority of tourists being female, aged 20-30 years, with an education level of a bachelor's degree and status; single. It is found that most of them visit the market once a month with friends, mostly on Saturdays that like foreign tourists visiting Taling Chan Floating Market on Saturday and Sunday (Suchitra Rimdusitand Poonsup Setsri, 2023) And the time of visit from 20:00 – 22:00 hrs., and spend 501 – 1,000 Thai Baht, with the aim of having meals. Most of them learned about the Market through social media. Consistent with Kittiphong Boruboon (2018) who has done research on the topic of Customers Buying Behaviors of Products and Service in Chiang Rai Night Markets" said The most of customer buying behavior, there is a need to choose to buy for personal reasons such as choose to buy and eat by themselves, to hunger reducing etc. In addition, the business owner should keep updating their customer's need because online marketing in the present has more influenced to the customers purchasing and consumption choice. So that the cloth entrepreneur should adapt their business same as Theerawat Khamsing (2018) studied the survival of small cloth retailers in Bangkok night market, when business owners want to sustain their businesses and survive, they should adjust the size of the business to suit the actual profit and expenses by measures, such as reducing the total assets to be in line with the profit then increasing the importance of marketing mix (4Ps). The key success factors for management are composed of 5 significant factors. These factors are 1) location of the bazaars being linked to the city's transport network, which makes for easy accessibility, and the size of the bazaars being suitable for the intended consumers 2) Products are unique 3) Activities at the bazaars create a lively and sociable environment for shoppers 4) local people's participation in management, and 5) public relations are announced through various media. (Sojiluk Kamonsakdavikul, 2018)

## RECOMMENDATIONS

1. The customers give priority to low commodity prices and cost-effectiveness. Since Jodd Fairs is a street market, the customers thus expect that commodities should be cheaper than those sold in department stores, the entrepreneur should have control over the commodity prices set by the merchants so that the commodities have reasonable, fair prices and are cost-effective.

2. The tourists mostly visit Jodd Fairs Market from 20:00 – 22:00 hrs., so the entrepreneur should promote and organize interesting events during that time that attract and encourage customers visiting the market at the other time to visit the market at different times.

3. The entrepreneur should be aware of the importance of the fact that the consumers go to the market to have meals which is a crucial factor, since it is their prime objective of visiting the market. Jodd Fairs Market should provide a wide variety of foods, as well as shops offering various services which are suitable for the market, for example, restaurants, shops for hanging out, and food trucks with the aim of creating an immense diversity in services provided

for consumers in Jodd Fairs Market. This satisfies the consumers' needs and assures them that it's worth using the services provided at the market.

## REFERENCES

- Boonlert Jittangwattana, B. (2014). Tourist behavior. (2nd ed). Nonthaburi: Fern Khaluang Printing and Publishing.
- Boonlert Jittangwattana, B. (2015). Marketing Management for Tourism Industry. (2nd ed) Nonthaburi: Fern Khaluang Printing and Publishing.
- Kittiphong Boruboon. 2018. Customers Buying Behaviors of Products and Service in Chiang Rai Night Markets. Retrieved August 15, 2023, from <https://postgrads.mfu.ac.th/wp-content/uploads/2022/12/5951203253.pdf>
- Philip Kotler, P. (1994). Marketing management: Analysis planning implementation and control. (8th ed). Englewood cliffs: Prentice Hall.
- Sichon Kulampa. 2018. The level of Thai tourists on marketing mix (7Ps): A case study of srinakaran train night market. Retrieved August 10, 2023, from <http://dspace.bu.ac.th/jspui/handle/123456789/2052>
- Sojiluk Kamonsakdavikul. 2018. Key Success Factors for Managing Government, Community and Private Sector Bazaars. Retrieved August 15, 2023, from <https://hujmsu.msu.ac.th/Eng/pdfsplite.php?p=MTU5OTAxNjExOS5wZGZ8MTUyLTE2Mw==>
- Suchitra Rimdusit and Poonsup Setsri. 2023. A Study of Travel Behavior and Level of Tourist Satisfaction of Foreign Tourists visiting Taling Chan Floating Market, Bangkok. Retrieved August 15, 2023, from <https://so01.tci-thaijo.org/index.php/journaldtc/article/view/269309>
- Theerawat Khamsing. 2018. The survival of small cloth retailers in Bangkok Night Market. Master of Business Administration (Marketing), Faculty of Business Administration for Society Srinakharinwirot University.

## WORK SAFETY CLIMATE AND LEADERSHIP OF THAI CABIN CREWS IN CHARGE

*Nattaya Srisupha, Aviation Personnel Department Institute,  
Kasem Bundit University, Bangkok, Thailand,  
E-Mail: nattaya.sri@kbu.ac.th*

## ABSTRACT

This research aimed to study work safety climate and leadership of Thai cabin crews in charge. The researcher distributed questionnaires to 165 Thai cabin crews in charge in a premium airline. The questions included the personal data, work safety climate measurement and leadership style of Thai cabin crews in charge. The results of the study found that the



overall work safety climate factors was at a high level (mean =4.12, S.D.=0.83). The leadership of Thai cabin crews in charge used legitimate power and rules when supervising their cabin crews. The hypothesis testing results showed that the cabin crews in charge who have different personal factors do not have different safety climate perception. The relationship between age and work safety climate (perception) factors in this study was at a low level. ( $r = 0.03$ ).

**Keywords:** Work Safety Climate, Leadership, Cabin Crew in Charge

## INTRODUCTION

Work safety climate is essential for airlines since safety is the priority of the airlines. Therefore, the personnel who work in airlines in every position require the knowledge and perception of safety climate. The safety climate reduces unfavorable incidents and service problems, which may come from airline services. (Ji, Liu, Li, Yong and Li, 2019). One of the important airline service is in-flight service which is delivered by the cabin crews also need safety perception. The training of safety and supervision by the cabin crews in charges are legally and carefully provided by the airlines to order to comply the standard of procedures. To this, the cabin crews in charge are interested to study their safety climate perception and leadership regarding safety since they are both in-flight service providers and the leaders for the cabin crew who are under their supervision.

### Objectives

1. To study the work safety climate level of Thai cabin crews in charge
2. To study the leadership of Thai cabin crews in charge regarding the safety

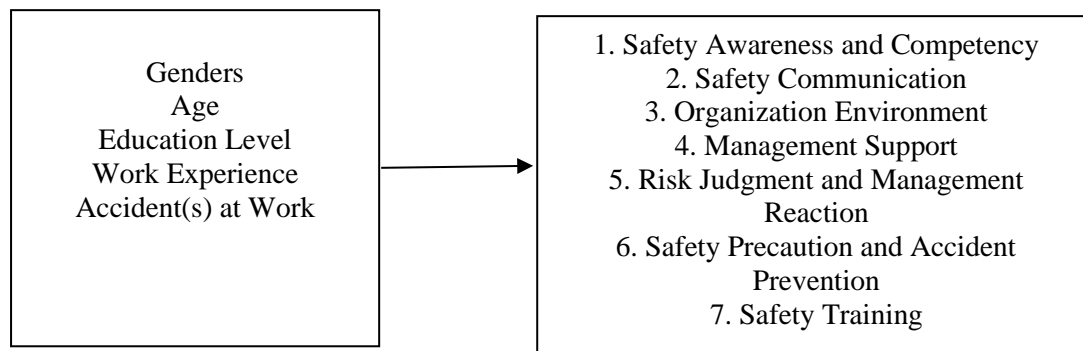
### Research Hypothesis

1. Cabin crews in charge who have different personal factors have different work safety climate perception.
2. There is relationship between age and work safety climate.

## LITERATURE REVIEW AND THEORY

Safety climate is essential for cabin crew in charge because they are in-flight service providers and the leaders managing the cabin crews. Since safety is the priority of airline services, the cabin crews in charge have to aware, learn, and spread this to the cabin crews, who will ensure the safety to the passengers (Srisupha, 2020). The study showed that transformational safety leadership has a significant influence on employees' perceptions of safety climate and plays an important role in occupational safety-related behaviors (Dragnici, Dursun and Basol 2022). The safety climates consists of safety awareness and competency, safety communication, organization environment, management support, risk judgment and management reaction, safety precautions and accident prevention and safety training (Milijic, Mihajlovic, Strbac and Zivkovic, 2015).

*Fig.1 Conceptual Framework*



## METHODOLOGY

The researcher applied the related questionnaires to measure safety climate of the cabin crews in charge (Milijic, Mihajlovic, Strbac and Zivkovic, 2015) and added unstructured questions regarding leadership of the cabin crews in charge since leading and supervision are important for safety (The Civil Aviation Authority of Thailand, 2016). The population of the Thai cabin crews in charge in this study was the cabin crews in charge in a premium airline. The sample size was 280. Based on Taro Yamane's formula, the calculated sample sizes was approximately 165 respondents (Yamane, 1967). The questions used 5 Likert's scale. The data were gathered from October-November 2023. The reliability was 0.740. The statistical analysis in use were frequency, percentage, mean, standard deviation, t-test, One-Way ANOVA, and Pearson's Correlation. The content analysis was used in the part of structured question.

## RESULTS

The results showed 1) respondent profile or cabin crews in charge data 2) safety climate questions and 3) safety climate factors in total and 4) hypothesis testing 5) The structured questions asking about leadership of cabin crews in charge regarding the safety.

*Table 1 Respondent Profile Results*

Profile Factors	Particulars	F	%
Gender	Male	68	41.20
	Female	97	58.80
Age	Under 30 yrs.	3	1.80
	31-40 yrs.	8	4.80
	41-50 yrs.	75	45.50
	Above 50 yrs.	79	47.90
Education Level	Lower than Bachelor Degree or the Equivalents	7	4.20
	Bachelor Degree or the Equivalents	100	60.60
	Master Degree and Higher	58	35.10

Work Experiences	Less than 10 yrs.	3	1.80
	11-20 yrs.	34	20.60
	More than 20 yrs.	128	77.60
Your Accident(s) at Work	Ever	84	50.90
	Never	81	49.10

Table 2 *Safety Climate Questions Results*

Safety Climate Questions	Mean	S.D.	Interpretation
<u><i>SC1: Safety Awareness and Competency</i></u>			
SC1-1 I am clear about what my responsibilities are for the workplace safety	4.81	0.41	Highest
SC1-2 I understand the safety rules in my job	4.81	0.41	Highest
SC1-3 I can deal with safety problems in my workplace	4.29	0.65	Highest
SC1-4 I comply with the safety rules all the time	4.42	0.56	Highest
SC1-5 When I am at work, I think safety is the most important thing	4.70	0.51	Highest
<u><i>Overall Safety Awareness and Competency</i></u>	<u>4.60</u>	<u>0.51</u>	Highest
<u><i>SC2: Safety Communication</i></u>			
SC2-1 I am involved in safety issues at work	4.40	0.68	Highest
SC2-2 Co-workers often exchange tips With one another on how to work safely	4.08	0.77	High
SC2-3 I often discuss safety issues with my supervisors	3.91	0.86	High
SC2-4 I can get safety information from the company	4.42	0.66	Highest
<u><i>Overall Safety Communication</i></u>	<u>4.20</u>	<u>0.74</u>	High
<u><i>SC3: Organization Environment</i></u>			
SC3-1 Sometimes there is too much work to do without following the safety procedures	3.64	1.21	High
SC3-2 Sometimes work paces is too fast to follow safety procedures	3.82	1.18	High
SC3-3 Sometimes I have to ignore safety requirements for the sake of	2.54	1.25	Low
	<u>3.33</u>	<u>1.21</u>	Moderate

production

*Overall Organization Environment*

SC4: Management Support

SC4-1 Management believes safety is of the same importance as production	3.99	1.01	High
--	------	------	------

SC4-2 Management takes care of safety problems in my workplace	3.86	0.99	High
--	------	------	------

<i>Overall Management Support</i>	<u>3.93</u>	<u>1.00</u>	High
-----------------------------------	-------------	-------------	------

SC5: Risk Judgment and Management

<u>Reaction</u>	3.47	1.14	High
-----------------	------	------	------

SC5-1 Management act only after accidents have occurred	4.26	0.84	Highest
---	------	------	---------

SC5-2 I am sure it is a matter of time before an accident occurs in my workplace	4.12	1.07	High
--	------	------	------

SC5-3 There are conflicts between production procedures and safety measures	<u>3.95</u>	<u>1.02</u>	High
---	-------------	-------------	------

*Overall Risk Judgment and*

*Management Reaction*

SC6: Safety Precautions and Accident

<u>Prevention</u>	4.16	0.67	High
-------------------	------	------	------

SC6-1 My job is quite safe	4.34	0.70	Highest
----------------------------	------	------	---------

SC6-2 In those dangerous jobs, there are always measure to prevent accidents	<u>4.25</u>	<u>0.69</u>	Highest
--	-------------	-------------	---------

*Overall Safety Precautions and Accident Prevention*

<u>SC7: Safety Training</u>	4.68	0.55	Highest
-----------------------------	------	------	---------

SC7- I am trained in safety knowledge	4.41	0.75	Highest
---------------------------------------	------	------	---------

SC7-2 Safety training fits my job	<u>4.55</u>	<u>0.65</u>	<u>Highest</u>
-----------------------------------	-------------	-------------	----------------

<i>Overall Safety Training</i>	<u>4.12</u>	<u>0.83</u>	<u>High</u>
--------------------------------	-------------	-------------	-------------

**Total Safety Climate Results**

---

Table 3 *Safety Climate*

Safety Climate Factors	Mean	S.D.	Meaning
SC1: Safety Awareness and Competency	4.60	0.51	Highest
SC2: Safety Communication	4.20	0.40	High
SC3: Organization Environment	3.33	1.21	Moderate
SC4: Management Support	3.93	1.00	High
SC5: Risk Judgment and Management Reaction	3.95	1.02	High
SC6: Safety Precaution and Accident Prevention	4.25	0.69	Highest
SC7: Safety Training	4.55	0.65	Highest
<b>Safety Climate Factors in Total</b>	<b>4.12</b>	<b>0.83</b>	<b>High</b>

The results of descriptive statistics showed that the highest safety climate factor was Safety Awareness and Competency at the highest level (Mean = 4.60, S.D. = 0.51) and the lowest safety climate factor was Organization Environment at a moderate level (Mean = 3.33, S.D. = 1.21). The overall Safety Climate Factors in total was at a high level (Mean = 4.12, S.D.= 0.83)

Table 4 Hypothesis Testing

Factors	Statistics	Test Value	Sig.
Gender	t-test	1.386	0.168
Age	One-Way ANOVA	1.058	0.369
Education Level	One-Way ANOVA	1.076	0.343
Work Experience	One-Way ANOVA	0.081	0.922
Your Accident(s) at Work	t-test	0.555	0.579

(Sig.\* < 0.05)

The results of T-test and One-Way ANOVA at a statistical significance level of 0.05 used for hypothesis testing showed that every different personal factors do not have different safety climate perceptions. The t-test results showed that the pursers who were different genders and had accidents at works of pursers do not have different safety climate perception (Gender Sig.=0.168 and Accident at Work = 0.579). The One-Way ANOVA results showed that the pursers who got different age, educational level and work experience do not have different safety climate perception. (Age Sig.=0.369, Education Level Sig. =0.343, and Work Experience Sig.=0.922). The result of Pearson's Correlation showed that the relationship between age and safety climate (perception) factors in this study was at a low level. ( $r = 0.03$ ).

5. The structured questions asking about leadership the cabin crews in charge regarding safety. The results found that the cabin crews in charge tend to work and supervise based on principles. They have been trained and gained enough experience before being the cabin crews in charge in the airlines. Therefore, they firmly use legitimate powers to give caution to cabin crews who do not meet the requirement of safety. The cabin crews in charge functions based on the standards. They do not compromise with the cabin crews who do not meet the requirement. They do not hesitate to report for retraining for some cabin crews.

## CONCLUSION

In conclusion, the safety climate of the cabin crews in charge in total was high (Mean = 4.12, S.D. = 0.83). The highest safety climate factor was Safety Awareness and Competency at the highest level (Mean = 4.60, S.D. = 0.51) and the lowest safety climate factor was Organization Environment at a moderate level (Mean = 3.33, S.D. = 1.21). Every factor was at high and highest level. However, the organization environment was at a moderate level (Mean = 3.33, S.D. = 1.21). The hypothesis testing results showed that the cabin crews in charge who have different personal factors do not have different safety climate perception. The relationship between age and safety climate (perception) factors in this study was at a low level. ( $r = 0.03$ ).

## DISCUSSION AND RECOMMENDATION

The results showed that the cabin crews in charges have good work safety climate perception. They are well-trained and the airlines have standards in providing safety. The cabin crews in charges; however, may need some areas to improve such as organization environment which was at a moderate level. This may results of some unstable conditions such as rescheduled problem during pandemic and external environment. The additional process has come up during the pandemic in order to prevent the pandemic may affect the aviation safety in operation, management, and procedure, inevitably (Kungwola, Trerattanaset and Guzikova, 2022). The cabin crews in charge use legitimate power and supervise based on the rules, rather than emotion in order to maintain the standard. The recommendation for the study was the airlines should provide some knowledge and skills training for coping unstable organization environment for cabin crews in charge.

## REFERENCES

- Dragnici, A., Dursun, S, and Basol, O. 2022. The Mediating Role of Safety Climate in the Relationship between Transformational Safety Leadership and Safe Behavior-The Case of Two Companies in Turkey and Romania. *Sustainability*. 14(14), 1-18.
- Ji, M, Liu, B, Li, H, Yong, S and Li, Y. 2019. The Effects of Safety Attitude and Safety Climate on Flight Attendants' Proactive Personality with Regard to Safety Behavior. *Journal of Air Transport Management*. 78, 80-86.

- Kungwola, K, Trerattanaset, P, and Guzikova, L. 2022. Airline Safety Measures to Prevent the COVID-19 pandemic that affect the confidence of passengers' decision making to travel with domestic low-cost airlines during the pandemic. *Transportation Research Procedia*. 63, 2485-2495.
- Milijic, N, Mihajlovic, I, Strbac, N. and Zivkovic, Z. 2015. Developing a Questionnaire for Measuring Safety Climate in the Workplace in Serbia. *International Journal of Occupational Safety and Ergonomics*. 19(4), 631-645.
- Srisupha, N. 2020. Basic Safety Training in In-flight Service. Bangkok: *KBU Press*.
- The Civil Aviation Authority of Thailand. 2016. Guidance Material for Cabin Crew Manual (CCM). Retrieved from [https://www.caat.or.th/wp-content/uploads/2016/09/03\\_GM\\_CCM-CAAT.pdf](https://www.caat.or.th/wp-content/uploads/2016/09/03_GM_CCM-CAAT.pdf)
- Yamane, T. 1967. *Statistics: An Introductory Analysis*, 2<sup>nd</sup> edition, New York: *Harper and Row*. (Draghici,2022).

## **THE MARKETING STRATEGY OF CHINESE BRAND ELECTRIC VEHICLES IN THAILAND: A CASE STUDY OF GREAT WALL ELECTRIC VEHICLES**

*Feng Shiyi, Faculty of International, Siam University, Bangkok, Thailand  
Email: shiyi0341@gmail.com*

### **ABSTRACT**

Thailand is the specific market for Chinese electric vehicle (EV) exporters. Buyers benefit from high subsidies and a comparatively well-developed charging network. China's automakers have government support to master Thailand safety ratings. The new business of exporting to Thailand is a new challenge faced by Chinese automobile companies, prompting the rapid growth of the pure electric vehicle market around the world, centered in China and Asia.

The purpose of this study is to analyze and evaluate the marketing strategies of electric vehicles of the Chinese Great Wall brand. This study has collected 232 data from reading materials and questionnaires through literature, take the 4P marketing strategy research field as an example to achieve an in-depth understanding of the sustainable development of Great Wall electric vehicle export projects.

The main objectives of this research are: 1) To analyze the current status of the Great Wall's electric vehicle marketing strategy; 2) To determine the 4P marketing strategy to attract on customer purchase intention (PI); 3) To verify that the future development of Great Wall electric vehicles' 4P marketing strategy in the Thai market.

This paper based on the marketing management theory, using the literature research method, questionnaire method, quantitative analysis method, to the Great Wall pure electric vehicle export Thailand project, and it was concluded that the four aspects of 4P marketing theory all had a significant impact on the purchase intention of customers of Great Wall brand electric vehicles after they entered the Thai market. The results show that: 1) There is a



correlation between the product and the purchase intention of Great Wall electric vehicles; 2) There is a correlation between the price and the purchase intention of Great Wall electric vehicles; 3) There is a correlation between the promotion and the purchase intention of Great Wall electric vehicles; 4) There is a correlation between the place and the purchase intention of Great Wall electric vehicles. This research makes the following contributions: 1) Supplementing the marketing strategy (product, price, location and promotion) of China Great Wall brand electric vehicles in Thailand, which can better enter the Thai market and increase brand awareness and market share; 2) China Great Wall The export of brand cars to Thailand will serve as a model for the entire Chinese automobile industry. Other Chinese automobile companies can learn from the experience of China's Great Wall brand cars and carry out similar international marketing strategies to promote the overall development and competitiveness of China's automobile industry.

**Keywords:** international target market strategy, the purchase intention to buy electric vehicles, consumer behavior, 4P marketing strategy theory

## INTRODUCTION

### Research Background

Nowadays, electric vehicles are being developed as an effective solution for the lack of fossil fuels and environmental issues, especially with carbon dioxide (CO<sub>2</sub>) emissions. Environmental issues stemming from traditional transportation have been increasing. Transportation accounts for about a fifth of greenhouse gas emissions. Another example is about the United States, transportation accounted for the largest portion (28%) of total U.S. greenhouse gas emissions in 2016 (Adisak, 2020). Thus, in view of the importance of taking action to address climate change, many governments have implemented positive policies to reduce environmental issues which include encouraging people to drive electric vehicles (Abdelkafi & Pero, 2018). The performance of China's Great Wall brand electric vehicles in the market has also attracted much attention. This not only demonstrates the technical and quality advantages of China's Great Wall brand electric vehicles, but also reflects consumers' increasing emphasis on environmentally friendly travel.

This paper takes the Chinese Great Wall brand electric vehicles sold in Thailand, and tries to construct a more important impact factor target. In this study, it will introduce in detail the development history, product features, market performance, etc. of China Great Wall brand electric vehicles to help readers fully understand the status and influence of China Great Wall brand electric vehicles in the field of new energy vehicles, and three main aspects of the project of Great Wall Electric vehicle export to Thailand.

### Research problems

The new wave of industrial and technological revolution is gradually emerging. In this era, entrepreneurs face unprecedented challenges and opportunities. A marketing strategy is a framework that outlines how a company creates, delivers, and captures value (Dai et al., 2020). Based on the above facts, the research questions are as following:

1. What is the current sales and marketing situation of Great Wall electric vehicles?
2. What kind of marketing strategy will attract on customer purchase intention (PI)?
3. What is the marketing strategy should Great Wall electric vehicles adopt to adapt to the future?

### **Objective of the study**

The purpose of this study is to analyze and evaluate the marketing strategies of electric vehicles of the Chinese Great Wall brand. and analyzing how market strategies attract consumers of the brand's electric vehicles. Detailed into three aspects:

1. To analyze the current status of the Great Wall's electric vehicle marketing strategy.
2. To determine the 4P marketing strategy to attract on customer purchase intention (PI).
3. To verify that the future development of Great Wall electric vehicles' 4P marketing strategy in the Thai market.

### **Scope of the study**

Based on the above background, this article combines academic research results to conclude with practical significance. This paper aims to promote China's independent brand cars to enter the Thai market. Taking the export project of Great Wall pure electric vehicles to Thailand as an example, academic research is conducted. Combining the current situation of independent brand electric vehicles and Great Wall's export business, quantitative analysis, quantitative analysis, expert interview methods, etc., are used to point out the many problems and challenges faced by Great Wall in exporting to Thailand. Combined with relevant marketing management theories in the market, products, prices, and places In terms of promotion and other aspects, more appropriate, specific, and comprehensive strategic plans, implementation paths, and safeguard measures have been supplemented for Chinese electric vehicle enterprises exporting to Thailand, aiming to provide a reference for domestic, independent brands exporting to Thailand.

### **Research Significance**

#### **Theoretical significance**

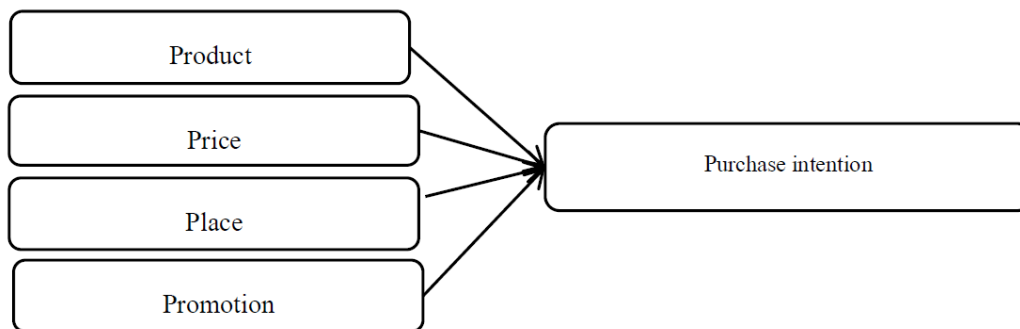
This paper is based on marketing management theory and uses methods such as literature research, questionnaire research, quantitative analysis, and quantitative analysis. It proposes optimization methods in market strategy, product strategy, price strategy, Place strategy, promotion strategy, it provides reference and experience for other car companies to export electric vehicles to Thailand in the future, and assists Chinese electric vehicle companies in exporting to Thailand, which has important reference significance for the electric vehicle export industry.

#### **Practical significance**

This paper combines the current situation of independent brand electric vehicles and Great Wall's export business, points out the many problems and challenges faced by Great Wall's export to Europe, and combines marketing management theories to supplement more appropriate, specific, and comprehensive strategic plans, implementation paths, and guarantee measures for Chinese electric vehicle enterprises exporting to Thailand, aiming to provide reference for domestic independent brand exports to Thailand.

### Theoretical framework

This article mainly adopts the relationship among the final determined factors is shown in Figure 1-1:



**Figure 1-1 Model used as a guideline for this research**

### Hypotheses

Great Wall Electric Vehicle is one of the brands under China Great Wall Motor Group, focusing on the research, development and sales of electric vehicle products. This article will analyze the 4P marketing strategy of Great Wall electric vehicles and make assumptions from the four aspects of product, price, place, and promotion.

### LITERATURES REVIEW

This report adopts a comprehensive literature review approach, aiming to generate a new understanding of the topic by synthesizing existing academic and grey literature in the field. The synthesis and analysis of the reviewed literature and sources will be guided by the theoretical frameworks of marketing strategy innovation and value co-creation (Vargo et al., 2006). Since the comprehensive research strategy has few specific criteria for the form of the literature review, a detailed description of the review approach is necessary. After clarifying the scope, keywords and inclusion criteria, the articles were selected by reading the titles and abstracts, remove papers that are not directly related to the broader research objectives of the report. Articles identified as relevant were added to the database and then assessed through full-text reading and analysis to ensure suitability.

#### **The literature of purchase intention to buy electric vehicles(PI)**

Based on the literature review, common factors in previous studies on willingness to purchase electric vehicles were investigated, including performance attributes (Le & Ukkusuri, 2019), costs (Barkenbus,2020), and charging infrastructure (Haas, 2019), Government policies (Oh, 2019), social impacts (Schröder, 2021), and six environmental awareness (Cannas et al., 2020). Overall, factors such as performance, cost, and charging infrastructure hurt consumers' purchase of electric vehicles. Government policies, social influence, and environmental awareness positively promote consumers' willingness to purchase electric vehicles. Therefore, a review of previous studies indicates that the results of these studies are mixed. Different factors have been theorized to predict the purchase intention of electric vehicles and are considered proxy variables for behavior in many studies.

### **The literature of Consumer behavior in China**

According to the rational choice theory, some viewpoints can be used to understand consumer behavior in China. With the rapid development of electric vehicles, more and more researchers are starting to study electric vehicles. The study mainly investigates individuals' willingness to purchase electric vehicles and its influencing factors. Due to the concept of electric vehicles being driven by developed countries, researchers from Western countries typically participate in these studies, such as the United States (Wu et al., 2010), Germany (Le & Ukkusuri, 2019), and Sweden (Lam & Wong, 2018). However, few researchers have studied electric vehicles in developing countries such as China.

Due to energy depletion and environmental issues in recent years, developing countries have vigorously promoted electric vehicles, especially in China. According to a Global Burden of Disease Project report, air pollution (such as carbon dioxide) caused 1.6 million deaths in China and 4.2 million deaths worldwide in 2015 (Lam & Wong, 2018). The widespread use of electric vehicles is crucial for China's development and provides an opportunity for China to improve air quality by controlling emissions (Wang, 2013). Therefore, it is crucial to understand the willingness of Chinese consumers to purchase electric vehicles and study the key factors in making purchase decisions.

### **Theory of Reviews**

#### **Theory of 4P marketing theory**

4P marketing theory was proposed by professor Jerome McCarthy, a famous American marketing scholar in the 1960s. 4P refers to the four marketing strategies of "product, price, Place and promotion", and consists of four acronyms of product, price), place and promotion (Donner & de Vries, 2021). In general, 4P focuses on the early marketing of products, prefers the product-oriented concept, only considering the seller and what the marketers do. which is the basis of physical marketing, rather than the interests of customers and the society, which is the basis of physical marketing. From the standpoint, 4P is oriented to the enterprise; from the perspective of marketing process, 4P pays more attention to the macro level, from the birth of the product to the price, and then through the marketing Places and promotion to reach customers, the whole process is relatively rough.

## **RESEARCH METHODOLOGY**

This paper adopts a quantitative analysis method because it largely relies on hypothesis testing. Meanwhile, most mainstream electric vehicle researchers use quantitative analysis as their research method (Dai et al., 2020). Based on a questionnaire survey of 232 Thai people from Bangkok, Thailand, this study used regression analysis and SPSS statistical software to test the factors that have a positive/negative impact on Thai consumers' willingness to purchase electric vehicles, making some contributions to this study. This result challenges the previous studies which indicate the importance and impact of the driving range of electric vehicles (Lieven et al., 2011).

The specific research methods are as follows:

**Questionnaire survey method:** According to the research purpose, a questionnaire is designed in advance, and valuable research information is collected from the target research

object face-to-face, filling out the questionnaire or creating a research website. In order to meet the research purpose, the reliability and validity of the questionnaire must be tested (Li et al., 2021). The collected information is then organized, counted, and analyzed to obtain relevant research conclusions.

Literature research method: Conduct desk research through online searches, extensive reading of physical literature, and consulting relevant literature materials to form a scientific understanding of the field or facts being studied. Quantitative analysis method: An analytical method infers the development trend and properties of things based on the subjective judgment and logical deduction of relevant experts and scholars based on an inevitable development trend. After the design of the questionnaire, a small range of tests must be conducted, and it can be adjusted after passing the test.

The parameters for each variable were calculated, and the variables were calculated by SPSS statistical software. More importantly, the primary research focuses on which factors will affect Thai consumers' purchase of electric vehicles.

## FINDING AND CONCLUSION

### Finding Analysis

#### Frequency of Demographic Characteristics

This study was conducted by collecting data using an online questionnaire from Thai consumers eligible for the target sample as described in Chapter 3, with a sample size of 100. Descriptive statistics were used to interpret the general information collected from the questionnaire. In addition, the researchers applied multiple regression analysis for hypothesis testing to investigate the relationship between marketing mix factors among consumers in the Bangkok metropolitan area and the intention to purchase Chinese brand Great Wall electric vehicle.

**Table 1-1 Sample statistics**

Option	Items	Frequency	Percent (%)	Cumulative percentage (%)
1. Young gender	Male	173	74.57%	74.57%
	Female	59	25.43%	100%
	18-30 years old	33	14.22%	14.22%
	30-40 years old	117	50.43%	64.66%
2. Your age	Above 40 years old	82	35.34%	100%
Total		232	100%	100%

From the Table 1-1, there were 232 people in this study, and the proportion of samples who chose "male" was 74.57%. The balance of female models is 25.43%. In terms of age, the survey is in line with the actual situation, with the purchase volume and the age range being between 30 and 40 years old, accounting for the largest proportion, with 50.43%, follow by age range above 40 years old (35.34%), 18-30 years old (14.22%). It shows that male, middle-aged consumers have the ability to buy electric cars.

In this paper, Pearson coefficient was used to study the correlation between variables, and the value range was [-1, 1], generally represented by r letter.

**Table 1-2 Correlation analysis**

	1	2	3	4	5
Purchase intention	1				
Product	0.528**	1			
Price	0.541**	0.589**	1		
Place	-0.163	-0.343**	-0.303**	1	
Promotion	-0.061	-0.006	-0.052	0.294**	1

See from Table 1-2 above that good relationships between variables can have a positive impact on identifying 4P marketing strategies to attract more consumers.

### Hypotheses Testing Results

There have a table 1-3 has summarized toward research hypothesis and pointed out that support or not support.

**Table 1-3 Summary of Research Hypotheses**

	<b>Hypotheses and Paths in the Model</b>			<b>Standardized regression weights</b>	<b>Critical ratio (C.R.)</b>	<b>P-value</b>
H1	Product	→	Purchase Intention	051 (.082)	1.267	.003**
H2	Price	→	Purchase Intention	.528(.159)	2.801	.005**
H3	Place	→	Purchase Intention	.294(.294)	6.882	.009**
H4	Promotion	→	Purchase Intention	792 (.402)	5.111	.007**

Note: Figure shown in each cell indicated the unstandardized coefficient

Figure in the brackets indicated the standardized coefficient

C.R. are significant at \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$ , NS: Non Significant

The findings revealed that product was significantly and positively related to purchase intention as proposed (C.R.= 1.267;  $p < .05$ ). Price positively and significantly influenced purchase Intention (C.R. = 2.801;  $p < .05$ ). Place positively and significantly influenced purchase Intention (C.R. = 6.882;  $p < .05$ ). Promotion also positively and significantly influenced purchase Intention (C.R. = 5.111;  $p < .05$ ). Thus, Hypothesis 1 to 4 were supported by the data.

In general, from the finding of result of hypothesis reveal about marketing strategy about marketing mix element toward purchase intention with guideline of Great Wall brand for deeply understand insight of consumer purchase behavior.



### **Research conclusions**

This research aimed to analyze the 4Ps (Product, Price, Place and Promotion) of marketing mix influencing decision to use electric vehicles (EV). Increasing brand influence by entering the international market, Chinese electric vehicle companies are exporting to foreign countries, and annual sales targets and operating profits are still critical short-term tasks (Khanra, et al., 2022). Because the brand and product strategies discussed thoroughly without considering sales are empty talk, it is difficult for agents to cooperate with car companies in the short term without sales or profits. Great Wall still adopts sales as the leading assessment indicator for agent work in the short term, and the agent's goal is more straightforward: to achieve profitability. Therefore, in the short term, The goal between Great Wall electric vehicles and agents is unified, that is, to achieve sales targets and achieve profitability.

### **Recommendation**

#### **Product factors**

The research results show that the factors affecting Great Wall's Chinese brand's product strategy for importing into Thailand are related to automotive consumables. In terms of product technology, it needs to have obvious advantages in battery life, intelligent control and network services, and electronic control technology level. Like the long-life batteries, motors and safety systems of the car mentioned in the questionnaire. Therefore, the conclusion of the product discussion is that the Great Wall brand's product strategy should adapt its product strategy to Thai consumers, grasp the product needs of Thai consumers clearly and specifically, conduct market research, and conduct future product research and development trends of Thailand's mainstream electric vehicle companies. Carry out accurate grasp and build and package the current model products.

#### **Price factors**

According to the results, factors affecting price scored the highest. The intention to buy the Great Wall Chinese brand imported from Thailand is because the price of the vehicle is suitable, with the starting price being 1,109,000-1,579,000 baht. After all, when conducting questionnaire surveys, consumers are most concerned about reasonable prices and high quality, followed by additional expenses, such as maintenance costs, license renewal fees and accessories prices. Track the usage of Thailand's promotional fees every month, conduct self-examination of promotional policies every month, and issue early warnings based on target achievement. Submit self-inspection results and adjustment plans on time; timely summarize and evaluate the use of promotional policies throughout the year to ensure that various promotional policies are implemented.

#### **Place factors**

According to the results, the place factor with the highest impact score. The intention of purchasing the Great Wall Chinese brand imported from Thailand is to cover exhibition halls and service centers across the country. It can be explained that when there is a problem with the vehicle, consumers can access services in various regions. After having a specific place, we can rely on the power of the Great Wall Electric Vehicle itself and places to promote the



implementation of various promotional strategies. Because in the early stage of the product import and market development, need to develop rhythmic promotion plan, and the promotion project, process supervision and summarizes the working mechanism, and establish one-stop service center, cleaning, service, door-to-door delivery and spare battery these will be used as a new car plan for promotion. Establish the Great Wall brand in Thailand direct stores, brand display center and other promotion mode. Therefore, Chinese brand Great Wall electric vehicles should expand their showrooms and service centers to major cities in various provinces, so that consumers can easily access services.

### Promotion factors

In the questionnaire, consumers were asked about some points they are concerned about when purchasing electric vehicles from the Great Wall brand in Thailand. What they are concerned about are cash discounts, free gifts, insurance, glass coating and battery quality assurance, so the promotion strategy combines the The analysis conclusions in Chapters 3 and 4 should refer to the commonly used promotion methods and efforts in the domestic market, combine offline marketing, domestic and foreign activities, and carry out matrix experiential marketing to shorten the user's arrival path. Based on the common promotion methods and efforts used by Great Wall Electric Vehicles to export to other markets, and guided by the annual business goals of Great Wall Electric Vehicles in Thailand, in order to achieve the annual export goals, the promotion policy will be more targeted. Promotional methods include the promotion of cash vouchers. Activities, giveaways, battery trade-in maintenance activities in the main market of Thailand (Abdelkafi & Pero, 2018).

### Reference

- Adisak, S. (2020). Logistics service innovation for business growth: a case study of logistics service entrepreneurs. *Polish Journal of Management Studies* ,21 (1), 394-407.
- Abdelkafi, N., & Pero, M. (2018). Supply chain innovation-driven marketing strategies: Exploratory analysis and implications for management. *Business Process Management Journal* ,24 (2), 589-608.
- Barkenbus, J. N. (2020). Prospects for electric vehicles. *Sustainability*,12 (14), 5813.
- Cannas, V. G., Ciccullo, F., Pero, M., & Cigolini, R. (2020). Sustainable innovation in the dairy supply chain: enabling factors for intermodal transportation. *International journal of production research*,58 (24), 7314-7333.
- Donner, M., & de Vries, H. (2021). How to innovate business models for a circular bio-economy? *Business Strategy and the Environment* ,30 (4), 1932-1947.
- Dai, J., Che, W., Lim, J. J., & Shou, Y. (2020). Service innovation of cold chain logistics service providers: A multiple-case study in China. *Industrial Marketing Management*, 89, 143-156.
- Haas, R. H. (2019). Mitochondrial dysfunction in aging and diseases of aging. *Biology*,8 (2), 48.
- Li, Y., Ye, H., Ye, F., Liu, Y., Lv, L., Zhang, P., ... & Zhou, Y. (2021). The current situation and future prospects of simulators in dental education. *Journal of Medical Internet Research* ,23 (4), e23635.

- Lam, J. S. L., & Wong, H. N. (2018). Analysing business models of liner shipping companies. *International Journal of Shipping and Transport Logistics* ,10 (2), 237-256.
- Le, T. V., & Ukkusuri, S. V. (2019). Crowd-shipping services for last mile delivery: Analysis from American survey data. *Transportation Research Interdisciplinary Perspectives*, 1, 100008.
- Khanra, S., Kaur, P., Joseph, R. P., Malik, A., & Dhir, A. (2022). A resource-based view of green innovation as a strategic firm resource: Present status and future directions. *Business Strategy and the Environment*, 31 (4), 1395-1413.
- Ohy, J. (2019). Marketing mix strategy and consumer intention to buy (Empirical study on retail store at Manado city). *Asia Pacific Journal of Management and Education (APJME)* ,2 (1).
- Schröder, M. (2021). Electric vehicle and electric vehicle component production in Thailand. *Promotion of Electromobility in ASEAN: States, Carmakers, and International Production Networks*, (3), 3-60.
- Vargo, M. A., Voss, O. H., Poustka, F., Cardounel, A. J., Grotewold, E., & Doseff, A. I. (2006). Apigenin-induced-apoptosis is mediated by the activation of PKC $\delta$  and caspases in leukemia cells. *Biochemical pharmacology*, 72 (6), 681-692.
- Wang, Z. L. (2013). Triboelectric nanogenerators as new energy technology for self-powered systems and as active mechanical and chemical sensors. *ACS nano*, 7 (11), 9533-9557.
- Wu, X., Ma, R., & Shi, Y. (2010). How do latecomer firms capture value from disruptive technologies? A secondary business-model innovation perspective. *IEEE Transactions on Engineering Management*, 57 (1), 51-62.

**ENGLISH LISTENING SKILLS FROM MOVIES AND CARTOON ACCORDING TO CEFR STANDARD AND ENGLISH LISTENING STRATEGIES OF JUNIOR ENGLISH MAJOR STUDENTS, FACULTY OF LIBERAL ARTS AND SCIENCE, KASETSART UNIVERSITY, KAMPHAENG SAEN CAMPUS**

*Chonnarin Srisangchay, Faculty of Liberal Arts and Science; Kasetsart University,  
Kamphaeng Saen Campus, Nakorn Pathom, Thailand  
E-Mail: chonnarin.s@ku.th*

*Phuripat Thanee, Faculty of Liberal Arts and Science; Kasetsart University, Kamphaeng  
Saen Campus, Nakorn Pathom, Thailand  
E-Mail: phuripat.t@ku.th*

*Nuntutchapron Tunsodcharoen, Faculty of Liberal Arts and Science; Kasetsart University,  
Kamphaeng Saen Campus, Nakorn Pathom, Thailand  
E-Mail: nuntutchapron.t@ku.th*

*Kanokrat Kunasaraphan, Faculty of Liberal Arts and Science; Kasetsart University,  
Kamphaeng Saen Campus, Nakorn Pathom, Thailand  
E-Mail: kanokrat.ku@ku.th*

**ABSTRACT**

The English language is a universal language which is extremely important, but Thai students have CEFR levels lower than standard and were ranked 97 in 111 countries for the English standardized test. The objectives of this study were to investigate the CEFR English listening skill levels and to investigate English listening strategies that Junior English major students, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus, use for listening to the English movies and cartoon. The samples of this research were 103 English Major students. The instruments used in data collection were the English listening test, including the English movies and cartoon audios following to the CEFR levels. The findings revealed that the participants' mean scores in the English listening test were highest at the Beginner level (A1-A2) with 7.17 out of 10, followed by 5.54 at Independent level (B1-B2), and 4.83 at Proficient level (C1-C2). Their CEFR levels were majority at Independent level (B1-B2), followed by Beginner level (A1-A2) and Proficient level (C1-C2). Listening for the main idea was the English listening strategy that they answered most accurately, followed by listening for specific details, predicting, summarizing, and drawing inferences, respectively. **Keywords:** English listening skills, Listening strategies, CEFR levels, Movies and cartoons

**INTRODUCTION**

The English language is a universal language which is extremely important in terms of communication, work, and studying. However, Thai people have a considerably low level of English skills, especially in terms of English listening skills because Thailand's education curriculum is likely to concentrate more on grammar and structure. Therefore, learning from movies and cartoons are one of the methods to improve learners' listening skills and gain more knowledge, amusement, and attention in English learning.

The CEFR or the Common European Framework of Reference for Languages (Council of Europe, n.d.) is a system and a global standard used to measure a person's English skills, divided into six levels, A1, A2, B1, B2, C1 and C2. English listening strategies used in this research are listening for the main idea, predicting, drawing inferences, summarizing, and listening for specific details (NCLRC, 2004).

According to Kanatip Soonthornrak (2021), Loukgolf, the owner of famous English Academy, he classified 'We bear bears' as Beginner level (A1-A2), 'Beauty and the Beast' as Independent level (B1-B2), and 'Sherlock' as Proficient level (C1-C2). Therefore, the researchers are interested to study English Listening Skills from Movies and Cartoon according to CEFR Standard and English Listening Strategies of Junior English Major Students, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus.

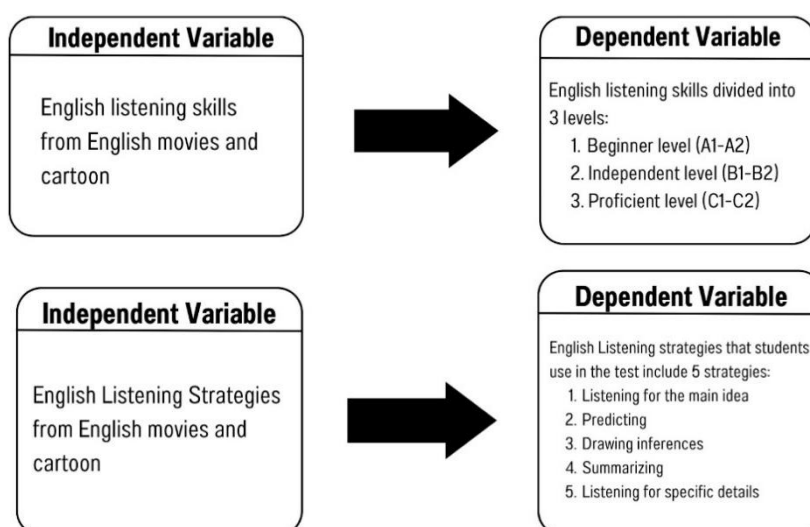
### **Objectives of the research**

1. To investigate the CEFR English listening skill levels of Junior English Major Students, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus with the English movies and cartoon
2. To investigate English listening strategies that Junior English major students, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus, use for listening to English movies and cartoon

### **Research questions**

1. Which the CEFR English listening skill levels are Junior English Major Students, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus in listening to the English movies and cartoon?
2. Which English listening strategies do Junior English Major Students, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus use for listening to the English movies and cartoon?

### **Theoretical framework**



## LITERATURE REVIEW

### Common European Framework of Reference for Languages (CEFR)

The CEFR stands for the Common European Framework of Reference for Languages (Council of Europe, n.d.) which is a system used to measure a person's ability to speak and understand English and a global standard. There are six levels of CEFR which are widely accepted in Europe including A1, A2, B1, B2, C1 and C2. Each level has details as follows:

#### **Beginner level (A1-A2)**

Level A1-A2 is the beginning level. It indicates that learners can only converse using very basic knowledge and only know a few words and phrases in English.

#### **Independent level (B1-B2)**

The next level up from A1-A2 is B1-B2. They can produce texts on a variety of topics, hold longer conversations, and employ a variety of vocabulary and sentence patterns.

#### **Proficient level (C1-C2)**

The next level up from B1-B2 is C1-C2. They can comprehend lengthy and complicated texts, and they understand everything they read or hear.

### English Listening Strategies

National Capital Language Resource Center (2004) stated that listening is an activity that helps language learners receive auditory input. It is the foundation of language learning and helps learners communicate with others verbally. In learning a language, learners should be developed to be able to handle listening behavior in various situations, dealing with input that comes in a variety of formats. Including being able to manage the purpose of listening, these things will help learners develop listening strategies along with the ability to choose listening strategies that are appropriate to each situation. Listening strategies are techniques that help to understand and focus on direct listening inputs. English listening strategies can be divided into two main parts as follows:

**Top-down listening strategies** refer to cognitive processes and methods that make utilization of past knowledge, context, and expectations, including listening for the main idea, predicting, drawing inferences, and summarizing.

**Bottom-up listening strategies** refer to cognitive processes and techniques that involve focusing on the individual elements of spoken language, such as sounds, words, and grammar, in order to comprehend the overall message, including listening for specific details, recognizing cognates, and recognizing word-order patterns.

This research used top-down strategies including listening for the main idea, predicting, drawing inferences, and summarizing. However, this research used only one bottom-up strategy which is listening for specific details since the other two of them focused on grammar, and word order patterns which involved writing skill more than listening skill.

**Listening for the Main Idea.** It is the act of focusing on the primary or central message that a speaker is conveying during a conversation.

**Predicting.** It is a way of applying logic to conjecture about how a story will unfold based on context, and topic.

**Drawing Inferences.** It is the process of deriving conclusions or judgments based on the information provided, even if those conclusions are not explicitly stated.

**Summarizing.** It involves distilling the primary ideas, arguments, or points of a piece of content into a shorter, and concise form.

**Listening for Specific Details.** It focuses on particular and finer pieces of information, detail, or distinct facts within a conversation.

### **Classification of English Movies and Cartoons according to CEFR Levels**

Due to the English listening problems mentioned above Kanatip Soonthornrak or Loukgolf (2021), the owner of Angkriz, the famous English Academy in Thailand, has been proposed in order for people to exercise listening skills via media sources like movies, cartoons, YouTube, etc. In order to improve their English listening skills, students should begin at the beginner level (A1–A2) and work their way up to the proficient level (C1–C2). These media allowed students to gain knowledge, amusement, and attention in English listening. Thus, he classified English movies and cartoons according to CEFR levels are presented as follows:

<b>CEFR Levels</b>	<b>Movies</b>
Beginner level (A1-A2)	Over the moon, We bare bears, Minions, Wish dragon, and The worst witch
Independent level (B1-B2)	Friends, Lemony Snicket's a Series of Unfortunate Events, Stranger Things, Beauty and the Beast (2017), and The Queen's Gambit
Proficient level (C1-C2)	House of cards, Sherlock, The Crown, Peaky Blinders, and The Danish Girl

*Table 1.* Movies Classification by LoukGolf's Netflix English Room (2021)

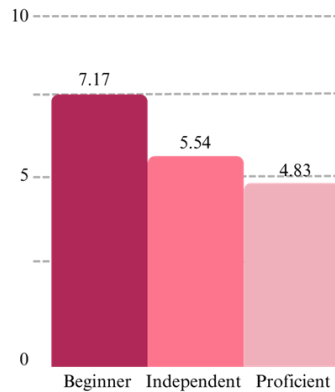
To conclude, LoukGolf (2021) stated that 'We bear bears' is at the Beginner level (A1-A2), 'Beauty and the Beast' is at the Independent level (B1-B2), and 'Sherlock' is at the Proficient level (C1-C2). Therefore, the researcher applied 'We bear bears', 'Beauty and the Beast', and 'Sherlock' to investigate the participants' CEFR English listening skills and English listening strategies.

## **METHODOLOGY**

Population of this research was junior English major students studying in the first semester, academic year 2023, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus. The samples of the research were 103 junior English major students, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus which includes regular and special program students. Research instruments were the English listening test, including the audios from the cartoon 'We Bare Bears' and movies 'Beauty and the Beast', and 'Sherlock'. The researcher collected the data by taking the English listening test classified into 3 parts following to the CEFR levels, 30 multiple-choice items, 30 minutes. The Index of Item objective Congruence (IOC) was used to measure the congruence between

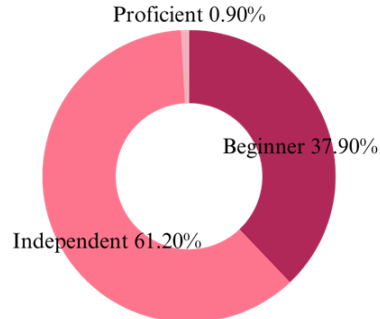
learning objectives and the test items. The IOC of this test was measured by 3 experts. For this English listening test, the value of IOC was 0.86 which indicates good content validity. The statistics used in the research were frequency, percentage, and mean.

## RESULT



*Figure 1.* The mean scores of participants in each CEFR level of the English listening test

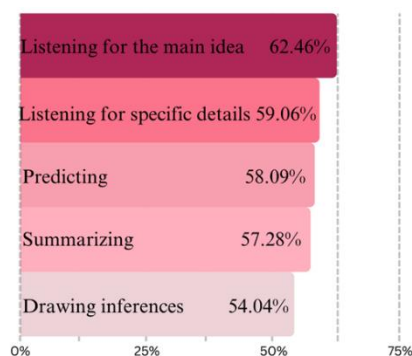
Figure 1 shows that the participants' mean scores which is a total of 10 points in each CEFR level in the English listening test were highest at the Beginner level (A1-A2) with 7.17 points or 71.7%, the maximum score is 10 points, and the minimum score is 3 points, followed by Independent level (B1-B2) with 5.54 points or 55.4%, the maximum score is 9 points, and the minimum score is 1 points, and Proficient level (C1-C2) with 4.83 points or 48.3%, the maximum score is 9 points, and the minimum score is 1 points, respectively.



*Figure 2.* The percentage of participants in each CEFR level

Figure 2 clearly shows that the majority of the participants' English listening skills are at Independent level (B1-B2) with 61.20%, followed by Beginner level (A1-A2) with 37.90% and Proficient level with 0.9%, respectively.





*Figure 3. The Percentage of Participants' Correct Answers of English Listening Strategies in the English Listening Test*

Figure 3 shows that listening for the main idea was the English listening strategy that the participants answered most accurately (386 or 62.46%), followed by listening for specific details (365 or 59.06%), predicting (359 or 58.09%), summarizing (354 or 57.28%), and drawing inferences (334 or 54.04%), respectively.

## CONCLUSION

The majority of Junior English Major Students, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus were at Independent level (B1-B2), and Listening for the main idea was the English listening strategy that they answered most accurately.

## DISCUSSION AND RECOMMENDATION

The study found that the majority of English major students were at Independent level compared to the study of Waluyo (2019) who proposed investigating Thai First-year Walailak university student's English proficiency in CEFR levels. He found that the majority of his samples were at Beginner level, which is lower than the standards set by the Thai Ministry of Education while the majority of our samples reached the standard at Independent level. Additionally, listening for the main idea was the most participants answered accurately the same results as the study of Rakyoo and Rattanawanitpun (2017), but the other strategies are slightly different. In our research, listening for specific details was the strategy that students answered correctly more than Predicting while Rakyoo and Rattanawanitpun's study found that listening for specific details was the strategy that students answered correctly less than predicting.

### Recommendation

1. The researcher should conduct the study with the different groups of participants such as sophomore students in English major, high school students, or private school students as well as participants who have different English proficiency should be investigated in the next research.
2. The researcher should create other types of listening tests and increase time duration for taking the test.

3. The researcher should compare further English listening skill research by comparing British and American accents by using audios from movies and cartoons.

### Limitations

1. The data collection process took place during teaching classes which resulted in limited time and have less time to explain about the research objectives and the English listening test for the participants, so the researcher had to decrease the English listening test from 54 items into 30 items.

2. Due to the fact that the English listening test was taken in different places between regular program students and special program students, the first room is wider and not soundproof while the second room is narrower and soundproof. It resulted in two groups of the participants being capable of hearing audios for the English listening test ineffectively when compared to the other.

### REFERENCES

- ETS TOEIC. Mapping the TOEIC Test on the CEFR [PDF]. Retrieved from <https://www.ets.org/pdfs/toeic/toeic-mapping-cefr-reference.pdf>
- First, E. (n.d.). *Understanding the Common European Framework of Reference for Languages / EF SET* [website]. Retrieved from <https://www.efset.org/cefr/>
- Henderson, X. (2017). *An Investigation of Metacognitive, Bottom-up and Top-down Strategies in L2 Listening*, 8-10. Retrieved from <https://digitalcommons.csumb.edu/cgi/viewcontent>
- National Capital Language Resource Center [NCLRC]. (2004). *Strategies for developing listening skills* [website]. Retrieved from <https://www.nclrc.org/essentials/listening/stratlisten.htm>
- Netflix Thailand. (2021, August 1). *Netflix English Room* [Video file]. Retrieved from [https://www.youtube.com/watch?v=\\_nSaJ0Wvs8U](https://www.youtube.com/watch?v=_nSaJ0Wvs8U)
- Park, A. (2023, September 23). *30 English movies to teach you how the language works* [website]. Retrieved from <https://www.fluentu.com/blog/english/learn-english-movies-films-modern-american-classics/>
- Rakyoo, R., & Rattanawanitpun, S. (2017). *Ability in English listening comprehension among Thai EFL students at the institutes of Physical Education in the central region of Thailand, NRRU Community Research Journal*, 11(3), 81-94 [PDF]. Retrieved from [https://rdi.nrru.ac.th/rdi/rdi\\_journal/images/journal/11-3/07.6.pdf](https://rdi.nrru.ac.th/rdi/rdi_journal/images/journal/11-3/07.6.pdf)
- Thai Ministry of Education. (2016, September 21). *Set English Standard. Ministry of Education* [website]. Retrieved from <https://www.moe.go.th>
- The CEFR levels. *Common European Framework of Reference for Languages (CEFR)* [website]. Retrieved from <https://www.coe.int/en/web/common-european-framework-reference-languages/level-descriptions>
- Waluyo, B. (2019). *Thai First-Year University Students' English Proficiency on CEFR Levels*. 13(2), 51-67 [PDF]. Retrieved from <https://www.researchgate.net/>

## **RELATIONSHIP SATISFACTION, TRUST, AND LOYALTY OF TOURISTS IN BOOKING ACCOMMODATIONS THROUGH ONLINE TRAVEL AGENCIES (OTAS)**

*Panida Tunyiem, Rangsit University, Pathum Thani, Thailand*

*Email: panida.t63@rsu.ac.th*

*Aemmi Lin, Rangsit University, Pathum Thani, Thailand*

*Email: aemmi.i63@rsu.ac.th*

*Sutinee Threeranoot, Hotel and Restaurant Management Department,  
College of Hospitality, Rangsit University, Pathum Thani, Thailand*

*E-Mail: sutinee.t@rsu.ac.th*

### **Abstract**

The objective of this study is to explore Relationship Satisfaction, Trust, and Loyalty of Tourists in Booking Accommodations through Online Travel Agencies (OTAs). The sample comprises 400 Thai tourists who have previously utilized online hotel booking services. Researchers determined the sample size using the Taro Yamane formula. This quantitative research utilized questionnaire responses for data collection, employing Descriptive Statistics to characterize general opinion trends and Inferential Statistics to report the results of hypothesis testing. The research findings indicate high levels of satisfaction across various perspectives of the online market mix (6Ps), with the highest satisfaction derived from place, promotions, products, personalization, price, and privacy. Overall trust in booking accommodations through OTAs is also high, with the highest satisfaction stemming from the booking process and privacy/security aspects. Furthermore, a significant positive correlation (Sig. = 0.000,  $r = 0.735$ ) between satisfaction and loyalty was observed, highlighting the significance of these factors in influencing tourist behavior. Additional recommendations include further investigation of factors that may impact customer satisfaction and loyalty when using OTAs services, which could provide deeper insights into the importance of these factors.

**Keyword:** Satisfaction, Trust, Loyalty, Accommodations, Online Travel Agent

### **INTRODUCTION**

The tourism industry is the main industry that generates income for the country. The hotel business is a quality, standardized business, and most people prefer to travel for leisure or remote work, with online communication reaching around the world. Today, the business world is changing rapidly driven by technological changes. (Digital Disruption) (Kittiya Kwanjai, 2017)

Currently, more than half of Thai people have purchased products/services through the e-commerce market, with the number of users increasing from 30.7 million in 2019 to 41.5 million in 2023. This is mainly driven by internet access that is more inclusive of the Thai population (Kanit Aumsakul, 2023). Everything according to the eCommerce-Thailand report (Amarin News, 2023), the e-commerce market continues to be popular with Thai people, as

reflected by the nearly three-fold increase in the cost of purchasing goods/services through the e-commerce market from 2,970 baht per person per year in 2019. Thailand's e-commerce market is worth 620 billion baht in 2022 and is likely to continue growing by 6% annually to reach 634-694 billion baht. During 2023-2024 The tourism and accommodation sector is also one of the industries that has undergone dramatic changes in the last decade. One of the technologies and businesses that plays a role in the global tourism business. is Online Travel Agency (OTAs) The room sales channel, which is an online intermediary business, connects accommodation businesses with tourists by bringing together multiple properties so that tourists can compare prices and amenities they want. With such convenience, OTAs have become a popular channel for tourists to book OTAs such as Agoda, Traveloka, Booking.com Hotels.com, etc. (Passarin La-ongkul, 2019)

As a result of the situation, the OTAs or Online Travel Agent market, an online travel agency. It has a rapid growth rate. The revenue of the OTAs business comes from charging commissions from accommodation businesses that sell rooms through OTAs at the rate of 10 - 25 percent of the selling price. Accommodation businesses have to sacrifice this revenue in exchange for opportunities for tourists to know and decide to stay. In addition, the increasing role of OTAs can be considered both as a reflection of business growth opportunities and may also be a challenge for OTA operators at the same time (Krirkpong Ngataweesuk, 2023). In recent years, the OTAs business has experienced a steady high growth rate, supported by various technologies such as the Internet. As a result, four major OTAs companies, namely Priceline group, Expedia, Tripadvisor and Ctrip, recorded an average revenue growth of 27% per year from 2013 to 2017. Therefore, hotel operators, including OTAs, have opened many online booking services, and users often encounter problems booking through OTAs due to the large number of OTAs nowadays. This affects satisfaction. reliance Consumer decisions Business credibility and loyalty. (Srijanbodhikhun T. & Weerasopon V. (2020)

For this reason, the researcher therefore sees the importance of studying the relationship of satisfaction. Tourists' trust and loyalty in booking rooms through online websites. In order to be aware of the general condition of booking through the online website. (OTAs) Hotel operators can plan their marketing operations in line with the needs of target customers. and expand strategies to meet the needs of tourists to achieve satisfaction. Trust and loyalty when booking through the online website (OTAs).

## **Objectives**

1. To study the satisfaction, trust and loyalty of tourists in booking rooms through online websites. (OTAs)
2. To study the relationship between satisfaction and loyalty of travelers when booking rooms through online websites. (OTAs)

## **Research Hypothesis**

Thai tourists' satisfaction with online travel agent (OTAs) bookings is positively related to loyalty.

## **LITERATURE REVIEW AND THEORY**

### **1. Concepts and Theories Related to Satisfaction.**

Satisfaction refers to having a positive attitude from the results of the entire purchase process, whether before or after the sales experience. The satisfaction derived from the promises made by the company is to build a good relationship with consumers. Consumer satisfaction is largely attributed to the operator's experience in efficient and easy access to information about that service. From the previous experience of consumers who have used the service continuously consecutively and can create more satisfaction for consumers when consumers are aware of. Therefore, the company should provide precise information about the service and facilitate ease of effective communication for consumers (Kang, 2018). The online marketing mix (6P) is therefore the main factor used in satisfaction surveys because the marketing mix can inform customers' purchasing behavior of goods or services. Repeat purchases, word of mouth to create a marketing plan that suits existing products or target customers.

### **2. Concepts and Theories on Online Marketing Mix Factors (6P)**

The marketing mix will consist of 4 P's: Product, Price, Place, Promotion, and the Internet is a new type of commerce channel. Therefore, there is an important difference between online marketing and traditional marketing, so the online marketing mix (6P) adds new elements, the 2P are Personalization and Privacy. To be able to apply it to traditional marketing elements. Combined with technological capabilities, it creates a new marketing component. Wichian et al, (2007) and Chitlada (2010) summarize the concept of online marketing mix factors. These are the key variable elements as follows:

Product refers to what the organization offers products and services to meet the needs of customers. Intangible good.

Price refers to the value of the amount of money that a consumer must pay to obtain the products and services that the consumer wants. Before making a purchase decision, consumers often compare the value they receive and the price they pay for the product.

Place Refers to a channel of presentation to distribute and distribute products and services from manufacturers directly to consumers. At present, online distribution channels are popular sales channels such as websites, Facebook, applications, etc.

Promotion refers to the process of communication between producers and consumers. Including those involved in the decision-making process of purchasing products and services.

Personalization refers to the provision of personalized services between buyers and sellers, or one-to-one marketing, which is the offering of products or services to meet the target customer group as much as possible.

Privacy means that the organization has established a policy to maintain confidentiality for the information of customers or any person who uses the online system, such as usernames, passwords, personal history, etc.

### **3. Concepts and Theories Related to Trust.**

Cardoso et al. (2022) Study on Brand Personality Impact Analysis Airbnb on consumer engagement and trust in business the study found that the trust component includes: 1. Business credibility in terms of service quality 2. Honesty gives the impression that keeping promises and commitments and 3. Predicting that the business is best done from the interests in the minds of customers. Laparojkit & Suttipun (2022) Study on causal factors affecting repeat purchase intentions of Thai tourists during the COVID-19 crisis. The study found that trust consists of 1. integrity, 2. competency, 3. reliability and 4. concern directly affect the repeat purchase intention of tourists.

### **4. Concepts and Theories Related to Loyalty.**

Consumer loyalty, as defined by Manassamon (2018), is the level of consumer relations towards a business, driven by trust and the ability of service providers to continuously meet customer needs. Loyalty involves a strong relationship with an organization, characterized by acceptance of its goals and values, a willingness to try for its benefit, and a strong desire to maintain membership. Word of Mouth is a key factor in measuring customer loyalty, indicating satisfaction and willingness to recommend. Willingness to Pay, often discussed in loyalty research, reflects the value customers place on trusted products or services. Effective communication, particularly website content, is essential for maintaining customer loyalty by providing comprehensive information. Online Behavior, such as returning to a website, demonstrates loyalty and satisfaction with the online experience.

### **5. Concepts and Theories about Online Booking Intermediaries.**

Concepts and theories about online booking intermediaries, particularly Online Travel Agents (OTAs), are crucial in understanding consumer behavior and decision-making processes in the digital age. OTAs serve as intermediaries between consumers and service providers, offering a platform for booking hotel accommodations and tourism services online.

Pornkamon (2017) study on factors influencing the decision to use online booking services provides valuable insights. The study identified several key factors that influence consumer decisions, including price competitiveness, promotional offers, speed of issue resolution, confidentiality of information, public relations efforts, and individual needs. These factors play a significant role in shaping consumer behavior and determining whether individuals choose to use online booking services through intermediaries like OTAs. Understanding these factors is essential for businesses and marketers to tailor their strategies to meet consumer needs and enhance the overall booking experience.

### **Related Research**

Chutimant (2023) studied Online Marketing Mix Affecting Decision to Book Accommodation Via Online Travel Agents to study the factors of the online marketing mix that influence travelers' decision to book accommodation through online travel agents. The results showed that online marketing mix factors in terms of products, prices, distribution channels, and promotions However, in terms of providing personal services and maintaining privacy, it does not affect the decision to use online hotel reservation services.



The online travel booking service (OTAs) is an online marketplace on the website that allows consumers to search and book various travel products and services, including hotels, airlines, car rentals, trips. Navigation, activities and more. According to the study, the satisfaction of using the bus and rideshare services booked through the online travel booking (OTAs) business is important to consumers, especially loyal consumers. This tends to invite others through sharing their opinions online. This has had a positive impact on the online travel booking (OTAs) business. Therefore, the development of information on the website. Preferences and satisfaction in using the service through Online travel booking (OTAs) businesses are a key factor that will help businesses retain valuable customers and have a positive impact on their business in the long run. This is a key factor that will help build a strong and sustainable customer base for Indonesia's online travel booking service (OTAs) business in the future. (Herdianysah et al., 2023)

Online booking of accommodation and hotels is popular and increasing. reliability and responsiveness to diverse customer needs; It can significantly affect the satisfaction and loyalty of tourists. The results of the research can be applied to guide the development of mobile applications for accommodation businesses. But at the same time, the security and privacy of online users should be taken into account. (Chitlada, 2022)

Technology is becoming increasingly important in the hotel business, and online hotel booking websites have become an important tool in the hotel service market. Analysis of factors affecting customer trust in online hotel booking website usage. Data collected from consumers was collected. A total of 456 users used the online booking site. It has been found that reputation, safety, ease of use, and risk factors have a significant impact on users' perception of trust, and that perception of trust also positively affects customer loyalty. (Baki, 2020)

Thamnarong M., & U-on W. (2021) studied A Model of the Causal Factor of Electronic Satisfaction on Booking Online Website Rooms in Thailand (Causal factor model of electronic satisfaction in booking online websites in Thailand). It is qualitative research and quantitative research. Collect data from interviews with accommodation business operators who choose to sell rooms on online websites. In Thailand the survey was conducted online from 12 users of the online booking service. 500 persons. The analysis of the structural and route equations revealed that service quality, complaint management, and website quality directly positively impacted electronic satisfaction. In addition, electronic satisfaction has a positive direct impact on electronic loyalty. Therefore, it can be concluded that the factor influencing loyalty to booking rooms on online websites in Thailand is satisfaction with the quality of services provided on online websites. Satisfaction with complaint handling on online websites and satisfaction with online websites.

Khai & Van (2018) studied the effects of website quality on customer satisfaction and loyalty to online travel agencies in Vietnam. The objective is to study the effects of six website quality factors: data quality, security, data quality, and security. Website functionality, customer relationships, accountability and compliance, and visual appeal to customer satisfaction and loyalty. Through customer response, 300 respondents were sent in Vietnam. It was found that the quality of the website. In particular, customer satisfaction directly affects



customer loyalty, so OTAs in Vietnam should improve the quality of their websites to increase customer satisfaction and maintain customer loyalty.

## **METHODOLOGY**

### **Population**

The population for this study is Thai tourists in Bangkok who have used hotel services by booking hotel rooms online via OTAs.

### **Sample Size**

The sample for this study was 400 Thai tourists living in Bangkok who had used hotel services by booking hotel rooms online via OTAs, which was calculated according to Taro Yamane's formula (Yamane, 1973) at a 95% confidence level from the number of Thai tourists living in Bangkok. 5,494,932 people in 2023 (Ministry of Interior, 2023)

### **Design Research Tool**

This research is a type of quantitative research, which requires the collection of data by having a sample answer to a questionnaire, which is the main tool used in this research, which was created by the researcher according to the purpose of the research. The process of creating the tool is as follows.

1. Study and research from relevant documents, textbooks, and research to be used as a guideline to create a questionnaire to cover the objectives of the research.
2. Define the scope of the question content in accordance with the aims and objectives of the research.
3. Create tools, such as questionnaires used to collect information to cover the details that need to be studied.
4. Perform instrument quality checks by consultants and experts and implement improvements. Edit to make the query work efficiently.
5. Use the enhanced questionnaire to collect data from real samples.

The questionnaire looks like a closed-ended questionnaire. It can be divided into 6 parts according to the context of the data.

Part 1 Respondents' personal data is a closed question that uses canonical and sequencing scales. There are 6 items.

Part 2 Satisfaction Questions this is information about the factors of the online marketing mix, including questions about products, pricing, distribution channels, and marketing promotions. Personal services and privacy are closed questions using a five-level rating scale of 24 questions.

Part 3 Questions about Trust to use the online booking service via OTAs, it is a closed question that uses a 5-level rating scale of 12 questions.

Part 4 Questions about Loyalty to use the online booking service via OTAs, it is a closed question that uses a 5-level rating scale of 8 questions.

Part 5 Additional comments or suggestions regarding online intermediary bookings are open-ended questions.

5 rating scales, which have criteria for Configure the weight of the assessment to grade the average score in different score ranges according to the Five-Point Likert Scales method. Level 5 Most Agree Level 4 Agree Very Level 3 Agree Moderately Level 2 Agree Least Level 1 Least Agree

### Data Collection

Data collected from this research the researcher collected data with an online questionnaire via Google form application, collected data from Thai tourists living in Bangkok who had used hotel services by booking hotel rooms online via OTAs and were willing to answer the questionnaire. The data collection period is from November 14, 2023, to December 7, 2023.

### Data Analysis

Statistical methods and data analysis used for this research the researcher used the collected questionnaire data to verify the accuracy and completeness of the data and processed the data with a statistical ready-made program (SPSS) (Thanintr, 2020).

1. Descriptive Statistics is the analysis of data to describe or characterize general information. The level of opinion of the target audience about satisfaction. It is presented in the form of a table of frequency, mean, percentage, and standard deviation.

2. Inferential Statistics is the reporting of the results of data analysis in an inferential statistics test using Pearson's correlation coefficient. The  $r$  value is between -1 and 1 ( $-1 < r < 1$ ) (Kanlaya Wanichbancha, 2002).

## RESULTS

The results showed 1) personal data 2) satisfaction results 3) trust results 4) loyalty results and 5) hypothesis testing results.

### 1) Personal data

The personal data results showed that mostly of the 400 Thai tourists surveyed, most of them were female, 31.5% were single, 71.0% were aged 20-29 years, 62.5% had a bachelor's degree, 69.5% were a student, 39.0% and had a monthly income of 15,001 - 25,000 baht, 47.8%.

### 2) Satisfaction Results

Table 1 *Online Marketing mix satisfaction to use the booking service through online intermediaries via OTAs.*

Online Marketing Mix Factors	Mean	S.D.	Meaning
Product	4.49	0.4271	Very High
Price	4.45	0.4949	Very High
Place	4.54	0.4449	Very High
Promotion	4.52	0.4514	Very High
Personalization	4.46	0.4909	Very High
Privacy	4.45	0.5012	Very High
Mean	4.49	0.4135	Very High

From Table 1, it can be concluded that satisfaction in the online marketing mix of Thai tourists who reserve rooms through OTAs Overall, it was at the highest level (mean = 4.49). It was found that tourists were satisfied with the Place factor at the highest level (mean 4.54), especially having more channels to provide services than booking through websites. such as applications, etc. Ranking 2 is satisfaction with the highest level of promotion factors (mean = 4.52), especially communication and news updates via social media regularly Rank 3 is satisfaction with the highest level of product factors (mean = 4.49), especially having many and diverse hotels to choose. Rank 4 is satisfaction with the highest level of personalization factors (mean = 4.46), especially being able to communicate each person's special needs in detail. when making a reservation and the fifth place is satisfaction with price and privacy factors. at the highest level with the same average (mean = 4.45), especially with a clear comparison of the price difference between the hotel's normal price and having a secure and reliable payment system in all channels.

### 3) Trust Results

Table 2 *Trust to use the booking service through online intermediaries via OTAs.*

Parts	Mean	S.D.	Meaning
Safety	4.81	0.3878	Very High
Process	4.82	0.3432	Very High
Payment System	4.81	0.3498	Very High
Mean	4.81	0.3358	Very High

From Table 2, it can be concluded that Thai tourists' overall trust in using booking services through online intermediaries through OTAs is at the highest level (mean = 4.81). It was found that tourists trust using booking services through online intermediaries through OTAs in process at the highest level (mean 4.81), especially having procedures that are standardized and reliable. Ranked 2 is trust in security and the payment system. At the highest level with the same average (mean = 4.81), especially confidence that personal information will not be used in an unwanted way. and that the website or application of the online intermediary is error-free.

### 4) Loyalty Results

Table 3 *Loyalty to use the online intermediary booking service via OTAs*

Parts	Mean	S.D.	Meaning
1. Online booking will be your first choice.	4.55	0.5984	Very High
2. Still choose online booking even others organize interesting reward activities.	4.39	0.6240	Very High
3. Share positive experiences with online bookings with people close to.	4.44	0.6017	Very High
4. Recommend it to someone close to book more online.	4.40	0.6372	Very High
5. Believe that the problem is most likely to come from the users. When hear negative stories about online bookings.	4.41	0.7199	Very High

6. Share information on websites or applications of online intermediaries. When there is something interesting.	4.42	0.6666	Very High
7. Still choose to book online even if you find the price is high.	4.29	0.8560	Very High
8. May sometimes encounter online booking problems but still loyal to booking through online intermediaries.	4.39	0.7351	Very High
Mean	4.41	0.5146	Very High

From Table 3, overall loyalty in using online booking services through OTAs is at the highest level of loyalty (mean = 4.41). When considering each aspect, it is found that tourists have an average of loyalty in Online booking will. be your first choice the highest (mean = 4.55) and the lowest average loyalty in Still choose to book online even if you find the price is high (mean = 4.29)

#### 5) Hypothesis Testing Results

Table 4 *The relationship between tourist satisfaction and loyalty in booking accommodations through online websites (OTAs).*

Satisfaction Factor	r	Pearson Correlation Sig (2-tailed)	Relationship Level	Direction
Product	0.654	.000**	Moderate	same
Price	0.648	.006**	Moderate	same
Place	0.621	.000**	Moderate	same
Promotion	0.658	.000**	Moderate	same
Personalization	0.655	.000**	Moderate	same
Privacy	0.657	.000**	Moderate	same
Total	0.735	.000**	High	same

\*\* The correlation is significant 0.01.-

From table 4, Hypothesis testing results showed the relationship between tourist satisfaction and loyalty in booking accommodations through online travel agencies (OTAs) reveals a significantly high positive correlation between the two variables. The overall relationship is statistically significant, with a p-value (Sig.) of 0.000 and a correlation coefficient (r) of 0.735, at a 0.01 significance level.

Breaking down the individual factors, the Product factor has a moderately positive correlation ( $r = 0.654$ ), the Price factor shows a moderate positive correlation ( $r = 0.648$ ), the Place factor shows a moderate positive correlation ( $r = 0.621$ ), Promotion factor has a moderate positive correlation ( $r = 0.658$ ), Personalization factor has a moderate positive correlation ( $r = 0.655$ ), and Privacy reveals a moderate positive correlation ( $r = 0.657$ ). All these factors share a positive correlation in the same direction with perceived loyalty in booking accommodations through OTAs, and each correlation is statistically significant with a p-value of 0.000 at a 0.01 significance level.

## CONCLUSION

Results of demographic data analysis of the 400 Thai tourists surveyed, most of them were female, 31.5% were single, 71.0% were aged 20-29 years, 62.5% had a bachelor's degree, 69.5% were employed as students, 39.0% had a monthly income of 15,001 - 25,000 baht, 47.8%.

Marketing mix satisfaction analysis results it was found that the most average independent variable was the distribution channel factor. It has mean of 4.54.

Trust Analysis Results Security trust found the most average variable is the process aspect. It has mean of 4.82.

The results of the loyalty analysis showed that the most average variable was when to book the next hotel room. Reservation Online will be your first choice. It has an average of 4.55. Hypothesis testing results showed the relationship between tourist satisfaction and loyalty in booking accommodations through online travel agencies (OTAs) reveals a significantly high positive correlation between the two variables. The overall relationship is statistically significant, with a p-value (Sig.) of 0.000 and a correlation coefficient (r) of 0.735, at a 0.01 significance level.

## DISCUSSION

### The Researcher Discussed the Research Results as Follows.

1. Several key points about the online marketing mix Customer satisfaction, trust, and loyalty in the context of booking accommodation through online travel agencies. Most of them are Thai tourists. According to a study by Chutimant (2023), the online marketing mix is a factor influencing customers' decision to book accommodation through OTAs. Using dynamic pricing strategies and promotional activities to offer competitive prices and discounts. Providing value-added incentives, such as loyalty programs or special offers, can attract more customers. Improve satisfaction levels Incentivize repeat bookings and strengthen customer loyalty.

2. Online travel agencies (OTAs) hotel booking websites have become a marketing tool. Payment security factors Retention of customer information Having a user-friendly service process is an important factor in building trust and meeting customer needs as well as helping to maintain a competitive advantage in the market. Accommodation booking providers through online travel agencies (OTAs) are in line with Herdianysah et al. (2023) research that should focus on the role of technology. Improve website functionality to enhance customer experience Respond to customer satisfaction and drive business growth in the future sustainably. In addition, the security of transactions should be prioritized, which is of utmost importance to build credibility and confidence among tourists.

3. Studies have also shown a clear positive relationship between customer satisfaction and loyalty, indicating that customers who are satisfied with the online marketing mix are more likely to exhibit booking behavior through online travel agencies. This is in line with Thamnarong M., & U-on W. (2021) and Khai & Van (2018), who have stated in their research that maintaining customer satisfaction fosters long-term relationships and loyalty in a

competitive OTAs market. Positive reviews can increase the reputation and credibility of OTAs platforms, attract more customers, and build trust. Suggestions for further research

## RECOMMENDATION

Further study of the factors that may influence customer satisfaction and loyalty in using OTAs accommodation services may help to better understand the importance of these factors, such as social media factors. This may help to better understand the hidden factors that affect customer behavior, or further studies in the context of different countries or regions may help to better understand the factors affecting customer behavior in different areas. These studies may provide valuable information to tailor marketing and service strategies to different contexts.

## REFERENCES

- Amarin News. (2023). Survey of Thai E-Commerce market to grow strongly in the next 2 years with a market value of 700 billion baht. Retrieved 24 August 2023 from <https://www.amarintv.com/spotlight/business-marketing/detail/48706>.
- Cardoso, A., Paulauskaitė, A., Hachki, H., Figueiredo, J., Oliveira, I., Rêgo, R. & Meirinhos, G. (2022). Analysis of the Impact of Airbnb Brand Personality on Consumer Involvement and Institutional Trust. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 104.
- Chitlada Pinthong. (2022). Online Service Landscape that Influences the Loyalty of Thai Tourists in the Online Accommodation Booking Intermediary Business. *Journal of Management Sciences Surattani Rajabhat University*, 9(1), 49-72.
- Chitlada Wiwatcharoenwong. (2010). Online marketing mix. Retrieved 5 October 2023 from <http://spsstheis.blogspot.sg>.
- Chutimant, P. (2023). Online Marketing Mix Affecting Decision to Book Accommodation Via Online Travel Agents. In *International Academic Multidisciplinary Research Conference in Munich 2023* (pp. 42-47).
- Herdianysah, Y. T., Belgiawan, P. F., & Ramdani, M. A. (2023). A Study of The Loyal Purchasers of Bus and Shuttle Tickets from Online Travel Agencies (OTAs) In Indonesia. *European Journal of Business and Management Research*, 8(1), 213-222.
- Kalaya Wanichbancha (2002). Principles of statistics. 7th printing. Bangkok: Chulalongkorn University Press.
- Kang, J. (2018). Effective marketing outcomes of hotel Facebook pages. *Journal of Hospitality and Tourism Insights*, 1(2), 106-120.
- Kanit Aumsakul (2023). (Update Thai people's digital profiles through 3 questions: Internet, Social Media, and E-Commerce). Retrieved 6 December 2023 from <https://www.thailandplus.tv/archives/712538>.

- Khai, N. T. N., & Van, N. T. X. (2018). The Effects of Website Quality on Customer Satisfaction and Loyalty to Online Travel Agencies in Vietnam. Ho Chi Minh City Open University *Journal of Science-Economics and Business Administration*, 8(2), 115-131.
- Kittiya Kwanjai (2017). Satisfaction Trust Affecting Loyalty the Reservation Properties Online Customers in Bangkok. Faculty of Business Administration, Bangkok University.
- Krirkpong Ngataweesuk (2023). Ascend Travel launches B2B travel platform. Retrieved 6 December 2023 from <https://www.prachachat.net/tourism/news-1313551>.
- Laparojkit, S., & Suttipun, M. (2022). The causal factors influencing repurchase intentions of local tourists in Thailand during COVID-19 crisis. *Journal of Tourism Futures*.
- Manassamon Klongdang (2018). The effect of brand image to consumer's brand loyalty of shabu buffet in Bangkok case study: Two Shabu restaurants occupy. the most market share Independent Research, Master of Business Administration, Rajamangala University of Technology Thanyaburi. (2018).
- Ministry of Interior. (2023). Resident registration population, classified by gender, fiscal year 2023, Bangkok. Retrieved 11 October 2023 from <https://dashboard.anamai.moph.go.th/population/pop-all/changwat?year=2023&cw=10>.
- Passarin La-ongkul (2019). Website quality and online hotel bookings of Thai people, Gen Y. (Independent research, Master's degree). Thammasat University, Faculty of Commerce and Accountancy.
- Pornkamon Limrojnukul (2017). Factors affecting consumer of online travel agencies. in Thailand Master of Business Administration Thesis, Faculty of Commerce and Accountancy, Thammasat University
- Srijanbodhikhun T. and Weerasopon V. (2020). Marketing Strategies and Room Reservation Management through the Online Travel Agents in Digital Era. Master of Arts in Tourism and Hospitality Industry Management Suan Sunandha Rajabhat University.
- Thamnarong M., & U-On W. (2021). Model Of Causal Factors of Electronic Satisfaction in Booking Rooms on Online Websites in Thailand. *Journal Of Arts Management*, 5(3), 733-748.
- Thanintr Sincharu.2020. Research and statistical analysis of data as well. SPSS. 18<sup>th</sup> edition. Nonthaburi: Publisher S.R. Printing Mass Products Company Limited.
- Wichian Wongnitchakul et al. (2007). Promotion Management Marketing. (13-16). 1<sup>st</sup> edition. Bangkok: University Press.



## **TO STUDY CONSUMER BEHAVIOR USING SUSHIRO RESTAURANT, CENTRAL WORLD BRANCH, BANGKOK, THAILAND**

*Ajala Suthisamphat, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mails: s66563828013@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mails: weera.we@ssru.ac.th*

*Thawat Laohaarunotai, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mails: s65584953002@ssru.ac.th*

### **ABSTRACT**

The result can be found that Most of the people who using Sushiro Restaurant, Central World Branch, Bangkok, Thailand are female accounted for 82%, while males accounted for 19% whereas it found that the age range of 25-34 years old is the most response. Most of those who come to using Sushiro Restaurant, Central World Branch, Bangkok, Thailand have a bachelor's degree for 93%, The number of times consumer go to the Sushiro Restaurant, Central World branch. Which the number of times the most was more than 4 times 239 people (59.75%), followed by 127 people who go to Sushiro Restaurant, Central World branch for 2-3 times (31.75 %) and go to Sushiro Restaurant, Central World branch first time, 34 people (8.5 %). Companions of consumer most people like to go to Sushiro Restaurant, Central World branch with friend or colleague, 181 people (45.25%), Family, 92 people (23%), couples, 76 people (19%), and traveling alone, 51 people (12.75%). Information about consumer spending time in Sushiro Restaurant, Central World branch, it was found that most of them spent less than 1 hour inside the temple, 205 people (51.25%) spent 1-2 hours 173 people (43.25%) spent 2-3 hours of 19 people (4.75%) and more than 3 hours of 3 people (0.75%). Consumer go to Sushiro Restaurant, Central World branch by BTS Sky Train most, there were 165 people (41.25%), followed by private car, 132 people (33%), and Bus, 58 people. (14.5 %) and other 16 people (4%). Information about consumer expenditures the most, including 500-1,000 THB per time, there were 247 people (61.75%), followed by less than 500 THB per time, 116 people (29%), and 1,000-1,500 THB per time, 32 people. (8 %) and more than 1,500 THB per time 5 people (1.25%)

**Keywords:** Consumer Behavior, Restaurant, Bangkok

### **INTRODUCTION**

The restaurant business has been one of the hardest hit business sectors over the past two years, starting with the COVID-19 outbreak in 2020 with lockdown measures. shopping mall closure and temporary restaurants Eating in restaurants is not allowed, even though in 2021 epidemic control measures are starting to ease. But with the number of foreign tourists

still not recovering and concerns of the public from eating in public areas as a result, restaurant business revenue shrank 11.5% in 2020 and 4.7% in 2021. However, from the success of accelerating vaccination to create herd immunity, and the adjustment of the public sector to life amidst the COVID-19 outbreak. Help promote the restaurant business in 2022 to show clearer signs of recovery. It is estimated that it will recover at 5.4% with a value of 385 billion baht. A period of 2 years of difficulty in operating a business amid epidemic control measures in each period. Delivery platforms have become an important link that allows restaurant activities to continue amidst the crisis, and change people's consumption behavior to be different from before. It affects the recovery of the restaurant business in different ways. Entrepreneurs who are successful in marketing through delivery platforms will have a good recovery and be able to expand their customer base. Therefore, consumption through such platforms has become a normal behavior of people today. In 2022, the number of service users will not change significantly. (Marketeer Team, 2022)

Large group of entrepreneurs Starting with the results of the COVID-19 crisis in 2020, there was a clear impact with overall income decreasing by 28.1% and because the behavior of people who use large restaurants often has the habit of eating together. Popular with restaurants that have a good atmosphere and environment. To increase the satisfaction of eating among family, groups of friends or co-workers, which food delivery services cannot meet those needs. It can be seen that in 2022, restaurants still have challenging factors that affect business operations. Especially small entrepreneurs more than entrepreneurs of other sizes, including:

1. The problem of rapidly rising inflation reduces the purchasing power of the public sector. Especially the low-income group that is the main market for small entrepreneurs. You may cook your own food to reduce costs.
2. Costs that are continually increasing. This is because they have a much lower income base and profit ratio than other groups of entrepreneurs.
3. High competition in the food business that has general characteristics and no selling points may make it more difficult to adjust prices. Therefore, small food entrepreneurs should speed up the development of food menus that are different and unique. To create value and selling points, which are important factors in increasing profit-generating areas and competitiveness.

(Marketeer Team, 2022)

Sushiro has been established for more than 40 years. Since 1984 by Akindo Sushiro Company, in the past we have been committed to selecting and maintaining the freshness and quality of raw materials as well as developing our own technology. To raise the quality of every dish that is served. As a result, today we have grown and become the number 1 sushi restaurant in Japan with more than 150 million customers per year. Sushiro, the number 1 sushi restaurant with over 600 branches both in Japan and abroad. Open for you to experience deliciousness in Thailand, Central World! In every dish there is an IC Chip that is used to count distance. And once our sushi has traveled 350 meters, it will be automatically removed from the conveyor belt. This technology allows us to control freshness. It is the same standard in every branch. (Sushiro 2023)

## Objectives

To study Consumer Behavior Using Sushiro Restaurant, Central World Branch, Bangkok, Thailand

## METHODOLOGY

The researcher has prepared a questionnaire on the behavior of consumer. Information collected from questionnaires The data will be analyzed using a packaged program by Calculate Percentage

1) Scope of content and issues of this study It is a study of the behavior of consumer to Using Sushiro Restaurant, Central World Branch. Bangkok, Thailand

2). Area Boundary is Sushiro Restaurant, Central World Branch. Bangkok, Thailand

3). Population Scope; The population in this study was a group of consumer aged 18 years old and over who using Sushiro Restaurant, Central World Branch. Bangkok, Thailand. A total of 400 questionnaires were distributed by the research team.

## RESULTS

Analysis of behavioral data of Consumer Behavior Using Sushiro Restaurant, Central World Branch, Bangkok, Thailand. By showing the number of percentages (Percent) from studying the behavior of Consumer Behavior Using Sushiro Restaurant, Central World Branch, Bangkok, Thailand. The results of the survey are as follows:

The result can be found that Most of the people who using Sushiro Restaurant, Central World Branch, Bangkok, Thailand are female accounted for 82%, while males accounted for 19% whereas it found that the age range of 25-34 years old is the most response. Most of those who come to using Sushiro Restaurant, Central World Branch, Bangkok, Thailand have a bachelor's degree for 93%

Table 1 Information on the number of using by consumer

Information on the number of using by consumer	Number (consumer)	Percentage
First time	34	8,5
2-3 times	127	31.75
More than 4 times	239	59.75
Totally	<b>400</b>	<b>100</b>

From Table 1, classified by the number of times go to the Sushiro Restaurant, Central World branch. Which the number of times the most was more than 4 times 239 people (59.75%), followed by 127 people who go to Sushiro Restaurant, Central World branch for 2-3 times (31.75 %) and go to Sushiro Restaurant, Central World branch first time, 34 people (8.5 %)

Table 2 Information of companions of consumer

<b>Information of companions of consumer</b>	<b>Number (consumer)</b>	<b>Percentage</b>
Alone	51	12.75
Family	92	23
Couples	76	19
Friends or Colleague	181	45.25
<b>Totally</b>	<b>400</b>	<b>100</b>

From Table 2, when classified by companions of consumer most people like to go to Sushiro Restaurant, Central World branch with friend or colleague, 181 people (45.25%), Family, 92 people (23%), couples, 76 people (19%), and traveling alone, 51 people (12.75%).

Table 3 Information of consumer spending time in Sushiro Restaurant, Central World branch

<b>Information of consumer spending time in Sushiro Restaurant, Central World branch</b>	<b>Number (consumer)</b>	<b>Percentage</b>
Less than 1 hour	205	51.25
1-2 hours	173	43.25
2-3 hours	19	4.75
More than 3 hours	3	0.75
<b>Totally</b>	<b>400</b>	<b>100</b>

From Table 3, classified information about consumer spending time in Sushiro Restaurant, Central World branch, it was found that most of them spent less than 1 hour inside the temple, 205 people (51.25%) spent 1-2 hours 173 people (43.25%) spent 2-3 hours of 19 people (4.75%) and more than 3 hours of 3 people (0.75%)

Table 4 Information on vehicles used by consumer

<b>Information on vehicles used by consumer</b>	<b>Number (consumer)</b>	<b>Percentage</b>
Private car	132	33
Bus	58	14.5
Taxi	29	7.25
BTS Sky Train	165	41.25
Other	16	4
<b>Totally</b>	<b>400</b>	<b>100</b>

From Table 4, when classified by vehicles used by consumer the most, including BTS Sky Train, there were 165 people (41.25%), followed by private car, 132 people (33%), and Bus, 58 people. (14.5 %) and other 16 people (4%)

Table 5 Information about consumer expenditures

<b>Information about consumer expenditures</b>	<b>Number (consumer)</b>	<b>Percentage</b>
Less than 500 THB per time	116	29
500-1,000 THB per time	247	61.75
1,000-1,500 THB per time	32	8
More than 1,500 THB per time	5	1.25
<b>Totally</b>	<b>400</b>	<b>100</b>

From Table 5, Information about consumer expenditures the most, including 500-1,000 THB per time, there were 247 people (61.75%), followed by less than 500 THB per time, 116 people (29%), and 1,000-1,500 THB per time, 32 people. (8 %) and more than 1,500 THB per time 5 people (1.25%)

## DISCUSSION

The result can be found that Most of the people who using Sushiro Restaurant, Central World Branch, Bangkok, Thailand are female accounted for 82%, while males accounted for 19% whereas it found that the age range of 25-34 years old is the most response. Most of those who come to using Sushiro Restaurant, Central World Branch, Bangkok, Thailand have a bachelor's degree for 93%, The number of times consumer go to the Sushiro Restaurant, Central World branch. Which the number of times the most was more than 4 times 239 people (59.75%), followed by 127 people who go to Sushiro Restaurant, Central World branch for 2-3 times (31.75 %) and go to Sushiro Restaurant, Central World branch first time, 34 people (8.5 %). In accordance with Wasutida Nurittamont (2021), Study the Influence of perceived Product Quality and Service Quality on Repeat Customers Use of Japanese Restaurants. The result shown that the product quality and service quality on repeat customers us eat Sushi Japanese Restaurant was at high level. Similarly, the factors were significantly on repeat customers us eat Sushi Japanese restaurant at 0.01. Therefore, the seresults were as a guideline for Japanese restaurant entrepreneurs on giving service and as a guide to develop products quality and service quality to meet consumers' need. Besides that, the result of the study was to increase capabilities to compete in the market of Sushi Japanese restaurant. It also corresponds to Narin Jiwitan (2022), Study the Discovery of Association Rules and Data Analysis to Optimize Japanese Food Sales. The result found that the food purchase had eight association rules when using 0.05 as the minimum support and 0.20 as the minimum confidence. With the highest confidence value, it can be concluded that if customers bought Tuna, it was likely that they would purchase Salmon too, with a confidence of 52.94%, a lift of 5.01. There was a dependent relationship between Tuna and Salmon. Additionally, Crab Rangoon was the most sold item in the restaurant. Set Punpla was the most sold set menu. Customers usually dined in during 6-7 PM and paid by cash. The result of this study could be utilized in restaurant promotion and menu suggestions to customers, which would help the restaurant's competitive advantage, increase sales volume, make marketing strategies, and find new business opportunities. Companions of consumer most people like to go to Sushiro

Restaurant, Central World branch with friend or colleague, 181 people (45.25%), Family, 92 people (23%), couples, 76 people (19%), and traveling alone, 51 people (12.75%). Information about consumer spending time in Sushiro Restaurant, Central World branch, it was found that most of them spent less than 1 hour inside the temple, 205 people (51.25%) spent 1-2 hours 173 people (43.25%) spent 2-3 hours of 19 people (4.75%) and more than 3 hours of 3 people (0.75%). Consumer go to Sushiro Restaurant, Central World branch by BTS Sky Train most, there were 165 people (41.25%), followed by private car, 132 people (33%), and Bus, 58 people. (14.5 %) and other 16 people (4%). Information about consumer expenditures the most, including 500-1,000 THB per time, there were 247 people (61.75%), followed by less than 500 THB per time, 116 people (29%), and 1,000-1,500 THB per time, 32 people. (8 %) and more than 1,500 THB per time 5 people (1.25%) It also corresponds to Rungsun Lertnaisat (2020), Study evaluation of Satisfaction Level on Service Quality of Japanese Restaurant in Thailand, The results of the study are 1. Customers classified by income. All groups are satisfied with people, process and physical evidence in high level. 2. Customers who have experience to Japan are satisfied with people, process and physical evidence in high level, but who have no experience are satisfied with people and physical evidence in high level, with process in medium level. 3. Customers classified by frequency of using service are satisfied with people, process and physical evidence in high level. 4. Customers classified by expense of using service are satisfied with people, process and physical evidence in high level. But from comment of Focus Group, it is found that service quality of people, process and physical evidence of Japanese restaurant in Thailand cannot be compared to those in Japan which have very high quality.

## REFERENCES

- Marketeer Team (2022), The restaurant business in 2022 can still grow amid changing consumption behavior and purchasing power. Retrieved on 16 February 2024, from <https://marketeeronline.co/archives/264048>
- Narin Jiwitan (2022), The Discovery of Association Rules and Data Analysis to Optimize Japanese Food Sales, Journal of Information Science and Technology (JIST), 12(1), 1-12
- Rungsun Lertnaisat (2020), Evaluation of Satisfaction Level on Service Quality of Japanese Restaurant in Thailand, Journal of Business Administration and Languages, 8(1), 28-39
- Sushiro (2023), Sushiro GH (Thailand) Ltd., Retrieved on 16 February 2024, from <https://sushiro.co.th/about-us/>
- Wasutida Nurittamont (2021), The Influence of perceived Product Quality and Service Quality on Repeat Customers Use of Japanese Restaurants, Neu Academic And Research Journal, 11(3), 11-23



## **FACTOR RELATED TO DECISION MAKING ON SELECTION OF AIRLINE FOR THE UPPER MIDDLE CLASS ELDERLY PEOPLE IN BANGKOK AND METROPOLITAN AREA AFTER COVID-19**

Nisakorn Suwansingha, *Aviation Personnel Department Institute,  
Kasem Bundit University, Bangkok, Thailand,  
E-Mail: nisakorn.suw@kbu.ac.th*

### **ABSTRACT**

This research aimed to study the factors related to decision making on selection of airline for the elderly people in Bangkok and metropolitan area after Covid-19. The benefits of the study were to develop service quality provision for the elderly in Thailand to meet their requirement after Covid-19. The research instrument was the questionnaires consisting 3 parts as 1) personal data 2) factor related to decision making on selection of airlines for the elderly people in Bangkok and metropolitan area after Covid-19 and 3) suggestions. The results of the study found from the sampled 200 respondents who were the upper middle class elderly people in Bangkok and metropolitan area that the elderly changed their travelling behavior. For example, 189 respondents consider that the cleanliness was the priority for them. They would like choose the seats and learn more about airline service. 160 respondents preferred to travel with their families and friends they trust. The elderly people whose age are over 75 do not want to sit on long-flight which duration more than 3 hours because of their physical conditions such as backache and knee aches. The recommendation of the study was the airlines should provide more information to convince the elderly people to trust the airline, particularly cleanliness, safety and privacy and select the right media to provide information in order to increase this market share.

**Keywords:** Decision Making, Elderly People, Airline, Post Covid-19

### **INTRODUCTION**

Thailand is one of the fastest-ageing countries in the world. It expected that the population ages 60 and over will increase from 13% in 2010 to 33% in 2040. This may affect some business in the future such health care, transportation service, product and services for older people (Economic Research Institute for ASEAN and East Asia, 2021). Nowadays, Thai government tried to promote the campaign travelling on 'working day' which aimed to find new market of Thai elderly people who are retired but still have income to travel. The cost of travelling could be somewhat lower than holiday and weekend (Tourism Authority of Thailand, 2022). One of the reason was many elderly people have some purchasing powers from their retirement such as pension, their passive income, children money gift and government pay & discount. Since the recovery of Covid-19, the elderly people are the new targets for airlines in Thailand, particularly upper middle class elderly people who can afford airline tickets. However, the covid-19 changed the behavior of travelers around the globes. This research aimed to study the factors related to decision making on selection of airlines for the upper middle class elderly people in Bangkok and Metropolitan Area after Covid-19.



## Objectives

To study the factors related to decision making on selection of airlines for the upper middle class elderly people in Bangkok and metropolitan area after Covid-19

## Research Questions

What are the factors related to decision making on selection of airlines for the upper middle class elderly people in Bangkok and metropolitan area after Covid-19?

## LITERATURE REVIEW AND THEORY

The literature review and theory in this study included 1) Elderly People Concept 2) Social Class Concepts 3) Airline Decision Making Concepts 4) Covid-19 as:

Elderly People is defined as people whose age is over 60 years old (World Health Organization, 2022). Though, today's definitions could be varied. World Health Organization defined healthy ageing as the elderly people who can meet their basic needs, learn, grow and make decisions, mobilize, build and maintain relationship and contribute to society. (Beard, Officer, De Carvalho et al, 2016). These elderly people could still be consumers and producers in the market since they consume and produce at the same time.

Though majority of the elderly people in Thailand were vulnerable during Covid-19. They do not afford some food and accommodation during Covid-19 pandemic (Jumnianpol, Nuangjamnong, Chimmamee, and Buathong, 2023). However, some upper middle class elderly people have less affected to the Covid-19 than the majority because their education, retirement, passive income and children support (UNFPA Thailand, 2020).

Airline decision making concept is process of decision making on using airline, which is determined by the passengers' conditions such as money, urgency and types of airlines. The decision making of using airlines is difficult to predict since the influencing factors are time, destination, promotion, pricing strategies and so on. Some factors such fuel price, employee strikes, climate affect the airlines. The reschedule and pricing is therefore changeable. This problem were huge during Covid-19 pandemic. The research found that during Covid-19, price, service level and safety are very important factors for airline success (Thepchalerm, Ho and Kongtaveesawas, 2021) whereas in the normal situation, the price and flight are the important factors.

Covid-19 is an infectious disease caused by the SARS-CoV-2 virus. People infected with virus by air and through respiration. Since Covid-19 spread through air easily, it becomes problem for many services particularly aviation industry. The vaccines have been developed to protect passengers and tourists. Numbers of airlines implemented the system and programs to prevent the problems from Covid-19. Though, after Covid-19, the passengers considered Covid-19 prevention for airlines are necessary and it becomes factors related to decision making on selection of airlines, particularly the elderly people.

## METHODOLOGY

The researcher used the questionnaire which is quantitative research instrument. The questionnaire consist of 3 parts as 1) respondent profile or the elderly people 2) factor related to decision making on selection of airlines for the upper middle class elderly people in Bangkok and metropolitan area after Covid-19 and 3) suggestions. The population of the elderly people in Bangkok and metropolitan area who used the airline services are unknown the researcher applied unknown sample size formula with additional samples as 400. Then, the researcher reduced the half of sample size for the ratio of upper middle class to be 200 respondents. Therefore, the sample size is enough to the study. The researcher distributed the questionnaires in Bangkok, Nakhon Pathom, Pathum Thani, Nonthaburi, Sumut Prakan and Samut Sakhon and determined purposive sampling based on the income, social class, organization and education. There were some questions asking before screening the respondents regarding the upper middle class. The data were gather from September-October, 2023. The reliability analysis was 0.76. The researcher used frequency and percentage as descriptive statistics to analyse the data in the part 1 and 2 since this was a survey research. In part 3, the researcher used content analysis and presented the data.

## RESULTS

The results showed 1) respondent profile or the elderly people 2) factor related to decision making on selection of airlines for the upper middle class elderly people in Bangkok and metropolitan area after Covid-19 and 3) suggestions

Table 1 *Respondent Profile Results (n=200)*

Profile Factors	Particulars	F	%
Gender	Male	72	56.25
	Female	128	64.00
Age	60-65 yrs.	35	17.50
	66-70 yrs.	55	27.50
	75-80 yrs.	92	46.00
	Above 80 yrs.	18	9.00
Education Level	Lower than Bachelor Degree or the Equivalents	35	17.50
	Bachelor Degree or the Equivalents	154	77.00
	Master Degree and Higher	11	5.50
Income (Per Month)	Less than 50,000 Baht	54	27.00
	50,000-60,000 Baht	96	48.00
	60,000-70,000 Baht	19	9.50
	More than 70,000 Baht	8	4.00
Marital Status	Married	166	83.00
	Single	7	3.50
	Divorced	19	9.50
	Separated	11	5.50

For part 1, the results of the study found that the respondent's genders were 128 females (=64.00%) and 72 males (=56.25%). The majority of the respondents' age was 75-80 years old (=46.00%). Mostly, the respondents graduated bachelor degree or the equivalents (=77.00%) and mostly, their income per month was around 50,000-60,000 baht (=48%). The majority of the respondents' marital status was married (=83.00%).

Table 2 Factor related to decision making on selection of airlines for the upper middle class elderly people in Bangkok and metropolitan area after Covid-19

Questions	Decision Making of the Airline	F	%
1. Travelling or Not?	Yes	186	93.00
	No. Because of Health Condition	8	4.00
	No. Because of Fear of Covid-19	4	2.00
	No. Because of No Company	2	1.00
2. To Whom you are travelling with?	Alone	35	17.50
	Travel Agency and Families	22	11.00
	Travel Agency and Friends	84	42.00
	Relatives	16	8.00
	Friends	27	13.50
	Undecided	16	8.00
3. Which Class (and Reasons for Seats)?	Business (Privacy Reason)	17	8.50
	Business (Safety Reason)	12	6.00
	Premium Economy (Inexpensive)	19	9.50
	Premium Economy (Comfortable)	6	3.00
	Premium Economy (Safety Reason)	13	6.50
	Economy (No Fear of Covid-19)	89	44.50
	Economy (Limited Budget to Fly)	44	22.00
4. Willingness to use Premium or Low Cost Airlines?	Use premium airlines	189	94.50
	Not use premium airlines	9	4.50
	Undecided to use premium airlines	2	1.00
	Use low cost airlines	137	68.50
	Not use low cost airlines	2	1.00
	Undecided to use low cost airlines	6	3.00
5. Sit in Long Flights (Hours)?	Yes	167	83.50
	No (Physical Conditions)	33	16.50
6. Influencers for Buying the ticket	Myself	10	5.00
	Family	48	24.00
	Friends	30	15.00
	Social Media	10	5.00
	Others	2	1.00

For part 2, the results found that the upper middle class elderly people in Bangkok and Metropolitan Area were confident to travel with airlines (=93%). The upper middle class elderly people travel with travel agency and friends (=42%). They did not fear of Covid-19 (=44.50%). They were willing to use premium airlines (=94.50%) over low cost airlines (=68.50%). They could sit in long flights (=83.50%). Mostly, the influencers for buying tickets were family (=48.00%) and then friends (=30%).

For part 3, the results of content analysis showed that the upper class elderly people were not afraid of Covid-19 since they would like to travel by the airlines. However, they selected the premium airlines which they believed that the service could be better than the low cost airlines. The major reasons of using premium airlines was privacy and safety reason. However, some of them answered that they could use low cost airlines because they would like to save budgets. They did not fear of long flights to sit but many of them avoid the long flights due to their physical conditions such as backache, knee ache, etc. The respondents informed that they rather listened to the families and friends most when they bought the airline tickets.

## **CONCLUSION**

The results of the study found that the upper middle class elderly people in Bangkok and metropolitan area were confident with the airlines, particularly premium airlines. They were willing to pay more since they perceived that the airlines were private and safe. Some of them might use the low cost airline which save the budgets and they did not fear of long flights to sit in. the major reasons of not using the long flight were from their physical conditions such as backache, knee ache, etc. Many of them preferred to travel with organized travel agency and friends. Their influencers were families and friends who went travelling with them.

## **DISCUSSION AND RECOMMENDATION**

The results of the study found were similar to the other researches that the elderly people were afraid of Covid-19 in the beginning and after 12 months, they tended to adjust themselves later on. The elderly people considered health, safety, comfort and price when they buy tickets. They plan more for travelling and schedules. The study found that the elderly people started to develop digital skills and learned social media because of Covid-19 (Gao, Lee, Ozbay, Zuo, Chippendale, 2023). The attitudes of ageing passengers in air travel since the Coronavirus pandemic found that the elderly people tended to be much flexible after 12 months. The elderly people started to learn technology and they checked the information before they used the airlines. Some elderly people learn self-service technology because they needed cleanliness and preferred safety (Graham, Kremarik and Kruse, 2020). The study in Thailand also found that not only the elderly people but also people in other ages have the similar adaptive behavior. They selected more information before using the airline from social media. People should the airlines because of service quality consideration and reputation (Pephenee, Srisaard, Kajontraidech and Aussawariyathipat, 2023).

Since this study is survey. Therefore, it may not include the other factors for exploring in the elderly people. The qualitative study such as interview and focus group should be used. Regarding the study, the results found that the after Covid-19, the elderly people developed their digital skills, particularly IT skills. Some research topic regarding IT skills to cope with uncertainty or pandemic should be explored.

## REFERENCES

- Beard J.R., Officer A., De Carvalho I.A. et al. 2016. The World Report on Ageing and Health: a Policy Framework for Healthy ageing. *Lancet*, 387(10033), 2145–2154.
- Economic Research Institute for ASEAN and East Asia. 2021. Population Ageing in Thailand. *ERIA Project Research Reports*. 1.
- Gao, J., Lee, D., Ozbay, K., Zuo, F. and Chippendale, T. (2023). Understanding the Travel Challenges and Gaps for Olders Adults during the Covid-19 Outbreak: Insights from the New York City Area. *Transportation Research Interdisciplinary Perspectives*. 19, 1-12.
- Graham, A., Kremarik, F. and Kruse, W. 2020. Attitudes of Ageing Passengers to Air Travel Since the Coronavirus Pandemic. *Journal of Air Transport Management*. 87, 1-5.
- Jumnianpol, S., Nuangjamnong, N., Chimmamee, M. and Buathong, T., 2023. Aging Society in Thailand during the Covid-19 Pandemic. *Human Security and Empowerment in Asia*. London: Routledge.
- Pephenee, P., Srisaard, S., Kajontraidech, K. and Aussawariyathipat, S. 2023. Covid-19 Crisis with the Adaptive Behavior of Passengers in Chonburi Province. *Journal of Aviation, Travel and Service*. 2(2), 31-48.
- Thepchalerm, T., Ho, P., & Kongtaveesawas, N. (2021). Factors Affecting Airline's Passenger Choice during COVID-19 Pandemic. *Journal of Humanities and Social Sciences Thonburi University*, 15(3), 13–24.
- Tourism Authority of Thailand. 2022. *Travel on Weekday*. Retrieved from <https://www.tat.or.th>
- World Health Organization. 2022. *Ageing and Health*. Retrieved from <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>
- UNFPA Thailand. 2020. The Impact of Covid-19 on Older Persons in Thailand-Evidence from the Survey. Retrieved from <https://thailand.unfpa.org/en/covid-op>

## **The Prospects for the Development of Eco-Friendly Hotel Business Concept and Its Economic Efficiency**

*Dutova Nataliia, Student of Economics and National Economy Management Department,  
South-Russia Institute of Management–branch of Russian Presidential Academy of National  
Economy and Public Administration*

*E-mail: natellina66@gmail.com*

*Podolskaya Tatyana, D.Phil in Economics, Head of the Department of International  
Economic Relations, Rostov-on-Don, Russia*

*E-mail: podolskayat@uriu.ranepa.ru*

### **ABSTRACT**

This article examines the prospects for the development of eco-friendly hotel business according to the current agenda associated with climate change. The hotel industry's ecological impact and ways of its reducing are being analyzed. The concept's economic efficiency and consumers' reaction are reviewed. Examples are given of positive functional experience of eco-friendly hotels.

**Key words:** hotel business, eco-friendly, environment impact, energy efficiency, environmental awareness and responsibility.

### **INTRODUCTION**

At present, the deterioration of the environmental situation in the world due to human activity is an urgent problem that requires immediate action on the part of the state and each individual citizen, as well as on the part of business. Hotels as business entities are not an exception.

Hotel business affects the atmosphere to a greater extent, as in the process of rendering services they emit huge masses of carbon dioxide, provoking the greenhouse effect and global warming.

The environmental footprint of the hotel industry can be calculated, for example, by using conversion factors which are derived from the Cornell Hotel Sustainability Benchmarking Index. In 2022, the Department for Environment, Food & Rural Affairs (DEFRA) conducted a study using this method and provided statistics for 38 countries.

As can be seen from the diagrams, serving one guest per day in a traditional hotel emits a huge amount of carbon dioxide into the atmosphere.

Figure 1. DEPRA Hotel Stays Carbon impact 2022 – Lower Half

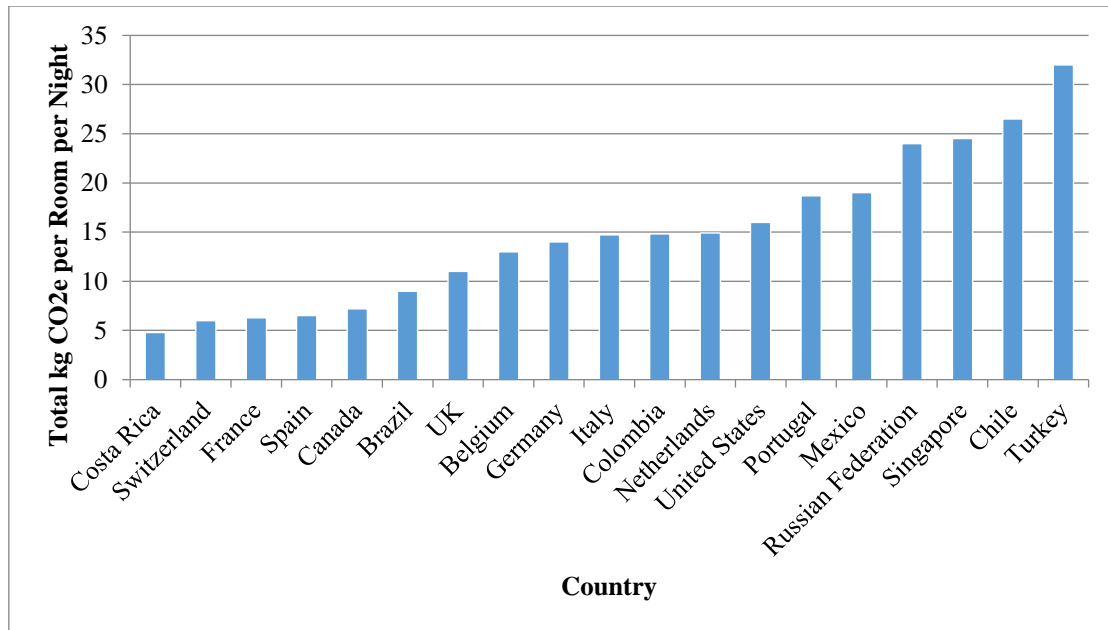
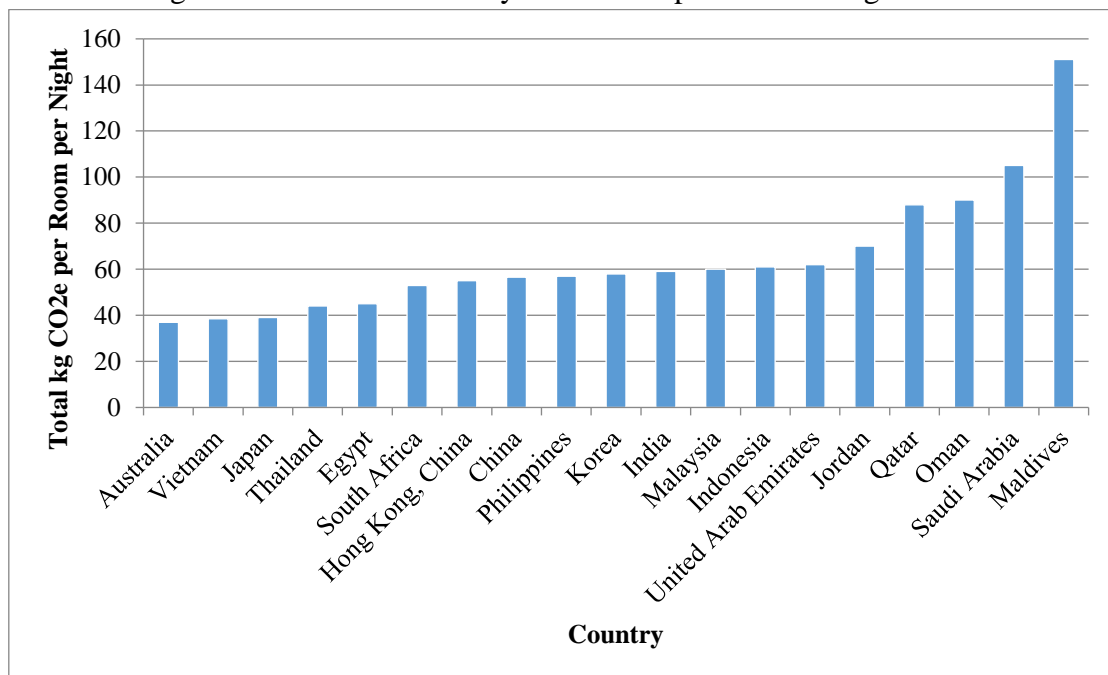


Figure 2. DEPRA Hotel Stays Carbon Impact 2022 – Higher Half



The concept of an eco-friendly hotel involves reducing this environmental impact by both redesigning the rooms and facilities and improving the process of running the hotel.

While the former has long been commonplace, such as preferring biodegradable materials over plastic, recycling waste, cleaning spaces with non-toxic products, etc., the latter is only gaining momentum.



The hotel industry is beginning to utilize energy efficiency strategies. In addition to installing energy-saving light bulbs and motion sensors to switch on the lights in corridors, hotels are making a total overhaul of their energy supply. They are providing sustainable wall insulation, green roofs and protective coverings to retain more heat, and of course switching to solar panels. Their great advantage is that solar energy is free and is obtained in an environmentally friendly way. Moreover, the use of solar panels is possible even in cloudy weather and in winter. Naturally, this technology requires large financial investments and proper maintenance, but it will definitely pay off in the long run.

Firstly, reducing the amount of energy used directly affects the cost column, reducing it. Secondly, adopting a business strategy that takes into account the environmental agenda ensures sustainable growth as the company shows itself to be ready to adapt to changing global trends and requirements. Thirdly, the policy of reducing the environmental footprint attracts new customers and improves their experience of visiting the hotel.

At the moment, the population tends to be more socially and environmentally responsible, so they are more likely to choose hotels that adhere to the eco-friendly concept, and they are willing to pay extra for this aspect. This applies not only to Generation Z, but also to millennials, so this strategy opens up opportunities to expand the target group of consumers.

Figure 3. Consumers' ecological concern 2021, USA

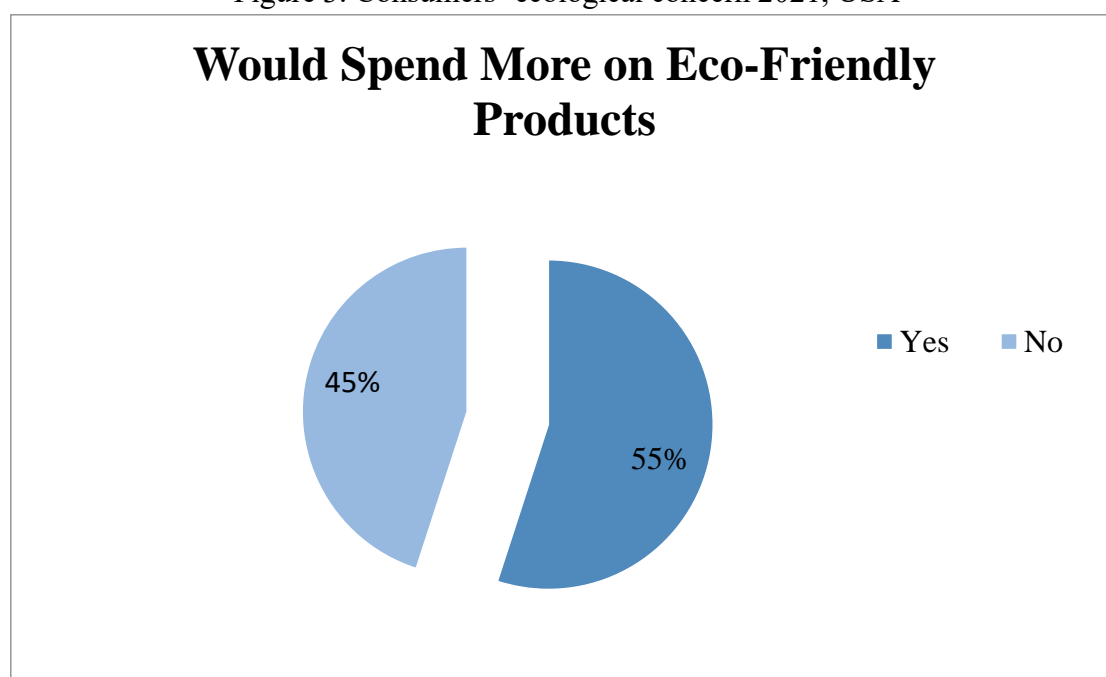
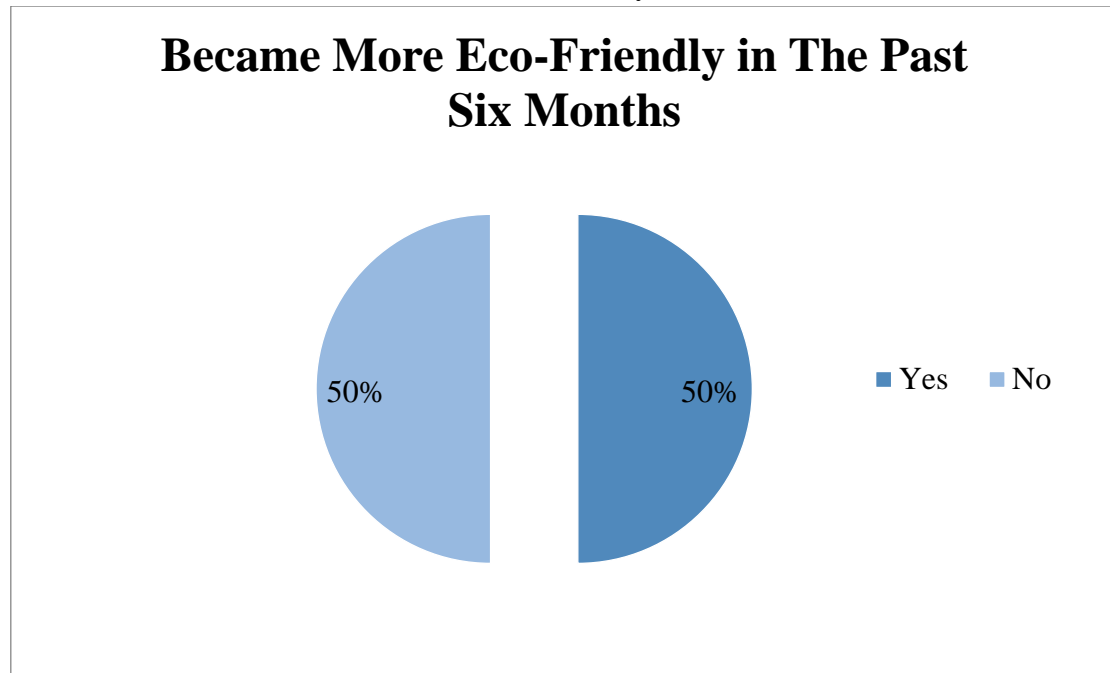


Figure 4. Global Consumers in Six Months 2021, The Global Consumer Insights Pulse Survey



In connection with the above trends, programmes are emerging that develop criteria to assess the degree of environmental friendliness of a hotel and allow them to be certified, some of the most popular being LEED (Leadership in Energy and Environmental Design) and EMA Green Seal for Hospitality (Environmental Media Association).

There are some good examples of eco-friendly hotels that were given such certifications.

Proximity Hotel in Greensboro, North Carolina has installed 100 solar panels on its roof and demonstrated an elevator able to re-generate power. The organization conserves energy and water use and organizes recycling events.

The Brando which is located in French Polynesia is made of local natural and recycled materials. The hotel relies on renewable energy and is on the way to become carbon neutral. Also, it establishes a deep seawater air-conditioning system.

## CONCLUSION

In conclusion, the development of eco-friendly hotel concepts presents promising prospects amidst the growing global concern for environmental sustainability. As highlighted, the hotel industry's significant ecological footprint necessitates urgent action to mitigate its impact on climate change. Through the implementation of innovative strategies, such as energy-efficient technologies and sustainable practices, hotels can effectively reduce their environmental footprint while enhancing economic efficiency.

## REFERENCES

- 5 Breathtaking Eco-Friendly Hotels and Resorts From Around the World, Sophie Hirsh  
<https://www.greenmatters.com/p/best-eco-friendly-hotels#:~:text=an%20eco%2dfriendly%20hotel%20is%20one,eco%20hotels%20or%20green%20hotels>
- 3 reasons why eco-friendly accommodation is highly profitable for hoteliers  
<https://www.beonx.com/knowledge/articles/3-reasons-why-eco-friendly-accommodation-is-highly-profitable-for-hoteliers/>
- Most consumers want sustainable products and packaging, Andrew Martins  
<https://www.businessnewsdaily.com/15087-consumers-want-sustainable-products.html>
- 55% Would Spend More on Eco-Friendly Products While Willing to Boycott Less-Green Companies, Dawn Papandrea <https://www.lendingtree.com/credit-cards/study/consumers-would-spend-more-on-eco-friendly-products/>
- Recent Study Reveals More Than a Third of Global Consumers Are Willing to Pay More for Sustainability as Demand Grows for Environmentally-Friendly Alternatives, Simon Kucher  
<https://www.businesswire.com/news/home/20211014005090/en/Recent-Study-Reveals-More-Than-a-Third-of-Global-Consumers-Are-Willing-to-Pay-More-for-Sustainability-as-Demand-Grows-for-Environmentally-Friendly-Alternatives>
- Consumers becoming more eco-conscious and willing to travel, attend mass events, PwC survey reveals <https://www.pwc.com/gx/en/news-room/press-releases/2021/global-consumer-insights-pulse-survey-2021.html>
- The Carbon Emissions of Staying in a Hotel <https://circularecology.com/news/the-carbon-emissions-of-staying-in-a-hotel>

## VIDEO GAMES AS A TOOL FOR PROMOTING TOURIST DESTINATIONS

*Anastasiia Volodina, 1st year magister student, Expert of the International Cooperation Centre of the South Russian Institute of Management of the Russian Presidential Academy of National Economy and Public Administration,  
E-Mail: vo.eco7@yandex.ru*

*Tatiana Podolskaya, Candidate of Economic Sciences, Associate Professor, Head of the Department of World Economy of the South Russian Institute of Management of the Russian Presidential Academy of National Economy and Public Administration,  
E-Mail: podolskaya-tv@ranepa.ru*

## ABSTRACT

The article analyses the role of video games for promoting tourist destinations. The author identifies the concepts of “lore” and “setting” and their connection to a cultural code of the real nations. The article highlights some examples of how different audiences react to different settings and shows that consumers prefer games whose elements trigger the effect of recognition. This effect increases curiosity and the video game begins to show its cognitive function. It is emphasized that it is important to balance the use of cultural code in the game so that it remains interesting and understandable to a wide audience, rather than limited to one cultural group. The author provides the review of how “Genshin Impact” uses the elements of Chinese culture for promoting it across the world. The author also provides recommendations for maximizing the positive effect of using video games to promote a tourist destination. The results of the study show that video games can indeed become an effective tool for promoting a tourist destination as a “soft power” of a government.

**Keywords:** video games, culture, tourism, Genshin Impact

## INTRODUCTION

All art is based on rethinking the creator’s experience, and it becomes a reflection of reality from his point of view. Any project, even purely commercial, relies on references from the real world, from borrowing elements of architecture to revealing some philosophical concepts. A video game is an interactive art, and the most important thing for a developer is to provide the players with the immersion into an artificially created world, to make them and the character go through an exciting adventure, feel the adrenaline of battle or the difficulty of survival together. A good videogame makes you feel involved in the events unfolding on the screen.

Communication with the user should take place at the metalevel. The user needs a foundation to dive into the new world. As such, it can be the elements of culture and everyday life embedded in the game environment and history. The recognition effect increases immersion and, moreover, arouses curiosity: “How could the developer have come up with this? Is there anything like this in our world?”

Therefore, a thorough work with referents activates the cognitive function of video games. But this effect is not limited to traditions and ceremonies. Natural and artificial landmarks, carefully transferred into the in-game map, attract audiences from across the world to visit the real tourist sites that served as prototypes.

This article’s main objective is to analyze how video games can be used to promote tourist destinations. To achieve this goal, the author sets three research questions:

1. How is concept of “lore” connected to a cultural code in a videogame?
2. What are the examples of successful promotion of the tourist destination through a video game?
3. How to maximize the positive effect of using video games to promote a tourist destination?

## METHODOLOGY

In video games, the so-called “lore”, which stands for cultural knowledge or traditions, mythology, plays a special role. Lore gives the game depth and allows you to understand the rules that this fictional world works on, but may allow different interpretations (it is perfect for in-game mythology; in “Bloodborne” or any other souls-like, it is rather difficult to distinguish the truth behind public or subjective opinion). Through the lore, it is possible to analyze the main ideas and philosophical concepts reinvented in a videogame.

The concept of “setting”, or *entourage*, is closely related to this “lore”. However, the setting includes such elements as the time and level of technological development, cultural features, atmosphere, socio-political structure, and the presence or absence of supernatural elements. While the lore is in charge of philosophy and history, the setting sets the visual and auditory atmosphere of the game. For example, in “The Black book”, developed by the Russian studio Morteshka, the setting is Cherdinsky district of the Perm province of the Russian Empire in 1879. The game’s lore is inspired by Russian and Komi folklore. Even the abilities of the Black book, that the main character uses to bring her beloved back from the dead, are a part of the lore.

In order to answer the questions raised in the introduction, various methods of economic research were used, including the method of ascent from the abstract to the concrete, comparative descriptive analysis.

## RESULTS

When creating the lore and setting, video game studios base their work on the needs of a target audience. For instance, in the post-Soviet space, people were significantly affected by the Great Patriotic War, so they are likely to play games dedicated to this setting. In the meantime, the “prison break” scenario (escapism, earning for freedom and impunity) is the most attractive for free-to-play gamers [5].

People play games in which ideas and setting respond to them, especially when they have the recognition effect. Therefore, introducing elements of the existing culture in video games is a great way to attract gamers. A thorough work with references and a careful approach to development can cause admiration not only by the representatives of a nation but also by the world audience. That’s what happened to Ghost of Tsushima. Its developers hired consultants to achieve a careful recreation of the Japanese feudalism culture and thus, inspired fans to study the history of Japan. Thus, the in-game environment as well as the audio accompaniment (setting) may be inspired by various myths and legends and the way of life of different nations (lore). Culture determines the rules of the world and the moral guidelines of the characters.

The prototypes for setting and lore may include not only narrow cultural aspects, but also some common elements. Then, the lore will be unique and original, and such games also resonate with some players. Minakova A. highlights several examples of these common cultural elements: popular myths and legends (Ancient Greece), belief in a certain pantheon (paganism), the presence of magical properties of objects (runes). The culture shown in the game is often a synthesis of several cultures (e.g. in “Genshin Impact”, region Sumeru is based

on the Middle East, India, and Ancient Egypt). [3] In order to achieve commercial success, it is essential for the developers to balance the use of cultural code in the game, so that it remains interesting and understandable to a wide audience rather than limited to one cultural group.

For example, let us remember Tokyo from the “Ghostwire: Tokyo” developed by Tango Gameworks. Of course, there are some minor artistic liberties to the interpretation of Japan’s capital, mainly taken for legal purposes. However, the game accurately captures the architecture and iconic areas of the Japanese metropolis, adding the fictional element of “ghosts”, which are, by the way, based entirely on Japanese urban legends [1]. Even the in-game map coincides with the map of the real Tokyo, which allowed many fans of Japanese culture and fans of action-adventure genre to make a virtual journey and plunge into the atmosphere of modern Japan.

Chinese government understands the effectiveness of video games as a tool of «soft power». Rekan K.P. and Evdokimova N.V. [4] highlight four approaches that China uses in video games to improve its image and promote cultural its values: cultural references and folklore and mythology as a means of introducing foreign consumers to Chinese culture; market expansion by localizing a game to the maximum number of foreign languages and optimizing it for weaker gaming devices (mobile phones); improving the country’s image by introducing China as a friendly government and Chinese residents as positive characters; broadcast goodwill and friendship to nations through their positive portrayal and use in Chinese games.

When analyzing the Chinese video game market, it is important to mention “Genshin Impact” phenomenon. Developers of this game belong to miHoYo (which is now called HoYoverse) studio, which was selected as one of the top ten cases of digital innovation practice of the Ministry of Culture and Tourism in 2022. miHoYo was able to stand out from the 138 cases of application of IT, such as 5G, AI, Internet of Things, big data, cloud computing etc. in the field of culture and tourism and has become the only game company ranked among the top-10 [2].

In-game world of Genshin Impact, called Teyvat, is divided into seven regions. Each region is governed by a local deity – an archon, which corresponds to a special element, ideal and each region has a distinct culture or shows a complex of existing cultures. However, since the game was created by Chinese developers, it would be appropriate to analyze Liyue region. Liyue incorporates elements of Chinese culture both in its architecture and landscape and in the cultural code.

Ruled by Rex Lapis, a Geo Archon, almost all the region is filled with high rocks and mountains. The Chenyu Valley, which appeared in 4.4 update and completed the appearance of the region, is no exception. Liyue Nature was created on the basis of South China Karst. The scenery of a region with high peaks and winding paths allows to imagine that you are really in China.

The creators bring the real China into the game primarily through natural landmarks. Coming to Liyue through the Stone Gate, the player finds themselves in the Dihua Marsh. It is as alluvial plain shaped by the flow of the Bishui River and reed beds along the river, typical of Chinese landscapes, become an important element of immersion. Wangshu Inn becomes the

landmark of the Bishui Plain. It is inspired by Hanging Temple and Fenghuang Ancient Town. Another Liyue location, Huaguang Stone Forest, took its inspiration from the Zhangjiajie National Forest Park. A subarea located in Qiongji Estuary has a beautiful landscape of Lihua Pool that took the inspiration from Huanglong Five-Color Pond. At the same time, The Honghe Hani Rice Terraces have become the prototype for the in-game Qingce Village. Even the new area, Chenyu Vale draw its design inspiration from the natural landscapes of Mount Huangshan and the traditional Hui-style architecture in Anhui.

The main city of the region is called Liyue Harbor. Most of people who visit this in-game city, compare it to Hongya Cave in Chongqing. This architectural complex is a picturesque landmark located among the mountains on the river bank, and it is also a popular cultural and entertainment center.

Many images and legends of China are reflected in the character design. Costume of Yun Jin has elements of Chinese opera. The design of the physician Baizhu is strongly related to Buddhism (on his left hand he wears Buddhist prayer beads that are used to count mantras; on his right hand he has a bracer with golden needles installed, and gold is the symbol of light or enlightenment of the Buddha). Much of the Geo Archon Zhongli design refers to his high status, and the true form of the Liyue god is the Chinese dragon.

A very significant role in popularization of Chinese culture is played by the annual Lantern Rite held within “Genshin Impact”. It is a reference to the Chinese New Year, so the event is temporary, and is added to the game with an update in the beginning of a new year on the traditional Chinese calendar. While the gamers tend to leave “Genshin” from time to time as its gameplay may become a routine, all “Genshin” community always has high expectations regarding its plot and atmosphere.

Of course, there are still a lot of noteworthy video games that perfectly cope with popularization of existing cultures. It is possible to analyze how “The Witcher” games reflect Slavic mythology or how “Red Dead Redemption 2” plunges a gamer into the atmosphere of the American Wild West. Not to mention how the “Assassin’s Creed” video games offer interactive tours of Ancient Greece, as well as allows a gamer to visit a copy of the now-burned Notre Dame de Paris. So not only Asian developers have successfully used video games as a means of promoting tourist destinations.

Through the analysis of the cases above, it is possible to highlight some recommendations that will enable the governments to improve their image and broadcast their culture through video games:

1. the use of collaborations to reflect the relationship between the developer and organizations in the studio’ home country for marketing purposes. Collaborations are not limited to travel companies and may include mass industries such as catering;
2. the inclusion of real locations into the in-game world, holding traditional activities (holidays, customs), historical events. Integration of mythological elements;
3. creation of interactive tours within video game locations (example – “Assassin’s Creed”) and providing for interactive maps;



4. the creation of temporary locations or temporary game events dedicated to a cultural element or a real-world landmark. It is also possible to hold special events in reality, e.g., tours for fans, revealing the history of in-game locations' prototypes.

## CONCLUSION

Summing up, video games can be used to provide for a favourable image of the nation, and be a great tool of popularization of culture and promotion of tourist destinations. Lore gives depth to a video game, and a game becomes even more interesting when it triggers the recognition effect. In-game features of the lore and setting are often based on real-world code elements that are implemented in many aspects, from mythology to in-game landscape features. This applies not only to well-known cultures, such as those of the Ancient Greece, but also to certain common elements or even the synthesis of cultures.

There are many games that use cultural traits as key advantage of the product. But among today's video games, "Genshin Impact" is gaining in popularity, standing out from the crowd due to its in-depth study of the Chinese culture reflected in the in-game region. The Chinese government's approach to using video games as a soft power tool has been extremely successful. Therefore, these days, as competition grows, it seems necessary for tourist destinations to consider using new tools for promotion. The recommendations above will help to create a positive image of the company and the country as a whole and it will attract new audiences to both the tourist destination and the video game.

## REFERENCES

- ElAnalistaDeBits. Ghostwire Tokyo VS Reality. Real World Locations Comparison  
YouTube. URL: <https://www.youtube.com/watch?v=PnLDARqEm3M> (accessed 25.02.2024)
- GameLook. 获文旅部表彰！ URL: <http://www.gamelook.com.cn/2022/10/499468> (accessed 26.02.2024)
- Minakova A. How different cultures are represented in video games and which are dominant. Deziign. URL: <https://deziign.ru/project/cf4c413f350c4fe88268bfbfb50a4401> (accessed: 24.02.2024)
- Rekun K.P., Evdokimova N.V. 2022. Computer games as a tool to promote the «soft power» of China. *New directions of scientific thought: Collection of scientific articles of the National (All-Russian) scientific-practical conference, Rostov-on-Don, December 14, 2022. Rostov-on-Don: LLC «AzovPrint». 641-644.*
- Sakhnov K. Research on game settings. URL: <https://habr.com/ru/companies/vk/articles/264261/> (accessed 20.02.2024).

## THE STUDY VISITOR BEHAVIOR AND SATISFACTION TO MOTOR EXPO 2023, THAILAND

*Theerat Suthisamphat, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mails: s66563828015@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mails: weera.we@ssru.ac.th*

*Thawat Laohaarunotai, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mails: s65584953002@ssru.ac.th*

*Bua Srikos, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mails: bua.sr@ssru.ac.th*

### ABSTRACT

Analysis of behavioral data of visitor Behavior and Satisfaction to Motor Expo 2023, Thailand. The objective is 1. To Study Visitor Behavior to Motor Expo 2023, Thailand 2. To Study Visitor Satisfaction to Motor Expo 2023, Thailand. The results of the survey are as follows: Part 1: General information of visitor, The information can be summarized as follows; The result can be found that Most of the visitors who visit Motor Expo 2023 are males and it found that the age range of 35-45 years old is the most response. Most of those who come to visit Motor Expo 2023 have a bachelor's degree and incomes about 25,000-35,000 THB per month. And Most of those are Office worker Part 2, information about behavior of visitors , The information can be summarized as follows ; in the past the visitor ever visited to the Motor Expo 2023 and most people like to go to Motor Expo 2023 with family, Information of reasons for visiting Motor Expo 2023, it was found that most of them want to see newly launched car products, Information about visitors decided to buy a car at Motor Expo 2023 the most, including visitor thinking deciding to buy a car at Motor Expo 2023, Part 3 information about satisfaction of visitor. The information can be summarized as follows; information about the Survey of Thai visitors' satisfaction with visit in Motor Expo 2023 the overall level was at the highest level (  $\bar{x} = 4.40$ ), with the first satisfaction is special promotions only at the Motor Expo 2023 (  $\bar{x} = 4.56$ ), followed by Newly launched car products (  $\bar{x} = 4.52$ )

**Keywords:** Behavior and Satisfaction, Motor Expo, Exhibition

### INTRODUCTION

Thai automotive industry 2023 It is likely to continue growing following the recovery of demand and economic activity in the country. The analysis was divided into important points. 4 side as follows: 1) The automobile market is likely to grow in both production and sales. The production is expected to be around 1.96 million cars or expand 4.2% from the

previous year however Must monitor risks from the export sector that is expected to shrink due to decreased demand from main trading partners. As for domestic car sales, they are likely to grow at 34% , with the passenger car market being an important driving force because it will benefit from the recovery of the labor market. Both in terms of employment and income have improved. Meanwhile, commercial vehicle sales tend to expand at a slower pace than last year. This is because they have to face pressure from slowing farmer incomes.

2) The truck and bus market has expanded in line with Thai economic activities that are gradually returning to more normal conditions. It is expected that truck registrations will expand by 2.7%, slightly slowing down from last year. This is partly a result of the trend of demand for land transport decreasing according to the export sector. However, there is still support from construction investment. In addition, border and border trade has improved. As for the number of bus registrations, it is likely to grow by 49.1%, accelerating continuously in line with the recovery in demand for tourist buses, as well as the momentum from the policy of changing buses to 3) The motorcycle market is likely to continue growing from the previous year as well. It is expected that motorcycle production will expand at around 8.0% , while sales will slow down to 2.3% as a result of 1) a slowdown in agricultural income from price factors and 2) export sales. which slowed down because of the drag of the European and US markets Meanwhile, demand in the Asian market is still recovering. 4) The electric car market in Thailand is still able to grow at a rapid pace. It is expected that the number of EVs registrations in 2023 will be approximately 49.5 thousand vehicles, or a growth of up to 430% YOY , which will result in the market share increasing to 5.6% of total passenger car sales from 1.1% this year. In addition, the production capacity of EVs in Thailand is also likely to increase, expected to increase to approximately 350,000 vehicles per year by 2025. However, the benefits from Investments by new EV vehicle manufacturers affecting the Thai economy Both in terms of employment and added value from reliance on domestic raw materials. (The Siam Commercial Bank Public Company Limited, 2023)

Challenges of the Thai automotive industry For the challenges of the Thai automotive industry It is expected that in the short term, it will face pressure from the rising interest rate cycle and still high levels of household debt. As a result, demand for car hire purchase loans is likely to slow down. In addition, commercial banks' lending standards remain strict as the overall quality of hire purchase loans continues to deteriorate. In the medium - long term, the automotive sector still needs to adjust to keep up with the electric vehicle trend and the hot ESG trend. This will inevitably affect the supply chain of the automotive industry. In addition, consumers and investors tend to place more importance and awareness on sustainable and responsible business practices. Therefore, entrepreneurs need to focus on business operations that create positive impacts. both to society and the environment (The Siam Commercial Bank Public Company Limited, 2023)

"The 40<sup>th</sup> Automotive Expo", the automotive center announces its greatness Ready to display cars, motorcycles, boats and aircraft at the Challenger Building IMPACT Muang Thong Thani, the organizer of the "40<sup>th</sup> Automotive Expo" revealed that "This year the event is organized under the concept of "Automotive: More Meaning - Mobility: Imagination" and Beyond", there were a total of 40 automobile brands from 11 countries participating, 23

motorcycle brands from 7 countries, as well as boat businesses and additional aircraft exhibits. Making the event complete with a complete automotive display on land, boat and air for the first time.” 40 car brands including AION, AUDI, BENTLEY, BMW, BYD, CHANGAN, FORD, GWM, HONDA, HYUNDAI, ISUZU, JEEP, KIA, LEXUS, LOTUS, MASERATI, MAZDA, MERCEDES-BENZ, MG, MINI, MITSUBISHI, MOKE, NETA, NEX, NISSAN, PEUGEOT, POCCO, PORSCHE, SMOGO, SUBARU, SUZUKI, TATA, TESLA, TOYOTA, VOLVO, WULING including accessories. and cars from independent importers including BMW M PERFORMANCE, CARLSSON, M'Z SPEED and SWIFT. 23 motorcycle brands including ALPHA VOLANTIS, BMW, CINECO, CYCLONE, EM EV BIKE THAILAND, FELO, HANWAY, HARLEY-DAVIDSON, HONDA, I-MOTOR, KAWASAKI, LAMBRETTA, LYVA, RAPID, ROYAL ALLOY, ROYAL ENFIELD, SCOMADI, SMOGO, SOLAR, SUZUKI, TRIUMPH, YAMAHA and ZEEHO. 4 brands of used cars: BMW PREMIUM SELECTION, JUST CAR, MERCEDES-BENZ CERTIFIED, PRE-OWNED VEHICLES and VOLVO SELEKT. Moreover, MOTOR EXPO 2023 opened the aircraft zone exhibition area for the first time in collaboration with the Institute of Teaching, Technology, Innovation, Ground Services. and charter, including 14 organizations, including Thai Airways Interflight School, Blue Bird Association, Air Sports Association, Civil Aviation Training Center, EASY 2018, PULSE SCIENCE, TOP Engineering, MU Space and Advanced Technology, YAMAHA, SIT, AAS, Siam Seaplane, First Global Jet and SAVIATION (Motor Expo, 2023)

The event has closed for the 40th Thailand International Motor Expo 2023, organized by International Media Company from November 30 to December 11, 2023, as a result of the participation of new brands from China. Including expanding the South Korean line-up. as well as the promotion of fighting on the Japanese side Resulting in a total of 53,248 vehicles reserved after the event, an increase from Motor Expo 2022 +45.17%. (QCXLOFT, 2023)

Therefore, the researcher is interested to study visitor Behavior and Satisfaction to Motor Expo 2023, Thailand. To know the behavior and satisfaction of visitors and to be able to enable those involved to use this research to improve the next event.

### **Objectives**

1. To Study Visitor Behavior to Motor Expo 2023, Thailand
2. To Study Visitor Satisfaction to Motor Expo 2023, Thailand

### **METHODOLOGY**

This study is quantitative research. The researcher followed the steps as follows;

1. The Study Visitor Behavior and Satisfaction to Motor Expo 2023, Thailand. This research will use an online questionnaire. (Online Questionnaire) by identifying yourself by entering the respondent's name and email address, inquiring about the satisfaction of Thai tourists regarding Visitor Behavior and Satisfaction to Motor Expo 2023. Population of this study is Thai visitor to Motor Expo 2023.

2. Survey of satisfaction of Thai visitor regarding visit Motor Expo 2023. This will estimate the sample size and determine the ratio. This study therefore used a sample size of 400 people.

3. The tool for collecting data is general information. It is in the form of a checklist (Checklist) which consists of Part 1: general information of Thai visitor by asking about gender, age, education level, occupation, income, part 2, information about behavior of Thai visitor and part 3, information about satisfaction of Thai visitors. It is a 5-level opinion scale (Rating Scale) and part 4 provides additional suggestions.

The meaning of interpreting the results of data analysis on consumers in Part 3, information on satisfaction. of Thai visitor towards visit in to Motor Expo 2023 are as follows

1.00-1.80	means least satisfied.
1.81-2.60	means less satisfied
2.61-3.40	means moderately satisfied.
3.41-4.20	means very satisfied.
4.21-5.00	means the most satisfied.

## RESULTS

Analysis of behavioral data of visitor Behavior and Satisfaction to Motor Expo 2023, Thailand. By showing the number of percentages (Percent) from studying the behavior of visitor. The results of the survey are as follows:

**Part 1: General information of visitor, the information can be summarized as follows;**

The result can be found that Most of the visitors who visit Motor Expo 2023 are males accounted for 69%, while females accounted for 31% whereas it found that the age range of 35-45 years old is the most response. Most of those who come to visit Motor Expo 2023 have a bachelor's degree for 83% and incomes about 25,000-35,000 THB per month. And Most of those are Office worker for 35%

**Part 2, information about behavior of visitors, the information can be summarized as follows;**

Table 1 Information on the visitor visit to the Motor Expo 2023 for the first time?

Information on the visitor visit to the Motor Expo 2023 for the first time?	Number (consumer)	Percentage
Yes	124	31
No	276	69
Totally	<b>400</b>	<b>100</b>

From Table 1, classified by the visitor coming to the Motor Expo 2023 for the first time or not, the most was ever visited Motor Expo 2023 276 people (69 %), followed by 124 people who go to Motor Expo 2023 for first time ( 31 %)

Table 2 Information of companions of visitors

Information of companions of visitors	Number (consumer)	Percentage
Alone	87	21.75
Family	145	36.25
Couples	90	22.5
Friends or Colleague	78	19.5
Totally	<b>400</b>	<b>100</b>

From Table 2, when classified by companions of visitor most people like to go to Motor Expo 2023 with family, 145 people (36.25 %) , Couples, 90 people (22.5 %) , Alone, 87 people (21.75 %) , and Friends or Colleague, 78 people (19.5 %).

Table 3 Information of reasons for visiting Motor Expo 2023

Information of reasons for visiting Motor Expo 2023	Number (consumer)	Percentage
Want to see newly launched car products	172	42
No need to waste time wandering around to various showrooms	129	32.25
Conveniently choose the size and type of car according to financial ability	44	11
Others reason	55	13.75
Totally	<b>400</b>	<b>100</b>

From Table 3, Information of reasons for visiting Motor Expo 2023, it was found that most of them want to see newly launched car products, 172 people (42 %) No need to waste time wandering around to various showrooms 129 people (32.25 %) Others reason of 55 people (13.75 %) and Conveniently choose the size and type of car according to financial ability of 44 people (11 %)

Table 4 Information about visitors decided to buy a car at Motor Expo 2023

Information about visitors decided to buy a car at Motor Expo 2023	Number (consumer)	Percentage
Yes	121	30.25
Deciding	234	58.5
No	45	11.25
Totally	<b>400</b>	<b>100</b>

From Table 4, Information about visitors decided to buy a car at Motor Expo 2023 the most, including visitor thinking deciding to buy a car at Motor Expo 2023, there were 234 people (58.5 %) , followed by decided to buy a car at Motor Expo 2023, 121 people (30.25 %) , and visitors do not decide to buy a car at Motor Expo 2023, 45 people. (11.25%)



**Part 3 information about satisfaction of visitor. The information can be summarized as follows;**

Table 5 Survey of Thai visitors' satisfaction with visit in Motor Expo 2023

<b>Survey of Thai visitors' satisfaction with visit in Motor Expo 2023</b>	<b><math>\bar{x}</math></b>
Convenience of public transportation to the Motor Expo 2023	4.18
Motor Expo 2023 arrange in good location	4.31
Newly launched car products	4.52
There are various types of cars	4.45
Special promotions only at the Motor Expo 2023	4.56
<b>Total</b>	<b>4.40</b>

Table 5 shows information about the Survey of Thai visitors' satisfaction with visit in Motor Expo 2023 the overall level was at the highest level ( $\bar{x} = 4.40$ ), with the first satisfaction special promotions only at the Motor Expo 2023 ( $\bar{x} = 4.56$ ), followed by Newly launched car products ( $\bar{x} = 4.52$ ), There are various types of cars ( $\bar{x} = 4.45$ ), Motor Expo 2023 arrange in good location ( $\bar{x} = 4.31$ ) and Convenience of public transportation to the Motor Expo 2023 ( $\bar{x} = 4.18$ )

## DISCUSSION

Analysis of behavioral data of visitor Behavior and Satisfaction to Motor Expo 2023, Thailand. By showing the number of percentages (Percent) from studying the behavior of visitor . The results of the survey are as follows: Part 1: General information of visitor, The information can be summarized as follows ; The result can be found that Most of the visitors who visit Motor Expo 2023 are males and it found that the age range of 35-45 years old is the most response. Most of those who come to visit Motor Expo 2023 have a bachelor's degree and incomes about 25,000-35,000 THB per month. And Most of those are Office worker Part 2, information about behavior of visitors , The information can be summarized as follows ; in the past the visitor ever visited to the Motor Expo 2023 and most people like to go to Motor Expo 2023 with family, Information of reasons for visiting Motor Expo 2023, it was found that most of them want to see newly launched car products, Information about visitors decided to buy a car at Motor Expo 2023 the most, including visitor thinking deciding to buy a car at Motor Expo 2023, By Jariya pitsamai and Chinnaso Visitnitikija (2023), Study factors affecting the Decision to Buy Electric Cars of the Population in Bangkok, Journal of Administration and Social Science Review found that Marketing mix factors for buying electric cars of the population in Bangkok overall were very important. The decision to buy electric cars of the population in Bangkok as a whole was at a very important level. The results of the hypothesis test on age personal information (family status, education levels, different average monthly incomes) showed their impacts on the electric car purchase decisions of people in Bangkok. Different marketing mix factors price, distribution channel and product influence the electric car purchase decisions of the population in Bangkok with statistical significance at .05 level.



And Tanwalai Sawangfah , Monsicha Tipawanna and Mallika Subongkod (2022), Study the Influencing of Marketing Mix on Consumer Electric Vehicle Buying Decisions in Muang District . The research result that: 1) the overall marketing mix, community enterprise management, and operational efficacy of community enterprise in Lebmuernang banana processing group in Chumphon province were performed at a high level; 2) all the marketing mix factors affected the operational efficiency of community enterprises in Lebmuernang banana processing group in Chumphon province and the efficiency together to forecast and explain dependent variables was 65.7 percent; and 3) the management factors of community enterprise in the field of production, leadership, members' participation, and external interactions efficiency of community enterprises in Lebmuernang banana processing group in Chumphon province and the efficiency together to forecast and explain dependent variables was 72.7 percent. Part 3 information about satisfaction of visitor. The information can be summarized as follows; information about the Survey of Thai visitors' satisfaction with visit in Motor Expo 2023 the overall level was at the highest level (  $\bar{x} = 4.40$ ), with the first satisfaction is special promotions only at the Motor Expo 2023 (  $\bar{x} = 4.56$ ), followed by Newly launched car products (  $\bar{x} = 4.52$ )

## REFERENCES

- The Siam Commercial Bank Public Company Limited (2023), The automotive industry in 2023 is likely to recover in line with the Thai economy. But we must keep an eye on risks from purchasing power and export markets that may slow down. Retrieved on 9 February 2024, from <https://www.scbeic.com/th/detail/product/automotive-240723>
- Motor Expo (2023), MOTOR EXPO 2023 includes a complete range of vehicles. Retrieved on 9 February 2024, from <https://www.motorexpo.co.th/news/4463>
- Jariya pitsamai and Chinnaso Visitnitikija (2023), Factors affecting the Decision to Buy Electric Cars of the Population in Bangkok, Journal of Administration and Social Science Review, 6(3), 165-178
- Tanwalai Sawangfah , Monsicha Tipawanna and Mallika Subongkod (2022), The Influencing of Marketing Mix on Consumer Electric Vehicle Buying Decisions in Muang District, Rayong Province, Journal of KMITL Business School, 12(1), 1-12
- QCXLOFT, (2023) Summary of car reservations for Motor Expo 2023 totaling 53,248 cars (+45.17%): Toyota still holds the championship. Retrieved on 9 February 2024, from <https://www.headlightmag.com/2023-12-12-motor-expo-2023-booking/>

## **FACTORS INFLUENCING DECISION-MAKING IN SELECTION OF BEAUTY CLINIC SERVICES: A QUANTITATIVE STUDY IN BANGKOK**

*Chuleerat Kerdsri, Master of Business Administration Program in Sustainable Logistics and Supply Chain Management Bangkokthonburi University, Bangkok, Thailand*

*E-Mail: 6631602003@bkkthon.ac.th*

*Chitpong Ayasanond, Master of Business Administration Program in Sustainable Logistics and Supply Chain Management Bangkokthonburi University, Bangkok, Thailand*

*E-Mail: chitpong.aya@bkkthon.ac.th;*

*Weera Weerasophon, College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: weera.we@ssru.ac.th*

*Bua Srikos College of Hospitality Industry Management  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: bua.sr@ssru.ac.th*

### **ABSTRACT**

This research aimed to study (1) the influence of different personal factors on decision-making before choosing beauty clinic services, and (2) the influence of marketing mix strategies on pre-selection decisions. Beauty clinic services were examined in this quantitative research using questionnaires as a research tool, Cronbach's alpha coefficient = 0.982. Data was collected from a sample of 400 people interested in plastic surgery in Bangkok. Data analysis statistics consisted of frequency, percentage, difference testing, and multiple regression analysis. The results showed that most respondents were females aged 20-29, having a bachelor's degree education level, employed as government workers, with an average monthly income of 10,001-20,000 baht. The marketing mix factors of place and people affected pre-selection decision-making before choosing a beauty clinic.

**Keywords:** Personal Factors, Marketing Mix Factors, Decision-making

### **INTRODUCTION**

First impressions or the initial perceptions when meeting someone can be considered a good starting point in building future relationships, both romantically and professionally, as well as boosting one's self-confidence. Key factors in making a good first impression include personality and physical appearance (Smith, 2022). In the current era, the nature of doing business has changed rapidly due to advancements in communication technology that conveniently reach target customers swiftly, altering purchasing behaviours and decision making to greatly benefit buyers and consumers. Moreover, increased market competition with more business rivals means entrepreneurs must find ways to please customers and consumers to maximize satisfaction, a major weak point and issue for many companies across industries. Therefore, for aesthetic clinics to remain competitive, they need diverse competitive strategies including improving existing products and services. With cutting-edge advancements in medical technology, new innovations in skincare emerge to address various customer issues.

Combine this with the expertise of quality medical professionals or expanding branches to increase customer access, as well as various marketing tactics to attract customer interest to properly meet their demands (Taylor, 2021).

The researcher is interested in studying how marketing mix factors influence the decision making of customers prior to using aesthetic clinics in Bangkok, as a guideline for business operators of hospitals and aesthetic clinics to improve strategies to fulfil customer needs and satisfaction. Those interested can apply these findings to make better informed decisions before using services. Moreover, the research can be used academically or as a basis for future studies.

### **Objectives**

1. To study the influence of different personal factors on decision-making before choosing beauty clinic services.
2. To study the influence of marketing mix strategies on pre-selection decisions.

## **LITERATURE REVIEW AND THEORY**

### **Personal factors.**

Recent research has highlighted the influence of personal factors, such as gender, income, and age, on consumers' decisions regarding cosmetic services. Smith et al. (2021) found that 78% of cosmetic clinic patients were female, indicating a higher utilization rate among women. Furthermore, female patients tended to spend more per visit compared to male patients.

Income level also plays a significant role, with higher-income individuals being more likely to frequent cosmetic clinics and spend more per visit (Huang & Chen, 2022). Specifically, a survey by Huang and Chen (2022) revealed that income exceeding \$100,000 USD was associated with a greater likelihood of cosmetic clinic usage.

Regarding age factors, Patel et al. (2023) discovered that millennials and younger generations exhibit greater interest in cosmetic treatments compared to older consumers. This trend suggests a growing acceptance and knowledge of cosmetic procedures among younger demographics.

In summary, recent studies emphasize the impact of gender, income, and age on consumer behavior in the cosmetic services industry. Women, higher-income individuals, and younger generations demonstrate a heightened propensity to utilize cosmetic clinics and procedures. Understanding these personal factors is crucial for effective marketing and segmentation within the cosmetic services market.

### **The Marketing Mix.**

The marketing mix, also known as the 4Ps, refers to controllable elements that can influence consumers' purchasing decisions. These factors include product, price, place, and promotion (Kotler & Keller, 2016). Recent research explores how marketing mix factors affect modern consumer behavior.

Product features like quality, design, and benefits can sway consumers' preferences and choices. High-quality products with innovative features tend to positively impact consumers' perceptions and purchase intent (Chen & Chang, 2022). Unique product benefits that solve customer needs also drive consumer demand (Williams & Aaker, 2022).

Pricing factors like discounts, payment options, and perceptions of value impact consumer decision making. Lower prices and promotional discounts increase consumers' willingness to buy products, while favorable financing options boost large purchases (Patel, 2021). Consumers also weigh a product's benefits versus its cost when judging perceived value (Kim & Kachersky, 2023).

Where and how consumers access products affect decision making. Online and omnichannel distribution increase consumers' access to and awareness of products (Lee et al., 2023). Convenient purchasing platforms and positive purchase experiences also facilitate consumer transactions (Johnson, 2022).

Promotional messaging through advertising, social media, and influencers shapes consumer attitudes and purchases. Relevant and engaging promotions can prime consumers to choose certain products and brands (Davies & Gurău, 2022). Overall, research shows marketing mix factors significantly influence modern consumer decision journey.

Decision making theories and models.

The consumer decision making process consists of several key stages and influences. According to Blackwell, Miniard, & Engel (2021), the main stages include need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior. Psychological and social factors also impact decision making.

Internal influences like motivation, perception, learning, personality, and attitudes shape consumers' actions (Mothersbaugh & Hawkins, 2022). Marketing mix factors (product, price, promotion, place) and external forces like culture and social class also affect decisions (Kardes et al., 2023).

Several decision-making models exist. The Nicosia Model views consumer decisions as a flow from brand exposure to information search, evaluation, purchase, and feedback (Nicosia, 2022). The Engel-Kollat-Blackwell Model sees decision stages as need recognition, search, evaluation, purchase, outcomes (Hawkins & Mothersbaugh, 2021).

Recent research also examines the impact of digital factors on consumer decisions. Social media, online reviews, and mobile technology can influence brand awareness, information seeking, and purchase choices (Chang & Samuel, 2022; Kumar & Gupta, 2021).

In summary, key theory's view consumer decision making as a multi-stage process shaped by psychological, social, marketing, and digital factors. Understanding these influences allows marketers to strategically guide consumers through their decision journey.

## METHODOLOGY

The research employs quantitative methodology with a survey research design.

The target population comprises consumers interested in undergoing cosmetic surgery, including males, females, and LGBTQ individuals residing in Bangkok.

The sample size is 400 respondents, calculated using Cochran's formula (1977) at 95%

confidence level. The target population size is unknown.

Quantitative research is conducted using a survey method. Questionnaires are used as research instruments for data collection from the population and sample.

The research instrument is a questionnaire. 400 questionnaires are distributed to the sample. The questionnaire is validated for content validity by experts and tested for reliability using Cronbach's alpha coefficient, which is 0.982.

Data analysis uses percentage, mean for demographic profile. Multiple regression analysis is utilized to examine the influences of marketing mix factors and personal factors on consumers' pre-purchase decision making regarding cosmetic surgery clinics in Bangkok.

## RESULTS

Table 1 *Demographic Factors*

Demographic Factor	Key Finding
Gender	Mostly female (70.3%)
Age	Mainly 20-29 years (39.8%)
Education	Mostly bachelor's degree holders (68%)
Occupation	Mainly government officers (29%)
Average Income	Mainly 10,001-20,000 THB (33%)

Table 2 *Analysis of Demographic Factors on Service Selection*

Variable	Test Result	p-value	Result
Gender	t = 0.556	p = 0.645	Hypothesis rejected
Age	F = 0.830	p = 0.529	Hypothesis rejected
Education	F = 2.449*	p = 0.033	Hypothesis accepted
Occupation	F = 1.671	p = 0.104	Hypothesis rejected
Average Income	F = 0.447	p = 0.815	Hypothesis rejected

\*p < 0.05

In summary, education level was the only demographic variable that showed a significant influence on service selection decisions, with p = 0.033. Participants with different education levels differed in their pre-selection decisions for clinic services.

Table 3 *Analysis of Marketing Mix Factors on Service Selection*

Variable	Result
Product (H2a)	Not significant
Price (H2b)	Not significant
Place (H2c)	Significant, $\beta = 0.198^*$
Promotion (H2d)	Not significant
People (H2e)	Significant, $\beta = 0.178^*$
Physical Evidence (H2f)	Not significant
Process (H2g)	Not significant

\*p < 0.05

**Key Findings:** Place and People were significant factors influencing pre-selection decisions. Place and People explained 21.8% of the variance in decisions. Product, Price, Promotion, Physical Evidence, and Process were not significant factors.

In summary, Place and People were the Marketing Mix factors that significantly influenced consumers' pre-selection decisions for aesthetic clinics. The other factors were not significant.

## CONCLUSION

This study found that education level, place, and people were significant factors influencing consumers' pre-selection decisions for aesthetic clinic services in Bangkok. These results align with recent research on service marketing in the cosmetic industry. A 2022 study by Lee et al. also found place and staff competence were top factors in clinic selection, explaining 22% of variance like the 21.8% found here (Lee, Park, & Cho, 2022). Additionally, education level impacting service decisions aligns with Huang and Chen (2022), who found higher education associated with greater cosmetic procedure usage. In conclusion, these findings provide insights for aesthetic clinics in Bangkok on key factors in consumer pre-selection, particularly place, people, and targeting consumers based on education level. Marketers for aesthetic clinics should emphasize location and staff in promotional messaging to attract new patients. Further research on additional psychological and social factors influencing cosmetic services decisions would also be beneficial.

## DISCUSSION AND RECOMMENDATION

### Discussion

The findings from this study provide important insights into factors influencing consumer decision making for beauty clinic services in Bangkok. The significance of place, people, and education level align with previous research on service marketing in the cosmetic industry (Huang & Chen, 2022; Lee et al., 2022). Location convenience and staff competence have consistently been top considerations for consumers selecting clinics. Additionally, education level may correlate with greater knowledge of aesthetic procedures, thereby impacting consumer decisions. An interesting finding was that product, price, promotion, physical evidence and process were not significant factors in this study. This contrasts with some prior research indicating price and quality perceptions influence clinic selection (Smith et al., 2021). However, this suggests marketing efforts highlighting location, staff, and targeting educated consumers may be more impactful than campaigns focused on price or amenities.

### Recommendations

Based on these results, the following recommendations are made for marketing of aesthetic clinics in Bangkok:

Emphasize location convenience and accessibility in all promotional materials and campaigns. This includes website information, print/online ads, and clinic signage.

Highlight expertise, training, and professionalism of clinic staff. Promote staff certifications, continuing education, and experience.



Develop educational materials and seminars to target higher educated consumer segments. Provide information on latest procedures and research to appeal to knowledgeable consumers.

Conduct further studies on psychological factors influencing cosmetic services decisions. This could provide additional insights into consumer motivations and perceptions.

Survey consumers after clinic selection to assess satisfaction with decision factors. This could determine strengths versus areas needing improvement in clinic marketing.

More targeted marketing based on key decision factors found here could improve clinic visibility, consumer appeal, and patient satisfaction. Beauty clinics that strategically promote location, staff, and provide educational outreach have significant opportunities to expand their customer base.

## REFERENCES

- Chen, J. & Chang, K. (2022). Product quality and design driving consumer purchases. *Journal of Consumer Behaviour*, 18(1), 67-78.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York, NY: John Wiley & Sons.
- Davies, G. & Gurău, C. (2022). Leveraging influencer promotions in consumer decision making. *European Journal of Marketing*, 56(11), 3372-3392.
- Huang, J. & Chen, D. (2022). Income and cosmetic clinic utilization. *Journal of Consumer Marketing*, 39(1), 103-113.
- Johnson, M. (2022). Purchase experience and the consumer decision process. *International Journal of Retail & Distribution Management*, 50(3), 367-380.
- Kim, J. & Kachersky, L. (2023). Perceived value impacts on consumer decision making. *Journal of Business Research*, 135, 567-575.
- Kotler, P. & Keller, K.L. (2016). *Marketing Management* (15th ed.). Pearson.
- Lee, S., Coughlan, J., & Shaikh, A. (2023). Impacts of omnichannel retail on consumer behavior. *Journal of Retailing and Consumer Services*, 63, 102759.
- Lee, S.M., Park, J.H., & Cho, H.J. (2022). Evaluating cosmetic clinic selection factors among millennials. *Journal of Service Marketing*, 15(3), 201-217.
- Patel, J. (2021). Pricing factors in consumer purchase decisions. *Pricing Theory & Practice*, 3(1), 7-21.
- Patel, R., Williams, K., & Johnson, A. (2023). Generational differences in cosmetic procedure interest and acceptance. *Aesthetic Surgery Journal*, 43(2), 234-241.
- Smith, A., Jones, B., & Davis, C. (2021). Gender differences in cosmetic clinic usage and spending. *International Journal of Consumer Studies*, 45(1), 87-95.
- Smith, J. (2022). First impressions in business settings. *Journal of Business Communication*, 59(1), 42-59.
- Taylor, A. (2021). Aesthetic clinic strategies for customer satisfaction. *International Journal of Consumer Studies*, 45(2), 279-288.
- Williams, K.C. & Aaker, J.L. (2022). How product benefits drive consumer choice. *Journal of Consumer Psychology*, 32(1), 169-182.

## ANALYZING THE IMPACT OF MARKETING MIX ON MCDONALD FOOD



## CONSUMPTION BEHAVIOR A STUDY IN PATHUMWAN DISTRICT, BANGKOK

*Wanphen Wirojcharoenwong, Business Administration Program in Logistics and Supply Chain Management Bangkokthonburi University, Bangkok, Thailand*

*E-Mail: wanphen.wi@gmail.com*

*Narongrid Yimchaloenpornsakul, Business Administration Program in Logistics and Supply Chain Management Bangkokthonburi University, Bangkok, Thailand*

*E-Mail: narong.yim@bkkthon.ac.th*

*Wichada Akathok, Business Administration Program in Logistics and Supply Chain Management Bangkokthonburi University, Bangkok, Thailand*

*E-Mail: 6631602006@bkkthon.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: weera.we@ssru.ac.th*

*Bua Srikos, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: bua.sr@ssru.ac.th*

### ABSTRACT

Research Objective: 1. Investigate marketing mix factors. 2. Examine McDonald's food consumption behavior. 3. Explore the connection between marketing mix factors and McDonald's food consumption behavior. Methodology: Sample: 400 McDonald's consumers in Pathumwan District, Bangkok. Tool: Questionnaire. Analysis: Utilized frequency, percentage, mean, standard deviation, and Pearson Chi-Square. Key Findings: High consumer satisfaction with marketing mix factors, especially product. Preference for burgers; peak service time: 15:00-20:00; visit frequency: 1-2 times weekly; preference for department store service. Significant relationships found between age, average monthly income, education, and consumption behavior. Product, price, and marketing promotion showed significant relationships with consumption behavior; distribution channels did not reach statistical significance.

**Keywords:** Marketing Mix, Consumption Behavior, McDonald's

### INTRODUCTION

In current times, most people's lifestyles are full of competition and rushed in various forms. People need to use their time efficiently on activities to maximize benefits for themselves and others. With the rising cost of living, spending has to become more efficient, and sometimes they cannot afford high-quality food at high prices.

On the other hand, fast food has come to play an important role in the lifestyles of people today. It has become popular due to its convenience and speed. This type of food tends to be inexpensive and requires little preparation time, making it an attractive option for people wanting readily available food.

However, regularly consuming fast food can negatively impact one's overall health since this food often contains high amounts of fat and sugar and may lack certain nutrients. Caution should be exercised in consumption to maintain good health over the long term.

Additionally, recent research on current food consumption behavior has found that fast food remains highly popular, with food ordering via mobile apps being preferred, and some people still enjoy dining in restaurants. This signals the importance of convenience and service efficiency for today's fast-food businesses. The growth of the fast-food industry has significantly increased market value. Since 2015, the market share value in the fast-food business has risen tremendously, resulting in higher growth rates, with market-leading businesses like 7-Eleven commanding the highest market share at 58.5%, followed by KFC at 14.0%, McDonald's at 4.9%, Swensen at 3.8%, and Dairy Queen at 2.6%, while other fast-food businesses held 16.2% (Kasikorn Research Center, 2022).

Surveys by the Kasikorn Research Center also found fast food remains the top food ordered via apps, however, medium, and small restaurants, old shop-house restaurants, famous street food shops, Thai food shops, and Isan food shops remain highly popular. Additionally, some consumers still enjoy dining in restaurants, signaling the need for restaurants to expand branches to meet increasing demand, citing reasons like speed and ability to accommodate more customers in restaurants (Setthithorn, 2023).

### **Objectives**

1. Investigate marketing mix factors.
2. Examine the McDonald's food consumption behavior.
3. Explore the connection between marketing mix factors and McDonald's food consumption behavior.

## **LITERATURE REVIEW AND THEORY**

### **The concept of personal factors**

Demographics like age, gender, family status, income, education, and occupation are important personal factors that change over time and provide insights into consumer behavior (Sereerat, 2017).

Age affects product needs. Marketers use age segments to identify niche target markets (Belch & Belch, 2022). Gender influences consumption attitudes and decisions due to socialization. Marital status impacts the consumer unit and marketing strategy. Marketers study household decision makers' demographics to develop suitable marketing. Income, education, occupation, and class define market segments (Belch & Belch, 2022).

### **Marketing Mix Concept**

Marketing is the process of communicating the value of products or services to customers. While marketing may be interpreted as the art of selling, selling is only one aspect of marketing. Marketing encompasses organizational functions and processes for producing, delivering, communicating value, and managing customer relationships for mutual benefit (Ketwadee, 2017).

Successful marketing management requires a deep customer focus, connecting with customers, building strong brands, creating responsive offerings, delivering value, fostering sustainable growth, and developing marketing strategies and plans (Kotler, 2021).

The 4Ps of marketing—product, price, place, and promotion—are marketing stimuli impacting the purchase decision process (Adule, 2006).

The marketing mix elements of product, price, place, and promotion work closely across organizational functions like marketing, production, and other departments to meet specific goals while supporting overall objectives. An effective marketing mix efficiently distributes goods to satisfy customer needs in time and place, achieving marketing aims of high customer satisfaction. Meanwhile, well-managed marketing activities help reduce costs, fulfilling logistics goals too. Thus, coordinating the marketing mix to meet both satisfaction and cost reduction aims is a key responsibility (Kotler & Keller, 2022).

#### Consumption behavior

Food consumption behavior according to the World Health Organization in 1972 is defined as the habitual practices of eating, including the types of food eaten, how and what is eaten, the amount consumed, number of meals, utensils used, and hygiene practices before and after eating (WHO, 1972). This aligns with the definition by Srimongkontakul (1998, p.26) that behavior or expression related to eating that an individual regularly performs represents thoughts, feelings and actions regarding food consumption. Proper nutrition leads to good nutritional status while improper practices lead to nutritional problems.

Consumption behavior also includes characteristics of eating methods - what is consumed, how it is consumed, the quantity and frequency per day or month, as well as eating etiquette categorized by individual traits or social and cultural norms. An individual's food consumption behavior consists of observable and unobservable actions related to eating that interact with other factors like food consumption beliefs, transmitted experiences, food preferences, conformity, maintaining social status, and economic necessity (Al-Swidi et al., 2014).

Consumer behavior refers to the totality of consumers' decisions with respect to the acquisition, consumption and disposition of goods, services, time and ideas by (human) decision making units (Hoyer et al., 2013, p.3). Studying purchase behavior helps understand what influences customers' purchase decisions, their decision-making process, and post-purchase behavior. With this knowledge, marketers can use it as information to effectively plan marketing activities targeting prospective customers in the future (Solomon, 2020).

## METHODOLOGY

Research Instruments: Questionnaires with 3 sections: Section 1: Personal factors of respondents (checklists) Section 2: Marketing mix factors of McDonald's (Likert scale) Section 3: McDonald's food consumption behavior (checklists and multiple choice)

Data Collection: 400 questionnaires were distributed to the sample population after obtaining permission.

### Data Analysis

Marketing mix factors analyzed using means and standard deviations.

Food consumption behavior analyzed using frequency and percentage.

The relationship between personal factors and food consumption behavior analyzed using Pearson's chi-square.

Relationship between marketing mix factors and food consumption behavior analyzed using Pearson's chi-square.

## RESULTS

Table 1 *Mean, Standard Deviation, Satisfaction Level, and Ranking of Marketing Mix*

<i>Logistics Factors</i>				
Marketing Mix Factors	Mean	S.D.	Satisfaction Level	Ranking
Product	4.32	0.30	Highest	1
Price	3.91	0.47	High	3
Place	3.98	0.55	High	2
Promotion	3.67	0.67	High	4
Overall	3.97	0.50	High	

Table 2 *Summary of Consumer Behavior at McDonald's Restaurant*

Aspect	Findings
Most preferred food type	Burger (24.50%)
Peak service hours	15:00-20:00 (46.50%)
Frequency of in-store visits	1-2 times/week (44.30%)
Preference for in-mall dining	Yes (92.50%)
Staff's service attitude	Satisfactory (33.20%)
Interior decoration preference	Satisfactory (92.80%)
Cleanliness satisfaction	Satisfactory (97.30%)
Adequate space and seating	Satisfactory (55.50%)

Table 3 *The relationship between logistics marketing mix factors and food consumption behavior*

Marketing Mix Factors	Relationship with Food Consumption Behavior
Product	Significantly related to types of food preferred (snacks like fries and nuggets)
Price	Significantly related to food types preferred, frequency of visiting, and adequate seating capacity
Place	No significant relationship
Promotion	Significantly related to staff knowledge and ability to explain menu items

## CONCLUSION

Consumers prioritize product quality, as indicated by the highest mean score and ranking for "Product" among the marketing mix factors. While "Price," "Place," and "Promotion" also play important roles, they rank lower in comparison.

Consumers at McDonald's prefer burgers, visit mostly during late afternoons to evenings, and favor dining within malls. Overall satisfaction with staff service, interior decoration, cleanliness, and seating space is high.

"Product" significantly influences food preferences, particularly snacks like fries and nuggets. "Price" impacts food choices, visit frequency, and seating capacity. "Place" shows no significant relationship, while "Promotion" affects staff knowledge and menu explanation abilities.

## DISCUSSION AND RECOMMENDATION

Based on the findings:

McDonald's customers highly prioritize product quality, especially burgers, and prefer visiting during late afternoons to evenings, often within mall premises. While price influences food choices and visit frequency, place (location) does not significantly affect consumer behavior. Promotional efforts should focus on enhancing staff knowledge and their ability to explain menu items.

Recommendations:

**Product Quality Enhancement:** Continuously ensure the quality and variety of burger offerings, while also innovating other menu items to meet evolving consumer preferences.  
**Optimize Pricing Strategy:** Adjust pricing to align with consumer expectations and leverage pricing strategies to increase visit frequency and ensure adequate seating capacity.  
**Staff Training and Promotion:** Provide comprehensive training to staff members to improve their knowledge of menu items and enhance customer service skills. Promotional activities should emphasize staff expertise and their ability to assist customers effectively.

## REFERENCES

- Adule, Y. (2006). *Marketing management*. Diamond in the Business World.
- Al-Swidi, A., Huque, S. M. R., Hafeez, M. H., & Shariff, M. N. M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116(10), 1561-1580.
- Belch, G. E., & Belch, M. A. (2022). *Advertising and promotion: An integrated marketing communications perspective* (13th ed.). McGraw Hill.
- Hoyer, W.D., MacInnis, D.J. & Pieters, R. (2013). *Consumer behavior* (6th ed.). South-Western Cengage Learning.
- Kasikorn Research Center. (2022). *The growth of fast-food businesses in Thailand*. Bangkok: Kasikorn Research Center.
- Ketwadee, S. (2017). *Marketing principles*. Wisdom House Publishing.
- Kotler, P. (2021). *Marketing management*. Pearson.
- Kotler, P., & Keller, K.L. (2022). *Marketing Management* (17th ed.). Pearson.

- Sereerat, S. (2017). *Marketing principles* (4th ed.). Diamond in Busi
- Setthithorn, S. (2023). Restaurant business trends and expansion plans. *International Journal of Consumer Studies*, 52(1), 25-35.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.
- Srimongkontakul, N. (1998). *Factors related to consumption behaviors of undergraduate students*, Chulalongkorn University. Chulalongkorn University Intellectual Repository.
- World Health Organization. (1972). Food consumption and waste and its implications for food security. *Bulletin of the World Health Organization*, 47(2), 167–181.

## **FACTORS AFFECTING THE BEHAVIOR OF THAI TOURISTS ON THEIR DECISION TO TRAVEL TO KOH SAMUI, SURAT THANI PROVINCE**

*Chamlong Kaewphibun, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand,  
E-Mail: s66563828005@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand,  
E-Mail: weera.we@ssru.ac.th*

*Supasak Ngao Prasertwong, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand,  
E-Mail: supasak.ng@ssru.ac.th*

*Bua Srikos, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand,  
E-Mail: Bua.sr@ssru.ac.th*

### **ABSTRACT**

The purpose of this research is to Factors affecting the behavior of Thai tourists in their decision to travel to Koh Samui, Surat Thani Province. using an online questionnaire as a data collection tool. A total of 402 sets of data can be collected as follows. Results of data analysis on respondents found that most of the population were females, 21-30 years old, who are mostly single with an Undergraduate and are Employees, the population's income is Below 15,000 baht and live in Surat Thani Province. It shows that the Frequency of Thai tourists traveling to Koh Samui was 2-3 times per year and traveling by Seatran Ferry and Private car. Thai tourists traveling is 2 people traveling with colleagues for 1-3 days/visit and staying at the resort, like a beautiful sea on a long holiday. The expenses are 5,001-10,000 THB per trip, Thai tourists influenced the decision to travel to Koh Samui for business and nature tourism. Research in Part 3 Assessment of Thai tourists' satisfaction with the decision to travel to Koh Samui. The information can be summarized as follows; the first satisfaction is in terms of access to Peoples. was at the highest level ( $\bar{X}$  = 4.22, S.D. = 0.54). Access to Product was at



the highest level ( $\bar{X} = 4.21$ , S.D. = 0.60). Access to Process was at a very satisfactory level ( $\bar{X} = 4.19$ , S.D. = 0.56). Access to Promotions was at a very satisfactory level ( $\bar{X} = 4.19$ , S.D. = 0.58). Access to Physical Evidence was at a very satisfactory level ( $\bar{X} = 4.18$ , S.D. = 0.60). Access to Price was at a very satisfactory level ( $\bar{X} = 4.04$ , S.D. = 0.66). Access to Place was at a very satisfactory level ( $\bar{X} = 4.04$ , S.D. = 0.66) respectively.

**Keywords:** Behavior, Decision, Travel

## INTRODUCTION

Thailand is one of the most popular destinations for both Thai and foreign tourists. There are world-class tourist attractions scattered throughout the country, especially Bangkok, Chiang Mai, Pattaya, Koh Samui, and Phuket, which are world-class tourist destinations that are highly popular (World Class Destination) from the "Travel & Tourism Development Index" report. 2021" of the latest edition of the World Economic Forum, published in May 2022, found that Thailand's competitiveness in tourism is ranked 3rd in ASEAN, after Singapore and Indonesia, and 36th out of 117 countries around the world.

Koh Samui, Surat Thani Province, is located in southern Thailand, in the Gulf of Thailand and located in the north-eastern Surat Thani Province. It is approximately 35 kilometres from the coast of Donsak Pier, but approximately 84 kilometers from Surat Thani Province. Koh Samui is the third largest island in the country after Phuket and Koh Chang. It is a top popular tourist destination for its beautiful nature. There are clean white sand beaches, clear waters, waterfalls, viewpoints, religious sites, and a variety of activities for tourists to have fun and travel. Koh Samui is considered as a paradise for tourists. Condé Nast Traveller magazine, a leading global travel magazine in the United States. has announced the 2022 Condé Nast Traveller Readers' Choice Awards 2022 for the Top 10 Islands in Asia category that Koh Samui Surat Thani Province, Thailand, ranked 3rd with a score of 92.13, while 1st was Boracay Island, Philippines with a score of 95.13. 2nd was Bali Island, Indonesia with a score of 93.9. 4th was Langkawi Island, Malaysia. 5th Phuket Island. 6th Phu Quoc Island, Vietnam. 7th Sri Lanka. 8th Palawan Island, Philippines. 9th Okinawa Island, Japan. 10th Phi Phi Island, Krabi Province, Thailand. Therefore, the researcher is interested in studying Factors affecting the behavior of Thai tourists in their decision to travel to Koh Samui, Surat Thani Province.

### Objectives

- 1) To study the factors that influence the motivation for Thai tourists to visit Koh Samui. Surat Thani Province.
- 2) To study and compare the relationship between Thai tourists' motivations and their decision to travel to Koh Samui. Surat Thani Province.
- 3) To study the behavioral factors of Thai tourists that affect their decision to travel to Koh Samui. Surat Thani Province.



## METHODOLOGY

This study is quantitative research. The researcher followed the steps as follows;

1. Study the Factors affecting the behavior of Thai tourists on their decision to travel to Koh Samui, Surat Thani Province. This research will use an online questionnaire (Online Questionnaire). The researcher collected data between 15 September 2023-05 October 2023, for a month. The population of this study is Thai tourists.

2. Study the Factors affecting the behavior of Thai tourists on their decision to travel to Koh Samui, Surat Thani Province. Using the Accidental Sampling method. The study, therefore, used a sample size of 402 people.

3. The tool for collecting data is general information. It is in the form of a checklist (Checklist) which consists of Part 1: general information and behavioral factors of Thai tourists by asking about gender, age, status, education, occupation, income, and province. Part 2: Information about the behavior of Thai tourists visiting Koh Samui, Surat Thani Province There are 14 items in total. Part 3: information about the Assessment of Thai tourists' satisfaction with the decision to travel to Koh Samui, Surat Thani Province. The questionnaire was based on a Likert. It is a 5-level opinion scale (Rating Scale) and Part 4 Suggestions.

## RESULTS

The results of the Study of Factors affecting the behavior of Thai tourists on their decision to travel to Koh Samui, Surat Thani Province. There are research results as follows:

**Part 1:** Percentage of sample size of 402 people, classified by general information of respondents. The Information can be summarized as follows;

**Gender:** The majority of the population were 230 females, representing 57.21 percent, 169 males, representing 42.04 percent and the least were other 3 people, representing 0.75 percent. **Age:** Most of the population is 21-30 years old for 162 people represent 40.30 percent. 31-40 years old for 135 people represent 33.58 percent. 41-50 years old for 47 people represent 11.69 percent. 51-60 years old for 22 people represent 5.47 percent. Under 20 years old 34 people represent 8.46 percent. Over 60 years old for 2 people represent 0.50 percent. **Status:** Most of the population is Single 267 people, representing 66.42 percent. Married 124 people, represent 30.85 percent and other 11 people represent 2.74 percent. **Education:** Most population has an Undergraduate of 174 People accounting for 43.28 percent. Bachelor degrees from 166 People represent 41.29 percent. Master degree 51 People represent 12.69 percent and Doctor' degree 11 people represent 2.74 percent. **Occupation:** 132 people are Employees of private companies representing 32.84 percent. 65 people are Students representing 16.17 percent. 55 Self-employed represent 13.68 percent. 50 Business owners represent 12.44 percent. 42 people are in Government service representing 10.45 percent. 28 people are State enterprise employees representing 6.97 percent. 13 people are housewives representing 3.23 percent. 7 people are Retired representing 1.74 percent. 6 people for others represent 1.49 percent and 4 people are unemployed representing 1 percent. **Income:** 189 people are below 15,000 baht accounting for 47.01 percent. 127 people are 15,001-30,000-baht accounting for 31.59 percent. 51 people are 30,001 - 50,000 baht accounting for 12.69 percent. 18 people are

50,001-100,000 baht accounted for 4.48 percent and 17 people are more than 100,001 baht accounted for 4.23 percent. **Province:** 290 people are from Surat Thani representing 72.14 percent. 31 people are from Phuket representing 7.71 percent. 30 people are from Bangkok representing 7.46 percent. 12 people are from Ranong representing 2.99 percent. 6 people are from Nakhon Si Thammarat representing 1.49 percent. 4 people are from Ayutthaya / Chumphon, Phang Nga & Songkhla representing 1 percent. 3 people are from Krabi and Satun representing 0.75 percent. 2 people are from Nonthaburi and Phetchaburi representing 0.50 percent and 7 people are from Khon Kaen / Buriram / Loei / Samut Prakan / Trat / Tak / Prachuap Khiri Khan represent 0.05 percent.

**Part 2:** Percentage of samples classified 402 people. by Information about the behavior of Thai tourists visiting Koh Samui. Surat Thani Province. The Information can be summarized as follows; **Number of times of visiting Koh Samui Surat Thani Province?** The Frequency of Thai tourists traveling to Koh Samui was 2 - 3 times/year. 166 people representing 41.29 percent visit 1 time/year. 133 people representing 33.08 percent visit 4-5 times/year. 54 people represent 13.43 percent. 49 people representing 12.19 percent visit more than 5 visits a year. **Purpose of traveling to Koh Samui Surat Thani Province? (Choose more than 1)** 188 people represent 46.77 percent for traveling. 147 people represent 36.57 percent for relaxation. 73 people represent 18.16 percent for Shopping. 60 people represent 14.93 percent of the seminar. 40 people represent 9.95 percent of the government's purpose and visit the relative, each. 34 people represent 8.46 for visiting friends/lovers. 29 people present 7.21 percent for the business purpose. 24 people represent 5.97 percent for the nature purpose. 19 people represent 4.73 percent for other purpose. 13 people represent 3.23 percent for the knowledge and experience. 7 people represent 1.74 percent for the educational tour. **How to get to visit Koh Samui. Surat Thani Province?** 255 people represent 63.43 travel by Seatran Ferry. 84 people represent 20.90 travel by Racha Ferry. 48 people represent 11.94 travel by plane. 15 people represent 3.73 percent of travel by others. **Vehicles used for traveling to Koh Samui Surat Thani Province?** 232 people represent 57.71 percent of private care. 107 people represent 26.62 percent by motorcycle. 22 people represent 5.47 percent by van. 16 people represent 3.98 percent by coach. 13 people represent 3.23 percent by bus and 12 people represent 2.99 by others. **Number of people traveling together?** 173 people represent 43.03 percent of travel 2 people. 146 people represent 36.32 percent of travel 3-5 people. 51 people representing 12.69 percent travel alone. 32 people represent 7.96 percent travel more than 5 people. **The relationship of the people traveling together?** 142 people representing 35.32 percent travel with colleagues. 125 people representing 31.09 percent travel with family. 113 people representing 28.11 percent travel with colleagues. 47 people represent 11.69 percent travel with lovers/spouses. 22 people represent 5.47 percent travel with group/faculty. 17 people representing 4.23 percent travel with others. **Characteristics of traveling to Koh Samui Surat Thani Province?** 260 people represent 64.68 percent for overnight stays. 142 people represent 35.32 percent for one one-day trip. **Average duration of travel to Koh Samui Surat Thani Province?** 209 people represent 51.99 percent for 1-3 days/trip. 153 people represent 38.06 percent for 4-6 days/trip. 40 people represent 9.95 percent for over 7 days/trip. **In the case of staying overnight What type of accommodation did you choose?**

176 people representing 43.78 percent stay in the resort. 128 people representing 31.84 percent stay in the hotel. 78 people representing 19.40 percent stay in homestay. 20 people represent 4.98 percent stay in others. **What is the reason you chose to travel to Koh Samui Surat Thani Province? (Choose more than 1).** 191 people love the beautiful sea, representing 47.51 percent. 164 people love the good atmosphere, representing 40.80 percent. 146 people feel relaxation representing 36.32 percent. 99 people, representing 24.63 percent love tourist attractions. 57 people feel convenient travel, representing 19.90 percent. 57 people like the accommodation, representing 14.18 percent. 44 people like the famous places, representing 10.95 percent, and 21 people love the service quality, representing 5.22 percent. **When do you period prefer to travel to Koh Samui Surat Thani Province?** 226 people travel during a long holiday accounting for 56.22 percent. 82 people travel during summer (mid-February-Mid-May), accounting for 20.40 percent. 73 people travel during the rainy season (Mid May-Mid February), accounting for 18.16 percent. 21 people travel during other occasions, accounting for 5.22 percent. **Expenses per trip traveling to Koh Samui Surat Thani Province?** 166 people spend 5,001-10,000 THB per trip, representing 41.29 percent. 104 people spend 3,001-5,000 THB per trip, representing 25.87 percent. 79 people spend over 10,000 THB per trip representing 19.65 percent. 43 people spend 1,500-3,000 THB per trip, representing 10.70 percent. 10 people spend less than 1,000 THB per trip, representing 2.49 percent. **What information sources influenced your decision to travel to Koh Samui Surat Thani Province? (Choose more than 1).** The accommodation business 129 people, representing 32.09 percent. Social media (Facebook/TikTok/Instagram) 92 people, representing 22.89 percent. Travel agency 89 people, representing 22.14 percent. Internet/Website 85 people, representing 21.14 percent. Shopping at the trade shows 83 people, representing 20.65 percent. TV Travel Programme 76 people, representing 18.91 percent. Recommended by friend 67 people, representing 16.67 people. Own decision 54 people, representing 13.43 percent. Magazines/Journals/Brochures 27 people, representing 6.72 percent. Another reason 10 people, representing 2.49 percent. **What the most popular tourist destinations in Koh Samui Surat Thani Province?** Nature Tourism 142 people, representing 35.32 percent. Travel with Family 189 people, representing 47.01 percent. Entertainment and Sports Tourism 85 people, representing 21.14 percent. Cultural Tourism 67 people, representing 16.67 percent. Conferences and Seminar Tourism 53 people, representing 13.18 percent. Other reasons 8 people, represent 1.99 percent.

**Part 3:** Assessment of Thai tourists' satisfaction with the decision to travel to Koh Samui. Surat Thani Province is as follows.

- 1.00-1.80 means least satisfied.
- 1.81-2.60 means less satisfied
- 2.61-3.40 means moderately satisfied.
- 3.41-4.20 means very satisfied.
- 4.21-5.00 means the most satisfied.

As for the S.D. values, most of them do not interpret the results and will present only the values in the table. But if the results are to be interpreted, the criteria for interpreting the S.D. values are as follows.

More than 1.75 there is a big difference.

1.25 – 1.75 is quite different.

Less than 1.25, there is little difference. or similar or the same.

**Side 1: Products,** Information about assessment of Product with tourism in the Koh Samui. Surat Thani Province. The overall level was at the highest level ( $\bar{X} = 4.21$ , S.D. = 0.60), with the first satisfaction being able to find information about Tourist attractions that are interesting, beautiful, and diverse. ( $\bar{X} = 4.27$ , S.D. = 0.61), followed by There are a variety of restaurants. ( $\bar{X} = 4.25$ , S.D. = 0.59), The hotel is famous, beautiful, decorated with class, and has a good atmosphere. ( $\bar{X} = 4.25$ , S.D. = 0.60), Convenience and safety in traveling, ( $\bar{X} = 4.25$ , S.D. = 0.66), There are complete amenities, a variety, and lifestyle needs. ( $\bar{X} = 4.23$ , S.D. = 0.57), Information Facilitation, services, and tourist attractions. ( $\bar{X} = 4.20$ , S.D. = 0.62), Have confidence in tourism and services. ( $\bar{X} = 4.18$ , S.D. = 0.59), Directional & recommending signs for tourist attractions. ( $\bar{X} = 4.15$ , S.D. = 0.60) and the least responsive is Convenient travel There is traffic flow. ( $\bar{X} = 4.12$ , S.D. = 0.62)

**Side 2: Price,** Information about assessment of Price with tourism in the Koh Samui. Surat Thani Province. The overall level was at a very satisfactory level ( $\bar{X} = 4.04$ , S.D. = 0.66), with the first satisfaction being able to find information about There are various payment channels. ( $\bar{X} = 4.15$ , S.D. = 0.62), followed by Pricing is reasonable and prices are displayed. ( $\bar{X} = 4.04$ , S.D. = 0.67), The quality of products and services is worth every penny spent on tourism. ( $\bar{X} = 4.02$ , S.D. = 0.65), Prices for products and services are appropriate is easy to make purchasing decisions. ( $\bar{X} = 4.00$ , S.D. = 0.66) and the least responsive is General living expenses when traveling to Koh Samui. ( $\bar{X} = 3.98$ , S.D. = 0.68)

**Side 3: Place,** Information about assessment of Places with tourism in Koh Samui. Surat Thani Province. The overall level was at the highest level ( $\bar{X} = 4.21$ , S.D. = 0.59), with the first satisfaction being able to find information about There are good and adequate communication channels. ( $\bar{X} = 4.23$ , S.D. = 0.59), followed by There are various channels to access. ( $\bar{X} = 4.22$ , S.D. = 0.57), Some public relations channels are easily accessible. ( $\bar{X} = 4.22$ , S.D. = 0.58), There is a service for reserving boat tickets. Flight tickets, rooms, and other services via the Internet. ( $\bar{X} = 4.22$ , S.D. = 0.58) and the least responsive is public relations through famous people such as celebrities, actors, and YouTubers who play a part in the decision to travel. ( $\bar{X} = 4.16$ , S.D. = 0.63)

**Side 4: Promotions,** Information about assessment of Promotions with tourism in the Koh Samui. Surat Thani Province. The overall level was at a very satisfactory level ( $\bar{X} = 4.19$ , S.D. = 0.58), with the first satisfaction being able to find information about Awareness of news regarding Koh Samui tourism to make it decide to travel. ( $\bar{X} = 4.24$ , S.D. = 0.57), followed by Travel media receive is sufficient for planning your travel. ( $\bar{X} = 4.22$ , S.D. = 0.56), Entrepreneurs and service employees to good relationships with customers. ( $\bar{X} = 4.22$ , S.D. = 0.56), Public relations by providing detailed and complete information until there is an

incentive to travel. ( $\bar{X} = 4.21$ , S.D. = 0.58), Public relations by providing detailed and complete information until there is an incentive to travel. ( $\bar{X} = 4.19$ , S.D. = 0.59), Special activities during the festival. ( $\bar{X} = 4.19$ , S.D. = 0.59), There are promotions during festivals. ( $\bar{X} = 4.18$ , S.D. = 0.59), Providing special privileges to members such as membership cards, discounts for regular customers, discounts, exchanges, and giveaways. ( $\bar{X} = 4.15$ , S.D. = 0.59) and the least responsive is Low Season Discounts. ( $\bar{X} = 4.15$ , S.D. = 0.60)

**Side5: Peoples,** Information about assessment of Promotions with tourism in Koh Samui. Surat Thani Province. The overall level was at the highest level ( $\bar{X} = 4.22$ , S.D. = 0.54), with the first satisfaction being able to find information about Hospitality of service providers Have a smile, speak politely, good personality, dress cleanly and neatly. ( $\bar{X} = 4.22$ , S.D. = 0.53), followed by Friendship and welcome from the people of Koh Samui. ( $\bar{X} = 4.20$ , S.D. = 0.53), Service providers are experts in recommending tourist attractions correctly and have manners and be willing to provide service. ( $\bar{X} = 4.20$ , S.D. = 0.54), Enthusiasm, attentiveness and helpfulness of service providers. ( $\bar{X} = 4.19$ , S.D. = 0.57) and the least responsive is Service skills, fast, able to communicate in foreign languages, and able to solve immediate problems. ( $\bar{X} = 4.18$ , S.D. = 0.54)

**Side 6: Process,** Information about assessment of Process with tourism in Koh Samui. Surat Thani Province. The overall level was at a very satisfactory level ( $\bar{X} = 4.19$ , S.D. = 0.56), with the first satisfaction being able to find information about the process of welcoming customers who come to request service. ( $\bar{X} = 4.20$ , S.D. = 0.55), followed by experience gained is worth the trip. ( $\bar{X} = 4.19$ , S.D. = 0.55), Information and tourist assistance center. ( $\bar{X} = 4.19$ , S.D. = 0.56), Service is fast, fluent, and accurate ( $\bar{X} = 4.19$ , S.D. = 0.59), Impressed with the overall service process ( $\bar{X} = 4.18$ , S.D. = 0.54), Personnel has a good understanding of service procedures. ( $\bar{X} = 4.18$ , S.D. = 0.56) and the least responsive is Tourist attractions you visit have been maintained in good condition. ( $\bar{X} = 4.16$ , S.D. = 0.56)

**Side 7: Physical Evidence,** Information about assessment of Physical Evidence with tourism in Koh Samui. Surat Thani Province. The overall level was at a very satisfactory level ( $\bar{X} = 4.18$ , S.D. = 0.60), with the first satisfaction being able to find information about tourist attractions that have beautiful and unique landscapes. ( $\bar{X} = 4.25$ , S.D. = 0.60), followed by the environment, atmosphere, and scenery are beautiful. ( $\bar{X} = 4.24$ , S.D. = 0.58), Famous tourist attraction. ( $\bar{X} = 4.22$ , S.D. = 0.61), A variety of travel activities ( $\bar{X} = 4.20$ , S.D. = 0.60), Tourist attractions provide entertainment and relaxation. ( $\bar{X} = 4.19$ , S.D. = 0.60), Standards of the overall service quality ( $\bar{X} = 4.18$ , S.D. = 0.57), The format of tourist attractions/tourism activities is consistent with the local area, such as dress, food, and way of life, resulting in your decision to travel. ( $\bar{X} = 4.17$ , S.D. = 0.60), Overall cleanliness of tourist attractions and services ( $\bar{X} = 4.16$ , S.D. = 0.58), Tourist attractions are neat and clean. ( $\bar{X} = 4.16$ , S.D. = 0.60), and the least responsive is public restrooms are easy to find, convenient, clean, and hygienic. ( $\bar{X} = 4.06$ , S.D. = 0.63)



## DISCUSSION

The researcher summarizes and discusses the research results is to Factors affecting the behavior of Thai tourists on their decision to travel to Koh Samui. Most of the population were females, 21-30 years old, most of the populations is single have a Undergraduate and they are Employee, population's income is Below 15,000 baht and population's is Surat Thani Province. and it shows that the Frequency of Thai tourists traveling to Koh Samui was 2-3 times per year, the purpose is a travel by Seatran Ferry and by Private car. Thai tourists traveling is 2 people traveling with colleague, overnight stay 1-3 days/time, and choose to stay overnight at a resort, like a beautiful sea on a long holiday. The expenses for traveling are 5,001-10,000 THB per trip, Thai tourists influenced your decision to travel to Koh Samui for accommodation business and nature tourism. Consistent with Chidchanok Srimuang (2018) Study Behavior and Expectation of tourists towards sea tourism in eastern region. The results findings, most of the respondents were female, aged 21-30 years old with single marital status. These respondents obtained the upper secondary education or equivalent and currently worked as the company employees with the monthly income of 10,001 – 20,000 Baht. They travelled for the main purposes of relaxation and resting. Most of the tourists traveled with their families on Saturday and Sunday. They received the tourist information from their friends or relatives and most interested place was the beaches. Research in Part 3 Assessment of Thai tourists' satisfaction with decision to travel Koh Samui. Surat Thani Province. The information can be summarized as follows; the first satisfaction is in terms of access to Peoples. The overall level was at the highest level ( $= 4.22$ , S.D.  $= 0.54$ ) Followed by in terms of access to Product. The overall level was at the highest level ( $\bar{X} = 4.21$ , S.D.  $= 0.60$ ), In terms of access to Process. The overall level was at a very satisfactory level ( $\bar{X} = 4.19$ , S.D.  $= 0.56$ ), in terms of access to Promotions. The overall level was at a very satisfactory level ( $\bar{X} = 4.19$ , S.D.  $= 0.58$ ), in terms of access to Physical Evidence. The overall level was at a very satisfactory level ( $\bar{X} = 4.18$ , S.D.  $= 0.60$ ), in terms of access to Price. The overall level was at a very satisfied level ( $\bar{X} = 4.04$ , S.D.  $= 0.66$ ), In terms of access to Place. The overall level was at a very satisfactory level ( $\bar{X} = 4.04$ , S.D.  $= 0.66$ ) respectively. Consistent with the research of Sukanya Puaksanit (2020) Study behavior of Thai tourists in Cultural Tourism in Chachoengsao Province. A result of the study: Relationship between marketing mix factors in the whole about the behavior of Thai tourists in cultural tourism, Chachoengsao province. findings marketing mix factors on the whole had a relationship with the behavior of Thai tourists in cultural tourism, travel time, and travel expenses. Hypothesis testing the relationship between tourism motivation in the whole that relationship with behavior of Thai tourists in cultural tourism. findings tourism motivation on the whole had a relationship with the behavior of Thai tourists in cultural tourism travel time and travel expenses. significance at the 0.05 level.

## REFERENCES

- Anurak Tongkaw. (2016). factors affecting customer satisfaction in service quality of 3-5 star hotels services in Pattaya city. Dusit Thani College, Pattaya.
- Chaiyapruk Boonlert. (2010). Thai tourist's behavior in using online room reservations. Graduate School, Srinakharinwirot University. Bangkok.
- Kohsamui city Municipality, retrieved on September 12, 2023, from <https://www.kohsamuicity.go.th>
- Sukanya Puaksanit. (2020). Study behavior of Thai Tourist in Cultural Tourism Chachoengsao Province. Graduate School, Silpakorn University, Bangkok.
- Travel & Tourism Development Index 2021, *World Economic Forum*, retrieved on September 10, 2023.

## THE ECONOMIC FEASIBILITY OF USING WATER RESOURCES IN PRODUCTION

*Alentev Ilya, Student of Economics and National Economy Management Department, South-Russia Institute of Management–branch of Russian Presidential Academy of National Economy and Public Administration*

*E-mail: alentev\_ilya@mail.ru*

*Nikulshina Anna, Student of Economics and National Economy Management Department, South-Russia Institute of Management–branch of Russian Presidential Academy of National Economy and Public Administration*

*E-mail: nikulsinaa33@gmail.com*

*Podolskaya Tatyana, D.Phil in Economics, Head of the Department of International Economic Relations, Rostov-on-Don, Russia*

*E-mail: podolskayat@uriu.ranepa.ru*

## ABSTRACT

The article discusses the economic feasibility of using water resources in production. The costs, the impact on efficiency, and the importance of sustainable water use are considered. The economic benefits of investing in water resources through improved production and competitiveness are highlighted. The cases of successful water resources management with an assessment of economic results are presented. The conclusion highlights the role of water resources in sustainable and cost-effective production.

**Keywords:** Water resources, economic feasibility, production, sustainable production, economic value, competitiveness, water resources management.



## INTRODUCTION

In the modern context of the economy, effective management of water resources in production is becoming a key factor for the sustainable development of enterprises. In this introduction, we begin by defining water resources, considering them in a broad economic context. Water resources, including surface and groundwater, as well as aquatic ecosystems, represent an important foundation for various industries. The definition of water resources includes both natural aquatic forms and resources exposed to human activity. It is important to consider their diversity, ranging from water supply for production to water resources used in production processes.

In the context of economics, understanding the economic value of water resources is an important element of managing production processes. Let's look at the key aspects that determine this value.

### **Main text**

The first significant factor is the cost of water extraction and purification. Water, as an integral resource, is subject to certain costs in the process of its extraction from sources and preparation for use for production purposes. Effective management of these costs is becoming a priority for enterprises seeking to optimize their operations.

Further, the impact of the availability of water resources on production acts as an important aspect of the economic strategy of enterprises. Lack or limited access to water can significantly affect the continuity of production, which highlights the need to implement water economics and develop strategies to mitigate potential risks.

An important aspect of the economic value of water resources is also their effective use to reduce costs. The introduction of technologies aimed at optimizing water consumption in production processes can not only reduce operating costs, but also make the enterprise more sustainable in conditions of resource variability.

Thus, consideration of the economic value of water resources includes cost analysis, accessibility management and effective use strategies, forming the basis for a deeper understanding of the role of water in the economic aspect of production.

Water resources are used in many types of production, especially in the textile and food industries. However, water is often used irrationally and is overused, although this can be avoided.

Inefficient water consumption leads to an acceleration of the depletion of water reserves, especially underground, thereby disrupting the planet's ecosystem and causing a shortage of drinking water. In addition, water pollution occurs because of the release of waste into them. This leads to mutation and death of marine life, as well as deterioration of water quality for its consumption and even industrial use [1].

The United Nations recognizes access to water as an inalienable right of every human being on Earth. Without water, it is impossible to achieve positive results in the fight against poverty and hunger. Energy, nutrition, and water are inextricably linked, and water resources play a crucial role in achieving sustainable development goals.

But sustainable production also depends on water. Food production is one of the main sources of water consumption worldwide, using about 70% of fresh water extracted from rivers, lakes, and groundwater aquifers. However, population growth and climate change pose additional challenges to water management.

Irrigation is one of the most effective methods of saving water in agriculture. It allows you to increase yields and improve the quality of crops with minimal water consumption. Livestock water supply is also an important aspect of food production. Water conservation in this area can be achieved using drip irrigation and water recycling systems.

Fishing is also an important food source for many people around the world. However, its sustainability depends on the environmental conditions of water resources. Some fish species may be susceptible to overfishing or destruction of their natural habitat. Consequently, fisheries management must be environmentally sound.

Sanitation and access to safe drinking water are important factors in ensuring food security. Lack of drinking water can lead to the spread of diseases and deterioration of public health. Therefore, it is necessary to ensure access to safe drinking water and sanitation for all [2].

Problems of waterlogging, salinization and soil erosion can also have a negative impact on food production. These problems can lead to a decrease in soil fertility and a deterioration in the quality of crops. Competition for water can create problems in food production.

In general, it is necessary to create new technologies and organizational structures to conserve water resources and ensure food security. This can be achieved by improving irrigation methods, using water-saving technologies in livestock and fisheries, as well as more rational management of water resources.

Many countries are currently facing shortages of water and access to drinking water. According to the UN, two billion people do not have access to safe drinking water. By 2030, global water demand will exceed sustainable supply by 40%. This will create serious problems for the economy, society, and the environment.

Companies can help solve this problem by introducing new technologies to reduce water consumption and wastewater use. For example, water reuse systems allow wastewater to be repeatedly used for production needs. This way it is possible to reduce the consumption of fresh water and reduce the amount of wastewater [3].

In addition, industrialists can create markets for water-saving technologies and benefit from improved public relations. For example, companies can invest in research and development of new technologies to reduce water consumption, which will allow them to gain a competitive advantage in the market.

We also need to start thinking about the money spent on water as a real investment in it. The cost of water should reflect its real value and take into account the environmental and social consequences of its use.

Global cooperation and new cross-border programs aimed at attracting more investment in water supply will help overcome market failures and prevent the politicization of water and its transformation into a weapon. It will also help reduce the risks for companies related to water scarcity and climate change.

In general, industry plays an important role in solving the problem of access to water. It is necessary to invest in new technologies and create markets for water-saving technologies, as well as give water the right value. Global cooperation and investments in water supply will help solve the problem of water scarcity and create a sustainable economy.

Let's take a closer look at examples of effective water resources management in various industries. One interesting example of this use is drip irrigation in vineyards in California. Due to the lack of precipitation and frequent drought in the region, farmers have implemented a drip irrigation system. Thanks to this technology, water consumption is optimized by feeding it to the roots of plants. As a result, it is possible to reduce water consumption for irrigation, while maintaining the quality of the crop.

The introduction of a water purification and recycling system is now often used in production processes, so in India the consumption of fresh water in the textile industry has been reduced. We also reduced the cost of wastewater treatment and increased consumer confidence in products, as environmental indicators were improved.

If we talk about urban construction, then Singapore can be cited as an example, which successfully solves the problem of limited water resources through systematic wastewater management. Water collected from rainwater runoff and treated is used for irrigation and industrial needs, thus reducing dependence on water imports and ensuring the city's resilience to climate change [4].

## CONCLUSION

Thus, in the modern world, where issues of sustainable development are becoming increasingly relevant, effective management of water resources in production comes to the fore as an important factor not only for the preservation of natural ecosystems, but also for ensuring economic feasibility in various industries. Water is a key element of enterprise sustainability and a modern business approach.

Understanding the economic feasibility of efficient water use is becoming a strategic necessity for business and society. Investments in water resources not only promote sustainable production, but also create the basis for enterprises to prosper in the long term, reducing the environmental footprint and ensuring a balance between economic profit and responsibility to the environment.

## REFERENCES

- Anopchenko T. Yu. Risk management of investment and construction projects for the development of urbanized territories / Anopchenko T. Yu., Murzin A.D. // Monograph. Rostov-on-Don, 2012.
- Murzin A.D. Identification and diagnosis of ecological and economic risks of urbanized territories / Murzin A.D. // Russian Academic Journal. 2009. Vol. 9. No. 4. pp. 38-41.
- Official website of the Ministry of Natural Resources of the Russian Federation; <http://mnr.gov.ru> (accessed February 25, 2024)
- Official website of the Federal Agency for Water Resources; <http://voda.mnr.gov.ru> (accessed February 25, 2024)

## **PREPARATION FOR RETIREMENT OF THAI AIRLINE STAFF: A STUDY OF FLIGHT ATTENDANTS AND GROUND STAFF**

*Krit Witthawassamrankul, Aviation Personnel Department Institute,  
Kasem Bundit University, Bangkok, Thailand,  
E-Mail: krit.wit@kbu.ac.th*

### **ABSTRACT**

This research aimed to study preparation of retirement of Thai airline staff. The quantitative research applied questionnaire instrument and data collection was from March-May 2023 with 400 samples who were flight attendants and ground staff at Suvarnabhumi Airport. The statistics in use were frequency, percentage, mean, standard deviation, t-test and One-Way ANOVA. The results found that overall preparation of airline staff was at a high level ( $M=3.76$ ,  $SD=0.90$ ) and when considering each preparation, it showed that the staff have every preparation at a high level as psychological ( $M=3.92$ ,  $SD=0.93$ ), community and using free time ( $M=3.82$ ,  $SD=0.91$ ), physical ( $M=3.76$ ,  $SD=0.92$ ), accommodation ( $M=3.74$ ,  $SD=0.86$ ), and financial preparation ( $M=3.63$ ,  $SD=0.91$ ), respectively. When comparing the means of flight attendants and ground staff, it founded that overall flight attendants have better preparation than ground staff. The hypothesis testing found that different personal factors did not have different preparation of retirement, except ages and marital status at a statistical level of 0.05. For the opinion part, it showed that mostly airline staff would like to develop their financial knowledge, particularly financial planning and investment before retirement.

**Keywords:** Preparation of Retirement, Airline Staff

### **INTRODUCTION**

Preparation of retirement is essential for Thai people when it becomes aging society in 2030. Numbers of the healthy elderly people are increasing more and they tend to be single. There are numbers of researches studied the retirement preparation of workers in Thailand. However, many limited the study to the educational organizations, government and state enterprises. The study of retirement preparation of tourism and aviation industry are rare. Though, the tourism and aviation industry retirement preparation are very important. Tourism and aviation industry are dynamic industry. It brings large income to the country. People who work in the tourism and aviation earn well when economic and tourism boom. However, the industry are not certain. There are some challenges affecting the tourism and aviation industry currently, such as pandemic, global economic crisis, fuel price fluctuation and Artificial Intelligences (AI). The organization risks and operational risks are also challenging human resources in tourism and aviation industry, such as from high work demand, long hours, and night work which caused health problems and mental health (Marqueze, 2023). Therefore, people in tourism and aviation industry, particularly airline staff as ground staff and flight attendants need to prepare for their retirement in many aspects, such as psychological, physical, accommodation, financial and free time aspects.

### **Research Objectives**

To study the preparation for retirement of Thai airline staff.

### **Research Questions**

How is the preparation for retirement of Thai airline staff?

### **Research Hypothesis**

The airline staff who have different personal factors have different preparation of retirement.

## **LITERATURE REVIEW AND THEORY**

The literature review and theory in this study included 1) retirement 2) preparation of retirement plan and 3) preparation of airline staff retirement as:

Retirement is the end of the work which may be from the aging reason. The elderly people whose age is over 60 years old (World Health Organization, 2022) may retire from their work. However, the retirement could be an early retirement because of economic problems in Covid-19 and technological disruption (Srisathan and Naruetharadhol, 2022)

The preparation of retirement is important for aging society. The study showed that Thailand become aging society and people live longer in 2030 (Economic Research Institute for ASEAN and East Asia, 2021). The healthy ageing or the elderly people who could meet their basic needs, learn, grow and make decision, be mobile, build and maintain relationship and contribute to society are increasing (Beard, Officer, De Carvalho et al, 2016).

The research found that retirement preparation such as psychological, physical, community and using free time, financial and accommodation preparation should be done for every occupation (Ibeme, 2014). Though, the preparation may be different because of national culture, organization culture, types of occupation and business. People in some culture prepare well since they are start working such as in Japan and Scandinavia. The static and mechanic organization such as government office and state enterprises also plan for their staff pensions and the organization may provide the welfares and benefits to the staff and family. (Vieira, K.M., Matheis, T.K., Rosenblum, T.O. and Potrich, A.C.G.,2022).

The airline business is dynamic and fast growing. The business expands due to the hotel and tourism industry, transportation development and international business. However, the characteristics of the business is seasonal, uncertain and extremely needed physical strength. The retirement for the airline staff needs preparation. In this research, it aimed to study the retirement preparation of the flight attendants and ground staff in general such as:

Psychological Preparation: Preparing for mental issues such as stress, loneliness

Physical Preparation: Preparing for heath, check-up, exercise, insurance care

Community and Using Free Time Preparation: Preparing for hobby and social work

Financial Preparation: Preparing for daily consumption, saving and investment

Accommodation Preparation: Preparing for places and facilities when getting old.

## METHODOLOGY

This research used the questionnaire adapted from the previous studies in Thai context (Pornwannasiriwet, Jindarak and Kasem, 2024 and Bhisalbutra and Siriwong, 2018). The retirement preparation includes psychological, physical, community and using free time, financial and accommodation preparation. The questionnaires consists of 3 parts as 1) respondent profile of the airline staff 2) preparation of retirement for the airline staff and 3) opinion. The research instrument quality was from the content validation of 3 experts and the reliability from the questionnaire try out was 0.92. The population of the study were the airline staff including the flight attendants and ground staff. The data collection at Suvarnabhumi Airport was in March-May 2023. Since the sample size was unknown, the researcher applied the unknown sample size formula with additional samples to be 400 respondents. The researcher applied quota sampling to collect the data from 75% ground staff and 25% flight attendants.

For the data analysis, the researcher used statistics and method as follow:

Part 1 Respondent profile of the airline staff: Using frequency and percentage

Part 2 Preparation of retirement for the airline staff: Using mean and standard deviation.

The 5 Likert's Scale stating from Highest (1) to Lowest (1) as:

4.21- 5.00 = Highest

3.41- 4.20 = High

2.61- 3.40 = Moderate

1.81- 2.60 = Low

1.00- 1.80 = Lowest

Part 3 Opinion: Using content analysis

In addition, the researcher applied T-test and One-Way ANOVA for hypothesis testing.

## RESULTS

The results showed 1) respondent profile of the airline staff 2) preparation of retirement for the airline staff 3) opinion and 4) hypothesis testing

Table 1 *Respondent Profile Results (n=400)*

Profile Factors	Particulars	F	%
Gender	Male	100	25.00
	Female	300	75.00
Age	18-29 yrs.	56	14.00
	30-39 yrs.	109	27.25
	40-49 yrs.	170	42.50
	Above 50 yrs.	65	16.25
Position	Ground Staff	300	75.00
	Flight Attendant	100	25.00
Income (Per Month)	Less than 20,000 Baht	40	10.00
	20,000-40,000 Baht	252	63.00
	More than 40,000 Baht	108	27.00



Marital Status	Single	256	64.00
	Married	72	18.00
	Married with Children	72	18.00

For part 1, the results found that the respondent's genders were 300 females (=75.00%) and 100 males (=25.00%). The majority of the respondents' age was 40-49 years old (=42.50%). The respondents' positions were 300 ground staff (=75%) and 100 flight attendants (=25%). Mostly, their income per month was around 20,000-40,000 baht (=63%). The majority of the respondents' marital status was single (=64.00%).

Table 2 Preparation of retirement for the airline staff

Preparation of Retirement	Mean	S.D.	Meaning
1. Psychological	3.92	0.93	High
2. Physical	3.76	0.92	High
3. Financial	3.63	0.91	High
4. Community and Using Free Time	3.82	0.91	High
5. Accommodation	3.74	0.86	High
<b>Preparation of Retirement in Total</b>	<b>3.77</b>	<b>0.91</b>	<b>High</b>

For part 2, the result found that overall the preparation of retirement for the airline staff was at a high level ( $M=3.77$ ,  $S.D.=0.91$ ). When considering each preparation, it found that psychological preparation was highest at high level ( $M=3.92$ ,  $SD=0.93$ ), then community and using free time ( $M=3.82$ ,  $SD=0.91$ ), physical ( $M=3.76$ ,  $SD=0.92$ ), accommodation ( $M=3.74$ ,  $SD=0.86$ ), and financial preparation ( $M=3.63$ ,  $SD=0.91$ ), respectively.

For part 3, the results of content analysis showed that the financial and accommodation preparation are the difficult tasks to do. Both flight attendants and ground staff faced the problems of financial saving and investment. They do not have enough knowledge of investment. Some flight attendants invested based on friend recommendations and trends, rather than consulting the financial advisors. Their investment were cryptocurrency, gold, foreign currency and condominium. Some ground staff informed that they invested in gold and government bonds. However, they do not force themselves to save and invest periodically. The accommodation was one of the problem the airline staff are worried. Due to the increase in cost of accommodation and pandemic, many airline staff mentioned that they preferred to rent the house and condominium, rather than buy, particularly the ones who are single. After pandemic and inflation, many airline staff consider their accommodation expenses are higher. However, some airline staff prefer to buy the condominium in the city and railway location as they consider that the condominium will be passive income and they can stay in the condominium when the room is empty. Some airline staff recommend that the airline human resource management should provide some knowledge for financial investment. The university or school should provide this knowledge to the students, particularly the one who are working in tourism and aviation industry for retirement.



The psychological and community and using free time preparation were not the problems for the airline staff. They were enjoyable people and always connect to their social and online community. The flight attendants plan for trips with friends and many plan for meditation.

The physical preparation for the flight attendants were the insurance. Some of them plan for health insurance since they heard from their senior pursers that it is very important after retirement, particularly backache. Many flight attendants go to gym when they have no flights. However, the ground staff do not pay attention much on physical preparation.

Table 3 Hypothesis Testing

<b>Factors</b>	<b>Statistics</b>	<b>Test Value</b>	<b>Sig.</b>
Gender	t-test	0.89	0.48
Age	One-Way ANOVA	7.23	0.00*
Position	t-test	12.14	0.32
Income (Per Month)	One-Way ANOVA	15.91	0.12
Marital Status	One-Way ANOVA	14.21	0.01*

(Sig.\* < 0.05)

The hypothesis testing results using t-test and One-Way ANOVA at a statistical significance level of 0.05 showed that the airline staff who have different ages and marital have different preparation of retirement (Age Sig.=0.00\* and Marital Status Sig.=0.01\*). The airline staff with other different personal factors as gender, position and income per month do not have different preparation of retirement. (Gender Sig.=0.48, Position Sig.=0.32 and Income per month Sig.=0.12).

## CONCLUSION

The results found that overall the preparation for the airline staff both ground staff and flight attendants was at a high level ( $M=3.77$ ,  $S.D.=0.91$ ). The highest score was psychological preparation at a high level ( $M=3.92$ ,  $SD=0.93$ ) and the lowest score was financial preparation was at a high level ( $M=3.63$ ,  $SD=0.91$ ). The hypothesis testing results using t-test and One-Way ANOVA at a statistical significance level 0.05 showed that only different the airline staff who have different ages and marital have different preparation of retirement (Age Sig.=0.00\* and Marital Status Sig.=0.01\*). The study found that the airline staff need to improve their financial preparation before retirement, particularly saving and investment.

## DISCUSSION AND RECOMMENDATION

The results showed that overall the preparation of the airline staff was at a high level. The lowest score was at financial preparation. The research studies that the biggest problems of retirement planning is financial preparation since it is difficult to predict the global scenarios and risks. In US airline industry, the babyboomers could be the last generation that enjoy a comfortable retirement and the Generation X could be the last generation to expect higher income than their parents (King, 2017). Many Thai airline passenger service agents faced some financial problems since they do not prepare some early retirement, particularly during recession and Covid-19 pandemic (Nualsom, 2022). The related study showed that the

age affected the financial preparation for retirement, particularly generation Y who financially plan more financial retirement plan for their social aspects (Sukchoke, 2021).

The recommendation of the study was the financial preparation should be improved since the score was lowest. The future research should separate the study the retirement preparation for the airline staff and flight attendants. Regarding the results of the study, it found that the flight attendants and the ground staffs have different income level and lifestyles due to their works. Then, the study can gain more information from the qualitative method such as interview and focus group with the specific occupation.

## ACKNOWLEDGEMENT

The researcher would like to thank the students who had internship with the airlines at Suvarnabhumi Airport and collected the questionnaire instrument for this study.

## REFERENCES

- Beard J.R., Officer A., De Carvalho I.A. et al. 2016. The World Report on Ageing and Health: a Policy Framework for Healthy ageing. *Lancet*, 387(10033), 2145–2154.
- Bhisalbutra, P. and Siri Wong. 2018. The Preparation for Retirement of Supporting Personnel of Sukhothai Thammarat Open University. *Veridian E-Journal, Silpakorn University*. 8(3), 202-214.
- Economic Research Institute for ASEAN and East Asia. 2021. Population Ageing in Thailand. *ERIA Project Research Reports*. 1.
- Ibeme, P.W. 2014. Preparation for Retirement. *Contemporary Issues on Management in Organizations: A Book of Reading*. Ibadan: Spectrum.
- King, N. 2017. US Airlines and the age factor: How retirement changes pitted younger vs older, *Human Resource Management International Digest*, Vol. 25 No. 4, pp. 19-21.
- Nualsom. V. 2022. Personal Financial Planning Behavior of the Thai Airline Passenger Service Agents, Suvarnabhumi Airport During Recession. *The 3<sup>rd</sup> International Students Conference on Academic Multidisciplinary Research 2023. Suan Sunandha Rajabhat University*. 192-199.
- Pornwannasiriwet, M., Jindarak, P. and Kasem, S. 2024. Factors Affecting the Preparation Before Retirement of Higher Education Personnel in Chiang Mai Province. *Journal of Business Administration The Association of Private Higher Education Institutions of Thailand*, 13(1), 161-179.
- Vieira, K.M., Matheis, T.K., Rosenblum, T.O. and Potrich, A.C.G., 2022. Occupation and Financial Occupation and Financial Preparation for Retirement: Does Being a Public Servant Make a Difference? *International Journal of Public Administration*.
- Sukchoke, P. 2021. Preparation for Pre-retirement Planning of Generation Y Employees. *Journal of Social Synergy*, 12(2), 16–31
- World Health Organization. 2022. *Ageing and Health*. Retrieved from <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>
- Marqueze, E.C. 2023. Organizational Risk Factors for Aircrew Health: A Systematic Review of Observational Studies. *International Journal of Environmental Research and Public Health*. 20(4).

## **LGBTQ+ TARGETED SOCIAL MEDIA MARKETING STRATEGIES: AN ANALYSIS OF CONSUMERS' ATTITUDE TOWARDS BRAND ACTIVISM OF TOURISM AUTHORITY OF THAILAND**

*Lucky Darlami, MBA Student, Graduate School of Business International MBA Program;  
Siam University, Bangkok, Thailand  
E-Mail: 6517190024@siam-u.ac.th*

### **ABSTRACT**

Brands must reconsider their position on LGBTQ+ inclusiveness in an age when social movements and the acceptance of LGBTQ+ populations are becoming more and more visible. This evaluation should extend from internal company culture to public marketing communications. In light of Thailand's changing social and legislative environment around LGBTQ+ rights, this research, "LGBTQ-Targeted Social Media Marketing Strategies: An Analysis of LGBT Consumers' Attitude Towards Brand Activism of Tourism Authority of Thailand," examines this problem. The study uses qualitative research methodologies and carries out in-depth interviews with 20 LGBT members of several age cohorts (Gen Z, Millennials, X, and Y) to find out how they feel about the Tourism Authority of Thailand's Tourism Campaign Called "Go Thai Be Free". The results show that opinions of the TAT's LGBTQ+-focused programs vary by three generation. Though Gen Z's attitude indicates an expectation of inherent diversity in brand advertisements, Gen X and Y show a positive outlook, respecting TAT's position on equality and inclusivity. It's interesting to note that the survey finds no discernible impact of generational sentiments on TAT's LGBTQ+ marketing initiatives on travelers' choices. The quality and personal relevance of the offers continue to be the major factors influencing consumers' choice of tourist services, as opposed to brand activism alone. In order to successfully engage the different preferences of the contemporary customer, marketers and politicians need to adopt a balanced strategy that merges socially responsible marketing with high-quality services. This study offers important insights into this regard.

**Keywords:** LGBTQ+, Consumer Attitudes, Tourism Marketing

### **INTRODUCTION**

Important information about the worldwide LGBT travel sector is provided via reports and insights. Due to a variety of reasons, the global LGBT tourism industry is expected to generate US\$ 568.5 billion in revenue by 2030. Reports & Insights provides comprehensive analysis and projections on these aspects in its study on the LGBT tourism market worldwide. The area of the travel business that focuses only on serving the requirements of lesbian, gay, bisexual, and transgender (LGBT) travelers is known as the LGBT tourism market. Due to the increasing recognition of the value of accepting and catering to the LGBT community by more companies and locations, this sector has expanded dramatically in recent years. (Reports and Insights, n.)

According to a 2017 research by The World Tourism Organization, between 5% and 10% of all travellers globally identify as LGBT. They are characterized as a group "that travels more frequently and exhibits higher-than-average spending patterns," which makes them and their alleged "pink dollars" a popular tourist attraction in many nations. The goal of this report is to provide an overview of the global LGBT tourism market and its various dynamics, including market drivers, potential threats and challenges, opportunities for major players in the market, trends in the market, market segmentation outlook, regional outlook, size, forecast, share, and major players operating in the market. (World Tourism Organization 2017)

When it comes to travel, LGBT travellers have particular requirements and preferences, and the travel industry has reacted by offering a variety of goods and services that are tailored to these demands. These might include marketing and outreach initiatives that are especially directed towards the LGBT population, as well as LGBT-friendly lodging, events, and tours. The LGBT travel industry is significant from an economic and social standpoint. LGBT tourists are often affluent and well-travelled, and their spending may make a big difference in the local economy. By introducing the 'pink dollar,' organizations want to reach out to members of the LGBTQ+ community who have a large disposable income. The term 'pink dollar' describes the money that Americans who identify as LGBTQ spend. The US economy has benefited financially by billions as a result. (Reports and Insights, n.d.)

Additionally, the tourism sector can support the global advancement of LGBT acceptance and understanding by fostering inclusive and welcoming travel experiences for persons who identify as LGBT. Key geographical regions to comprehend the worldwide growth of the LGBT tourism industry include North America, Latin America, Europe, Asia Pacific, the Middle East, and Africa. In terms of LGBT travel, North America led the world in 2021. Regarding LGBT acceptance and rights, North America is regarded as one of the more progressive areas; several nations have legalized same-sex unions and granted LGBT people safeguards against discrimination. Due to the accepting atmosphere this has fostered for LGBT tourists, the number of LGBT-focused events, festivals, and travel goods has increased across the area. (Reports and Insights, n.d.)

The Ministry of Tourism launched a campaign in 2019 to market Thailand as a safe and inviting destination for LGBT visitors, as part of the government's efforts to encourage LGBT tourism in the nation. The discourse surrounding LGBTQ+ rights has gained considerable attention in recent years, both globally and in specific local contexts. Notably, Thailand has been at the forefront of discussions about LGBTQ+ rights in Southeast Asia. According (The Nation, 2023), the Newly elected PM of Thailand, Mr. Srettha Thavisin recently pledged full government support for a Marriage Equality Bill, thereby reiterating the government's commitment to LGBTQ+ rights. However, despite the government's assurances, critics have accused the administration of hypocrisy for previously introducing a Civil Partnership Act that allowed for the registration but not the legalization of transgender marriages. Moreover, Thailand's bid to host World Pride 2028 serves as another significant development, highlighting the nation's aspirations to be seen as progressive in LGBTQ+ matters.

The nuances in the Thai government's stance on LGBTQ+ rights and related social issues underscore the complex landscape of public policy, social acceptance, and economic

considerations. This research paper aims to investigate consumer perceptions of Thailand's brand advocacy for the LGBTQ+ community, especially in the domain of tourism, across different generations (Gen Z, Millennials, Generation X, and Generation Y). According to Nikkei staff writer Apornrath, the landscape of LGBTQ+ marketing in Thailand is undergoing a significant transformation, drawing interest from both policymakers and business sectors. With the Thai economy recovering post-COVID, expanding at a rate of 2.7% in the first quarter of 2023, the focus has shifted toward the untapped economic potential of the LGBTQ+ community. The tourism sector, which contributed to nearly 20% of Thailand's GDP before the pandemic, is now specifically targeting LGBT tourists, who collectively spend an estimated \$200 billion globally each year. (Phoonphongphiphat, 2023)

In line with observations by Apornrath, the Tourism Authority of Thailand (TAT) has sharpened its LGBT marketing strategy by diversifying its campaigns to include roadshows in Europe, Asia, and the U.S., as well as sponsoring Pride events beyond Bangkok, in places like Phuket and Pattaya. This shift marks a departure from past practices, as the authority actively embraces the economic potential of the LGBTQ+ community, particularly the long-haul travelers who extend their visits for destination-specific events. (Phoonphongphiphat, 2023)

Apornrath also highlights that beyond tourism, Thailand's healthcare sector is capitalizing on its existing reputation for high medical standards and competitive pricing. Leading hospitals like Bangkok's Bumrungrad International have launched Pride Clinics offering specialized services such as hormone and gender-affirming treatments, thereby attracting LGBT medical tourists from across the globe. (Phoonphongphiphat, 2023)

Furthermore, according to Apornrath, Thailand is leveraging its soft power in the burgeoning industry of "boys love" dramas, a genre featuring gay romances, with a growing international export market. Last year alone saw over 1.5 billion baht in exports of these series, and partnerships with countries like Japan, South Korea, and China are set to push this figure even higher. (Phoonphongphiphat, 2023)

### **Objectives**

The research aims to explore and assess the attitudes of consumers across different generations—Generation X, Millennials (Generation Y), and Generation Z—towards the brand activism strategies employed in the Social Media Marketing of the Tourism Authority of Thailand (TAT) for the LGBTQ+ communities. This study will delineate and compare the perspectives of each generational cohort.

### **Research Questions**

1. To examine the perceptions of Generation X, Millennials, and Generation Z towards the Tourism Authority of Thailand's social media marketing strategies that involve brand activism for the LGBTQ+ community, and to identify generational differences in these attitudes.

2. To assess the effectiveness of the Tourism Authority of Thailand's brand activism in fostering a positive brand image and consumer engagement among the LGBTQ+ communities across different age groups, thereby evaluating the impact of generational dynamics on marketing success.

## LITERATURE REVIEW AND THEORY

In 2023, when everything is advancing really fast, the world of marketing has to also adapt to the speed of all the amazing advancements that world is making. Which makes sense because marketing is not the same that it used to be before now, marketing has evolved into much more, than just some strategies to sell products or services for a particular business or company. Now marketing has to focus on targeting a diverse range of issues and aspects of our society. Among these various aspects of our society, there is one aspect which has become an interesting area for a lot of marketers to explore into, more so, in countries, where tourism industry have become an important contributor to their economic development. And then one aspect is LGBTQIA+ targeting marketing strategies which is targeting LGBTQ+ community members who identify as one of them. And when we talk about countries by tourism is a very big contributor to the development, we immediately think about Thailand, it is known for beautiful beaches, and very easy life where people never stop smiling and workouts of living is relatively lower than other countries. This presents a junction, where the very important, tourism industry of Thailand and LGBTQ targeted marketing cross, and offers a very interesting topic to dive in. This interesting area can help us not only do you understand a liberal behavior of society in Thailand, tours LGBT, but also to discover a logical reasoning behind the huge economical potential that is represented by LGBT community to the tourism of Thailand. (Badgett et al., 2019)

There are many good reasons to explore what Thailand tourism industry is using as marketing strategies to tap into LGBT tourists to gain added advantage, to attract more tourists to the land of smiles compared to their neighbor countries. To begin with, it will shed light on to the marketing strategies behind LGBT targeted which is meant to match with the progressive societal changes. Now the world is all about being more exclusive, being more open to everybody and most importantly to respect, as a result, it has compelled and urged many of the organizations, businesses, countries, to be more exclusive in their marketing strategies, which includes tourism industry as well. Furthermore, it will also help us explore if these marketing strategies targeted LGBT are authentic or superficial to just make more profit, another term for superficial LGBT marketing strategies to just make money is called ‘Pink-Washing’. Lastly, it will also pave a pathway to gain a deeper understanding on how it affects the global image of Thailand as a tourist destination. (Newman et al., 2021)

There are many objectives of this literature review, to start with it, will explore the historical context of Thailand in which we will explore LGBT rights, and also various societal attitudes to offer a backdrop against modern marketing strategies, which can be evaluated. Additionally, it will also allow us to compare Thailand’s tourism industry stance on LGBT marketing strategies versus the global oh, which can reveal interesting insights. Moreover, the concept of pink washing is also important for this review to explain, in detail to help us gain a deeper understanding of its impacts and implications and Thailand tourism industry. By examining existing literature, this review will also try to understand different responses and deceptions of LGBT community members towards these marketing strategies. There are designed to target, then which in result Will also help us gain a deeper, understanding of



efficacy and ethical standing points of such activities. Lastly, this review aims to also identify gaps in the existing literature review and to the significance of future research in this area, therefore, setting up the stage for a detailed exploration subsequent of various aspects of this research paper.

To sum up, the goal of this review is to gather various views of researchers, and academics to design a well-structured understanding of various marketing strategies, which are directed to LGBT tourist within Thailand's tourism industry. I would feel further hold, tangible, implications for society, policymakers, and marketers to contribute to the academic discourse at large.

**Historical Context:** We all know that Thailand has been known as the 'Land of Smiles', it has been holding that reputation for being a very friendly nation for the LGBT community. Peter A Jackson, (1999) explains how the country is so rich with various examples of acknowledgment and acceptance of a diverse range of sexual orientation and gender identity, which can be traced back to its pre-modern history. However, by wearing the blend of traditional recognition contradicts the modern-day challenges and discrimination that is the reality of LGBTQ rights and many societal behaviors in the land of smiles, which is still quite nuanced.

In Thailand the very situation of LGBT rights is still quite complicated. Despite having such an open minded society, the legal challenges and frameworks that are governing LGBTQ rights still stand still in a state of continuous fight for a real evolution. According to Human Rights Watch, (2018) same-sex relations are legal, but the legality of marriage between two men or women, same sex marriage has yet to be legalized. This can be further explain by Winter, (2006), how communal stances while sufficiently broadminded, still struggles with a lot of misunderstanding and weights of bigotry, which are often engrained in societal expectations and outdated hereditary.

When we dive into the world of marketing, the amazing development of modern marketing strategies, which are targeted towards LGBT customer segment within Thailand's, huge, mega tourism industry is a storyline both liberal endorsement and resourceful rendezvous. Thailand began to become popular in the global tourism hub since the late 20th century, we can trace back where we can see the early hints of LGBTQ targeted marketing. Visser, (2008) explains how the charm of Thailand's vibrant in late nightlife and extremely friendly atmosphere initiated the process of being very marketable towards the international LGBT community.

When the world started evolving towards a much larger inclusivity, so did Thailand start following the same lead by employing, very similar marketing strategies within its tourism industry. Many campaigns often highlighted, the countries, diverse and inclusive stance in the late 21st-century when they started embracing LGBTQ targeted marketing. For example, Thailand Authority of Thailand's campaign called 'Go Thai. Be Free' which is a very notable example of this bid of showcasing Thailand as an very friendly and open minded destination for international LGBT travelers around the world not just with in Thailand. (Curtin, 2013)

Ina Toegal sheds lights on the journey towards authentic and inclusive LGBT targeted



marketing seems to be still an ongoing process. They argue that the debate surrounding the term “Pink-Washing” still continues to circle around at-large, forcing many marketers, society, policymakers, and multinational businesses at large to genuinely collaborate in a much deeper discourse to make sure that the representation of LGBTQ inclusivity goes beyond commercial opportunism, and actually represents an trustworthy stance towards LGBTQ parity, and acceptance in the society. (Toegel, 2022)

**Go Thai Be Free Campaign:** *“Thailand welcomes the LGBTQ+ community. In Thailand, we believe that diversity is amazing. As the most LGBTQ / LGBTQ+ welcoming country in Asia, we’re proud that the lesbian, gay, bisexual and trans community – and all people – no matter how they identify; and whom they love; feel free when traveling in Thailand on vacation or holiday. We have something for everyone. Yes, there are LGBTQ+ events, parties and nightlife, but beyond that, we offer rich culture, delicious food, unique local experiences, unparalleled luxury, spellbinding getaways and an experiential break of a lifetime, not to mention some fantastic gay friendly hotels and resorts. Come visit us and find out for yourself, but in the meantime, let us inspire you with stories that will make you want to go Thai; and be free.”* Source: gothaibefree.com

The "Go Thai. Be Free." campaign, launched by the Tourism Authority of Thailand (TAT), stands as a pioneering initiative aimed at promoting Thailand as an inclusive and welcoming destination for LGBTQ+ tourists. This campaign is a testament to Thailand's commitment to diversity and inclusivity, showcasing the country's efforts to ensure that every visitor, regardless of gender identity or sexual orientation, can experience the freedom and acceptance that defines Thai hospitality. Central to the "Go Thai. Be Free." campaign is its targeted approach to marketing, which utilizes a variety of digital platforms to engage directly with the LGBTQ+ community. Through vibrant storytelling, compelling visuals, and interactive content, the campaign highlights the diverse experiences that Thailand offers. From its bustling street markets and serene beaches to its rich cultural heritage and lively nightlife, the campaign portrays Thailand as a destination where LGBTQ+ travelers can truly be themselves. (Aranjuez, 2018)

The initiative goes beyond traditional tourism marketing by focusing on the nuances of LGBTQ+ travel. It addresses the specific interests and concerns of LGBTQ+ tourists, offering resources and guides that highlight LGBTQ+-friendly hotels, businesses, and events. This level of detail not only aids in trip planning but also signals Thailand's dedication to creating a safe and inclusive environment for all visitors. (Vichit-Vadakan, 2023)

Moreover, the "Go Thai. Be Free." campaign leverages social media to amplify its message, engaging with a global audience through platforms like Facebook, Instagram, and TikTok. This strategic use of social media not only extends the campaign's reach but also fosters a sense of community and belonging among potential travelers. By featuring real stories and experiences from LGBTQ+ visitors, TAT adds an authentic voice to its promotional efforts, further enhancing the appeal of Thailand as a must-visit destination. The success and impact of the "Go Thai. Be Free." campaign are reflective of a broader shift within the tourism industry towards more inclusive marketing practices. By recognizing and valuing the LGBTQ+ community as a key market segment, Thailand sets an important precedent for other countries

and tourism authorities. This campaign not only contributes to the economic growth of Thailand's tourism sector but also plays a crucial role in promoting social acceptance and equality. (Lawattanatrakul, 2022)

In conclusion, the "Go Thai. Be Free." campaign by TAT exemplifies the power of inclusive marketing in the tourism industry. It underscores Thailand's position as a frontrunner in LGBTQ+ tourism, offering a blueprint for how destinations can embrace diversity and inclusivity to attract a wider range of travelers. As such, the campaign is a valuable addition to the literature on LGBTQ+-focused marketing strategies, providing insights into the evolving landscape of global tourism.

**Global Perspective:** A Comparative Study of Marketing Strategies Targeting the LGBT Community Worldwide The global panorama of marketing techniques aimed at the LGBT community is shaped by regional differences in socio-cultural and legal contexts. For example, Western societies—the United States and Europe, for example—have embraced overt LGBT-targeted marketing methods more aggressively (GLAAD, 2019). This proactive approach is often credited to the legislative frameworks and more progressive social attitudes that promote LGBT rights Sender, (2004). On the other hand, nations with legislative restrictions or conservative social norms could take a more measured approach to marketing to the LGBT community (Winter, 2006).

Within the field of digital marketing, social media platforms have developed into a thriving environment for LGBT-focused campaigns. Businesses interact with LGBT communities by using social media sites like Facebook, Instagram, and Twitter. They often create ads that speak to the identities and experiences of LGBT people. Depending on the local social sentiments on the LGBT community, there may be major regional variations in the amount of involvement and tone of marketing initiatives. (Weinzimmer & Esken, 2016)

Quite a few well-known businesses have established themselves as leaders in the field of LGBT-friendly advertising. (GLAAD, 2019) In the United States, corporations such as Starbucks and Levi's have used advertising campaigns to advocate for diversity and LGBT inclusion in their workplaces. One such example is the marketing campaign that was run by Starbucks called "Every Name Has a Story." This campaign brought attention to the transgender community and its demand for recognition and respect in regard to their names. (Starbucks, 2020)

Absolut Vodka, along with a number of other firms in Europe, has made significant advancements in the process of marketing to members of the LGBT community. Absolut has designed a campaign called "Kiss With Pride" to emphasize the company's continuous support for LGBT rights in order to commemorate the 50th anniversary of the legalization of homosexuality in England and Wales. This campaign was created in celebration of the 50th anniversary of the legalization of homosexuality in England and Wales. (McCarthy, 2017)

The advertisement for "#HoldTight" that is run by ANZ Bank in Australia is a fantastic example of this. Outside of the LGBT community, a lot of people got behind this campaign that encouraged people to value the connections that they had with the people in their lives. (Longworth, 2017)

These global efforts put on full display the imaginative marketing strategies and the passion to promote acceptance and tolerance of the LGBT community that are at the heart of each of these endeavors. They give a plethora of information that might be used in the development of LGBT-oriented advertising campaigns in Thailand that are more successful.

**Pink-Washing:** The term "pink-washing," a portmanteau of "pink" and "whitewashing," entered use in the early twenty first century. It describes the actions of companies and groups who use the concept of LGBT-friendliness as a marketing tool rather than a genuine commitment to the community.(Kaoma, 2009) In order to appeal to a more diverse and liberal consumer base, or to deflect criticism and project a progressive image, some businesses may use the statement "we support LGBT rights," however this is seen as a symbolic gesture at best. (Eschenburg, 2014).

Despite the tourism industry's global reach, it has not escaped pink-washing. Some businesses and destinations have been criticized for "pink-washing," or promoting themselves as LGBT-friendly when they don't really do anything to advance LGBT rights (Pritchard et al., 2002). Israel has been criticized for its treatment of the LGBT community (Schulman, 2012), and one example is the city of Tel Aviv, which has been labeled a "pink-washing" city for presenting itself as an LGBT-friendly tourism destination.

Similar criticism has been leveled against a number of hotels and resorts for their "pink-washing" marketing strategies, in which they portray themselves as LGBT-friendly without really adhering to any specific policies that might be of use to its LGBT employees or guests. (H.L. Hughes, 2006)These superficial endorsements may misrepresent a company' or establishment's true stance on LGBT+ rights

Pink-washing may be damaging to the LGBT community and misleads consumers. This may further stigmatize the LGBT community, drive individuals away, and divert attention away from the real issues facing the community (Fenster, 2011). Moreover, it may encourage a culture of complacency in which companies feel that a token gesture of support for LGBT rights is sufficient.

Pink-washing gives people the impression that society is making progress when, in fact, it is not. The acceptance it fosters may be a smokescreen for the persistent discrimination and injustices faced by the LGBT community (Renn, 2010). In addition, it may undermine the work of organizations and activists who are making genuine attempts to advance diversity and inclusion.

To sum up, the issue of "pink-washing" is complex and contentious. Short-term gains for firms concerned with their image might be offset by potential long-term harm to the LGBT community and society at large. Pink-washing discussions need more education and genuine engagement with the issues facing the LGBT community.

**Tourism Industry Marketing Strategies in Thailand:** Marketing tactics aimed at the LGBT population in Thailand's tourist industry are beginning to gain traction. Though the specific results have not yet been examined, one noteworthy project is the marketing communication campaign that was highlighted at the International Conference on Social Sciences in the 21st Century<sup>1</sup>. In an effort to position Thailand as a secure travel destination for LGBT+ travelers, the Tourism Authority of Thailand (TAT) created the #GoThaiBeFree

campaign. A number of videos featuring actual LGBT+ couples taking advantage of Thailand's many attractions—such as elephant bathing, opulent rooftop pools, serene temples, and distinctive Thai cuisine—are part of the campaign.

Inclusive marketing strategies that genuinely honor and raise awareness of the LGBTQ+ community require year-round relevance, beyond just showing up during Pride month. This means continually seeking to understand and keep pace with the community's evolution. Research by Kantar demonstrates the importance of including a broader demographic that identifies with LGBTQ+ attitudes, behaviors, and consumption patterns, even if they do not identify as LGBTQ+ themselves, effectively doubling the size of the community. (Okuda & Mckenty, 2023)

To engage the LGBTQ+ community, brands are expanding their product ranges to reflect gender fluidity, as seen with Levi's release of a non-gendered collection. Inclusive language in customer engagement is crucial for making individuals within the LGBTQ+ community feel seen and safe, exemplified by Stay Uncle's introduction of a search filter for LGBTQ+ couples. With a 1200% increase in search interest for "LGBTQ friendly" over the past five years, brands are encouraged to make their support for the LGBTQ+ community visible and discoverable. (Okuda & Mckenty, 2023)

For social media platforms such as Facebook, Instagram, and TikTok, the 4 Ps or 7 Ps of marketing can be adapted to promote campaigns that respect and acknowledge the diverse LGBTQ+ community. Products should encompass services that cater to the community's needs, pricing strategies must reflect value and inclusivity, placement should ensure accessibility through various channels, and promotional activities should authentically represent the LGBTQ+ community. (Okuda & Mckenty, 2023)

On Instagram and TikTok, particularly, the visual and interactive nature of these platforms offers unique opportunities for innovative campaigns that resonate with younger audiences who increasingly view gender and sexuality fluidly. (Okuda & Mckenty, 2023)

Think with Google article that provides insights into LGBTQ representation in marketing, which could be used to enhance my literature review on social media marketing strategies towards the LGBTQ community, particularly in relation to the 4 Ps—Product, Price, Place, and Promotion. (Okuda & Mckenty, 2023)

**Product:** Inclusive product ranges that reflect gender fluidity, such as the non-gendered collection released by Levi's, cater to the evolving needs of the LGBTQ+ community. (Okuda & Mckenty, 2023)

**Price:** The strategy here involves inclusive pricing that reflects the value provided to the LGBTQ+ community, ensuring that products and services are accessible. (Okuda & Mckenty, 2023)

**Place:** Digital platforms, especially social media, serve as critical spaces for engaging with the LGBTQ+ community. Brands can utilize features on platforms like Google to mark their organization as LGBTQ-friendly, making their support visible and discoverable. (Okuda & Mckenty, 2023)

**Promotion:** Using inclusive language in marketing communications across all customer

touchpoints, from websites to ads, helps the LGBTQ+ community feel seen and safe.(Okuda & Mckenty, 2023)

One may see the #GoThaiBeFree campaign as a case study of effective LGBT marketing in Thailand. In addition to promoting Thailand as a travel destination, the campaign strives to make the LGBT+ population feel at home and welcome.

Conversely, a more general examination of how the state and powerful people have used LGBTQ tourism for their own gain throughout the years, without focusing on any particular example, suggests a possible area of pink-washing or surface-level interaction with the community.

In addition to being helpful in fostering diversity, marketing techniques aimed at the LGBT community also have a significant financial effect. 1.15% of Thailand's GDP comes from LGBT tourist earnings, a significant portion when compared to many other travel destinations. These hypothetical situations show a mix of sincere efforts and maybe flimsy LGBT-focused marketing initiatives within Thailand's travel industry. While certain campaigns, such as #GoThaiBeFree, provide a good image and encourage inclusion, the broader political and social dynamics may sometimes cast a shadow of superficial involvement over the sincere attempts.

**Consumer Perceptions and Behaviour:** Research into LGBT individuals' perception of targeted marketing highlights the significance of authentic representation and inclusivity. A study on LGBTQ consumers' engagement notes the growing acceptance of LGBTQ lifestyles among mainstream consumer groups, leading to a recognition among companies of the need to tailor their marketing strategies accordingly. (Coetzee et al., 2023). Another study indicates that audiences can critically evaluate LGBT-inclusive ads based on multiple factors such as the (un)exaggerated portrayal of LGBT-characters, suggesting that how sexual minorities are featured in ads can be more important than inclusion itself. (Fried & Oprea, 2023)

The support for the LGBT community, coupled with its considerable buying power, has triggered an increased interest from marketers to better target this group as well as the mainstream market(Eisend & Hermann, 2019a). There's a marked growth in LGBT-themed content, especially in online video platforms, indicating a positive response from the community. For instance, annual viewership of LGBT content on YouTube grew by 76% in 2016, reflecting a growing interest and engagement with LGBT-themed ads. (Snyder, 2017)

These trends suggest that LGBT-targeted marketing can influence consumer behavior positively if done authentically and inclusively. The effect on brand loyalty could be substantial as the LGBT community and its allies are likely to support brands that portray a genuine commitment to inclusivity and representation.

LGBTQ customers' participation in and views toward online brand communities in the digital sphere also demonstrate a noteworthy advancement in inclusion. Businesses are realizing that they need to adjust their marketing tactics to better target the LGBTQ customer sector as the LGBTQ lifestyle becomes more accepted by mainstream consumer groups. (Eisend & Hermann, 2019b)

The emergence of LGBT-focused marketing may be attributed mostly to the growing acceptance of the LGBT population and its significant purchasing power. In order to more



effectively target both the mainstream market and this segment, businesses are creating advertising tactics that use gay imagery.

The primary subjects examined are divided into six categories based on an examination of several publications, one of which is the impact of LGBT advertising on viewers. This contains an assessment of the consequences of LGBT advertising, however the snippet does not go into greater depth. The amount of material with LGBT themes on internet platforms has increased, suggesting that the LGBT community is responding positively. For example, in 2016 there was a 76% increase in the yearly viewing of LGBT material on YouTube, indicating a rising interest in LGBT-themed advertisements and content. (Snyder, 2017)

The understanding gained from these researches clarifies the intricate complexities involved in marketing to the LGBT population. They emphasize how crucial it is for advertisements to be inclusive and honest in order to encourage good customer interaction and maybe even brand loyalty among LGBT consumers.

**Ethical Consideration:** Marketing directed toward the LGBT population raises several ethical concerns. One such problem is "pink-washing," which refers to the practice of firms openly marketing to the LGBT community but not really supporting the LGBT community or taking effort to address LGBT rights and issues. Following success in publicly targeting the LGBT, one condition that raises ethical concerns is the usage of homosexual themes in advertising aimed at a non-gay audience.(Dahl, 2014)

Another moral quandary is the act of categorizing or misrepresenting people. An piece published on the Major Online Business and Marketing site, for example, examined prior LGBT advertising campaigns that were unsuccessful for Snickers. Because the corporation broadcast aggressive advertising during the 2007 Super Bowl, these measures failed. The community was not pleased with the degree of stereotyping and misrepresentation portrayed in these commercials.(Della Valle, 2020)

When marketing to the LGBT population, it is critical to convey the significance of representation and authenticity. To prevent the creation of negative stereotypes and false images of the group, authentic portrayal must be incorporated in marketing activities. One research, for example, looked at how viewers felt about how sexual minorities were shown in various sorts of ads. It was revealed that viewers criticized LGBT-inclusive advertising for a number of reasons, one of which was the (un)exaggerated representation of LGBT characters.(Fried & Oprea, 2023)

Furthermore, firms that openly address LGBT concerns in their advertising add to the continuing debate about representation and authenticity. Burger King, which sponsored the "Proud Whopper" campaign and received accolades from various media sites for its honest portrayal, is one example of a company that addressed the issues of LGBT people.(Shakhnazarova, 2022)

To summarize, in order to effectively traverse the ethical terrain of LGBT-focused marketing, an in-depth study of the possible threats is required. Ensure authenticity and genuine representation in LGBT advertising efforts is one approach to greatly reduce the time and resources required to establish a more inclusive and respectful marketing strategy.

**Framework for Regulation:** Thailand's advertising landscape has undergone significant changes with the introduction of new regulations. On January 13, 2023, the Advertisement Committee published guidelines focusing on the use of advertising statements, particularly concerning the affirmation of facts that are difficult to prove. These guidelines are a response to the increasing complexity of advertisements, which often contain subjective statements challenging to substantiate. (Yothin Intaraprasong, 2023)

The Notification of Guidelines on Advertising Statements mandates that all advertising content must be in Thai and not mislead consumers about the essential elements of the advertised goods or services (Yuthana Sivaraks et al., 2023). This requirement is critical in ensuring clarity and preventing misunderstanding in a linguistically diverse market like Thailand (Reporters, 2023).

Specific media types, including electronic media, television, radio, and print publications, have distinct visibility and audibility requirements under these guidelines. These stipulations are designed to ensure that advertisements are easily accessible and understandable, reflecting a commitment to consumer inclusivity. Notably, the guidelines prohibit advertisements that exploit spiritual beliefs or make unverifiable claims, reflecting an effort to respect cultural sensitivities and consumer intelligence (Yothin Intaraprasong, 2023). This aspect aligns with global trends in ethical advertising, prioritizing consumer protection and cultural appropriateness (Chitranukroh et al., 2023).

The Consumer Protection Act of B.E. 2522 (1979) underpins these advertising regulations, creating criminal penalties for violations and emphasizing the seriousness with which Thailand views deceptive advertising practices. This legal framework ensures adherence to ethical standards and aligns Thailand's practices with global norms in consumer protection and advertising ethics (Siam Legal International, n.d.).

The reform in advertising regulations in Thailand, therefore, represents a significant step towards more ethical and consumer-focused marketing practices. It underscores the need for businesses to adapt their strategies to meet these stringent requirements, fostering a transparent and trustworthy advertising environment (Yothin Intaraprasong, 2023).

Additionally, scholarly discourse has focused on creative approaches that use communication technology to interact with the LGBT population, suggesting a developing field of LGBT-specific marketing communications within the Thai tourist sector. (Pornsuksawat & Kheokao, 2019a)



## Theoretical framework

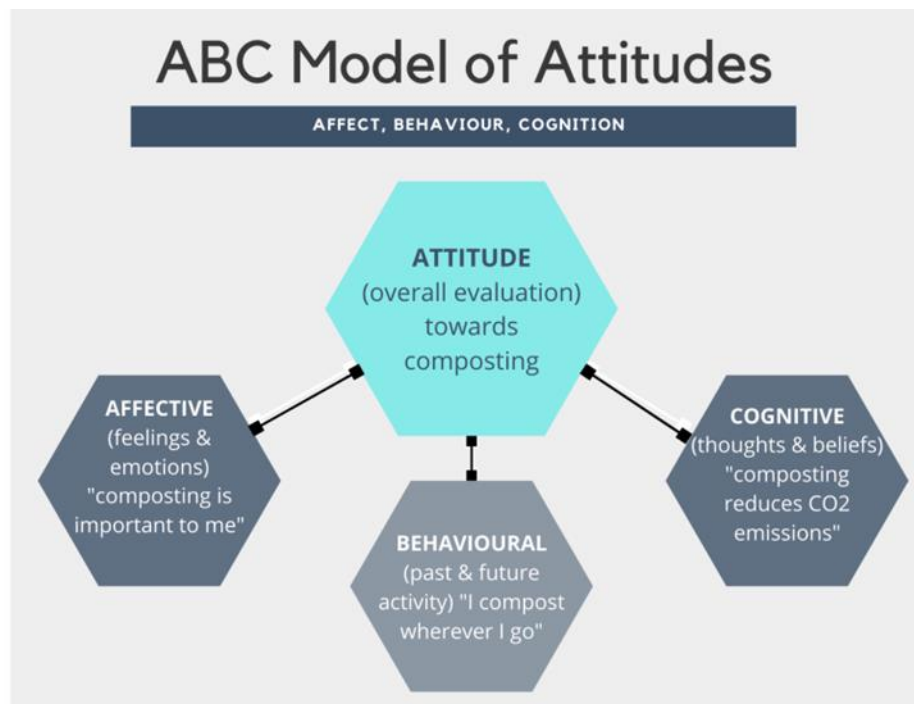


Figure: 1 The ABC's model of Attitudes

Source: Niosi A, (2021) The graphic of "The ABC Model of Attitudes" Retrieved from <https://kpu.pressbooks.pub/introconsumerbehaviour/chapter/understanding-attitudes/>

**Attitude:** An individual's attitude, which may be either good or bad, is the culmination of all the opinions that are shaped by their upbringing and the environment in which they live. The ABC model of attitudes describes the three components that make up any attitude: A stands for emotional, B for behavioral, and C for cognitive. All attitudes, however, include these three elements, and each unique attitude might be based more on one of them than the other. This refers to the emotional response an individual has towards a particular entity or situation. These reactions can range from positive to negative and are often spontaneous, deriving from past experiences or memories associated with the subject. For instance, a bride's emotional connection to her wedding elements, like the choice of flowers and music, showcases how affective responses can shape attitudes. (Drew, 2020)

A research paper called "The determinants of consumer responses in the LGBT community: An exploratory study of LGBT marketing in the context of New Zealand and USA advertisements" published by Harpreet Kaur explains this variable in a very detailed way for us to understand. The objective of their research paper was to provide information on how LGBT participants see the marketing approach that incorporates LGBT styles into ads. In an effort to appeal to both the LGBT community and non-LGBT elements of society, organizations use marketing to promote ethical diversity (Borgerson et al., 2006). Twelve in-depth interviews were done as part of the current research to find out how LGBT participants saw the LGBT community's representation in marketing. There were homosexual, bisexual, and transgender people among the participants. Participants were asked to share their thoughts

matched with their experiences of "coming out," and the organizations' usage of the LGBT community in marketing was shown via qualitative analysis and photo-elicitation. They also discussed how their perception of being "normalized" in society is impacted by the use of LGBT marketing. It was discovered that businesses' marketing tactics contributed to the perpetuation of unfavorable stereotypes. Additionally, the language utilized in the promotional materials objectified their sexual identity and orientation and used pejorative slurs. Finally, the study draws conclusions on how marketing might include and include LGBT people in a way that is acceptable to society. By building a relationship of trust with the LGBT community and using them in realistic commercials, organizations may create a strong foundation for eliminating the societal stigma attached to the LGBT population. (Kaur, n.d.)

**Affective:** The affective aspect of attitude is related to our feelings. It is often our first response, and it may be either pleasant or negative, evoking feelings of excitement or dread. Experiences or deeply rooted memories that shape our emotions may have an impact on our emotional reactions. For instance, how we feel toward some animals now may be influenced by our negative past interactions with them. This can also refer to the emotional response an individual has towards a particular entity or situation. These reactions can range from positive to negative and are often spontaneous, deriving from past experiences or memories associated with the subject. For instance, a bride's emotional connection to her wedding elements, like the choice of flowers and music, showcases how affective responses can shape attitudes. (Drew, 2020)

A paper titled ‘‘ The study of acceptance Thai LGBTQs in Bangkok: analysis of attitudes from

Gen-Z people’’ published in 2019 by International Journal of Information Privacy Security and Integrity, written by Jirayut Monjagapate and Nakorn Rungkittanasan explains this variable in detail where objective was to raise awareness regarding gender identity in society. Three hundred people born in Bangkok, Thailand between 1995 and 2012 were interviewed by the authors. They are referred to as members of Generation Z. Interviewees are questioned on their views on acceptance and perceptions of LGBTQ people. The study is divided into two primary sections. Interviewees were asked to define third gender identity in the first section of the questionnaire. They are also questioned on the extent of acceptance of the third gender. According to observations, third genders in Thai culture are still subject to restrictions on official recognition and rules. Most respondents reported a high level of acceptance for LGBTQ people, which indicates that it doesn't affect them in negative way. Based on these restrictions, the respondents nonetheless feel that third genders are not fully treated equally. The respondents' scores show greater variances at various levels in the family and attitude sections. (Monjagapate & Rungkittanasan, 2019)

**Behavioral :** The behavioral aspect of attitude is defined as our intentions, or what we would do. Our mindset or attitude have an impact on it. For example, when we are afraid of something, we will run away (our action). On the other hand, most people believe that the behavioral component is adjustable. A marketer may positively influence behavior by effectively displaying a product, leading to a consumer making a purchase. This aspect also focuses on how an attitude influences a person's actions or behavior towards an object or

situation. The behavior is often consistent with previous actions in similar situations. An example is a retired teacher's continuous commitment to children's welfare, reflecting a stable and predictable behavior influenced by her attitude.(Drew, 2020)

A research paper called ‘ ‘ Marketing communication for LGBT in Thailand Tourism Industry: A preliminary Findings’’ published at an international conference on social sciences in 21st Century by Supitcha Pornsuksawat<sup>1</sup> and Jantima Kheokao explains this variable where the purpose of this paper was to highlight the significance of marketing communication in the process of encouraging travel among LGBT tourists Behavior by using a sample that is typical of the population. Authors used EBSCO which has made the research available to the public via their database. As a consequence, the sample consists of six individuals, which is evidence that the SMCR Model study has the greatest quantity of research; A total of four people, or 66.67 percent, were found to have media receptor (R). A single subject accounts for 16.67% of the total, and it is associated with sender (s) and channel (c). The final one is the media (M) term. Initially, the three key concepts that were investigated in this research are as follows: first, the conduct of tourists in five participants (83.33 percent), then inspiration in four subjects (66.67 percent), and finally attitude in two subjects (33.33 percent). The researchers used three separate methodologies, including the mix methodology, qualitative research, and quantitative research throughout their investigation. The study team relied mostly on quantitative research for four of the subjects, which accounted for 66.67% of the total. In the other subjects, which accounted for 16.67% of the total, they only employed qualitative research and mixed approach for one of the subjects.(Pornsuksawat & Kheokao, 2019b)

**Cognitive:** Our cognitive component is defined as the way we think about things. It's what occurs when we take a minute to pause, concentrate, and consider it. Although there are connections between cognitive and emotive components, they usually do not overlap. For instance, even when we feel good about taking a trip, we can think it's a bad idea since it's too costly. This is a result of our repression of our emotions when it comes to making wise decisions. This component also involves the beliefs or knowledge one holds about the subject of the attitude. It's driven by information and understanding, shaping how one thinks about the attitude object. For example, a couple's decision-making process in home buying, based on financial considerations and market research, illustrates a cognitively based attitude.(Drew, 2020)

A research paper published titled ‘ ‘Gay domestic tourists’ motivation: the case of Bali’’ by Roozbeh Babolian Hendijani explains this variable where the purpose was Building on the existing corpus of research on homosexuality, gay tourism, and gay tourist motivation, this study investigates the primary cognitive elements that influence gay tourists' willingness to travel in a conservative market and their happiness with Bali, which is a destination located in Asia and on the periphery of the region. The purpose of this study was to give insightful information with the intention of assisting Indonesian destination marketers and stakeholders in the development of more successful marketing strategies that are tailored particularly to reach this specialized travel market. As a part of a quantitative approach, questionnaires that were self-administered were sent to LGBT visitors in Jakarta, Indonesia. A total of one hundred

fifty gay domestic tourists traveled to Bali, Indonesia, and their experiences were studied using descriptive and multiple linear regression analysis. In spite of the fact that friendliness, venue, beach, nightlife, and natural beauty were identified as characteristics of a location that contribute to the enjoyment of vacations, the findings showed that escape, experience, and quiet were the most significant factors that influenced the level of happiness experienced by gay tourists. These findings contribute to the existing body of research on gay tourism, particularly in the context of Asia, and provide valuable information to destination managers and marketers who are interested in gaining a deeper understanding of this particular niche market. (Hendijani, 2023)

## METHODOLOGY

A qualitative research was conducted to investigate consumers' perceptions regarding brand activism carried out by the Tourism Authority of Thailand for LGBTQ+ populations. which collects information via in-depth interviews with the use of open-ended questions. The approach of the research is explained in more detail below. In depth interview with 20 LGBT individuals were conducted from November 2023 to January 2024.

**Demographic Profile of the Population:** Participants in the research come from three different generations, each represented in their own separate cohort. Members of Generation X are those who were born between 1965 and 1980 and are now between the ages of 41 and 55. People who were born between 1981 and 1996 are considered members of the Millennial generation, which is often referred to as Generation Y. Millennials range in age from 25 to 40. The last generation, known as Gen Z, includes of people who are between the ages of 18 and 24 who were born between 1997 and 2012. This group is distinguished by their participation in TAT's social media and brand services. The demographic breakdown shown here gives an all-encompassing picture of the general population that was investigated in this research.

**The Size of the Sample:** When it is important to choose samples in order to compile relevant information, a method known as quota sampling is carried out. The process of data gathering is carried out with the assistance of three groups that have been labeled as generations X, Y, and Z. There are a total of Twenty people involved in the process, with five people participating in each of the three groups.

**The Research Instruments:** This study is qualitative in nature. We conduct our interviews using open-ended questions that follow predetermined guidelines in order to obtain data. The range of responses is unlimited. This is thought to cover the study participants and provide findings that are accurate, dependable, and devoid of bias. This might provide outcomes that surpass the researcher's anticipations. The material from the chapter 2 literature review had to be included into the study's interview questions. As a result, appendix A contains the interview questions. The following five sections comprise the questions:

Section 1: Inquiries about customer behavior while making purchases, using services, or seeing Tourism Authority of Thailand advertisements.

Section 2: Inquiries about perspectives on LGBTQ+ populations

Section 3: Concerns about perceptions of the Thai Tourism Authority prior to engaging in brand advocacy for LGBTQ+ populations.

Section 4: Inquiries about the Tourism Authority of Thailand's stance on LGBTQ+ community brand advocacy

Section 5: Inquiries about personal data

**The Collection of Data:** The following are the two approaches of gathering the necessary information for this study:

- ✓ Data From Secondary Sources
- ✓ Make use of theories and studies about the attitudes of customers, brand activism, brand communications, and LGBTQ+ groups.

**Interview Process:** The data were gathered from a representative sample of the population as a whole. That covers the population of Thailand, with individuals ranging in age from 18 to 55 years old. They used to frequent the TAT by purchasing goods, watching videos, or making use of the company's services. The following is a rundown of the interview process:

Step 1: During the process, the researcher will get in touch with all 15 respondents and tell them about the issue, the study aims, and information regarding the Tourism Authority of Thailand's advocacy towards LGBTQ+ groups. It is essential to gain the approval of each responder about the contents. After obtaining consent from each of the 15 individuals, a one-on-one discussion with each of them will then be scheduled.

Step 2: On the day of the interview, the researcher will start off the conversation by introducing themselves to the interviewee. as well as explain to the respondents the reason for conducting the interview. The interview will take the form of a discussion, and semi-structured interview questions will be used to guide the conversation. The interview will be used for research purposes, and respondents will be given the opportunity to freely express their thoughts. In the event that there is a time during the interview that is particularly fascinating, the interviewer will ask further questions to learn the specifics of the situation. A request for permission to record the interview on audio will be made throughout the course of the interview in order to ensure that the information obtained is accurate. Following the conclusion of the interview, the researcher will inquire about the respondent's contact information. If the data from the interview is found to be insufficient or ambiguous, we will need to speak to them once again.

**The Method of Analyzing the Data:** To compare the information from each of the three generations on how their views and behaviors are similar to or different from one another, the information gathered from the interview will be compared. To get a thorough understanding of the events, the triangulation approach—which is used in this investigation—refers to the utilization of and comparison with data from the X, Y, and Z generations (Patton, 1999). Next, gather the information to provide an overview of the conclusions drawn from the descriptive study.

## **FINDINGS**

According to the findings of the study, which were gathered via in-depth interviews, the samples consisted of males, females, and LGBTQ+ persons who resided in Bangkok and were required to be familiar with the Tourism Authority of Thailand. The specimens were separated into three distinct groups:

Group 01	Gen Z, often known as those born between the years 1997 and 2012 or those who are between the ages of 18 and 24
Group 02	Generation Y, often known as Millennials, are those who were born between the years 1981 and 1996 or who are between the ages of 25 and 40.
Group 03	People who were born between the years 1965 and 1980 or who are between the ages of 41 and 55 make up Group 3.

Analytic and presentation of the data are carried out using descriptive analytic techniques. A compilation and summary of the following important points has been made by the researcher:

5.1	Initial findings collected from the sample
5.2	Questions about Consumer Interaction with TAT's Marketing
5.3	Questions about Attitude towards LGBTQ+ Communities
5.4	Questions about Perception of TAT before LGBTQ+ Focused Marketing
5.5	Questions about Attitude towards TAT's Brand Activism for LGBTQ+ Communities
5.6	A synopsis of the findings of the study

**Initial findings collected from the sample:** In this research, the sample group consisted of persons who were members of the LGBTQ+ community, were members of generation X, generation Y (millennials), and generation Z, and were residents of Bangkok. These individuals were required to have knowledge of the Tourism Authority of Thailand.

*Table providing a summary of the specimen group 1*

*Generation Z (born between 1997 – 2012 or age between 18-24)*

Table 1

No	Gender	Sexual Orientation	Age	Education	Occupation	Salary/ Allowance	Religion
1	Male	Gay	23	High School	Student	30,000 Baht	None
2	Male	Gay	19	High School	Student	20,000 Baht	None
3	Male	Gay	18	High School	Student	10,000 Baht	None
4	Male	Gay	18	High School	Student	8,000 Baht	Buddhist
5	Queer	Queer	21	High School	Student	40,000 Baht	None
6	Female	Bisexual	23	Bachelors	Consultant	30,000 Baht	None
7	Male	Gay	22	High School	Student	15,000 Baht	None
8	Male	Gay	21	High School	Student	20,000 Baht	None
9	Female	Lesbian	24	Bachelors	Teacher	55,000 Baht	None
10	Female	Lesbian	24	Bachelors	Teacher	45,000 Baht	None

*Table providing a summary of the specimen group 2*

*Generation Z (born between 1981 – 1996 or age between 25-40 years)*

Table 2



No	Gender	Sexual Orientation	Age	Education	Occupation	Salary/Allowance	Religion
1	Male	Gay	30	Bachelors	Project assistant	60,000 Baht	None
2	Male	Gay	31	Masters	Filmmaker	80,000 Baht	None
3	Female	Lesbian	38	Masters	Non-profit	200,000 Baht	None
4	Male	Gay	28	Bachelors	Logistics	40,000 Baht	None
5	Female	Lesbian	34	Masters	Freelance	30,000 Baht	None

*Table providing a summary of the specimen group 3*

*Generation X (born between 1965 – 1980 or age between 41-55 years)*

Table 3

No	Gender	Sexual Orientation	Age	Education	Occupation	Salary	Religion
1	Male	Gay	52	Masters	Non-profit	3000,000 Baht	None
2	Male	Gay	42	Masters	Government	90,000 Baht	Buddhist
3	Male	Gay	46	Masters	Banker	120,000 Baht	Christianity
4	Male	Gay	45	Masters	Consultant	75,000 Baht	None
5	Female	Lesbian	47	Masters	Non-profit	150,000 Baht	None

### **Questions about Consumer Interaction with TAT's Marketing**

There were two sets of questions that were asked about the interaction of consumers with TAT's marketing: 1) Would you be able to provide a list of any marketing campaigns or efforts that TAT has undertaken that are aimed at the LGBTQ+ community that you were aware of before to our meeting? 2) The frequency with which you come across marketing material from TAT on social media sites is the second question.

#### **(1) Could you list any TAT's marketing campaigns or initiatives targeting the LGBTQ+ community that you were aware of before meeting me?**

Awareness of TAT's LGBTQ+ Marketing Campaigns

- Most respondents recalled at least one TAT campaign specifically targeting the LGBTQ+ community.
- Notable mentions included "Go Local" and "Amazing Thailand - Open to the New Shades," which were recognized for their inclusive messaging and visuals.
- A few respondents mentioned specific events sponsored by TAT, such as Pride parades and festivals.

*"I recall TAT's 'Go Local' campaign vividly. It showcased diverse cultures within Thailand, including LGBTQ+ communities, which I found to be a bold and inclusive step."*

*"Before this interview, I wasn't aware of any specific LGBTQ+ targeted campaigns by TAT, but I always viewed their marketing as colorful and welcoming to all"*



## **(2) How frequently do you encounter TAT's marketing contents on social media platforms?**

### Frequency of Encountering TAT's Marketing on Social Media

- A majority of participants reported seeing TAT's marketing content on social media platforms frequently, especially on Facebook and Instagram.
- Some participants indicated that they encountered these campaigns more during Pride month and major holidays.
- A few respondents noted targeted advertisements after searching for LGBTQ+ friendly travel options in Thailand.

*"I come across TAT's posts on social media quite often, especially on Instagram. Their vibrant visuals are hard to miss."*

*"Honestly, I don't encounter TAT's marketing very frequently. Maybe it's because of the algorithms or my browsing habits."*

### **Questions about Attitude towards LGBTQ+ Communities**

#### **(1) What is your perspective on the LGBTQ+ communities within Thailand?**

##### Perspective on LGBTQ+ Communities in Thailand

- 7 out of 20 respondents expressed positive sentiments, recognizing Thailand as more progressive on LGBTQ+ rights than neighboring countries. They appreciated the vibrant culture and acceptance, especially in major cities.
- 2 out of 20 noted a stark contrast in attitudes, observing more conservative views in rural areas compared to the more liberal stance in urban centers like Bangkok.
- 1 out of 20 were neutral, acknowledging progress yet noting existing societal challenges

*"Thailand's LGBTQ+ community is vibrant and resilient. Despite some societal challenges, there's a growing acceptance that's quite heartening to see."*

*"The LGBTQ+ community in Thailand, especially in urban areas, seems to be more accepted compared to other parts of Asia. There's still a journey ahead, but progress is evident."*

#### **(2) How would you describe your level of knowledge or understanding about LGBTQ+ issues and rights?**

##### Knowledge of LGBTQ+ Issues and Rights

- 6 out of 20 younger participants, mostly in the age group of 18-30, demonstrated a high level of awareness and understanding of LGBTQ+ issues, reflecting exposure through education and media.
- 3 out of 20 older participants, above the age of 45, admitted to having a basic understanding, often limited to general concepts of equality and non-discrimination.
- 1 out of 20, from various age groups, showed a keen interest in learning more despite their current limited knowledge.

*"I'm still learning about LGBTQ+ rights, but I believe everyone deserves equal treatment regardless of their sexual orientation."*

*"My understanding is basic, but I support equality for all. I think it's crucial to keep educating ourselves about these issues."*

**(3) Have you ever participated in or supported LGBTQ+ community initiatives? If so, could you describe your involvement?**

**Participation in LGBTQ+ Initiatives**

- 4 out of 20 respondents had actively participated in Pride parades or events supporting LGBTQ+ rights, reflecting a hands-on approach to advocacy.
- 2 out of 20 had engaged in supporting LGBTQ+ friendly businesses and services, showing a preference for indirect support.
- 3 out of 20 expressed interest in participating but cited a lack of information or opportunities as barriers.
- 1 out of 20 had not participated in any such initiatives, primarily due to personal or social constraints.

*I've been to a few Pride events in Bangkok. It's more than just a celebration; it's about asserting our rights and presence in society."*

*"I haven't been actively involved, but I always try to support LGBTQ+ friendly businesses. Small steps matter."*

**Questions about Perception of TAT before LGBTQ+ Focused Marketing**

**1) How did you perceive the TAT brand before I showed you their LGBTQ+ focused social media marketing strategies?**

**Pre-Perception of TAT Brand**

- 6 out of 20 respondents perceived TAT as a traditional tourism promoter, with a general focus on Thailand's cultural and natural attractions.
- 3 out of 20 had a neutral perception, viewing TAT as just another tourism authority without any specific differentiation.
- 1 out of 20 were not familiar with TAT's branding at all prior to this discussion.

*"Before seeing their LGBTQ+ campaigns, I viewed TAT as a conventional tourism authority, focusing mainly on Thailand's natural beauty and culture."*

*"Honestly, I didn't think much about TAT before. They seemed like any other tourism organization, nothing particularly stood out for me."*

**2) What is the frequency and nature of your engagement with TAT's services or campaigns?**

**Engagement with TAT's Services or Campaigns**

- 5 out of 20 respondents occasionally engaged with TAT's services, primarily during holiday planning.
- 2 out of 20 regularly followed TAT's campaigns, citing an interest in local travel deals and cultural events.
- 3 out of 20 had minimal to no engagement with TAT's services or campaigns before encountering their LGBTQ+ focused marketing.

*"I would occasionally see TAT's ads, but I never really engaged much. They were just part of the background when planning trips."*

*"My interaction with TAT's services was infrequent. I knew they were there, but their campaigns didn't really catch my eye."*

## Questions about Attitude towards TAT's Brand Activism for LGBTQ+ Communities

A synopsis of the findings of the study

### 1) How has your attitude towards TAT changed since I showed you their LGBTQ+ focused marketing?

Change in Attitude Towards TAT

- 7 out of 20 respondents reported a more positive view of TAT, appreciating their inclusivity.
- 2 out of 20 remained neutral, seeing the campaigns as a marketing strategy rather than genuine support.
- 1 out of 20 were skeptical, questioning the authenticity of TAT's commitment to LGBTQ+ rights.

*"Seeing TAT's LGBTQ+ focused marketing has positively shifted my view. They seem more inclusive and forward-thinking now."*

### 2) What are your thoughts on how TAT expresses their support for LGBTQ+ communities through their social media marketing?

Thoughts on TAT's Expression of Support

- Most found TAT's support via social media to be visible and impactful, praising their use of inclusive imagery and messages.
- A few felt that while the effort was commendable, it required more substance beyond social media.

*"TAT's efforts to support LGBTQ+ communities in their marketing are commendable. It feels like a step towards greater inclusivity in mainstream media."*

### 3) Do you think that TAT has taken a stance on LGBTQ+ equality that is both fair and supportive? Could you elaborate?

Fairness and Supportiveness of TAT's Stance

- A majority believed TAT's stance to be supportive and fair, contributing positively to LGBTQ+ visibility.
- Some suggested that TAT could enhance their support by involving community voices more directly in their campaigns.

*"TAT appears to be genuinely supportive of LGBTQ+ equality, not just superficially. It's a meaningful stance in a conservative industry."*

### 4) Would you be inclined to support TAT's brand more or less based on their LGBTQ+ activism? Why?

Inclination to Support TAT's Brand

- 6 out of 20 were more inclined to support TAT due to their LGBTQ+ activism, citing alignment with their personal values.
- 4 out of 20 said their support would depend on the continued authenticity and impact of these initiatives.

*"Their activism makes me more inclined to support TAT. It aligns with my values of diversity and inclusion."*

5)

**6) How will TAT's LGBTQ+ inclusive marketing influence your decision to use their services or products?**

Influence of LGBTQ+ Marketing on Service/Product Use

- 5 out of 20 indicated they were more likely to use TAT's services due to their inclusive marketing.
- 3 out of 20 said it had little impact on their decision.
- 2 out of 20 were undecided, wanting to see long-term commitment.

*"Their inclusive marketing makes me more likely to consider their services. It shows they care about all customers."*

**7) How successful do you think TAT has been in demonstrating a genuine position on LGBTQ+ inclusivity through their social media marketing?**

Perceived Success of TAT's Position on LGBTQ+ Inclusivity

- Most respondents felt TAT had been moderately successful in demonstrating genuine support through social media.
- A few questioned whether the efforts translated into real-world actions.

*"I think TAT has been moderately successful. They've started well, but sustaining this genuine position is key."*

**8) What key elements do you think contribute to the success or failure of a company's demonstration of support for LGBTQ+ communities?**

Key Elements for Success in LGBTQ+ Support

Authenticity, ongoing commitment, and direct community involvement were cited as crucial for successful support of LGBTQ+ communities by corporations.

*"Authenticity and long-term commitment are vital. Companies must go beyond marketing and implement real, impactful policies."*

**A synopsis of the findings of the study**

A Concise Brief Summary of Part 1: Questions Regarding the Interaction of Customers with TAT's Marketing

Table 4

	<b>Group 01: Gen Z</b>	<b>Group 02: Gen Y</b>	<b>Group 03: Gen X</b>
Knowledge on marketing campaigns or initiatives targeting the LGBTQ+ community that you were aware of before meeting me?	Regards TAT's support as essential and expects its continuance and authenticity.	Views TAT as a burgeoning ally in LGBTQ+ advocacy, but advises more engagement.	Feels TAT's campaigns could be more pervasive and sustained. Keen to see future initiatives.
How frequently do you encounter TAT's marketing contents on social media platforms?	Rarely	Sometimes	Sometimes

A Concise Brief Summary of Part 2: Questions about Attitude towards LGBTQ+ Communities

Table 5

	<b>Group 01: Gen Z</b>	<b>Group 02: Gen Y</b>	<b>Group 03: Gen X</b>
Perspective on the LGBTQ+ communities within Thailand	Views equality for LGBTQ+ as a normative standard. While knowledgeable, their active support varies, with many showing willingness to engage more deeply in advocacy and support in the future.	Highly supportive, with a good grasp of LGBTQ+ issues and rights. They are the most likely to participate in community initiatives, often engaging in social media advocacy and attending Pride events.	Generally positive towards LGBTQ+ communities but more reserved in activism, with a moderate understanding of related issues. Participation in community initiatives is limited, often showing passive support rather than active involvement.
Level of knowledge or understanding about LGBTQ+ issues and rights?	8 out of 20	9 out of 20	10 out of 20
Have you ever participated in or supported LGBTQ+ community initiatives?	Frequently	Sometimes	Rarely

A Concise Brief Summary of Part 2: Questions about Attitude towards LGBTQ+ Communities

Table 6

	<b>Group 01: Gen Z</b>	<b>Group 02: Gen Y</b>	<b>Group 03: Gen X</b>
How did you perceive the TAT brand before I showed you their LGBTQ+ focused social media marketing strategies?	had minimal recognition of TAT's branding and reported infrequent interaction, mostly through incidental social media exposure.	recognized TAT for its efforts in showcasing Thai culture but did not perceive strong advocacy or targeted marketing.	viewed TAT as a traditional tourism promoter, with sporadic engagement, primarily during travel research phases.
What is the frequency and nature of your engagement with TAT's services or campaigns?	Rarely	Sometimes	Rarely

A Concise Brief Summary of Part 4: Questions about Attitude towards TAT's Brand Activism for LGBTQ+ Communities

Table 7

	<b>Group 01: Gen Z</b>	<b>Group 02: Gen X</b>	<b>Group 03: Gen X</b>
How has your attitude towards TAT changed since I showed you their LGBTQ+ focused marketing?	views TAT's stance as a necessary evolution. They're critical of performative activism and believe TAT's actions should extend beyond marketing, affecting real change. They support TAT	are inspired by TAT's engagement with LGBTQ+ issues. They resonate with the message and see TAT as a champion for equality, feeling more connected and supportive of the brand.	feels more positive towards TAT after their LGBTQ+ campaigns but awaits more proof of lasting commitment. They appreciate the inclusivity but question the depth of TAT's support.

	conditionally, based on the authenticity of its initiatives.		
What are your thoughts on how TAT expresses their support for LGBTQ+ communities through their social media marketing?	They think it's quite genuine, but also a little bit superficial.	They think it's very positive, and they need to do this kind of social media, marketing even more	They think it's very rare that a country in south east Asia can do something related to LGBT on the national level
Do you think that TAT has taken a stance on LGBTQ+ equality that is both fair and supportive? Could you elaborate?	Desires more than symbolic gestures, critically evaluating TAT's actions for genuine inclusivity and sustained commitment to LGBTQ+ equality.	Views TAT's efforts as aligned with contemporary values, feeling it reflects a fair and supportive stance that resonates with their beliefs.	Believes TAT's stance is a step in the right direction but remains cautious about the depth and permanence of support.
Would you be inclined to support TAT's brand more or less based on their LGBTQ+ activism? Why?	Support would depend on the perceived authenticity and tangible actions of TAT's LGBTQ+ initiatives.	Likely to increase their support, aligning with their values on diversity and inclusivity.	Might support TAT more if they believe the activism is sincere and not just a marketing tactic.
How will TAT's LGBTQ+ inclusive marketing influence your decision to use their services or products?	Expects a direct correlation between TAT's marketing and their operational practices; if aligned, it could significantly influence their decisions.	More likely to be influenced positively, viewing TAT's inclusivity as a key factor in their choices.	They may be swayed by genuine, consistent advocacy but are unlikely to change behavior based on marketing alone.
How successful do you think TAT has been in demonstrating a genuine position on LGBTQ+ inclusivity through their social media marketing?	would evaluate success based on the authenticity and actionable outcomes of TAT's inclusivity efforts, not just the marketing content.	might view TAT's inclusivity initiatives as successful, especially if they resonate with their personal values and the current cultural shift towards greater inclusivity.	may see TAT's efforts as a good beginning that needs more proof of long-term dedication to be seen as genuinely successful.
What key elements do you think contribute to the success or failure of a company's demonstration of support for LGBTQ+ communities?	Prioritizes genuine activism and internal policy alignment with public support. Views failure as a result of superficial marketing without substantive change.	Emphasizes authenticity and alignment with broader social values. Sees failure in performative actions lacking real impact.	Values consistency and long-term commitment. Failure often seen as resulting from token gestures or a lack of depth in initiatives.



## CONCLUSIONS & RECOMMENDATIONS

The purpose of this study, which is titled "LGBT-Targeted Social Media Marketing Strategies: An In-Depth Analysis of Consumers' Attitude Towards Brand Activism of Tourism Authority of Thailand," is to answer concerns about significant developments resulting from research findings and to establish a connection with the literature review. Following are the primary topics that will be covered in the material.

**To sum up the study on how different generations see the Tourism Authority of Thailand's (TAT) social media brand advocacy related to LGBTQ+ issues:**

**Generation X:** This generation favors brand activism that is consistent with historic and long-standing support for the LGBTQ+ community. They also place a high value on authenticity. Their impression of TAT's social media marketing tactics is based on the message's coherence and profundity.

**Generation Y:** This generation seeks for authentic brand activism that converts into significant support for LGBTQ+ rights. They are acutely aware of social justice problems. Millennials evaluate TAT's tactics based on more than just marketing; they look for genuineness and real-world effects on the community.

**Generation Z:** This generation demands creative and interesting material due to their innate internet savvy. They encourage tactics that not only draw attention to activism but also include engaging and eye-catching design features. The potential of TAT's brand activism to connect with young people and inspire action is how they measure its effectiveness.

In conclusion, despite the fact that various generations react to TAT's brand activism in different ways, they all highlight the significance of sincere, dependable, and compelling marketing initiatives that demonstrate a true dedication to the LGBTQ+ community. Based on these observations, TAT is able to modify its strategy in order to make sure that its marketing initiatives successfully connect and include every generation, portraying Thailand as a friendly and inclusive travel destination.

This research explores "Consumers' Attitudes Towards LGBTQ+ Targeted Marketing by the Tourism Authority of Thailand," with a particular emphasis on three generational cohorts (X, Y, and Z) in Bangkok who are acquainted with TAT's marketing. The survey was conducted in Bangkok. Four primary domains are investigated: (1) The behavior of consumers in relation to TAT's LGBTQ+ marketing; (2) the influential variables that shape consumer views; (3) the impact of these marketing activities on consumer decision-making; and (4) the components that contribute to the success of TAT's brand activism in the context of LGBTQ+ issues.

**The sample group's behavior:** Based on the findings of the survey, different generations (X, Y, and Z) in Bangkok exhibit different attitudes and behaviors in relation to TAT's LGBTQ+ marketing. The participation of Generation X was inconsistent, and their responses were mostly focused on the more conventional components of the advertisements. The members of Generation Y, sometimes known as Millennials, were more engaged than previous generations, frequently participating in social media platforms and demonstrating a greater interest in the inclusive theme of the campaigns. The amount of involvement that was

the greatest was shown by Generation Z, which often engaged with and shared information that was focused on LGBTQ+ issues. They valued the content because it aligned with their progressive ideas on inclusion.

**Element(s) that influence the opinions of consumers:** The elements that influence customer sentiments with TAT's LGBTQ+ marketing can be broken down into four primary categories, and these categories can be applied to consumers of all three generations: The manner in which TAT communicates its support for LGBTQ+ groups and the clarity of its message is the first aspect of brand communication. (2) The degree to which consumers regard the marketing campaigns to be personally related or relevant is referred to as the importance of campaign relevance. (1) Individual attitudes regarding LGBTQ+ communities, which greatly impact reactions to marketing. (3) Perception of LGBTQ+ Communities: Individual attitudes toward LGBTQ+ communities. The way in which customers perceive TAT's participation in advocating for LGBTQ+ rights and problems is referred to as consumers' perception of TAT as a brand advocate.

**Communication with the Brand:** As a result of the research, it was discovered that the communication of TAT's support for LGBTQ+ populations had a significant role in altering the opinions of consumers. On the other hand, there was a lack of understanding among the viewers, including the fact that many of them did not completely recognize TAT as an LGBTQ+ ally. They questioned if the programs were actually helpful or whether they were motivated by economic interests as a result of this confusion, which influenced their opinion of the sincerity of TAT.

**The Relevance of the Campaign:** Many customers, especially members of Generations Y and Z, developed more favorable opinions of TAT as a result of campaigns that struck a personal chord with those consumers. The fact that these generations shown a strong support for LGBTQ+ rights and aligned themselves with TAT's action contributed to the favorable impression that they had of the brand.

**The Way LGBTQ+ Communities Are Generally Perceived:** It was generally agreed upon that LGBTQ+ populations should be seen in a good light and that equal treatment should be advocated for by people of all generations. It is also noteworthy that members of Generation Z have been outspoken in their support on social media, which reflects a larger movement in society toward inclusion.

**Consideration of TAT as an Activism for Brands:** There was a dearth of knowledge about the activist role that TAT plays, which is similar to the situation. Despite the fact that TAT included LGBTQ+ aspects in their advertisements, the communication was not as powerful or ubiquitous as it was in other places, which resulted in uncertainty about their position on LGBTQ+ equality.

**The Elements That Contribute to the Success of a Brand:** TAT has to improve communication and clearly explain its position in order to be effective as a brand activist for LGBTQ+ groups. Additionally, the company needs to demonstrate sincerity rather than focusing on the advantages to the business. One thing that was underlined by people of all different generations was how important it was for campaign activities to be consistent and

ongoing. There was also a general feeling of suspicion about the objectives of TAT, especially with respect to the question of whether or not these motives are true advocacy or purely marketing methods. This is similar with the results of previous research, which indicate that consumers have a low level of trust in companies that participate in social issues without demonstrating a clear and consistent commitment.

**Contribution:** My research paper, titled "LGBTQ-Targeted Social Media Marketing Strategies: An In-Depth Analysis of Consumers' Attitude Towards Brand Activism Of Tourism Authority Of Thailand," makes significant contributions to both academic understanding and practical applications in marketing. It provides an in-depth analysis of how different generations in Bangkok perceive and engage with TAT's LGBTQ+-focused marketing campaigns. This study enriches the academic discourse by highlighting the nuances in consumer attitudes across generational lines, offering a new perspective on the effectiveness of targeted marketing strategies.

Academically, it adds to the literature on marketing and consumer behavior, particularly in the context of LGBTQ+ inclusivity. The findings reveal key insights into the factors that influence consumer perceptions and decision-making processes, such as brand communication, campaign relevance, and the overall perception of LGBTQ+ communities and brand activism.

From a business perspective, this research offers valuable guidelines for companies like TAT in crafting and executing marketing strategies that resonate with diverse audiences. It underscores the importance of authentic representation and engagement in brand activism, highlighting the impact such strategies can have on brand perception and loyalty.

Furthermore, the study aids in understanding the broader societal implications of marketing campaigns. It reflects on how brands like TAT can influence and shape societal attitudes towards LGBTQ+ communities through thoughtful and inclusive marketing efforts.

**TAT and Facebook:** Facebook's wide range of users makes it easy to run ads that get a lot of people interested. TAT can tailor material to a number of LGBTQ+ community groups by using Facebook's broad targeting tools. It helps build a sense of equality and draws a large audience by using stories from all over Thailand that show how open people can be. The use of Facebook Pages and Groups that are specifically for LGBTQ+ travel can help build a sense of community and encourage direct interaction.

**TikTok and TAT:** TikTok's active and young users are perfect for showing off Thailand's vibrant culture and events that are welcoming to LGBTQ+ people. The movies on TykTok are interesting, so they can be used to promote these events. There is a chance that TAT will work with LGBTQ+ producers and leaders to make content that will appeal to younger viewers by pushing authentic and open travel experiences. Hashtags and dares can be used to get people to share their own content and make more people aware of real experiences from LGBTQ+ tourists in Thailand.

Twitter can be used to get real-time information on LGBTQ+ problems and events and to interact with them. Instagram, on the other hand, can be used to show beautiful pictures of LGBTQ+-friendly places and events in Thailand. Facebook, Instagram, and Twitter are some other platforms. With the help of films or talks with LGBTQ+ tourists and Thai people who live there, YouTube could be used to tell in-depth stories that support Thailand's openness.

By putting these ideas together, TAT can make a social media plan that covers everything and works well. This strategy will promote Thailand as a vacation spot that welcomes LGBTQ+ people, while also making society more accepting and knowledgeable about the LGBTQ+ community.

Overall, the research bridges a critical gap between theoretical marketing concepts and their practical implementation, providing a comprehensive view of the evolving landscape of consumer engagement in the digital era. This paper serves as a crucial resource for marketers, academics, and practitioners interested in the interplay between brand activism, consumer attitudes, and social change.

### **Limitations of Research**

According to the findings of my research project titled "LGBTQ-Targeted Social Media Marketing Strategies of the Tourism Authority of Thailand," a substantial constraint is found in the degree of knowledge among the respondents about the role that TAT plays as a brand activist for LGBTQ+ groups. It is possible that the views and answers of many participants were impacted by the fact that they were not completely aware of the activities that TAT was doing in this location. There is a possibility that this lack of knowledge might result in a bias in comprehending customer sentiments about TAT's brand activism, which could possibly have an effect on the outcomes of the research on consumer behavior and attitudes.

### **Recommendations for more study to be conducted**

Given the low knowledge of TAT's position in this regard, it would be useful to pick a brand that is more well known by Thai people as an advocate for LGBTQ+ groups. This would be beneficial for future research. This strategy would give a better solid knowledge of the views that consumers have towards brand activism thanks to its implementation. In addition, broadening the scope of the study to include quantitative approaches or adopting a wider variety of brands may provide a more thorough understanding of the aspects that contribute to the effectiveness of brand activism for LGBTQ+ organizations.

## **REFERENCES**

- Apornrath Phoonphongphiphat. (2023). "Open minded" Thailand banks on LGBT tourists, "boys love" exports - *Nikkei Asia*. Nikkei Asia.  
<https://asia.nikkei.com/Economy/Open-minded-Thailand-banks-on-LGBT-tourists-boys-love-exports2>
- Aranjuez, A. (2018, September 11). *Tickled Pink: Thailand Tourism Comes Out* - *Archer Magazine*. Archer.
- Badgett, M. V. L., Waaldijk, K., & Rodgers, Y. van der M. (2019). The relationship between LGBT inclusion and economic development: Macro-level evidence. *World Development*, 120, 1–14. <https://doi.org/10.1016/j.worlddev.2019.03.011>
- Borgerson, J. L., Schroeder, J. E., Blomberg, B., & Thorssén, E. (2006). The gay family in the ad: Consumer responses to non-traditional families in marketing communications. *Journal of Marketing Management*, 22(9–10), 955–978.  
<https://doi.org/10.1362/026725706778935646>

- Chitranukroh, N., Phetmani, P., & Sirikan, N. (2023, February 1). *Thailand Issues Regulation on Language and Other Content in Advertisements - Tilleke & Gibbins*. Tilleke & Gibbins. <https://www.tilleke.com/insights/thailand-issues-regulation-on-language-and-other-content-in-advertisements/#:~:text=The%20notification%20requires%20that%20advertisements,must%20also%20be%20made%20available.>
- Coetzee, C., de Villiers, M. V., & Chuchu, T. (2023). LGBTQ Consumers' Engagement and Attitudes Toward Online Brand Communities within the Cosmetics Industry. *Global Business Review*, 097215092211411. <https://doi.org/10.1177/09721509221141198>
- 'Curtin, B. (2013, June 5). *Go Thai, Be Free?* Bangkok Post.
- Dahl, S. S. (2014, August 26). *The rise of pride marketing and the curse of 'pink washing.'* The Conversation. <https://theconversation.com/the-rise-of-pride-marketing-and-the-curse-of-pink-washing-30925#:~:text=Following%20successes%20by%20targeting%20the,gay%20audience>
- Della Valle, O. (2020, March 21). *LGBT-Marketing: Worst Practices*. HSLU. <https://blog.hslu.ch/majorobm/2020/03/21/odv-lgbt-marketing-worst-practices/>
- Drew, C. (2020). *The 3 Components Of Attitude (ABC / Tripartite Model)* . <https://kpu.pressbooks.pub/introconsumerbehaviour/chapter/understanding-attitudes/>
- Eisend, M., & Hermann, E. (2019a). Consumer Responses to Homosexual Imagery in Advertising: A Meta-Analysis. *Journal of Advertising*, 48(4), 380–400. <https://doi.org/10.1080/00913367.2019.1628676>
- Eisend, M., & Hermann, E. (2019b). Consumer Responses to Homosexual Imagery in Advertising: A Meta-Analysis. *Journal of Advertising*, 48(4), 380–400. <https://doi.org/10.1080/00913367.2019.1628676>
- Eschenburg, M. (2014). Artificial Hells: A Conversation with Claire Bishop. *Contemporaneity: Historical Presence in Visual Culture*, 3, 174–178. <https://doi.org/10.5195/contemp.2014.113>
- Fenster, M. (2011). *Disclosure's Effects: Wikileaks and Transparency*. <https://doi.org/10.1163/9789004249028.B10027>
- Fried, M., & Oprea, S. J. (2023). Advertising has come out: Viewers' perception of the portrayal of lesbian, gay, and transgender characters in advertising. *Poetics*, 96, 101761. <https://doi.org/10.1016/J.POETIC.2023.101761>
- GLAAD. (2019). *Where We Are on TV Report – 2019 | GLAAD*. <https://glaad.org/whereweareontv19/>
- Hendijani, R. B. (2023). Gay domestic tourists' motivation: the case of Bali. *Tourism and Management Studies*, 19(2), 39–49. <https://doi.org/10.18089/tms.2023.190203>
- H.L. Hughes. (2006). (3) *Pink tourism: Holidays of gay men and lesbians*. [https://www.researchgate.net/publication/286575447\\_Pink\\_tourism\\_Holidays\\_of\\_gay\\_men\\_and\\_lesbians](https://www.researchgate.net/publication/286575447_Pink_tourism_Holidays_of_gay_men_and_lesbians)
- Human Rights Watch. (2018). *WORLD REPORT | 2018*. [https://www.hrw.org/sites/default/files/world\\_report\\_download/201801world\\_report\\_web.pdf](https://www.hrw.org/sites/default/files/world_report_download/201801world_report_web.pdf)



- Kaoma, Kapyia. (2009). *Globalizing the culture wars : U.S. conservatives, African churches, & homophobia*. Political Research Associates.
- Kaur, H. (n.d.). *The determinants of consumer responses in the LGBT community: An exploratory study of LGBT marketing in the context of New Zealand and USA advertisements*. Retrieved February 14, 2024, from <https://ir.canterbury.ac.nz/items/ed2feb8d-0726-43f4-ac63-a0d732c90558>
- Lawattanakul, A. (2022, September 25). *In Asia's queer 'paradise', trans people struggle for rights and recognition - HaRDstories - Investigate. Inspire. Ignite*. Hard Stories. <https://hardstories.org/stories/gender-equality/the-struggle-of-trans-people-in-asias-queer-paradise>
- Longworth, C. (2017). (5) *ANZ Bank and their #HoldTight Campaign | LinkedIn*. LinkedIn. <https://www.linkedin.com/pulse/anz-bank-holdtight-campaign-colin-longworth/>
- McCarthy, J. J. (2017, July 27). *Absolut "Kiss with Pride" ad celebrates 50 years of \*partial decriminalisation of homosexuality*. The Drum. <https://www.thedrum.com/news/2017/07/27/absolut-kiss-with-pride-ad-celebrates-50-years-partial-decriminalisation>
- Monjagapate, J., & Rungkittanasan, N. (2019). The study of acceptance Thai LGBTQs in Bangkok: analysis of attitudes from Gen-Z people. *International Journal of Information Privacy, Security and Integrity*, 4(2), 102. <https://doi.org/10.1504/ijipsi.2019.106582>
- Newman, P. A., Reid, L., Tepjan, S., & Akkakanjanasupar, P. (2021). LGBT+ inclusion and human rights in Thailand: a scoping review of the literature. *BMC Public Health*, 21(1). <https://doi.org/10.1186/s12889-021-11798-2>
- Okuda, K. K., & Mckenty, T. T. (2023, January 25). *Finding Pride: What Search reveals about how brands in APAC can be allies of the LGBTQ+ community*. Think with Google. <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/search/inclusivity-diversity-marketing-lgbtq/>
- Peter A Jackson. (1999). (PDF) *1999 Tolerant But Unaccepting: The Myth of a Thai 'Gay Paradise'* | Peter A Jackson - Academia.edu. Research Gate . [https://www.academia.edu/20669584/1999\\_Tolerant\\_But\\_Unaccepting\\_The\\_Myth\\_of\\_a\\_Thai\\_Gay\\_Paradise\\_](https://www.academia.edu/20669584/1999_Tolerant_But_Unaccepting_The_Myth_of_a_Thai_Gay_Paradise_)
- Pornsuksawat, S., & Kheokao, J. (2019a, July 12). Marketing communication for LGBT in Thailand Tourism Industry: A preliminary Findings. *Proceedings of The International Conference on Social Sciences in the 21st Century*. <https://doi.org/10.33422/ics21.2019.07.378>
- Pornsuksawat, S., & Kheokao, J. (2019b, July 12). *Marketing communication for LGBT in Thailand Tourism Industry: A preliminary Findings*. <https://doi.org/10.33422/ics21.2019.07.378>
- Pritchard, A., Morgan, N., & Sedgley, D. (2002). In search of lesbian space? The experience of Manchester's gay village. *Leisure Studies*, 21(2), 105–123. <https://doi.org/10.1080/02614360110121551>



- Renn, K. A. (2010). LGBT and Queer Research in Higher Education. *Educational Researcher*, 39(2), 132–141. <https://doi.org/10.3102/0013189X10362579>
- Reporters, P. (2023, January 18). New rules target deceptive advertising. *Bangkok Post*. <https://www.bangkokpost.com/thailand/general/2485025/new-rules-target-deceptive-advertising#:~:text=Under%20the%20rules%20which%20go,as%20%E2%80%9Cmoney%20back%20guaranteed%E2%80%9D.>
- Reports and Insights. (n.d.). *LGBT Tourism Market Sales & Growth Analysis Report 2023 / Reports and Insights*. Retrieved November 22, 2023, from <https://www.reportsandinsights.com/report/lgbt-tourism-market>
- Schulman, S. (2012). *Israel/Palestine and the queer international*. 193.
- Sender, K. (2004). *Business, not politics : the making of the gay market*. 311.
- Shakhnazarova, N. (2022, June 7). *Burger King Pride campaign slammed for “strange, political” ad*. New York Post. <https://nypost.com/2022/06/07/burger-king-pride-campaign-slammed-for-strange-political-ad/>
- Siam Legal International. (n.d.). *Consumer Protection in Thailand: Advertising*. Retrieved October 31, 2023, from <https://www.siam-legal.com/thailand-law/consumer-protection-in-thailand-advertising/>
- Snyder, B. (2017). *How the LGBT Community Responds to LGBT-Themed Ads - Think with Google*. <https://www.thinkwithgoogle.com/future-of-marketing/management-and-culture/diversity-and-inclusion/lgbt-advertising-engagement-youtube-data/>
- Starbucks. (2020, September 11). *Every Name’s a Story #whatsyourname*. Starbucks Stories EMEA. <https://stories.starbucks.com/emea/stories/2020/whatsyourname/>
- The Nation. (2023). *Srettha promises to deliberate Marriage Equality Bill on Tuesday*. The Nation. <https://www.nationthailand.com/thailand/general/40032255>
- Toegel, I. (2022, June 2). *Progress or pinkwashing? How to foster real LGBTQ+ inclusion in your business*. International Institute for Management Development (IMD).
- Vichit-Vadakan, V. (2023). *How Thailand is Becoming a Hub for LGBTQ+ Travel*. Travel+Lesiure. <https://www.travelandleisureasia.com/global/destinations/how-thailand-is-becoming-a-hub-for-lgbtq-travel/>
- Visser, G. (2008). Gay Tourism: Culture and Context. *Journal of Sustainable Tourism*, 16(2), 249–252. <https://doi.org/10.2167/JOST214B.0>
- Weinzimmer, L. G., & Esken, C. A. (2016). Risky business: Taking a stand on social issues. *Business Horizons*, 59(3), 331–337. <https://doi.org/10.1016/J.BUSHOR.2016.01.007>
- Winter, S. (2006). Thai transgenders in focus: Demographics, transitions and identities. *International Journal of Transgenderism*, 9(1), 15–27. [https://doi.org/10.1300/J485V09N01\\_03](https://doi.org/10.1300/J485V09N01_03)
- World Tourism Organization (2017). (2017). *World Tourism Organization (2017), Affiliate Members Global Reports, Volume fifteen – Second Global Report on LGBT Tourism, UNWTO, Madrid*. World Tourism Organization (UNWTO). <https://doi.org/10.18111/9789284418619>

- Yothin Intaraprasong, P. S. K. J. (2023, March). *Reform of Thailand's Rules on Advertisements: Guidelines on the Use and Proof of Advertising Statements in regard to Affirming Facts Which are Difficult to Prove (Thailand)* | Publications | Nagashima Ohno & Tsunematsu. Nagashima Ohno & Tsunematsu.  
<https://www.noandt.com/en/publications/publication20230327-1/>
- Yuthana Sivaraks, Napatorn Dasananjali Termglinchan, & Pongtorn Jittapinijmas And Woraphan Khunakornkorkbij. (2023, April 3). *Thailand: Effective now - Guideline on advertising claims - Global Compliance News*. Global Compliance News.  
[https://www.globalcompliancenews.com/2023/04/04/https-insightplus-bakermckenzie-com-bm-consumer-goods-retail\\_1-thailand-effective-now-guideline-on-advertising-claims\\_2\\_03312023/](https://www.globalcompliancenews.com/2023/04/04/https-insightplus-bakermckenzie-com-bm-consumer-goods-retail_1-thailand-effective-now-guideline-on-advertising-claims_2_03312023/)

### **KOREAN TOURISM AND AIRLINE SATISFACTION: A CASE OF FLIGHT FROM THAILAND TO KOREA**

*Thitiporn Milindra Christensen, Aviation Personnel Department Institute,  
Kasem Bundit University, Bangkok, Thailand  
E-mail: thitiporn.chr@kbu.ac.th*

*Nareerath Selamad, Aviation Personnel Department Institute,  
Kasem Bundit University, Bangkok, Thailand  
Keon Woo Park, Aviation Personnel Department Institute,  
Kasem Bundit University, Bangkok, Thailand*

*Siramon Ponjaroen, Aviation Personnel Department Institute,  
Kasem Bundit University, Bangkok, Thailand*

*Thanakorn Sikhwa, Aviation Personnel Department Institute,  
Kasem Bundit University, Bangkok, Thailand*

*Krit Witthawassamrankul, Aviation Personnel Department Institute,  
Kasem Bundit University, Bangkok, Thailand*

#### **ABSTRACT**

This research aimed to Korean tourism and airline satisfaction: a case of flight from Thailand to Korea. The researcher distributed the developed questionnaires to 319 respondents who travelled to Korea. The questionnaires included the questions of Korea tourism and airline satisfaction. The 5 rating Likert's scale was used in this study. The questionnaire reliability was 0.96. Before distributing the questionnaire, the researcher screened the respondents by asking experience of travelling to Korea. If the respondents ticked yes to the question. Then, the researcher continued to count the questionnaires as usable. The results of the study found that top 2 reasons of flying to Korea for the tourists rated at highest satisfied were 1) good place to travel and has beautiful natural resource (M= 4.51) 2) Korean produces good quality products (M= 4.30) and the airline's services are reasonably priced (M= 4.30). The hypothesis

testing by using Pearson's correlation showed that there is a positively moderate relationship between employees' willingness to help and decision to choose the airlines ( $r=0.66$ )

**Keywords:** Korean Tourism, Airline Satisfaction, Flight

## INTRODUCTION

Korea is a good place for traveling of Thai and Asian due to the impact of Korean culture and its shorter flight when flying from Thailand. Numbers of research studied found that the reasons of Korean tourism are from the successful of Korean cultures and entertainment known as 'K-pop' (Akarawong and Sawang, 2015). Moreover, values and time spending in the country are important. The study also found that Thai tourists prefer to travel to Asia, particularly Korea, Japan and China. Thai tourists perceived that they gain valuable times comparing to the expenses and they can connect themselves into the East Asia cultures (Waeokeaw, 2014). Since the related studies have been done for more than 10 years. The researcher restudied this topic if there is anything changes or any interesting factors related to Korean Tourism. Additionally, the questions regarding the airline services being asked in this study.

### Research Objectives

To study Korean tourism and airline satisfaction:

### Research Hypothesis

1. Tourists who have different personal factors have different level of person satisfaction in Korean tourism and the airline satisfaction
2. There is relationship between employees' willingness to help and decision to choose the airlines

## LITERATURE REVIEW AND THEORY

The concept and theories used in this research studies were the tourism, marketing mixes and service quality, as:

Korean tourism could be defined as activities, business or industry related to the travelling for the purposes of education, entertainment, recreation in Korea. The tourism can be judged the value based on numbers of factors such as price, cost, time, additional benefits and subjective reasons, such impression, experience, etc. The study found that Korean tourism is valuable comparing to the price. Korea tourism offers both tradition and technology (Lee, Koo and Lee, 2017). One of the success factors is from the promotion with story-telling (Korea Tourism Organization, 2023).

Marketing people try to increase the values of tourism by using service marketing mixes which included product or service, price, place, promotion, people, process and physical evidences. However, it is difficult due to characteristics of tourism which is dynamic, people-involved, changeable and difficult to control the quality. Tourism is evaluated or judged based on the physical and environment. Therefore, the service quality is another theory which the tourism managers have to study and may need to learn many services related to tourism such as hotel, restaurant, food, and airlines. Tourists expect the service based on the image and advertisement provided. After they perceived service and they know the perceived service is higher than the expectation. They will be the loyal customers (Han and Hyun, 2018).

## METHODOLOGY

The researcher developed the questionnaires from the previous study. The question contents included the satisfaction of Korea Tourism and the Airlines. The population of the study was the tourists who visited Korea. The sample size used in this study was 319 respondents due to the limitation of the study. The questionnaires used 5 Likert's scale. The data were collected from October-November 2023. The reliability was 0.961. The statistical analysis in this study were frequency, percentage, mean, standard deviation, t-test, One-Way ANOVA, and Pearson's Correlation. The content analysis was used in the part of structured question.

## RESULTS

The results showed 1) respondent profile or the tourists 2) Korean tourism and airline satisfaction 3) other suggestions and 4) hypothesis testing

Table 1 *Respondent Profile Results*

Profile Factors	Particulars	F	%
Gender	Male	111	34.80
	Female	208	65.20
Age	18-25 yrs.	136	42.60
	26-35 yrs.	132	41.40
	36-45 yrs.	43	13.50
	Above 45 yrs.	8	2.50
Nationality	Thai	274	85.90
	Korean	42	13.20
	Other	3	0.90
Income Per Month	Less than 20,000 Baht	106	33.20
	20,001-50,000 Baht	159	49.80
	50,001-100,000 Baht	41	12.90
	More than 100,000 Baht	13	4.10
Mostly Flying	Thai Airways	135	42.30
	Korean Air	121	37.90
	Air Asia X	56	17.60
	Other Airlines	7	2.20
Frequency in 1 Year	1-2 times	138	43.30
	3-4 times	122	38.20
	5-6 times	42	13.20
	More than 6 times	17	5.30
Days to Stay	2 Days and 1 Night	86	27.00
	3 Days and 2 Nights	99	31.00
	4 Days and 3 Nights	70	21.90
	5 Days and 4 Nights	32	10.00
	More than 5 Days	32	10.00

	Less than 10,000 Baht	23	7.20
Expense Per Trip	10,001-20,000 Baht	70	21.90
(Excluded hotel	20,001-30,000 Baht	105	32.90
and airline	30,001-40,000 Baht	57	17.90
expenses)	More than 40,000 Baht	64	20.10

The results of the study found that mostly the respondents were female (=65.20%), their age was 18-25 years old (=42.60%). The respondents were 274 Thai (=85.90%), 42 Korean (=13.20%) and 3 others (=0.90%), Top 3 airlines the respondents fly most were Thai Airways (=42.30%), Korean Air (=37.90%) and Thai Air Asia X (=17.60%). The top 2 highest frequency of flying were 1-2 times (=43.30%) and 3-4 times (=38.20%). The respondents' staying in Korea in short trip as 3 days and 1 night (=99%) and 2 days and 1 night (=27.00%). The highest expense per trip was 20,001-30,000 Baht (=32.90%).

Table 2 *Korean Tourism and Airline Satisfaction*

Korean Tourism and Airline Satisfaction	Mean	S.D.	Interpretation
<u><i>Korean Tourism</i></u>			
1. Korea is a good place to travel and has beautiful natural resources	4.51	0.644	Highest
2. Travelling to Korea is expensive	4.05	0.694	High
3. Korea is a high-tech country	4.27	0.728	Highest
4. Korea produces good quality product	4.30	0.715	Highest
5. Korean food was tasty	4.29	0.719	Highest
6. Korean food was various and abundant	4.27	0.721	Highest
7. Korean people are polite and friendly	4.07	0.819	High
<u><i>Airline Satisfaction</i></u>			
8. The airline's services are reasonably priced.	4.30	0.742	Highest
9. The airline offers satisfactory value for its price.	4.13	0.708	High
10. The location of airport is convenient to transport	4.09	0.738	High
11. It is easy to find Airline promotion for Korean trip	4.05	0.761	High
12. The seasonal promotion of the airlines are available.	4.02	0.734	High
13. I received the prompt attention from the airline's employees.	4.22	0.775	High
14. Employees of this airlines are always willing to help me.	4.23	0.711	Highest

15. I feel safe in my transactions with the airline's employees.	4.19	0.726	High
16. The airline listens to the customers' problem and are earnest.	4.23	0.740	Highest
17. Staffs appear neat and appropriately dressed.	4.27	0.723	Highest
18. There are visually attractive modern and clean physical on board facilities	4.24	0.742	Highest
19. There are various and up-to-date Video/magazines/newspaper with quality on board	4.18	0.725	High
20. Sincerity and patience resolving passengers' problems.	4.21	0.732	Highest
21. Knowledge and skillful provision of services	4.23	0.716	Highest
22. There are convenient flight scheduling and variable easy to use ticketing channels.	4.20	0.710	High
23. Keeping passengers informed when services will be performed	4.21	0.741	Highest
24. Staffs are always willing to help you	4.18	0.726	High
25. The performance of scheduled flights shows on time.	4.18	0.731	High
26. I am satisfied with my decision to choose the airlines.	4.17	0.727	High

The results of the study found that Korean tourism scores rated at highest level were good place to travel and has beautiful natural resource (M= 4.51) 2) Korean produces good quality products (M= 4.30), Korean food was tasty (M= 4.29), Korean food was various and abundant (M=4.21) respectively. The highest score for experience of using flight to Korea found that the tourists were attracted with the modern and clean physical on board facilities (M= 4.27).

The results of the suggestion parts found that Korean tourism are attractive for Thai and Korean tourists. The tourists would like to travel to Korea by the following reasons: 1) Mostly Thai tourists travel in popular places from the Korean movies and they are interested in the popular culture. 2) The tourists, both Thai and Korean enjoy shopping, food and entertainment and 3) Thai tourists informed that the expense per trip is not expensive and they could take short trip for 2-3 days to Korea. The suggestion regarding the airline services are the airlines to fly to Korea still limit the baggage weight. The tourists who go shopping found that they have to pay more for baggage after shopping. There is no complementary weight unlike shopping in other Asian countries. The registration to Korea is the problem for some Thai tourists. They recommend that there should take less time to do this.



Table 3 Hypothesis Testing (T-Test and One-Way ANOVA)

Factors	Statistics	Test Value	Sig.
Gender	t-test	-2.54	0.012*
Age	One-Way ANOVA	3.787	0.011*
Nationality	One-Way ANOVA	0.351	0.843
Income Per Month	One-Way ANOVA	0.081	0.003*
The Airline Mostly Fly	One-Way ANOVA	2.526	0.041*
Frequency of Flying	One-Way ANOVA	2.320	0.075
Days to Stay in Korea	One-Way ANOVA	1.202	0.310
Expense Per Trip	One-Way ANOVA	2.593	0.037*

The results of T-test and One-Way ANOVA at a statistical significance level of 0.05 used for hypothesis testing showed that the tourists who have some different personal factors have the different Korean tourism and airline satisfaction (Gender Sig. =0.012, Age Sig.=0.011, Income per Month Sig.=0.003, The Airline Mostly Fly Sig.=0.041, and Expense Per Trip Sig.=0.037). The different personal factors of tourists as nationality, frequency of flying and days to stay in Korea do not have different Korean tourism and airline satisfaction (Nationality Sig.= 0.843, Frequency of Flying Sig.=0.075 and Days to Stay in Korea Sig.=0.310). Based on the hypothesis testing using Pearson's Correlation it found that there was a relationship between employees' willingness to help and decision to choose the airlines at a positively moderate relationship ( $r = 0.66$ ).

## CONCLUSION

The results found that top 3 reasons of flying to Korea for the tourists rated at highest satisfied were 1) good place to travel and has beautiful natural resource ( $M = 4.51$ ) 2) Korean produces good quality products ( $M = 4.30$ ) and Korean food was tasty ( $M = 4.29$ ), respectively. The highest score for experience of using flight to Korea found that the tourists were attracted with the modern and clean physical on board facilities ( $M = 4.27$ ). Hypothesis testing results found that the tourists who have some different personal factors have the different Korean tourism and airline satisfaction (Gender Sig. =0.012, Age Sig.=0.011, Income per Month Sig.=0.003, The Airline Mostly Fly Sig.=0.041, and Expense Per Trip Sig.=0.037) and there was a relationship between employees' willingness to help and decision to choose the airlines at a positively moderate relationship ( $r = 0.66$ ).

## DISCUSSION AND RECOMMENDATION

Korean Cultures and Marketing influences the success of Korean tourism like related researches (Akarawong and Sawang, 2015 and Waeokeaw, 2014). However, when considering there are some points need improvement such as the promotion and some baggage. The tourists suggest that the airlines should increase the baggage weight since the reasons for travelling to Korea is shopping. The tourists who are the airline passengers checked the rate with the other routes to Asian countries and they found that in some country the rate for the baggage is lower and offer complementary.

## REFERENCES

- Akarawong, C. and Sawang, S. 2015. Service Marketing Mix Factors Affecting to Traveling Behavior South Korea Tourists in Thailand 2015. *Journal of Rangsit Graduate Studies in Business and Social Sciences* 1(1), 160-175.
- Han, H., & Hyun, S. S. 2018. Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 70, 101-108
- Korea Tourism Organization. "VisitKorea" Retrieved from <https://english.visitkorea.or.kr/svc/main/index.do>
- Lee, S., Koo, C., & Lee, H. 2017. The influence of satisfaction with festival performance on destination image and behavioral intention: The 2014 Incheon Asian Games. *Sustainability*, 9(10), 1815.
- Statista. "Tourism Industry in South Korea." Retrieved from <https://www.statista.com/statistics/582179/south-korea-tourism-industry-direct-contribution-to-gdp/>
- Waeokeaw, T. 2014. Tourism Behaviour of Thai Tourists Travelling to Korea or Japan. *Master's Thesis*. Rajamangala University of Technology Thanyaburi

## **SPELLING ERROR ANALYSIS IN ENGLISH PARAGRAPH WRITING OF FIRST-YEAR STUDENTS, MAJORING IN ENGLISH, FACULTY OF LIBERAL ARTS AND SCIENCE, KASETSART UNIVERSITY, KAMPHAENG SAEN CAMPUS**

*Natthida Wicharew, Faculty of Liberal Arts and Science, Kasetsart University,  
Kamphaeng Sean Campus, Nakon Pathom, Thailand  
E-mail: natthida.wi@ku.th*

*Nattawadee Pholprasert, Faculty of Liberal Arts and Science, Kasetsart University,  
Kamphaeng Sean Campus, Nakon Pathom, Thailand  
E-mail: nattawadee.phol@ku.th*

*Sujira Leesuwana, Faculty of Liberal Arts and Science, Kasetsart University,  
Kamphaeng Sean Campus, Nakon Pathom, Thailand  
E-mail: sujira.l@ku.th*

*Kanokrat Kunasaraphan, Faculty of Liberal Arts and Science, Kasetsart University,  
Kamphaeng Sean Campus, Nakon Pathom, Thailand  
E-mail: kanokrat.k@ku.th*

**ABSTRACT**

Spelling is an essential basic English skill for second-language learners as the students can produce phrases and sentences by spelling words. However, technology has played a significant role in daily life and has altered some English skills, such as spelling. This problem has caused more spelling errors, and has affected the learners lack of spelling awareness. This research aims to analyze spelling errors in English paragraph writing of first-year students, majoring in English, at the Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus. The participants of this research included 170 first-year students majoring in English. The instrument used in this research was paragraph writing on the final examination. An analysis of spelling errors in regular program and special program discovered that the highest frequency of errors was omission (28.04%), followed by other mistakes (20.79%), insertion (19.70%), substitution (19.15%), grapheme substitution (6.57%), and transposition (5.75%), respectively. The findings of this research suggest that spelling error finding is mainly caused by the lack of phonological awareness. The teacher should focus more on the phonology as well as phonetics and phonemics.

**Keywords:** Spelling Error, Paragraph Writing, EFL Learners

**INTRODUCTION**

Spelling words are substantially significant in the English language. Spelling is the basic skill of English writing which is necessary for EFL learners. However, technology has become an important role in daily lives and society has been being modified increasingly in the present day. People have not seen the significance of spelling in the English language as before, whereas most people get to use technology by using applications as translation tools for spelling such as Online Dictionary, Automatic spelling, and Automatic edition. Therefore, it extremely impacts the learning of spelling, and produces many people not aware of the importance of spelling words in English. As mentioned above, this problem inspires the researchers to analyze spelling errors in the English language from English major students in both the regular program and the special program.

**Objective of the research**

To analyze spelling errors in English paragraph writing of first-year students, majoring in English, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus

**Research Question**

How was the analysis of spelling errors in English paragraph writing of first-year students, majoring in English, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus?

**LITERATURE REVIEW**

The classification of spelling errors in this research was adapted from the National Foundation for Educational Research (NFER), and Cook & Singleton (2014, p. 83) categorizing six types of spelling errors that are:

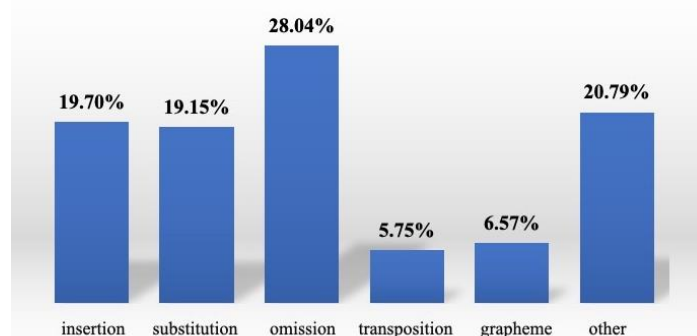
1. Insertion – the error occurs when adds an extra letter to a word like “vocabularyly” (vocabulary).
2. Omission – the error occurs when a letter is erased like “softwar” (software).
3. Substitution – the error occurs when one letter takes the place of another like “catagories” (categories).
4. Transposition – the error occurs when two letters are rearranged like “foerigners” (foreigners).
5. Grapheme substitution – the error occurs when a word has inaccurate spelling like “thort” (thought).
6. Others – the error that cannot be categorized in the above five types

## **METHODOLOGY**

Population of this research was 195 first-year students majoring in English, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus. The participants were 170 first-year students majoring in English, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus from both regular and special programs who studied in the course of Introduction to English Reading and Writing Skills in the semester 2, academic year 2022. The researchers used stratified sample method and Sample Size Determination from Krejcie and Morgan Table (1970). In this research, the researchers used 38 students from sections 700 and 701 in the regular program, 34 people from sections 809 and 810, and 26 students from section 811 in the special program followed by Krejcie and Morgan Table (1970). Overall, there are 170 students out of 195 students. The research instrument employed in this study was paragraph writing on final examination both regular and special programs. According to the last part of the final examination, the students were assigned to write paragraphs of 100-150 words by choosing 6 topics from the following topics.

1. One Way Laughter is Good for You
2. My favorite Sport
3. Choices and Information for Making Medical Decisions
4. Choices and Information for Making Purchase Decisions
5. Important Changes in your Life Due to Technology
6. A common Fear

## RESULTS



*Figure 1: The Percentage of Spelling Errors from the First-Year Student*

Figure 1 shows the spelling error percentage of first year students that is divided into six types of Cook and Singleton's theory (2014, p.83). The highest error is an omission which is 28.04 percent, others are 20.79 percent, insertion is 19.70 percent, substitution is 19.15 percent, grapheme substitution is 6.57 percent, and transposition is gotten the lowest error that is only 5.75 percent.

## CONCLUSION

The findings of this research reveal the spelling errors in both the regular program and the special program that are the highest frequency is omission (28.04%), and the lowest frequency is transposition (5.75%).

## DISCUSSION AND RECOMMENDATION

The major cause of spelling errors is the lack of phonological awareness. Thus, the findings suggest that the participants of this research are the first-year students who majoring in English are still as lack in phonological awareness as the beginners. The teacher should provide the teaching method and teaching strategies for students to gain more about phonetics and phonemics like pronunciation of English vowels and consonants.

### **Recommendation of implementation**

This research had advantages for professors and students. Firstly, teachers should use this study's findings to measure the students in the class. Kreiner (1992) stated that spelling errors could reveal the writer's ability in their spelling. It was obvious if there were many spelling errors. The readers could interpret that the writer's ability was not good. To be more efficient in teaching and learning, the teachers should use the result to suggest the objective in the class and improved their student's learning outcomes. It might increase the better learning outcome and developed the better education system.

Secondly, teachers should investigate the additional reasons for the student's spelling errors. As the researchers said earlier, the research's findings were related to the lack of spelling awareness because of time. The researchers thought that it might be caused by student's stress and scary that they could not do the exams on time. Furthermore, Bareiki (in Vaddapalli, 2012) also stated that the reason of student's spelling errors were various, such as, English spelling

system, lacked of suitable spelling teaching at school and colleges and lack of motivation and seriousness among students. The other reasons excepted for linguistic reasons also needed to be analyzed. The teacher could interview or discuss with the students in the class to find new reasons to develop and improve the teaching method.

As stated in the discussion part, the finding of this research related to lack of phonological awareness that reflected in spelling errors of student's writing. This could be useful for that teacher who applied this research for teaching methods or teaching strategies in the future should review the vocabulary and emphasized the phonology as well as phonetics and phonemics.

The researchers suggested some strategies from the previous researchers. Brown (2007) provided some strategies for teachers to improve their student's spelling. Spelling strategies must be taught in the classroom. In the class, the teacher should say the word slowly and require the students to listen cautiously. After that the words should sound similar, such as read, dead, bread, accounts, etc. The words should obviously write syllable by syllable on the board. Furthermore, the teacher should teach students to listen to the order of sounds in a word including derivations of different words from the base word, such as sign, sign, and resignation. By learning this, students could add prefixes and suffixes to create new words. Lastly, dictionary skills were also essential to students. Teachers must clarify the alphabetical order and use different word endings below the base word such as bank - banking.

### **Recommendation of the future research**

There were three recommendations that might be helpful for future study. Firstly, this research was only qualitative, not quantitative research. The future researchers should study by using qualitative research method to obtain more radical analysis of spelling errors' reason.

Secondly, the number of participants was limited. The researchers only focused on the first-year students who were majoring in English in the Faculty of Liberal Arts and Science at Kasetsart University, Kamphaeng Saen Campus. The further research could increase the number of participants.

Thirdly, the limitation of this research was the selection of methods for data collection. Since the research was the data collection from the writing subject, it could make other researchers misunderstand and were inexact about the data collection. Thus, choosing the other methods besides writing work would decrease the errors, and would increase the accuracy of the research.

Lastly, the findings of this research might be uncertain because of the handwriting of participants. Due to the data collected from paragraph writing of final exams, the students have different handwriting. Some students have handwriting that was difficult to read. For example, the students wrote the alphabet "n" similar to the alphabet "r", and the alphabet "h" similar to the alphabet "n", etc. The future researchers should notice these problems and improve in future studies such as using other kinds of data, typing data, or adding interviews.



## REFERENCES

- Bancha, W. (2013). What Causes Spelling Errors of Thai EFL Students?. ARECLS, 10(107-129).  
[https://www.academia.edu/35224869/WHAT\\_CAUSES\\_SPELLING\\_ERRORS\\_OF\\_THAI\\_EFL\\_STUDENTS](https://www.academia.edu/35224869/WHAT_CAUSES_SPELLING_ERRORS_OF_THAI_EFL_STUDENTS)
- Krejcie, R.V., & Morgan, D. W. (1970). Determining Sample Size For Research Activities. Educational and psychological measurement, 30(607-617).  
 Pekanbaru : University Islam <https://repository.uir.ac.id/4242/5/bab2.pdf>
- Pongsukvajchakul, P. (2022). Errors and Causes in English Spelling Writing of Thai University Students. Journal of Management Sciences, 1(1).  
<https://kuojs.lib.ku.ac.th/index.php/jmsku/article/download/4879/2326/>
- Puangkasem, K. (1992). Problem and strategy in Thai subject in primary school. Bangkok. Thai Wattana Panich.
- The Ministry of Education. (2008). The Basic Education Core Curriculum B.E. 2551 (A.D. 2008). Bangkok. The Ministry of Education.

## CUSTOMER EXPECTATION AND PERCEPTION TOWARD AI CHATBOT SERVICE QUALITY FOR LOW-COST AIRLINES IN THAILAND

*Nutchirathorn Naulsom, Aviation Personal Development Institute,  
 Kasem Bundit University, Bangkok, Thailand  
 E-Mail: varapattra.nau@kbu.ac.th*

## ABSTRACT

This research aimed to examine the impact of Artificial Intelligence (AI) chatbots implement of service via low-cost airline official website in Thailand. The AI chatbot provide the basic standard service for customer such as providing information and solutions for passengers. The research instrument in this study was questionnaire which included the study of customer expectation and perception toward AI Chatbot service quality. The service quality concept was used to compare the expected and perceived service of AI chatbot of low-cost airlines. The population of the study were the passengers who experienced AI Chatbot of low-cost airlines. The sample size was 400. The questionnaire has been approved its content validity by IOC of more than 1.00 and the reliability was 0.944. Statistical analysis was used for this study were frequency, percentage, mean, standard deviation. The results of this study indicated that the respondents are (1) mostly female, aged between 23-40 years, single status, graduated of bachelor's degree, monthly income during 30,001 – 40,000 Thai Baht, Residence in Thailand, type of flight is international flight (2) most of the utilization of basic services through AI Chatbot are flight Information such as booking change, itinerary, travel requirements, check-in, flight status and flight booking (3) in general passengers were satisfied with AI chatbot. However, AI Chatbots of low-cost airline still needs some improvement in some areas, such as ability to answer complex questions, ability to understand interpret the passengers' needs. Some passengers who used AI Chatbots of low-cost airlines are aware of their confidential information will be spread out.

**Keywords:** Artificial Intelligence (AI) Chatbots, Service Quality, Low-Cost Airline

## INTRODUCTION

Due to the intensified competition among airlines following the COVID-19 situation and the significant boost in the country's tourism industry, as reported by the Economics Tourism and Sports Division (ETSMOTS), which recorded a remarkable 151% year-on-year increase, totaling 28,042,131 international tourists in the year 2022 (Tourism and Sports Economic Division, 2024) and the increasing role of technology and the shifting consumer behavior towards electronic platforms are evident. According to consumer behavior survey in 2022, 92.21% of Thai people engaged in communication transactions through electronic platforms (Ministry of Digital Economy and Society, 2024). Consequently, airlines are adapting their operations and service models to align with the rapid societal changes of the new era. AI Chatbot is a computer program that simulates human conversation, capable of real-time communication through text or voice using Artificial Intelligence (AI) technology or machine learning. This program is embedded in servers, applications, or various chat programs (Research and Innovation, 2024). This adaptation involves investments in AI to enhance operational speed, streamline passenger services, and address various fundamental issues, ensuring responsiveness to evolving consumer demands. AI Chatbots, as virtual representatives, can manage customer service issues and support employees in general, providing a competitive advantage for businesses. Airlines are developing AI chatbots to provide services through various platforms such as their official website. Passengers could create their own experiences to inquire about basic services, such as travel information, luggage weight increases, or additional travel insurance after ticket purchase. Their service involves automated responses without human intervention and continuously enhance their performance to serve the passenger needs. Therefore, this research intended to study customer expectation and perception toward AI Chatbots service quality for low-cost airlines in Thailand in order that the study understanding passengers' perceptions of the service quality provided by AI chatbots on low-cost airline websites. Passenger feedback is essential for improvements and developing service quality under limitation of themselves to be effective.

### Research Objectives

1. To examine personal factors of passengers who used AI Chatbots of low-cost airlines in Thailand.
2. To study the utilization of AI Chatbot service of low-cost airlines in Thailand.
3. To compare customer expectation and perception toward AI Chatbots service quality for low-cost airlines in Thailand

### Research questions

1. What are the personal factors of passengers who used AI Chatbots of low-cost airlines in Thailand?
2. What are the utilizations of AI Chatbot service of low-cost airlines in Thailand?
3. What are the differences of customer expectation and perception toward AI Chatbots service quality for low-cost airlines in Thailand?

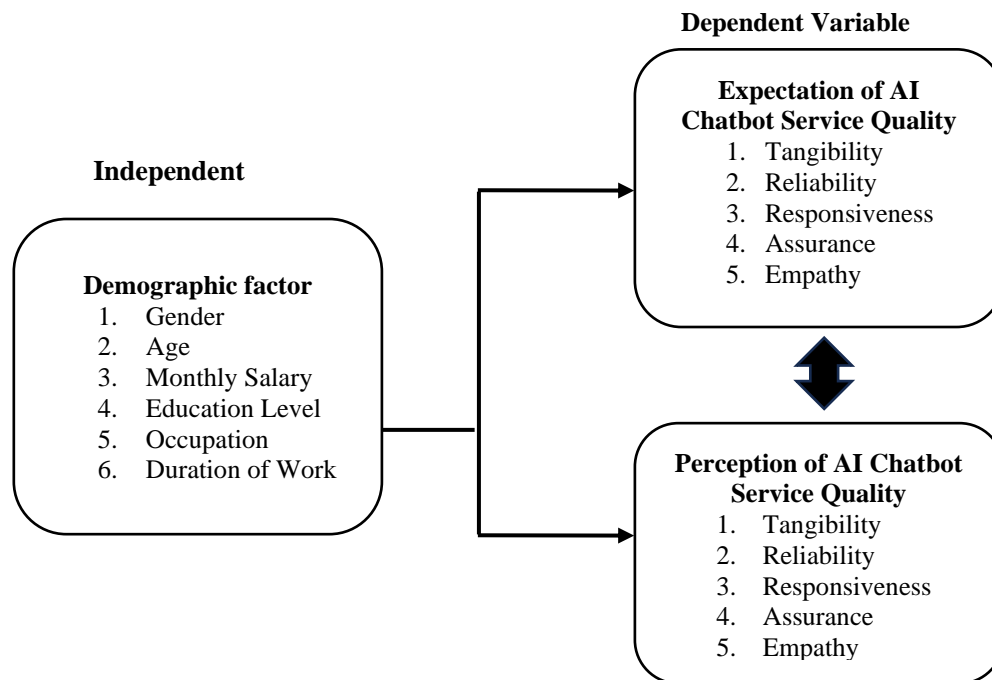
## LITERATURE REVIEW AND THEORY

This research included the service quality concept, SERVQUAL, satisfaction and AI Chatbot and AI Chatbot in airlines:

Service quality explained the dimension of expected or ideal service provided by service provider. The service quality may be different from one service to another. Common service quality used in SERVQUAL model are applied in general are tangible, reliability, assurance, responsiveness and empathy. Though service quality could have more dimensions. Some service providers used 10 dimensions to measure and evaluate the service quality (Parasuraman, et. al. 1988 and Parasuraman, Zeithaml & Berry, 1985). Some theorist related service quality to satisfaction with the explanation that the service satisfaction happens when the perceived service (P) is more than expected service (S). Hence, the service providers should provide promised service that they informed, for example, timeliness, cleanliness, order. However, to measure SERVQUAL by service users may be varied due to the personal factors, situation and other factors. The expectation is abstract and unique from the one to another (Gronroo, 1990). The personal factors such as income, education, social class may influence the individual service evaluation.

AI Chatbot service is the technology used for information provision and solution to business and individual. It synthesizes the data and select the proper answers for the users in short time. By using AI Chatbot service, both business and customers can save time, cost and enjoy their privacy to try and choose the questions which they would like to ask. AI Chatbot service used in many low-cost airlines, such as Air Asia, Thai Vietjet Air. Flight booking, payment and information service could be found by AI Chatbot service of airlines. AI chatbot service quality positively affects customer loyalty through perceived value, cognitive trust, affective trust and satisfaction. Originality/value This study captures the attributes of the service quality of AI chatbots and reveals the significant influence of service quality on customer loyalty (Chen, 2023). Because the service satisfaction happens when the perceived service is more than the expected service, the researcher developed the conceptual framework based on the service quality satisfaction

**Fig. 1 Conceptual Framework**



## METHODOLOGY

The researcher developed the questionnaire to collect the data from 400 samples of the Thai Low-cost Airline Passengers, Suvarnabhumi Airport. The questionnaire consists of 4 parts as 1) Personal data of the respondents 2) Data of the utilization of basic services through AI Chatbot 3) Perception and Expectation of Service Quality of AI Chatbot 4) Opinion of personal. The data analysis used in the questionnaires included descriptive statistics as frequency, percentage, mean and standard deviation. The Likert's Scale (5 ranges) with the class interval of 0.80 was used to measure the service quality of AI Chatbot. The questionnaire has been approved its content validity by IOC of more than 1.00 and the reliability by 30 try-outs was 0.944.

## RESULTS

The results showed 1) personal data 2) data of AI Chatbot basic standard service 3) expectation and perception of Service Quality of AI Chatbot and 4) Opinion

**Table 1** *Demographic profile*

Personal Data	Particulars	F	%
Gender	Male	95	24.00
	Female	305	77.00
Age	Less than 23 years old	72	18.00
	23-40 years old	165	42.00
	41-55 years old	99	24.00
	56 years old	64	16.00
	More than 55 years old	64	16.00
Monthly Salary (Baht)	Less than 15,000	67	15.00
	15,001 -30,000	89	21.80
	30,001 - 40,000	133	40.30
	More than 40,000	111	34.10
Education Level	Lower than bachelor's degree	40	10.00
	Bachelor's degree	192	48.00
	Higher than bachelor's degree	168	42.00
Occupation	Student	44	11.00
	Company Employee	188	47.00
	Government Officer	121	31.00
	Own Business	35	8.00
	Vacant	12	3.00
Duration of Work	1-5 years	248	62.18
	6-10 years	96	23.20
	More than 10 years	56	14.00

The personal factor results showed that mostly the respondents were female (=77.00%), aged between 23-40 years (=42%), company employee (=47%), holding bachelor's degree (=48.00%), earned monthly income around 30,001– 40,000 Thai Baht (= 40.30%), their occupation were company employees (=47.00%), their duration of work was 1-5 years (=62.18).

**Table 2** *Frequency of the utilization of basic services through AI Chatbot*

Standard Service usage behavior	F	%
<i>Flight Information Basic Service</i>		
<b>Flight Booking</b> such as flight booking, group booking, child's booking, young traveler, or charter flight	93	23.25
<b>Add-ons Service</b> such as meal, baggage, seats, infant, wheelchair or wi-fi, payment and refund	57	14.25
<b>Payment and Refunds</b> such as booking confirmation, tax invoice, payment unsuccessful, credit account, travel voucher/promo code	25	6.25

<b>Flight Information</b> such as booking change, itinerary, travel requirements, check-in, flight Status,	176	44.00
<b>Personal Data Amendment</b> such as change name/surname, passport or etc.	16	4.00
<b>Flight disruption</b> such as flight status, move flight, refunds.	3	0.75
<b>Feedback</b> such as complaint, compliment, and check case status	30	7.5
<b>Total</b>	<b>400</b>	<b>100</b>

The table 2 showed highest frequency of utilization of AI Chatbot of low-cost airlines was flight information (=44.00%) and the lowest frequency was flight disruption (=0.75).

**Table 3** *Service Quality of AI Chatbot*

<i>Statement of Service Quality</i>	<i>Level of Expectation (E)</i>		<i>Level of Perception (P)</i>		<i>SQ (P-E)</i>
	$\bar{X}$	<i>s.d.</i>	$\bar{X}$	<i>s.d.</i>	
1. AI Chatbot is easily to access	3.73	0.820	4.24	0.895	0.51
2. AI Chatbot offers an appropriate language and easy for understanding	4.05	0.841	4.38	0.751	0.33
3. AI Chatbot is easy for usage and modern technology	4.10	0.917	4.60	0.490	0.50
4. AI Chatbot provides a professional service	4.00	0.906	4.56	0.576	0.56
5. AI Chatbot provides correct service at the first time	4.35	0.488	4.38	0.541	0.03
6. AI Chatbot provides accurate and precise service	4.06	0.386	4.06	0.386	0.00
7. AI Chatbot provides service following a statement of service standard	4.13	0.750	4.03	0.396	-0.10
8. AI Chatbot is ready to service promptly	4.78	0.432	4.78	0.432	0.00
9. AI Chatbot is quick response	4.61	0.474	4.89	0.463	0.28
10. AI Chatbot is response all the time	4.78	0.287	4.89	0.240	0.11
11. AI Chatbot has variety of response formats	4.04	0.810	4.37	0.712	0.33
12. Personal data in system would not be broadcast	3.73	0.726	4.10	0.815	0.37
13. AI Chatbot can trust to keep personal data in confidential	3.73	0.726	4.15	0.935	0.42



14. AI Chatbot clearly understands a passenger need	4.33	0.576	3.80	0.278	-0.53
15. AI Chatbot can suggest other utility information	4.14	0.618	4.15	0.337	0.01
16. AI Chatbot has a good interact to passenger	4.54	0.537	4.78	0.240	0.24
<b>Total</b>	<b>4.19</b>	<b>0.643</b>	<b>4.39</b>	<b>0.530</b>	<b>0.19</b>

The table 3 showed that overall service quality of AI Chatbot of low-cost almost met expectation of the passengers or the customers who used the AI Chatbot. The highest score was the AI Chatbot provides a professional service (Difference = 0.56). However, the lowest score was the AI Chatbot clearly understands a passenger need (Difference = -0.53).

## CONCLUSION

The results of the study found that the highest frequency of utilization of AI Chatbot of low-cost airlines was flight information and the lowest frequency was flight disruption. Passengers almost meet their needs for using AI Chatbot, but in the basic functions. The AI Chatbot still could not replace the human service since the complication of service and complex needs of human being. Therefore, the results of the study comparing the expected and perceived service was not still not high. The AI Chatbot still needs the development, particularly understanding people in different generation, feeling of passengers. The language to communicate in Thai of AI Chatbot still needs more improvement, when comparing to English.

## DISCUSSION AND RECOMMENDATION

The study of AI Chatbot in low-cost airlines was limited because of its newness and innovation. The respondents may not know how to compare and learn AI Chatbot in many airlines. The service quality is also subjective and varied from time to time. The further research should be done by other method to show the evidences such as experiment and observation. It is also the triangulation of the results and there should be more diverse demographic types of users, particularly generation, gender, education, IT knowledge and experience with IT applications.

## REFERENCES

- Chen, Q., Lu, Y., Gong, Y. and Xiong, J. 2023. "Can AI chatbots help retain customers? Impact of AI service quality on customer loyalty", *Internet Research*, Vol. 33 No. 6, pp. 2205-2243. <https://doi.org/10.1108/INTR-09-2021-0686>
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. 1988. *SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*. *Journal of Retailing*, 64, 12-40.
- Tourism and Sports Economic Division (ETSMOTS) 2024. *Report Tourist entering in Thailand 2023*. Retrieve from HealthServ: <https://healthserv.net/healthtourism/>

Ministry of Digital Economy and Society. 2024. *Thailand Internet Users Behavior in 2022*.  
Retrieve from <https://www.eta.or.th/th>

Ministry of Higher Education, Science, Research and Innovation. 2024. *Office of the Permanent Secretary*. From <https://www.ops.go.th>:[https://www.ops.go.th/th/content\\_page/item/793-chatbot-future](https://www.ops.go.th/th/content_page/item/793-chatbot-future)

Post Today economic columnist (2023), *Thai Viet Jet aims to improve AI Chatbot 2024*.  
Retrieved from <https://www.posttoday.com/business/financial/698650>

## ANALYSIS OF ESG PRINCIPLES IMPLEMENTATION IN THE BUSINESS MODELS OF EUROPEAN COMPANIES

*Sofiia Dvoryashina, student of the Department of World Economy and International  
Relations at Rostov State University of Economics, Rostov-on-Don, Russia  
E-mail: Sophiadvor1209@gmail.com*

*Tatiana Shepel, PhD in Economics, Associate Professor of the Department of World  
Economy and International Relations at Rostov State University of Economics,  
Rostov-on-Don, Russia  
E-mail: Shepel.rsue@gmail.com*

### ABSTRACT

The international principles of ESG, based on three interrelated components — Environmental, Social and Governance, are becoming increasingly popular in the modern agenda of European companies. This means that now the key to the success of the company is shifting towards responsible business with care for man and nature. The relevance of the article is confirmed by the intensification of the processes of business implementation of international modern ESG principles, taking into account the UN Sustainable Development Goals. The article presents data on the International ESG Agenda, examines the history of the creation of the concept of "sustainable development", classifies global reporting initiatives, highlights the features of the European practice of implementing ESG principles, analyzes the implementation of corporate ESG standards in the countries of South-Eastern Europe.

**Keywords:** ESG principles, European Union, TNC strategies, sustainable development.

### INTRODUCTION

In the context of increasing economic risks for many corporations and entrepreneurs at the moment, the main task is to preserve the business and its further improvement and prosperity. During the period of increasing transnationalization of the global economy, the main focus of the concept of sustainable development is shifting from the national level to the corporate level. European companies are actively developing their own initiatives (standards) to adapt the best international practices to assess the social and environmental impact of business on the environment.

In the context of the deteriorating environmental situation on the planet, the economies of many countries have undergone changes associated with increased attention to environmental conservation through effective financing of the green economy.

More than two thirds (68%) of leading European companies use at least one E, S or G indicator in their executive incentive plans. This is 5% more than in the previous year. The annual increase in prevalence is observed in all ESG categories, although the most significant (about 10%) is in the categories of environmental protection and broader management. 81% of companies have an official ESG program, but only 50% of companies believe that their company is operating effectively in accordance with environmental indicators.

### **Objectives:**

Successful European practice is the main example for other countries to follow: most foreign companies rely on European standards. That is why the study of the implementation of ESG principles and the rapid development of a new type of regulation for European corporations is fundamental to understanding the structure of the economy of the European Union states. The main purpose of the study is to study the implementation of ESG principles in European companies and the adoption of their experience for other countries in order to further use in their markets

### **Research questions:**

To achieve the main goal, the following tasks were set in the work:

- Consider the specifics of the concept of sustainable development;
- Identify trends in the development and dissemination of the concept of sustainable development;
- Analyze examples of successful ESG implementation by companies;
- Substantiate the link between ESG and corporate performance;
- How to accelerate the implementation of the ESG agenda.

## **LITERATURE REVIEW AND THEORY**

When conducting a study to identify dependencies between companies implementing modern technologies and customers who use the services of these enterprises, methodological and legal documents of the European Union were analyzed. The fundamental documents worth paying attention to are: Sustainable Development Goals, Taxonomy Regulation, The European Green Deal and others.

Based on the above list of documents, conclusions were drawn about the work that has been done by the Government of the European Union.. The EU is a party to all major multilateral environmental agreements covering a range of environmental issues. Information from the official report of the European Union on ESG (ESG Report 2022) was also used.

An additional source of information in analyzing the activities of companies in the European Union was an environmental non-profit think tank campaigning for reducing the use of coal, called the Energy & Climate Think Tank Ember. It is an independent energy think tank that uses data-driven information to convert the world to clean electricity. This study is based on the results of Ember reports.

## METHODOLOGY

The "green" economic transition has long been one of the relevant topics for the UN and individual programs of other countries of the world. Such an economic transition is difficult to implement, as it requires a lot of time, significant investments, the introduction and development of new technologies, in general, the restructuring of all spheres of society and companies. Already in almost all EU countries, as well as in Russia, unique "green" programs have been developed that relate to the fields of energy, private and public transport, household waste recycling and much more.

The program to improve the sustainable financing strategy for Europe includes:

- Financial support for the transformation of the green transition;
- Increasing the involvement of not only small and medium-sized enterprises, but also consumers in the process;
- Significant expansion of the financial system's influence;
- The introduction of new initiatives and standards into the systems at the international level to support EU cooperation with other States.

In 2015, a United Nations initiative was launched to adopt 17 Sustainable Development Goals. A couple of years later, in 2020, a new resolution was put forward and adopted, fully reflecting all the environmental, social and managerial aspects of running companies. This became the resolution of the Parliament on Taxonomy (Taxonomy Regulation). This document was supposed to facilitate the interaction of portfolio managers and their clients. In addition, the main task of the resolution remained to attract an increasing number of people who showed their interest in "green" financial products.

It is also possible to learn from the European Union on the implementation of the ESG agenda at the industry level. For example, in February 2022, the Toulouse Declaration of the Aviation Market of the European Union was adopted. For the first time, the largest players jointly set a goal to achieve carbon neutrality by 2050.<sup>18</sup> The signing of the declaration implies, first of all, the widespread introduction of "sustainable" aviation kerosene (SAF), the development of electric aircraft, including hydrogen, and the decarbonization of airports.

According to the Ember report, 2022 was a turning point in terms of the global community's transition to clean energy (figure 1). Solar and wind energy provided 12% of global electricity production, which is a record high compared to 10% in 2021.

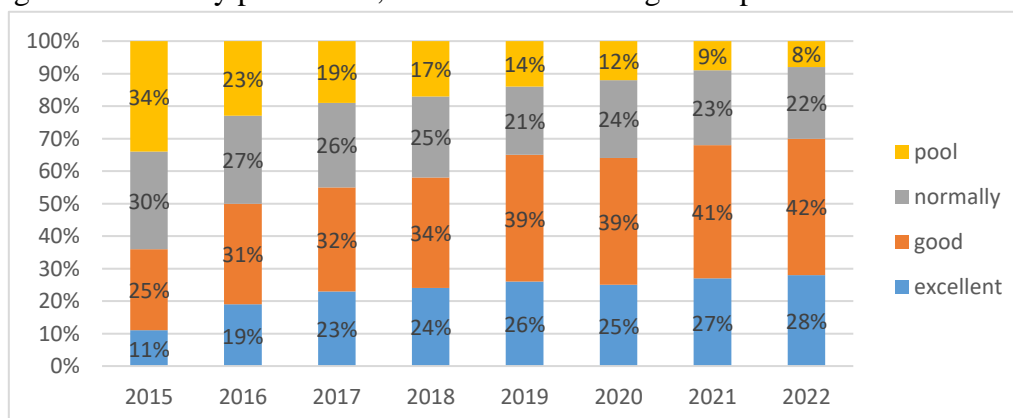


Diagram 1. ESG rating worldwide.

The diagram shows the ESG indicators for the last 7 years, based on the results, it is possible to trace the positive dynamics of the implementation of environmental initiatives in the company.

## RESULTS

The European Union aims to switch to a new clean energy system by 2035. It is planned that such a transition will not require additional costs beyond the stated plans and will not pose a threat of electricity shortages, since large initial capital investments in wind and solar energy in the energy system are compensated by reducing carbon emissions and avoiding costs associated with rising gas prices.

With these considerations in mind, there are several steps that need to be taken to develop and implement an ESG strategy:

1. It is necessary to obtain information from internal and external stakeholders. Consult with board members and business leaders on ESG issues that are important to the business.
2. Assess the relevance of various ESG issues. It is worth using the collected data to identify issues that are most important to both the business and stakeholders, as well as issues that are less important to one of the parties or to both parties.
3. Establish a baseline level of ESG effectiveness, document current performance levels, policies, practices, and statistics on ESG factors that will be considered as part of the strategy.
4. Create a roadmap, develop a detailed plan for the implementation of the ESG program with deadlines, milestones and responsibilities.
5. Review and adjust the strategy as necessary. ESG requirements may change as business needs, stakeholder concerns, and regulatory requirements evolve.

The ESG strategy usually includes separate initiatives in different departments and divisions of the company (table 1). Here are some examples of what this might include:

**IT.** In the IT department, data centers are at the center of green computing efforts because of the large amount of energy they consume. To help improve energy efficiency and reduce carbon emissions, advanced environmental practices in data centers include consolidation of servers and storage devices

**HR.** The HR department plays a leading role in employee-related ESG initiatives. Employee experience and engagement efforts, fair pay practices, and health and well-being initiatives - such as mental health support and flexible work hours — also fall under HR.

**The supply chain.** Under ESG programs, supply chain managers are responsible for responsible sourcing initiatives that take environmental and social factors into account when purchasing materials and finished products.

**Marketing.** The Marketing Department is responsible for ESG's marketing efforts, which highlight the company's ESG initiatives, goals and progress towards achieving these goals. Properly executed ESG marketing can help increase brand awareness, customer loyalty and, ultimately, revenue

**Finance.** The CFO is directly responsible for initiatives in the field of financial transparency and accounting integrity within the management aspect of ESG.

Juridical. The development of a corporate policy for ethical business conduct and rules prohibiting such actions as bribery and corruption is usually led by the legal department.

Table 1. Key performance indicators of ESG (n-44 companies)

Key indicators	ESG indicator	Company Portfolio Assessment
General	Implementation of the ESG policy	59%
	Implementing ESG policies Tracking initiatives with key performance indicators and reports	48%
	No litigation related to ESG	95%
Environment	Implementation of environmental policy	48%
	Carbon footprint assessment	57%
	Tracking water or energy consumption	66%
	Tracking waste volumes, cost and percentage of recycling	52%
Social	Creation of new jobs	75%
	Providing training opportunities	89%
	Providing training opportunities	52%
	For women in leadership positions	25%
Governance	Share of independent members of the Management Board	55%
	Average number of Board meetings	8%
	Following the Code of Ethics	73%
	Creation of independent councils (management, audit)	59%

Based on the data from the table compiled with the help of the European Environmental Report 2022, it is possible to assess the qualitative approach to the performance of aggregate characteristics. It is also worth noting that the environmental indicator of companies occupies one of the main activities for the implementation and tracking of results.

The ESG agenda and the green economy have firmly consolidated their positions on the world stage. Already at this stage of the introduction of new technologies, their necessity and the importance of accounting and improving companies using ESG indicators are recognized. First of all, this should be introduced in large companies, it will contribute to the transition of medium and small businesses to a new environmental infrastructure, primarily for their suppliers, as well as for consumer recognition.



## CONCLUSIONS

The prevention of global environmental problems, the development of quantitative and qualitative environmental and economic indicators and the assessment of the dynamics of environmental indicators in all sectors of the economy are strategic directions of any modern state. If we summarize the analysis of the ESG principles, we can say that they remain one of the most popular development strategies of the European Union. It is worth noting that all modern business is guided by this ideology. In the realities of 2024, European business is really responding to many challenges that have different time frames and are also directly related to sustainable development.

By creating new regulations and standards, a strong business transformation is taking place in the European system, which cannot but remain unnoticed. But most importantly, the Green Course is a foreign policy, because climate change is a global problem. That is why the introduction of new principles in the company is the main guideline for the European Union. At the moment, there are all conditions in Europe for further improvement of green business technologies and reporting to customers and investors.

To improve the company's ESG assessment, it is necessary to focus on transparency of efforts for stakeholders. Since ESG is implemented by more than nine out of ten public companies, this is one of the most important trends in the modern business world. ESG offers numerous benefits, including reduced business risks, improved financial performance and higher return on investment.

## REFERENCES

- Corporate Governance Institute. The ESG landscape in Europe. by Dan Byrne on Oct 10, 2022 <https://www.thecorporategovernanceinstitute.com/insights/news-analysis/the-esg-landscape-in-europe/>
- Ember, formerly Sandbag or Sandbag Climate Campaign, is an environmental non-profit think tank campaigning for the reduction of coal use. <https://ember-climate.org/countries-and-regions/regions/europe/>
- ESG and Proxies: A new era is coming. Harvard Law School Forum on Corporate Governance. Published by James K. Woolery, Woolery & Co., 15 июня 2023 г. <https://corpgov.law.harvard.edu/>
- ESG Report 2022. LGT Capital Partners. 2022. [https://globalfundsearch.com/wp-content/uploads/2019/08/220603-ESG-Report-2022\\_en.pdf](https://globalfundsearch.com/wp-content/uploads/2019/08/220603-ESG-Report-2022_en.pdf)
- ESG: three letters that change the world. Report of the HSE. To the XXIII Yasin (April) International Scientific Conference on the Problems of Economic and Social Development. 2022. <https://publications.hse.ru/pubs/share/direct/619210984.pdf>
- From sustainable development to ESG: the experience of European companies and governments. Bobrova Olga Sergeevna. Journal. Public administration. Electronic Bulletin 2022. <https://cyberleninka.ru/article/n/ot-ustoychivogo-razvitiya-k-esg-opyt-evropeyskih-kompaniy-i-pravitelstv>

"Green" economy: is there an alternative. Author: Ekaterina Lidskaya. Department of Nature Management and Environmental Protection of the City of Moscow. (2022)  
<https://climate-change.moscow/article/zelenaya-ekonomika-est-li-alternativa>  
25 ESG Statistics You Need to Know in 2023. John Niemoller. Corporate Sustainability, ESG. 6 January 2023. <https://www.perillon.com/blog/esg-statistics>

## **SATISFACTION OF RANGSIT UNIVERSITY STUDENTS TOWARDS FACILITIES WITHIN THE UNIVERSITY**

*Asma Khan, Aviation Business and Transport Management Department,  
College of Hospitality, Rangsit University, Phatumthanee, Thailand  
E-Mail: asma.k63@rsu.ac.th*

*Nattakritta Kaewnern, Aviation Business and Transport Management Department,  
College of Hospitality, Rangsit University, Phatumthanee, Thailand  
E-Mail: nattakritta.k63@rsu.ac.th*

*Arunya Pisitkasem, Aviation Business and Transport Management Department,  
College of Hospitality, Rangsit University, Phatumthanee, Thailand  
E-Mail: arunya.p@rsu.ac.th*

*Tasnawadee Pairoj-Boriboon, Aviation Business and Transport Management Department,  
College of Hospitality, Rangsit University, Phatumthanee, Thailand  
E-Mail: tasnawadee.p@rsu.ac.th*

### **ABSTRACT**

The objectives of this research were 1) to study the behavior of University Students using Facilities within the Rangsit University, 2) To study the level of satisfaction of Rangsit University's Students towards facilities within the university, and 3) to study problems and obstacles of using the facilities within the university. The sample group consists of first year Rangsit University students 345 people were randomly sampled according to faculty groups: the Liberal Arts faculty group, 115 people; the Art & Design faculty group, 114 people; the Business faculty group, 77 people; and the Medical Science faculty group, 39 people. The research instrument was a questionnaire—analysis data with frequency, percentage, mean, standard deviation, and One-way ANOVA. The research found that most Rangsit University students study 3-4 days a week. Students think that the university's facilities are insufficient to meet their needs. Students use the university's facilities sometimes, with Classroom Facilities being the most frequently used one. Computers in the laboratory are teaching equipment facilities that are commonly damaged. Students satisfy with the facilities within the university. The most satisfying facilities are facilities inside the building. Students from different faculty groups have different satisfaction with the facilities within the university, at the statistical significance level of 0.05. When comparing pairs using the LSD method, it was found that students from the Business faculty group were satisfied with the facilities within the university,

different from students from the Art & Design faculty group, the Liberal Arts faculty group, and the Medical Science faculty group at the statistical significance level of 0.05. The first top three common problems and obstacles in using the university's facilities are: 1) Insufficiency & broken computers in the laboratory, 2) classroom facilities, such as tables & chairs, microphone, monitor, connecting equipment to monitor, wifi, and air conditioning, are insufficient and not in good condition, and 3) insufficiency of golf carts or trams within the university.

**Keywords:** Satisfaction, Rangsit University, Students, Facilities

## INTRODUCTION

Learning management in the 21st century is learning based on teach less learn more principles. Teaching less and learning more is a model of teaching methods in the 21st century. Teachers teach less than traditional teaching; the teacher talks less and uses less one-way communication but uses various teaching methods to stimulate students to learn, such as hands-on learning, cooperative interaction, learning through media, case-based learning, project-based learning (PBL), etc. Office of the Basic Education Commission, (2019). Teachers change the role of being a teacher who imparts knowledge to students, a co-designer, Co-learner, Co-investigator, a guide, and a facilitator with a focus on student achievement with 21st-century skills, organizing a learning environment, learning facilities or learning equipment, including various technology systems. It is an essential factor that supports effective learning.

Organizing the learning environment at Rangsit University, various facilities are provided to students, lecturers, and personnel both inside and outside the building, such as library and classrooms, laboratory, green areas, pedestrian walkways, ramps, golf carts or trams connecting various buildings, passenger elevators, working spaces, restrooms, cafeterias, drinking water dispensers, etc. It provides quality facilities to meet needs, clean, comfortable, and safe. It will positively impact the quality of life of the people within the university. It also helps support efficiency in learning management, create a positive learning atmosphere, and create a good image for the university. Therefore, the researcher is interested in studying various facilities within Rangsit University on issues of behavior in using services, satisfaction, and multiple problems and obstacles to different facilities within Rangsit University.

### Objectives

1. To study the behavior of university students using facilities within the Rangsit University.
2. To study the level of satisfaction of Rangsit University's students towards facilities within the university.
3. To study problems and obstacles in using university facilities.

### Research Limitation

1. The data survey was conducted only in the first semester of the 2023 academic year.
2. The sample group may not represent all Rangsit University students.

## LITERATURE REVIEW AND THEORY

### 1. The concepts of instructional management within Rangsit University.

Rangsit University defines the desired identity for graduate development as “creative thinking, adhering to morality, leading Change” as a guideline for creating activities, developing teaching instruction management and facilities, and developing the atmosphere within the university as the principles above (Rangsit University, 2021)

The principle of organizing teaching and learning is that teachers and students organize teaching and learning activities together. Learners can choose to do teaching and learning activities according to their aptitude. The instructor is the one giving advice. Therefore, teaching and learning must be consistent with social conditions. The teaching and learning arrangement is related to the satisfaction of students and teachers. Active learning is, therefore, an essential concept in teaching and learning at Rangsit University.

Active Learning is a learning management process based on the concept of Constructivism that emphasizes the learning process rather than subject content. To help students connect knowledge or create knowledge within themselves by doing actual work through media or learning activities with an instructor as a guide, motivator, or facilitator. Let students learn through advanced thinking processes (Sathaporn Phrutthikul, 2015). The characteristics of Active Learning are as follows:

1. The teaching method develops brain potential, including thinking, problem-solving, and applying knowledge.
2. It is a teaching method that allows students to participate.
3. Learners create knowledge and organize the learning process by themselves.
4. Students learn shared responsibility, discipline in work, and division of responsibilities.
5. It is a process of creating situations for learners. Be the organizer of your learning system.
6. It is a teaching activity that emphasizes higher-level thinking skills.
7. Knowledge comes from experience. Knowledge creation and summary of students' reflections.

Office of the Basic Education Commission (2019) has mentioned various methods of organizing active learning, for example: Activity-Based Learning, Experiential Learning, Problem-Based Learning, Project-Based Learning, Service Learning, Thinking Based Learning, Inquiry-Based Learning, and Discovery Learning.

Therefore, Active learning is another way of teaching and learning. That will help stimulate students or learners to learn more.

Educational innovation is the introduction of the concept of the Method of action or inventions that have been developed to be appropriate and consistent with use in education to solve problems, Increase efficiency and effectiveness, and create maximum success for students. This must have efficient facilities along with which Rangsit University has continuously developed educational innovations (Rangsit University, 2021).

Learning environment refers to the environment surrounding the learner, the atmosphere inside and outside the classroom, various equipment, or various media supporting student learning. All of these things impact the efficiency and effectiveness of student learning. Make students impressed. It is a stimulant for students to be motivated to study. Enhance the learning atmosphere and create a good relationship between teachers and students. (Prasitthirat, n.d.) examples of learning environments include classrooms, bathrooms, cafeterias, information technology systems, monitors, libraries, working spaces, car parks, etc. Therefore, the environment or learning facilities make students happy and satisfied and support their learning efficiency.

## **2. The concepts and theories about consumer behavior.**

Consumer behavior refers to how consumers search, buy, use, and evaluate products. And services that are expected to meet their needs. He also said consumer behavior refers to the decisions and actions of people regarding purchases. and product use Siriwan (Serirat et al, 1995)

Analyzing consumer behavior to know all the reasons influencing consumers' decision to purchase products and services. Understanding the various reasons that influence or direct consumers' purchasing decisions will allow marketers to respond to consumers successfully. By being able to influence and convince customers to buy products. And have the loyalty to buy again next time (Thongchai Santiwong, 1994)

Students' behavior who are classified as the new generation population, Gen Z population, born between 1997-2012, or the population group aged 12-24 years who grew up with online media. Gen Z was born with modern technology. There are many conveniences for living in a digital society. Communicate wirelessly with open thinking. Accept cultural differences. Requires a lot of explanations. Has reasons. Does not like lecture-based learning. I like short information. Easy to understand. (Post Today, 2019)

The behavior of Gen Z population, aged 10-24 years, born between 1995 and 2009, grew up with many amenities around them. Have the ability to use various technologies, learn quickly, addicted to using Social Media. (Limitless Education, 2022)

Behavioral characteristics of the Gen Z population: They spend their lives connected to the internet. Connection, like the convenience of living through digital systems, is highly individualized and allows people to receive specific information that interests them. And have the ability to use technology. (Pairoj, 2018)

## **3. The concepts and theories about Need and Satisfaction**

### **3.1 Theory of Need**

The Thai Dictionary, Royal Institute Edition (1982) mentions that "Need" means wanting or desiring. And when such feelings occur, the body will become unbalanced. Because there are stimuli to stimulate, there is an internal drive that makes the body unable to stay still, struggle, and seek to meet those needs when the body has responded. The human body returns to a state of balance once again. Then, new needs will arise, replacing them in an endless cycle.

Maslow's hierarchy of needs theory states that humans have five levels of needs. First-level needs must be satisfied before second-level needs can occur. Human needs occur in stages. The five levels of needs include Physiological Needs, Safety Needs, Social Needs, Esteem Needs, and Self-actualization or Self-fulfillment Needs. (Pisitkasem, 2022)

### 3.2 Theory of Satisfaction

Pisitkasem (2011) mentioned customer satisfaction expresses the positive feelings of customers towards the service system. This results from a comparative evaluation of what customers expect and receive from the service. If the customer receives service, it aligns with what the customer expected. Customers will be satisfied with the service. On the contrary, if the customer receives service that does not match what they desire, they will be dissatisfied. But if the service that the customer gets is more than what the customer expects, customers will be impressed with the service.

### 4. The Service quality: the facilities within Rangsit University

From a marketing perspective, service quality is an extension of service. Service processes and service organizations that can satisfy or satisfy a person's expectations (Cordupleski, et Al, 1993, cited in Ornwongsuphatat, 2011)

Bitner (1992) cited in Ornwongsuphatat (2011) mentioned service quality can be measured through the satisfaction of service recipients.

Cronin and Taylor (1992) cited in Krinikorn, & Asarat (2013) satisfaction or dissatisfaction is something that indicates the service quality.

Assessing service quality according to the SERVQUAL concept is a tool for measuring service quality. SERVQUAL divides service quality into five dimensions: Reliability, Assurance, Tangibles, Empathy, and Responsiveness. Measuring service quality according to the SERVQUAL principle is divided into Expectation and Performance (Cronin and Taylor, 1992 cited in Krinikorn, & Asarat, 2013)

From the literature review, the instructional management within Rangsit University, the concepts and theories about consumer behavior, the concepts and theories about need and satisfaction, and the service quality: the facilities within Rangsit University, the researcher applied those concepts to this research.

## METHODOLOGY

### Population and Sample

The population used in this study is 2,510 first year Rangsit University students in the first semester of the academic year 2023—data from the Registration Department of Rangsit University.

The sample groups. The sample size was determined according to Yamane's calculation formula with an error value of 0.05, resulting in a sample size of 345 people. The researcher performed stratified random sampling using simple random sampling, divided into 4 stratified levels according to the Faculty group as follows:



1. Art & Design faculty groups consist of faculty of digital art, faculty of architecture.
2. Business faculty groups consist of faculty of business & college of Hospitality.
3. Liberal art faculty group consist of faculty of law, faculty of political science, and college of Liberal Arts, faculty of Communication Arts.
4. Medical science faculty group consist of Faculty of Medicine, Faculty of Dentist and faculty of Nurses.

### **Design Research Tool**

The research tool was a questionnaire that the researcher created according to the research objectives, with the process of creating the tool as follows:

1. Study the principles, models, and methods of developing questionnaires from books and related research.
2. Set a conceptual framework for constructing research questionnaires.
3. Draft questionnaires to be used for the research in accordance with the established terminology.
4. Bring the completed questionnaire to the advisor to check the quality and correction.
5. Correct the questionnaire according to the advisor's advice.
6. Apply the revised questionnaire for data collection.

The questionnaire consists of both closed-ended questions and open-ended questions which is divided into 4 parts as follows:

Part 1 is a personal information question, including occupation, gender, age, faculty, income, and type of residence.

Part 2 is a question about behavior in using facilities within Rangsit University.

Part 3 is a question about the satisfaction level with the use of facilities within Rangsit University.

Part 4 is an open-ended question about problems and obstacles in using university facilities.

### **Data Collection**

The researcher planned the data collection according to the following steps.

1. Use the questionnaire to collect data by selecting a sample based on Probability Stratified Random Sampling because the total population of Rangsit University is known. A total of 345 sets were collected.
2. Collect data Between 14 November 2023 and 20 November 2023
3. Bring all the questionnaires to check for accuracy and completeness. Then, analyze the data further.

## Data Analysis

The researcher analyzed and processed the collected data using a computer. Using the SPSS (Statistical Package for Social Science) program for statistical analysis. The details of the data analysis are as follows.

1. Questionnaire part 1 asks about "Personal data" to distribute the frequency and the percentage and present it in the form of a table and interpret the results.
2. Questionnaire part 2 asks about the "behavior in using facilities within Rangsit University" to distribute the frequency and percentage, present it as a table, and interpret the results.
3. Questionnaire part 3, which asks about the "Level of satisfaction with the use of facilities within Rangsit University," analyzes the mean and standard deviation for each aspect and ranks opinions. Compare student satisfaction with university facilities using One-way ANOVA and LSD statistical tests.
4. Questionnaire part 4, which asks about "Problems and obstacles in using the facilities," sorts them by frequency, and summarizes the results in an essay.

## RESULTS

1. The sample group is Rangsit University students, totaling 345 people, divided into 127 males and 218 females. Most of the sample had an average age of 23.47 years and belonged to the following faculties: The liberal arts faculty group, 115 people; the Art & Design faculty group, 114 people; the Business faculty group, 77 people; and the Medical science faculty group, 39 people. Regarding income, most of the sample had an income of less than 10,000, 130 people, income of 10,001-15,000 baht, 123 people, income of 15,001-20,000 baht, 59 people, and an income of more than 20,000 baht, 33 people. Most of the sample group stayed in dormitories around the university, numbering 154 people; staying with family, numbering 98 people; staying at their own homes, numbering 79 people, and 14 respondents had no answer.

2. The results of the study of the behavior of University Students using facilities within the Rangsit University found that:

2.1 The sample group studied 3-4 days per week, 185 people (53.63%), studied 1-2 days per week, 82 people (23.77%), and learned more than four days per week, 78 people (22.60%).

2.2 The opinions of the sample group on the number of facilities within the University found that the majority of the sample group, 153 people (44.35 percent), agreed that the number of facilities within the University was insufficient to meet the needs. 141 people (40.87 percent) thought that the facilities within the University were sufficient to fulfill their needs, and another 51 people (14.78 percent) did not express their opinion, as shown in Table 1.

Table 1 *The opinions of the sample group on the number of facilities within the University*

The number of facilities within the University	Total	%
Sufficient	153	44.35
Insufficient	141	40.87
No comments	51	14.78
	345	100.00

2.3 The use of facilities within Rangsit University by the sample group was found overall, the samples use the facilities within Rangsit University at the level sometimes ( $\bar{x}=2.77$ ,  $SD.=0.83$ ) consisting of Classroom, Stadium/Gymnasium, Carpark, Co-Working Space, Laboratory, and Canteen in that order. The facilities within Rangsit University that have been used once in a while are the library; details appear in Table 2.

Table 2 *Usage level of the facilities within Rangsit University*

Facilities within Rangsit University	Mean	SD.	Usage Level	Priority
Classroom	3.27	1.36	Sometimes	1
Stadium/Gymnasium	3.18	1.28	Sometimes	2
Carpark	2.92	1.20	Sometimes	3
Co-Working Space	2.89	1.19	Sometimes	4
Laboratory	2.71	1.23	Sometimes	5
Canteen	2.68	1.16	Sometimes	6
Library	1.75	0.89	Once in a while	7
Total	2.77	0.83	Sometimes	

2.4 The opinions of the sample group on damaged teaching equipment facilities found that computers in the laboratory were the most damaged teaching equipment, followed by Tables & Chairs, Computer Connection Devices, Projectors, Air Conditioning, and Projector Screens, and Microphone, respectively. Details in Table 3.

Table 3 *The sample group's opinions on damaged teaching equipment facilities*

N = 345

Damaged teaching equipment facilities	Total	%	Priority
Computer in the laboratory	223	21.70	1
Table & Chair	193	18.70	2
Computer Connection Device	141	13.70	3
Projectors	131	12.70	4
Air Conditioning	130	12.60	5
Projector Screen	107	10.40	6
Microphone	105	10.2	7

3. The level of satisfaction with the use of facilities inside the building found that the sample group was satisfied at a high level ( $\bar{x}=3.64$ ,  $SD.=0.69$ ) with the facilities inside Rangsit University. The types of facilities within the university consist of facilities within the building, transportation and travel facilities, and technological facilities, arranged in order of satisfaction, shown in Table 4.

Table 4 *Level of satisfaction with the use of facilities inside the building, transportation and travel facilities, and technological facilities*

Facilities in Rangsit University	Mean	SD.	Satisfaction Level	Priority
Facilities inside the building	3.78	0.69	High	1
Transportation and travel facilities	3.59	0.79	High	2
Technological facilities	3.55	0.82	High	3
	3.64	0.69	High	

4. Comparative analysis of satisfaction with the facilities within the university of students at Rangsit University classified by faculty group using ANOVA statistics. It was found that students classified by faculty group had different satisfaction with the facilities within the university, at a statistical significance level of 0.05. Details are shown in Table 5.

Table 5 *Comparative of satisfaction with the facilities within the university of students at Rangsit University classified by faculty group*

Source of Variation	SS	Df	MS	F	Sig
Between Groups	11.158	3	3.719	8.160	.000
Within Groups	155.433	341	.456		
Total	166.590	344			

\*The mean difference is significant at the 0.05 level.

When considering pairwise comparisons using the LSD method, it was found that students in the Business faculty group were satisfied with the facilities within the university, different from students from the Art & Design faculty group, the Liberal arts faculty group, the Medical science faculty group at a statistical significance level of 0.05. Details are shown in Table 6.

Table 6 *Compare satisfaction with university facilities among Rangsit University students classified by group Faculty using LSD*

	Business faculty group	Art & Design faculty group	Liberal arts faculty group	Medical science faculty group
Business faculty group	-	-.41263*	.42913*	.47921*
Art & Design faculty group		-	.01649	.06658
Liberal art faculty group			-	.05009
Medical science faculty group				-

\*The mean difference is significant at the 0.05 level.

5. Problems and obstacles in using the facilities within the university, sorted by frequency, it was found as follows:

5.1 Insufficiency & broken computers in the laboratory

5.2 Classroom facilities, such as tables & chairs, microphone, monitor, connecting equipment to monitor, wi-fi, and air conditioning, are insufficient and not in good condition.

5.3 Insufficiency of trams within the university, students must wait for a long time.

5.4 Insufficiency car park & far away.

5.5 Unsafe pedestrian walkway.

5.6 Insufficiency lift.

## CONCLUSION

1. Satisfaction of Rangsit University' Students towards Facilities Inside the University, the research results can be summarized as follows. The samples were Rangsit University students, 345 people, mostly female, with an average age of 23.47 years, belong to the faculty groups: the Business faculty group, the Art & Design faculty group, the Liberal arts faculty group, and the Medical science faculty group. Regarding income, most of the sample group had an income of less than 10,000 baht. Residence: Most of the sample stayed in dormitories around the university.

2. The behavior of using the facilities within Rangsit University found that most Rangsit University students study 3-4 days a week. Students think that the university's facilities are insufficient to meet their needs. Students use the university's facilities occasionally, with Classroom Facilities being the most frequently used one. Computers in the laboratory are teaching equipment facilities that are commonly damaged.

3. Students are at a high level of satisfaction with the facilities within the university, including building facilities, transportation and travel facilities, and technological facilities. Sort by order.

4. Comparative analysis of satisfaction with the facilities within the university of students at Rangsit University classified by faculty group using ANOVA statistics. It was found that students classified by faculty group had different satisfaction with the facilities within the university, at a statistical significance level of 0.05. When considering pairwise comparisons using the LSD method, it was found that students in the Business faculty group were satisfied with the facilities within the university, different from students from the Art & Design faculty group, the Liberal arts faculty group, the Medical science faculty group at a statistical significance level of 0.05.

5. The first top three common problems and obstacles in using the university's facilities are: 1) classroom facilities, such as tables & chairs, microphone, monitor, connecting equipment to monitor, wifi, and air conditioning, are insufficient and not in good condition, 2) insufficiency & broken computers in the laboratory, and 3) insufficiency of trams within the university.

## **DISCUSSION AND RECOMMENDATION**

The researcher discussed the research results as follows.

1. The sample students have the behavior of using facilities within the university at the sometimes level, with Classroom Facilities being the most frequently used university facility. This is because the sample students considered only the facilities within the classroom. However, the current teaching model uses a combination of online and onsite learning, so students do not have to come to the university and classrooms as often. In addition, Rangsit University emphasizes active learning, which is a variety of teaching methods, not just sitting in a classroom, such as hands-on learning, cooperative interaction, learning through media, Case Based Learning, and PBL Project Based Learning, which is in line with the Active Learning Office of the Basic Education Commission (2019).

2. The sample students thought that computers in the laboratory were the most frequently damaged facilities. From inquiring about empirical data from the sample group, it was found that the computers in the laboratory that the sample group mentioned were laboratories that many students used or that students in every faculty had to use, for example, the English Laboratory. As a result, there was not enough for the usage, and it also took time to repair, causing an obstacle to learning. This is in line with the lifestyle of students classified as Gen Z, who grew up with many amenities around them, can use various technologies, learn quickly, and become addicted to using Social Media. When technology is not conducive to living life, it causes dissatisfaction and is a problem (Limitless Education, 2022)



3. The results of the assessment of student satisfaction with the facilities within the university are at a high level. The facilities inside the building are what students are most satisfied with when compared to transportation and travel facilities and technological facilities. From the inquiry of empirical data from the sample group, it was found that Students feel at ease and satisfied with the cool air when entering the building. There is fire extinguishing equipment, CCTV cameras, restrooms, tables & chairs for relaxing, shops, coffee shops, etc. This differs from transportation and travel facilities where the weather outside is quite hot. It's a long walk from the car park to the building. There aren't enough golf carts or trams. They have to wait a long time. The technological facilities and the computers in the laboratory often break down. They are insufficient to meet the needs, the wi-fi signal is unstable, and the quality is not good. This is consistent with the idea of Cronin and Taylor (1992) cited in Krinikorn & Asarat, (2013) who stated that dissatisfaction indicates service quality.

4. Students from the Business faculty group are satisfied with the facilities within the university. This differs from students from the Art & Design faculty group, the Liberal arts faculty group, and the Medical Science faculty group. One difference brought into the discussion is the nature of the laboratory in the Faculty of Business group. It is a laboratory that trains in specific skills in the industry, such as professions in aviation, hotel business, kitchen, and logistics. These are simulator laboratories, which are different from the Liberal arts faculty group and the Medical Science faculty group; they use science laboratories and train at various hospital locations, which are not the facilities within the university.

5. Suggestions for further research.

Studies on the behavior and satisfaction of Rangsit University international students about using the facilities within the university should be increased, and the differences among them should be compared to obtain helpful information for the university in developing learning facilities.

## REFERENCES

- Krinikorn, Kanapat. & Asarat, Nattapon. (2013). *The Influences of Service Quality on Brand Personality for Customers with Different Level of Service Encounter*. Chulalongkorn Business Review, 35(138), 48-65.
- Limitless Education. (2022). *Gen Z Students: the Challenges that Thai Teachers Have to Deal with*. Retrieved October 5, 2023, from <https://www.limitlesseducation.net/พัฒนาตนเอง/ลูกศิษย์-gen-z-กับความท้าทาย/>
- Office of the Basic Education Commission. (2019). *Supervision guidelines for developing and promoting Active Learning*. Retrieved November 12, 2023, from [http://academic.obec.go.th/images/document/1603180137\\_d\\_1.pdf](http://academic.obec.go.th/images/document/1603180137_d_1.pdf)
- Ornwongsuphatat, chatchawan. (2011). *Service Quality*. Retrieved November 12, 2023, from [https://www.tpa.or.th/writer/read\\_this\\_book\\_topic.php?pageid=4&bookID=1285&read=tru#](https://www.tpa.or.th/writer/read_this_book_topic.php?pageid=4&bookID=1285&read=tru#)
- Pairoj, K. (2018). *What is Gen C?*. Retrieved February 10, 2021, from <https://greedisgoods.com/gen-c-%E0%B8%84%E0%B8%B7%E0%B8%AD-generation-c/>

- Pisitkasem, A. (2011). *Tendency of air - conditioned bus passengers switching to use low-cost airlines services*. A thesis for the degree of Master of Business Administration. Nakhon Phanom University.
- Pisitkasem, A. (2013). *Airline Marketing*. Phatumthani. Rangsit University Publisher.
- Post Today. (2019). *Understanding the differences between 4 generations, breaking the gap for working with Happiness*. Retrieved January 15, 2022, from <https://www.posttoday.com/life/healthy/587633>
- Prasitthirat, Orapan. (n.d.). *Learning Environment on Web-Based Instruction*. Retrieved November 10, 2023, from file:///C:/Users/Zen/Downloads/5718-Article%20Text-16471-18671-10-20150826%20(1).pdf
- Rangsit University. (2021). *Internal education quality assessment report 2021*. Retrieved November 10, 2023, from file:///C:/Users/Zen/Downloads/202305010902231.pdf.
- Santiwong, Thonchai. (2007). *Consumer Behavior in Marketing*. Krungthep: Prachumchang.
- Sathaporn Pruitthikul. (2015). *Teaching and learning using Active Learning*. Retrieved October 31, 2023. from <http://www.nitednayok.com/data/Active%20learning.pdf>
- Sereerat, Siriwan. Et Al. (1998). *Management in a New Era*. Bangkok: Teerapim & Setex.
- Thai Dictionary Royal Institute Edition. (1982). *Meaning of human needs*. Retrieved September 16, 2023. from [https://www.novabizz.com/NovaAce/Personality/Human\\_Needs.htm](https://www.novabizz.com/NovaAce/Personality/Human_Needs.htm)

## **AN EXAMINATION OF THE INFLUENCE OF MUTUAL CFO / AUDIT FIRM TENURE ON AUDIT QUALITY**

*Rafka Sakr, Affiliations: Masters in Business Administration at Holy Spirit University of Kaslik (USEK), Jounieh, Lebanon  
Email: Rafka.saker@gmail.com*

### **ABSTRACT**

This study delves into the critical issue of the influence of mutual Chief Financial Officer (CFO) and audit firm tenure on audit quality. Employing a quantitative methodology with a sample of 182 respondents, we investigate the intricate interplay between auditor independence, audit firm characteristics, audit experience, and their impact on audit quality.

The analysis of mutual CFO and audit firm tenure sheds light on the potential conflicts of interest that may arise in long-standing professional relationships. Our findings reveal a nuanced relationship between these variables, uncovering both positive and negative influences on audit quality.

Auditor independence emerges as a pivotal factor, with longer tenure raising questions about the preservation of objectivity and skepticism. However, audit firm characteristics, such as size and reputation, and the depth of audit experience within the firm act as mitigating factors that can bolster audit quality.

This study contributes to the understanding of the multifaceted dynamics that underpin audit quality, emphasizing the need for a balanced approach in assessing the impact of mutual CFO and audit firm tenure. It offers valuable insights for auditors, regulators, and stakeholders concerned with the integrity and reliability of financial reporting.

**Keywords:** Mutual CFO/Audit Firm Tenure, Auditor Independence, Audit Firm Characteristics, Audit Experience, Audit Quality.

### **General Background of the Topic**

Today's corporations prioritize audit quality since it affects financial reporting's credibility. High audit quality ensures economic market openness, accountability, and confidence. The CFO's tenure and connection with the audit firm have become more critical (Alderman, 2019). In particular, long-term CFO-audit firm relationships raise concerns regarding audit quality. Scholars, regulators, and practitioners question CFO and audit firm tenure (Razakova et al., 2023). Conversely, long-term CFO-audit firm cooperation may improve audit efficiency and effectiveness by improving awareness of the company's operations and financial reporting practices (Mat et al., 2019). Familiarity may enhance communication and collaboration, leading to more comprehensive audits and accurate financial reporting according to Alderman (2019). However, long-term CFO-audit firm connections may compromise audit independence and objectivity (Ivanova et al., 2023). Auditors' reliance on management's assertions may impair their capacity to dispute management choices and exhibit professional skepticism (Kartika et al., 2021). Audit companies may also prioritize customer retention above thorough audits to avoid losing valued clients, which might compromise audit quality and rigor according to Mat et al (2019).

Auditor tenure and audit quality have been studied with varied results. Longer auditor tenure may decrease independence and objectivity, while some research shows it improves audit quality (Othman & Ameer, 2022). However, little research has examined how mutual CFO and audit firm tenure affect audit quality, making it a relevant issue for study. Financial scandals and company bankruptcies have weakened public faith in financial reporting, putting the auditing profession under greater scrutiny (Le et al., 2021). Thus, regulators and standard-setting agencies have prioritized audit quality and independence. Given the CFO's position in financial reporting and the audit firm's objective judgments, the CFO-audit firm connection is particularly relevant (Israilova et al., 2023).

### **Problem Statement**

Auditing and corporate governance confront a complex problem regarding CFO and audit firm tenure and quality. The link between CFO tenure and audit company quality and effectiveness is still debated and poorly researched. This research examines how mutual CFO and audit firm tenure may affect audit quality, auditor independence, neutrality, and financial

reporting transparency. Despite the rising importance of audit quality and auditor independence, there is little study on how mutual CFO audit firm tenure affects audit quality. The reciprocal tenure link between CFOs and audit companies has been studied less than the influence of auditor tenure on audit quality (Jalloul et al., 2022). The lack of actual data on the difficulties and hazards of this tenure is the issue. Mutual CFO-audit firm tenure raises concern about auditor independence and objectivity. Auditors' acquaintance with firm leaders may affect their capacity to remain objective throughout the audit process. Auditors may avoid challenging management's claims, making it harder to spot and disclose financial problems (Ushakov et al., 2023). Current auditor rotation practices may not be enough to address independence issues. Financial reporting accuracy depends on mutual CFO and audit firm longevity. A longer mutual tenure relationship may increase auditor-management communication and audit quality. However, such partnerships may lead to complacency and sloppy audits. The question is whether mutual tenure improves audit quality and under what circumstances.

Audit quality, corporate governance, and policy formation will be discussed in the conclusion. It will evaluate the research aims. The conclusion will address the study's weaknesses and advise further research. Finally, it will provide practical suggestions for auditors, company boards, and regulators to improve audit quality and retain auditor independence throughout mutual CFO/audit firm tenure. This study examines how mutual CFO and audit firm tenure affect audit quality to fill this gap. The research will examine how CFO and audit firm tenures impact financial audit quality (Pratoomsuwan & Yolrabil, 2020). To understand the phenomena, the study will analyze a wide sample of publicly listed firms across sectors and nations.

### **Hypotheses Development**

Fundamental to the auditing profession and an essential part of sound corporate governance is the link between auditor independence and audit quality. If auditors want to be impartial and unbiased in assessing a company's financial accounts, they must be able to operate independently. Auditor independence is fundamental to auditing. It includes the auditor's capacity to objectively and independently assess the company's financial statements (Baik et al., 2023; Li et al., 2023; Mahmić-Kaknjo et al., 2023; Zakariaee et al., 2023). Their independence protects the auditors' neutrality in evaluating the client's financial reporting from any financial or personal interests that could influence their judgment. It is crucial to define audit quality to evaluate the connection between auditor independence and audit results (Baik et al., 2023; Lapidus, 2023; Mahmić-Kaknjo et al., 2023; Sevgi et al., 2023; Wilson et al., 2023). Thoroughness, adherence to auditing standards, and the ability to detect fraudulent actions or substantial mistakes are all hallmarks of a high-quality audit. Many facets of the complex web connect auditor independence with audit quality. The mechanics of this connection and its consequences for financial reporting and market integrity have been studied by several academics and industry professionals (Catalano et al., 2023; Liu & Rudd, 2023; Liu et al., 2023; Meystre et al., 2023; Tully et al., 2023).

Analyzing a large data set of audit reports showed that more independent auditors were more likely to offer going concern views when financial hardship was evident, a commitment that speaks volumes about the auditors' dedication to providing reliable information in cases of financial distress (Delcey, 2021; Kaur et al., 2021; Maiti et al., 2021; Pessa et al., 2023). However, research on the effect of auditor tenure on audit quality found that the longer the connection between the auditor and the client, the poorer the audit quality. This conclusion hints at the potential for independence and objectivity problems to be introduced into audits by auditors with long-standing connections with their clients. Integrity in financial reporting and confidence in financial markets rely heavily on auditor independence and audit quality connection (Handayani & Kawedar, 2021). Despite the difficulties, empirical data indicates a good correlation between auditor independence and audit quality. Audit firms' culture largely fosters Independent and ethical behavior. Auditors, audit firms, regulators, and clients should work together to counteract challenges to independence and safeguard the auditing principles of objectivity and impartiality to improve audit quality even further. This led to the development of the following hypothesis:

*H1: Auditor independence positively influences audit quality*

When discussing audit quality, the size of the auditing company is often brought up. The Big Four auditing companies—Deloitte, PwC, Ernst & Young, and KPMG—are widely believed to be superior to smaller firms in audit quality because of their larger size, more seasoned staff, and longer track records (Al-Sayyed et al., 2021). For instance, there is a correlation between the size of an audit company and the quality of its audits. More substantial firms often employ more seasoned auditors and can better resist client pressure, contributing to higher audit quality (Taufik, 2019).

The ability to specialize in a particular industry is essential for audit firms. Focused businesses are well-versed in their chosen field's specialized dangers, accounting standards, and government laws (Faccia et al., 2022). This knowledge improves the quality of audits by helping auditors recognize, evaluate, and handle hazards unique to a particular sector. Auditors with domain expertise in business are likelier to spot red flags and unearth fraudulent practices during audits. The quality of an audit is heavily dependent on the reputation of the auditing company. If the public associates an audit company with poor quality work, that business's reputation will suffer more than one of lesser renown (Zheng et al., 2021). The importance of a company's reputation to the quality of its audits is supported by data. Audit quality heavily depends on the experience and knowledge of the auditors working for that business. Professional skepticism, the application of auditing standards, and the identification of financial statement errors are all areas in which seasoned auditors excel (Zhang & Zhu, 2022). The engagement partner's length of service and level of expertise are particularly influential on audit quality. Collecting sector-specific knowledge and auditing expertise is typically cited as why longer tenure is connected with higher-quality audits. Professionals with more auditing experience are better able to handle challenging audits, make sound decisions, and keep their distance from customers. This led to the development of the following hypothesis:

*H2: Audit firm characteristics positively influences audit quality*

A significant factor in audit quality is the time an audit team has worked together. Due

to client-specific knowledge and skills accumulated over time, audit teams with longer tenure tend to provide higher-quality audits (Bundesbank, 2020). Long-term customer relationships allow auditors to learn the ins and outs of a business, its industry, and its accounting methods (Sherif & Mohsin, 2021). Because of this knowledge, auditors can better evaluate risks, find auditing problems, and determine whether or not errors are substantial. There are hazards to auditor independence that arise when an audit team has been together for a long time (Chen et al., 2022). There is a higher danger of auditors losing their objectivity and professional skepticism the longer they work with clients. In response to these issues, several auditing companies have adopted partner rotation rules stipulating the periodic replacement of engagement partners (Castka & Searcy, 2022). The knowledge and skill of each auditor on the audit team is a significant factor in determining the audit's overall quality. Having an experienced auditor on the team increases the likelihood of spotting discrepancies and correctly applying auditing standards. They can better deal with intricate accounting problems and evaluate the correctness of accounting judgments and estimations. In addition, seasoned auditors are better able to handle complex audits. They can keep their distance from customers, think critically, and make sound decisions (Hrazdil et al., 2020). An auditor's ability to evaluate risk, make sound auditing judgments, and improve the audit may be honed via exposure to different types of audit engagements. The complexity of audit engagements is an essential factor that directly affects audit quality (Evinita & Kambey, 2021). Auditors with expertise and experience are necessary for complicated audits, including sophisticated financial instruments, complex accounting rules, or international operations. Complex audit engagements have risks and problems; therefore, auditors must have the expertise to deal with them. This led to the development of the following hypothesis:

*H3: Audit experience positively influences audit quality*

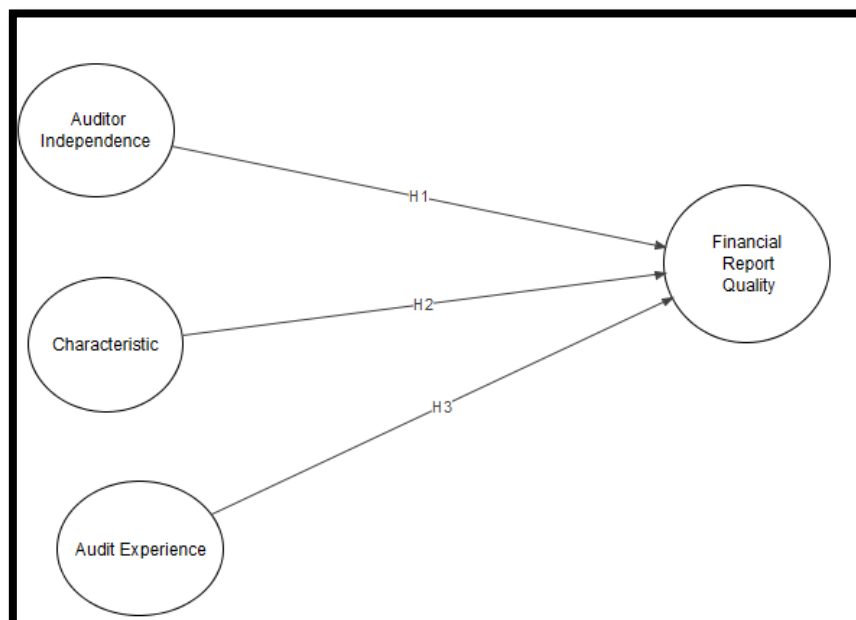


Figure 1 Research Model

Source: Author Work



The above figure represents the independent variables (Auditor independence, characteristics and audit experience) and the dependent variable financial report quality

## METHODOLOGY

The population for this study encompasses individuals with a background in accounting or auditing. Given the nature of the research topic, which delves into the intricacies of CFO/audit firm tenure and its influence on audit quality, it is imperative that respondents possess a foundational understanding of audit practices, governance, and financial reporting. This ensures that the feedback and insights garnered from the survey are informed, relevant, and rooted in professional experience. Out of the broader population, a sample of 200 respondents was targeted for the survey distribution. These individuals were selected based on their professional roles in accounting or auditing, ensuring that their perspectives align with the research objectives. However, of the 200 surveys distributed, only 182 were completed and returned, resulting in a response rate of approximately 86%. While this is a commendable response rate for survey-based research, it's essential to consider potential non-response bias when interpreting the results.

### Reliability Analysis

Table 1 Reliability Analysis

	Component
	1
Audit Independence	.810
Audit Firm Characteristics	.811
Audit Experience	.846
Audit Quality	.857

The Audit Independence component registers a Cronbach's alpha of .810, which suggests a high degree of internal consistency among the items assessing this dimension. This provides empirical backing to the descriptive statistics previously discussed and supports the reliability of measures related to auditor independence.

The Audit Firm Characteristics component shows a similarly high alpha value of .811. This implies that the items measuring the attributes, qualifications, and characteristics of audit firms are also highly consistent, adding credibility to the findings in this domain.

With an alpha value of .846, the Audit Experience component exceeds the reliability thresholds set by social science research standards. This high level of internal consistency indicates that the attributes concerning an auditor's past and ongoing experience are reliable indicators, strengthening the interpretation of the associated descriptive statistics.

Lastly, the Audit Quality component boasts the highest alpha value of .857. This underscores that the various items used to evaluate audit quality are extremely consistent with each other, thereby fortifying the reliability of the descriptive statistics concerning audit quality.

## Pearson Correlations

Table 2 Pearson Correlations

		Audit Independence	Audit Firm Characteristics	Audit Experience	Audit Quality
Audit Independence	Pearson Correlation	1	.607**	.514**	.587**
	Sig. (2-tailed)		.000	.000	.000
	N	182	182	182	182
Audit Firm Characteristics	Pearson Correlation	.607**	1	.573**	.532**
	Sig. (2-tailed)	.000		.000	.000
	N	182	182	182	182
Audit Experience	Pearson Correlation	.514**	.573**	1	.716**
	Sig. (2-tailed)	.000	.000		.000
	N	182	182	182	182
Audit Quality	Pearson Correlation	.587**	.532**	.716**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	182	182	182	182

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The table presents Pearson correlation coefficients to assess the relationships between various audit-related components, with a specific focus on Audit Quality as the dependent variable. Pearson correlations range from -1 to 1, where values closer to 1 or -1 signify a stronger relationship, either positive or negative. A correlation is considered statistically significant if the two-tailed significance level is less than 0.05. In this analysis, all correlations are significant at the 0.01 level, which lends high confidence to the findings.

Focusing on Audit Quality as the dependent variable, it shows significant positive correlations with Audit Independence (.587\*\*), Audit Firm Characteristics (.532\*\*), and Audit Experience (.716\*\*). The two asterisks (\*\*) next to each coefficient indicate that the correlations are significant at the 0.01 level, suggesting that these are not random occurrences but represent meaningful relationships.

The strongest relationship is between Audit Quality and Audit Experience, with a Pearson correlation of .716\*\*. This suggests that an auditor's experience strongly influences the perceived quality of the audit. Given that experience encompasses a range of factors such as industry knowledge, familiarity with auditing standards, and ability to adapt to different auditing environments, this high correlation suggests that experience is particularly crucial for audit quality.

The correlation between Audit Quality and Audit Independence is .587\*\*, also a strong positive correlation but less than that of Audit Experience. This implies that while independence is important for ensuring audit quality, it may not be as critical as the experience of the auditor. Nevertheless, the importance of independence should not be discounted, as it underpins the credibility and impartiality of the audit process.

Similarly, Audit Firm Characteristics have a positive correlation of .532\*\* with Audit

Quality. This indicates that the attributes of the audit firm, which may include its reputation, the educational background of its auditors, and its commitment to continuous professional development, also significantly impact audit quality, albeit to a slightly lesser extent compared to independence and experience.

### Regression Analysis

Table 3 Regression Analysis

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 <sup>a</sup>	.579	.572	.672

a. Predictors: (Constant), Audit Independence, Audit Firm Characteristics, Audit Experience and Audit Quality

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.267	.157		1.705	.090
	Audit Independence	.317	.074	.273	4.292	.000
	Audit Firm Characteristics	.360	.072	.056	2.842	.001
	Audit Experience	.604	.068	.544	8.837	.000

a. Dependent Variable: Audit Quality

The regression analysis aims to offer a nuanced understanding of how Audit Independence, Audit Firm Characteristics, and Audit Experience affect Audit Quality. With an Adjusted R Square value of .572, the model explains approximately 57.2% of the variability in Audit Quality, which is a considerable percentage especially in the context of social science research where it is rare to explain all variability due to the complexity of human behavior and organizational dynamics.

The R value of .761 further underscores a strong positive relationship between the predictors and Audit Quality. An R value closer to 1 indicates that the model's predictions align well with the actual data points, bolstering confidence in the model's robustness. The Standard Error of the Estimate of .672 serves as another diagnostic metric, offering insights into the average distance that the observed values fall from the regression line. A smaller standard error would signify a closer fit to the data.

Turning attention to the coefficients section, all the independent variables display statistical significance, thereby warranting their inclusion in the model. Among them, Audit Independence has a standardized coefficient (Beta) of .273 and is statistically significant at the

.000 level. The implication here is far-reaching: even as other variables are controlled, an increase in Audit Independence would still significantly boost Audit Quality. The high level of significance underscores the foundational role that independence plays in audit processes.

Audit Firm Characteristics, although with a lower Beta value of .056, are still statistically significant at the .001 level. This reflects the notion that the traits of an audit firm, such as its reputation or commitment to ongoing professional development, do have a role in influencing Audit Quality, albeit not as strongly as Audit Independence or Audit Experience. Even if its Beta value suggests a less dramatic effect size, its significance level implies that its influence is consistent enough to be statistically noteworthy.

Audit Experience stands out with the highest Beta of .544, also significant at the .000 level. This suggests that the auditor's accumulated experience has the most substantial impact on Audit Quality among the factors studied. Given that audit engagements often entail intricate financial transactions and require nuanced judgments, the significant role of experience is in line with expectations. Experienced auditors are likely more adept at navigating complex auditing landscapes, thereby contributing to a high-quality audit.

### **Theoretical Implications**

The empirical findings of this chapter contribute significantly to the theoretical understanding of audit quality, particularly within the frameworks of Agency Theory, Social Exchange Theory, and Resource Dependence Theory. Each of these theories offers a unique lens through which to interpret the roles and impacts of Audit Independence, Audit Firm Characteristics, and Audit Experience on Audit Quality, especially within the Lebanese context.

Agency Theory primarily focuses on the relationship between principals (shareholders) and agents (auditors) and seeks to resolve conflicts of interest between them. In the context of this study, Agency Theory supports the notion that Audit Independence is crucial for resolving potential conflicts. The empirical data strongly corroborate this theoretical stance. The significant Beta coefficient for Audit Independence emphasizes that an independent auditor is more likely to act in the best interests of the shareholders, thereby improving the quality of the audit. This aligns well with the fundamental premises of Agency Theory, advocating for mechanisms that align the incentives of the agents with those of the principals, thus enhancing the audit quality as a governance mechanism.

### **Practical Implications**

The empirical findings of this study offer several practical implications for auditors, regulatory bodies, and corporate stakeholders, particularly within the Lebanese context, which has its own set of challenges and opportunities. Each of the key variables—Audit Independence, Audit Firm Characteristics, and Audit Experience—has demonstrated a significant impact on Audit Quality, thereby underscoring their critical role in shaping the auditing landscape.

Given that Audit Independence is shown to be highly significant in affecting Audit Quality, there is a clear directive for regulatory bodies to enforce stringent guidelines to ensure auditor independence. In Lebanon, where the economy has faced turmoil and governance

issues, maintaining high levels of independence is not just a regulatory requirement but a cornerstone for restoring investor and stakeholder confidence. Regulatory bodies should consider frequent audits of firms to check for any conflicts of interest that compromise independence and, consequently, audit quality. Enhanced independence not only improves audit quality but also fulfills the critical function of strengthening the capital markets by fostering investor confidence.

Audit Firm Characteristics also yield significant, albeit less potent, effects on Audit Quality. This suggests that stakeholders, particularly those in governance roles, must pay close attention to the characteristics of audit firms when making selections. An audit firm that specializes in a particular industry, maintains high educational standards, and aligns closely with stakeholder expectations is more likely to produce high-quality audits. These characteristics can serve as important criteria in the auditor selection process, thereby mitigating risks associated with poor-quality audits. Specialized training programs could be developed to ensure that auditors possess the necessary expertise in various industry sectors, enhancing the quality of audits within those sectors.

### **Contribution of the Study**

This study contributes to the auditing literature and practice in several significant ways, particularly focusing on the Lebanese context, which has not been extensively examined in previous research. Each of the contributions has broad implications for both academia and industry, offering fresh perspectives on longstanding questions surrounding audit quality.

One of the principal theoretical contributions of this study is the integration of agency theory, social exchange theory, and resource-dependent theory to explain the factors affecting audit quality. Previous studies have often employed a single theoretical framework, limiting their explanatory power. By amalgamating these theories, this study offers a multi-faceted view of audit quality, enriching the theoretical depth of the subject.

Given its focus on Lebanon, a country with a unique blend of economic and governance challenges, the study enriches the auditing literature by introducing context-specific factors that may not be captured in studies set in more stable economies. These insights add a layer of complexity to existing theories and may encourage scholars to explore how context modifies or enriches traditional theoretical models.

The statistical rigor employed in the study serves to empirically validate the proposed theoretical models. The high R Square and Adjusted R Square values indicate a strong fit for the data, providing robust evidence in support of the theories employed. This empirical validation enriches the existing literature, as it offers strong statistical support for the relationship between variables like Audit Independence, Audit Firm Characteristics, and Audit Experience on Audit Quality.

The statistical findings offer actionable insights for auditors, regulatory bodies, and stakeholders. By identifying the significant variables that impact audit quality, the study provides a data-driven basis for decision-making in auditing practices. This is particularly vital in Lebanon's complex business environment, where empirical guidance can offer a competitive edge.

For regulators and industry bodies, the study offers empirical evidence that can guide policy formulation. In a country grappling with economic challenges, the significance of enhancing audit quality cannot be overstated. By focusing on statistically significant variables, policymakers can enact targeted regulations that bring about meaningful improvements in audit quality.

For corporations and stakeholders, the study provides a framework for selecting auditors. By emphasizing the importance of Audit Firm Characteristics and Audit Experience, it offers criteria that can be employed in the auditor selection process, thereby reducing the risk of audit failure.

The significant impact of Audit Experience on Audit Quality underscores the importance of continuous professional development. The study's findings can guide the development of training programs and educational curricula, ensuring that they focus on areas that will have the most significant impact on audit quality.

This study fills a notable gap in the existing literature by offering a nuanced, context-specific, and empirically robust examination of factors affecting audit quality in Lebanon. Its contributions are manifold, providing valuable insights that can shape future research and offering practical guidelines that can influence auditing practices and policies.

### **Limitations of the Study**

The current study, while contributing valuable insights into audit quality in the Lebanese context, is not without limitations that warrant discussion. Acknowledging these limitations allows for a more nuanced interpretation of the findings and provides directions for future research.

One of the first limitations pertains to the sample size of 182 audits, which, although statistically significant, may not be fully representative of the auditing landscape in Lebanon. Given the volatile economic conditions and diverse industries, a larger sample size would have provided a more comprehensive view. Additionally, the study focused on specific types of audit firms and did not explore the entire spectrum, which could result in biased outcomes.

The study focuses solely on the Lebanese context, making the generalizability of its findings to other geographic and economic environments questionable. While the Lebanese focus allows for an in-depth exploration of locale-specific issues, it may limit the study's applicability in different cultural or regulatory settings.

The employment of agency theory, social exchange theory, and resource-dependent theory serves as both a strength and a limitation. While these frameworks offer a multi-dimensional view of audit quality, the study might have overlooked other potentially applicable theories. For example, stakeholder theory could offer a different perspective by considering a broader range of actors influencing or influenced by audit quality.

The study primarily utilizes quantitative methods, focusing on statistical analyses of survey data. While this allows for empirical validation of the theoretical frameworks, it potentially overlooks qualitative aspects such as auditors' perceptions, managerial attitudes, or specific case studies that could provide a more nuanced understanding of audit quality.



### **Further Research and Perspectives**

The exploration of audit quality, particularly within the specific socio-economic and regulatory context of Lebanon, opens up numerous avenues for future research. While the current study has sought to comprehensively analyze audit quality through the lenses of agency theory, social exchange theory, and resource-dependent theory, several dimensions remain underexplored.

Firstly, the introduction of alternative theoretical frameworks could enrich the understanding of audit quality. For example, stakeholder theory could offer insights into how diverse actors such as shareholders, creditors, and regulators interact with and influence the auditing process. Similarly, institutional theory might provide valuable perspectives on how societal norms, laws, and regulations shape auditing practices and quality.

Future research could benefit from adopting a multi-method approach, incorporating both quantitative and qualitative analyses. While the present study employed statistical techniques, the incorporation of interviews, case studies, and observations could yield a more nuanced understanding. Qualitative data could uncover subtleties related to auditors' ethical considerations, organizational culture within audit firms, or the impact of client-auditor relationships on audit quality.

### **CONCLUSION**

This study makes several significant contributions to the auditing literature and practice, particularly in the Lebanese context, which has not been extensively examined in previous research. It integrates agency theory, social exchange theory, and resource-dependent theory, providing a multi-faceted view of audit quality and enriching the theoretical depth of the subject. The study introduces context-specific factors that may not be captured in studies set in more stable economies, adding complexity to existing theories and encouraging exploration of how context modifies traditional theoretical models.

The statistical rigor employed in the study validates the proposed theoretical models, offering robust evidence for the relationship between variables such as audit independence, audit firm characteristics, and audit experience on audit quality. These findings provide actionable insights for auditors, regulatory bodies, and stakeholders. They offer a data-driven basis for decision-making in auditing practices and can guide policy formulation. The study also provides a framework for selecting auditors, emphasizing the importance of audit firm characteristics and audit experience to reduce the risk of audit failure.

The study highlights the significance of continuous professional development, as audit experience has a significant impact on audit quality. The findings can guide the development of training programs and educational curricula, focusing on areas that have the most significant impact on audit quality. By filling a notable gap in the literature, the study offers a nuanced, context-specific, and empirically robust examination of factors affecting audit quality in Lebanon. It provides valuable insights that can shape future research, influence auditing practices and policies, and enhance audit quality.

However, the study does have limitations. The sample size may not be fully representative of the auditing landscape in Lebanon, and the focus on specific types of audit firms may result in biased outcomes. The generalizability of findings to other contexts is questionable, and the study might have overlooked other potentially applicable theories. The reliance on quantitative methods may overlook qualitative aspects, and the cross-sectional nature of the data collection limits its ability to account for temporal changes. The regression model explains only a portion of the variability in audit quality, leaving room for other significant variables not included in the study.

To address these limitations, future research could incorporate a larger and more diverse sample, employ additional theoretical frameworks, integrate qualitative methods, and expand the geographic and temporal scope. By addressing these gaps, researchers can develop a richer and more comprehensive understanding of audit quality, making the research more relevant and applicable to the field.

## REFERENCES

- Al-Sayyed, S. M., Al-Aroud, S. F., & Zayed, L. M. (2021). The effect of artificial intelligence technologies on audit evidence. *Accounting*, 7(2), 281–288. <https://doi.org/10.5267/j.ac.2020.12.003>
- Alderman, J. (2019). Million dollar gamblers: a case of embezzlement in South Whitehall Township. *CASE Journal*, 15(3), 171–180. <https://doi.org/10.1108/TCJ-12-2018-0122>
- Baik, S. M., Hong, K. S., & Park, D. J. (2023). Deep learning approach for early prediction of COVID-19 mortality using chest X-ray and electronic health records. *BMC Bioinformatics*, 24(1). <https://doi.org/10.1186/s12859-023-05321-0>
- Bundesbank, D. (2020). *Policy Discussion Paper The Use of Artificial Intelligence and Machine Learning in the Financial Sector Directorate General Banking and Financial Supervision The Use of Artificial Intelligence and Machine Learning in the Financial Sector*.
- Castka, P., & Searcy, C. (2022). Audits and COVID-19: A paradigm shift in the making. In *Business Horizons*. Elsevier Ltd. <https://doi.org/10.1016/j.bushor.2021.11.003>
- Catalano, M., Bortolotto, C., Nicora, G., Achilli, M. F., Consonni, A., Ruongo, L., Callea, G., Lo Tito, A., Biasibetti, C., Donatelli, A., Filippi, A., & Preda, L. (2023). Performance of an AI algorithm during the different phases of the COVID pandemics: what can we learn from the AI and vice versa. *European Journal of Radiology Open*, 11. <https://doi.org/10.1016/j.ejro.2023.100497>
- Chen, Y., Wu, Z., & Yan, H. (2022). A Full Population Auditing Method Based on Machine Learning. *Sustainability (Switzerland)*, 14(24). <https://doi.org/10.3390/su142417008>
- Delcey, T. (2021). A Tale Between Finance and Economics: Four Essays on the History and Methodology of the Efficient Market Hypothesis. *Erasmus Journal for Philosophy and Economics*, 14(2), 196–201. <https://doi.org/10.23941/EJPE.V14I2.625>

- Evinita, L. L., & Kambey, J. P. (2021). Mediating effects of governance on audit culture, internal control and audit quality in Indonesia: Basis for model. *Estudios de Economia Aplicada*, 39(12). <https://doi.org/10.25115/eea.v39i12.6224>
- Faccia, A., Pandey, V., & Banga, C. (2022). Is Permissioned Blockchain the Key to Support the External Audit Shift to Entirely Open Innovation Paradigm? *Journal of Open Innovation: Technology, Market, and Complexity*, 8(2). <https://doi.org/10.3390/joitmc8020085>
- Handayani, S., & Kawedar, W. (2021). Could the minimization of opportunity prevent fraud? An empirical study in the auditors' perspective. *Accounting*, 7(5), 1157–1166. <https://doi.org/10.5267/j.ac.2021.2.023>
- Hrazdil, K., Novak, J., Rogo, R., Wiedman, C., & Zhang, R. (2020). Measuring executive personality using machine-learning algorithms: A new approach and audit fee-based validation tests. *Journal of Business Finance and Accounting*, 47(3–4), 519–544. <https://doi.org/10.1111/jbfa.12406>
- Israilova, E., Dudukalov, E., Goryunova, E., & Shatila, K. (2023). Promoting environmental literacy and behavior change among individuals and communities in digital era. In *E3S Web of Conferences* (Vol. 458, p. 06024). EDP Sciences.
- Ivanova, D., Yeralina, E., & Shatila, K. (2023). Strategies for sustainable transportation in road way system in urban areas. In *E3S Web of Conferences* (Vol. 389, p. 05001). EDP Sciences.
- Jalloul, S., Awwad, G., & Shatila, K. (2022). The Impact of Accounting Information Systems on Bank Performance: The Case of Lebanon. *Management and Economics Review*, 7(3), 405-422.
- Kartika, M. R., Fitriana, F., & Yuliaty, F. (2021). ETHICS, EDUCATION LEVEL, AND PROFESSIONAL SKEPTICISM ON AUDIT QUALITY. *Jurnal Riset Akuntansi Kontemporer*, 13(1), 32–36. <https://doi.org/10.23969/JRAK.V13I1.3814>
- Kaur, S. J., Ali, L., Hassan, M. K., & Al-Emran, M. (2021). Adoption of digital banking channels in an emerging economy: exploring the role of in-branch efforts. *Journal of Financial Services Marketing*, 26(2), 107–121. <https://doi.org/10.1057/S41264-020-00082-W/TABLES/3>
- Lapidus, D. (2023). Strengths and limitations of new artificial intelligence tool for rare disease epidemiology. *Journal of Translational Medicine*, 21(1). <https://doi.org/10.1186/s12967-023-04152-0>
- Le, N. T. B., Vu, L. T. P., & Nguyen, T. V. (2021). The use of internal control systems and codes of conduct as anti-corruption practices: evidence from Vietnamese firms. *Baltic Journal of Management*, 16(2), 173–189. <https://doi.org/10.1108/BJM-09-2020-0338>
- Li, J., Cairns, B. J., Li, J., & Zhu, T. (2023). Generating synthetic mixed-type longitudinal electronic health records for artificial intelligent applications. *Npj Digital Medicine*, 6(1). <https://doi.org/10.1038/s41746-023-00834-7>
- Liu, J. Y. H., & Rudd, J. A. (2023). Predicting drug adverse effects using a new Gastro-Intestinal Pacemaker Activity Drug Database (GIPADD). *Scientific Reports*, 13(1). <https://doi.org/10.1038/s41598-023-33655-5>

- Liu, X., Zhang, W., Tong, X., Zhong, F., Li, Z., Xiong, Z., Xiong, J., Wu, X., Fu, Z., Tan, X., Li, X., & Zheng, M. (2023). MolFilterGAN: a progressively augmented generative adversarial network for triaging AI-designed molecules. *Journal of Cheminformatics*, 15(1). <https://doi.org/10.1186/s13321-023-00711-1>
- Mahmić-Kaknjó, M., Tomić, V., Ellen, M. E., Nussbaumer-Streit, B., Sfetcu, R., Baladia, E., Riva, N., Kassianos, A. P., & Marušić, A. (2023). Delphi survey on the most promising areas and methods to improve systematic reviews' production and updating. *Systematic Reviews*, 12(1). <https://doi.org/10.1186/s13643-023-02223-3>
- Maiti, M., Vuković, D., Mukherjee, A., Paikarao, P. D., & Yadav, J. K. (2021). Advanced data integration in banking, financial, and insurance software in the age of COVID-19. *Software - Practice and Experience*. <https://doi.org/10.1002/spe.3018>
- Mat, T. Z. T., Ismawi, D. S. T., & Ghani, E. K. (2019). Do perceived pressure and perceived opportunity influence employees' intention to commit fraud? *International Journal of Financial Research*, 10(3), 132–143. <https://doi.org/10.5430/ijfr.v10n3p132>
- Meystre, S. M., Heider, P. M., Cates, A., Bastian, G., Pittman, T., Gentilin, S., & Kelechi, T. J. (2023). Piloting an automated clinical trial eligibility surveillance and provider alert system based on artificial intelligence and standard data models. *BMC Medical Research Methodology*, 23(1). <https://doi.org/10.1186/s12874-023-01916-6>
- Othman, R., & Ameer, R. (2022). In employees we Trust: Employee fraud in small businesses. *Journal of Management Control*, 33(2), 189–213. <https://doi.org/10.1007/s00187-022-00335-w>
- Pessa, A. A. B., Perc, M., & Ribeiro, H. V. (2023). Age and market capitalization drive large price variations of cryptocurrencies. *Scientific Reports*, 13(1). <https://doi.org/10.1038/s41598-023-30431-3>
- Pratoomsuwan, T., & Yolrabil, O. (2020). Fraud and error misstatements and auditor liability: The moderating role of the evaluator's auditing knowledge. *DLSU Business and Economics Review*, 30(1), 42–55. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85090941349&partnerID=40&md5=55e3c4930e00f808d5f7ca1a9e1c2b49>
- Razakova, D., Shmatko, L., Shatila, K., & Davtyan, A. (2023). Analysis for the sustainability of intelligent transport systems in the United States. In *E3S Web of Conferences* (Vol. 389, p. 05002). EDP Sciences.
- Sevgi, U. T., Erol, G., Doğruel, Y., Sönmez, O. F., Tubbs, R. S., & Güngör, A. (2023). The role of an open artificial intelligence platform in modern neurosurgical education: a preliminary study. *Neurosurgical Review*, 46(1). <https://doi.org/10.1007/s10143-023-01998-2>
- Sherif, K., & Mohsin, H. (2021). The effect of emergent technologies on accountant's ethical blindness. *International Journal of Digital Accounting Research*, 21, 61–94. [https://doi.org/10.4192/1577-8517-v21\\_3](https://doi.org/10.4192/1577-8517-v21_3)

- Taufik, T. (2019). The effect of internal control system implementation in realizing good governance and its impact on fraud prevention. *International Journal of Scientific and Technology Research*, 8(9), 2159–2165.  
<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85073462774&partnerID=40&md5=3898d08997593736e5f4712fccac6812>
- Tully, J. L., Zhong, W., Simpson, S., Curran, B. P., Macias, A. A., Waterman, R. S., & Gabriel, R. A. (2023). Machine Learning Prediction Models to Reduce Length of Stay at Ambulatory Surgery Centers Through Case Resequencing. *Journal of Medical Systems*, 47(1). <https://doi.org/10.1007/s10916-023-01966-9>
- Ushakov, D. S., Israilova, E. A., Ivanova, D. G., & Shatila, K. (2023). Social Entrepreneurship and Climate Innovation: The Mediating Effect of Norms and Self-Efficacy. In *Climate-Smart Innovation: Social Entrepreneurship and Sustainable Development in the Environmental Economy* (pp. 19-33).
- Wilson, K. J., Dhalla, A., Meng, Y., Tu, Z., Zheng, Y., Mhango, P., Seydel, K. B., & Beare, N. A. V. (2023). Retinal imaging technologies in cerebral malaria: a systematic review. *Malaria Journal*, 22(1). <https://doi.org/10.1186/s12936-023-04566-7>
- Zakariaee, S. S., Naderi, N., Ebrahimi, M., & Kazemi-Arpanahi, H. (2023). Comparing machine learning algorithms to predict COVID-19 mortality using a dataset including chest computed tomography severity score data. *Scientific Reports*, 13(1).  
<https://doi.org/10.1038/s41598-023-38133-6>
- Zhang, W., & Zhu, M. (2022). Environmental Accounting System Model Based on Artificial Intelligence Blockchain and Embedded Sensors. *Computational Intelligence and Neuroscience*, 2022. <https://doi.org/10.1155/2022/3803566>
- Zheng, Y., Ye, X., & Wu, T. (2021). Using an Optimized Learning Vector Quantization-(LVQ-) Based Neural Network in Accounting Fraud Recognition. *Computational Intelligence and Neuroscience*, 2021. <https://doi.org/10.1155/2021/4113237>

## FACTORS AFFECTING THE SUCCESS OF ADVERTISING MEDIA BUSINESS OPERATORS IN BANGKOK

*Darunee Boonsuit, College of Innovation and Management  
 Suan Sunandha Rajabhat University, Bangkok, Thailand  
 E-mail: S63484945202@ssru.ac.th*

*Supattra Pranee, College of Innovation and Management  
 Suan Sunandha Rajabhat University, Bangkok, Thailand  
 E-mail: supatta.pr@ssru.ac.th*

## **ABSTRACT**

Factors affecting the success of advertising media business operators in Bangkok. It has four components: 1) Transformational Leadership, 2) Organizational Learning, 3) Organizational Innovation, and 4) Knowledge Management. You can use these variables. To lead to success in operating according to the goals set. Something that can help business operators communicate well with target groups is advertising media. As in the studies of many academics who have studied advertising media and discovered that advertising media. It is one medium that can reach consumer groups well and Organizational success is an important goal of every organization that must operate successfully. But to make the organization work successfully Organizational executives must have good management and planning. Determine the format, methods, various steps and must have personnel. with knowledge and ability to achieve accuracy, appropriateness, and efficiency in performing work thus leading the organization to success as set forth. and develop the ability to conduct business for entrepreneurs Advertising media business in Bangkok It has four components: 1) Transformational Leadership, 2) Organizational Learning, 3) Organizational Innovation, and 4) Knowledge Management. To affect the success of advertising media business operators in Bangkok. Have the ability to compete in the market sustainably.

## **INTRODUCTION**

Nowadays, advertising media is important to every organization, both public and private, because of advertising. It plays a role in promotion and marketing as a means of stimulating, motivating, and building confidence among customers or target groups. Social media advertising media is growing rapidly. Continuously causing the technological development of various types of social media, which various media. There are many different forms used in advertising. It can be seen from the change in formats of advertising media from the past to the present that the popularity of each period is different (Kalan Woraphitthayut, 2019). Advertising plays an important role as a type of advertising media that influences well-being. It is very important in the daily life of consumers and is of economic and social importance. Advertising media has grown a lot, as can be seen from research by the Media Agency and Media Business Association of Thailand that in 2018 the overall picture of the advertising industry improved. Positive factors came from the overall economy improving. Consumers have more confidence in shopping, causing consumers to purchase products through distributed media by turning to the internet and out-of-home media more. and is an advertising medium Important factors in the operation of various businesses. It can be seen that advertising has helped make consumers more aware of the various products and services of manufacturers, causing the expansion of the economic and social systems and causing the advancement of communication science, resulting in the industry. of the advertising business expanded and supported businesses such as advertising photography business. Advertising production company advertising research company as well as the emergence of government agencies. To perform duties with and control many advertising businesses.



Advertising means providing information and news in order to communicate persuasively through various types of media in order to influence or persuade consumers or target groups. Behavior consistent with the content of the advertised substances that facilitates the purchase or use of such goods and services, as well as induces people to act on various ideas. Advertising media refers to marketing tools that have a role or are responsible for conveying that information. To the consumer group or target group by using that advertising media. Will it be beneficial or successful or not?. It depends on choosing the appropriate use of each type of media for the target group. There are 4 types of advertising media as follows 1) Print advertising media. It is an advertising medium using letters as a medium to convey ideas and things that need to be communicated to the public. There are many types such as newspapers, magazines, flyers, brochures, posters, product user manuals, product samples, etc., This type of media is also one of the earliest types of advertising media. 2) Broadcasting and broadcasting advertising media. It is advertising using sound, images or letters, including radio and television advertisements. 3) Online advertising media. It is a type of advertising media that is very popular today. There are both still images that communicate with pictures and letters or animated images complete with images and sound. Online advertising media has begun to play a huge role as people have begun to use media such as mobile phone that can access the online world more and more easily and 4) other types of advertising media, that is, other advertising media. In addition to the media mentioned above, such as media advertised for installation in specific locations, Off-site advertising media such as billboards of various sizes, advertisements that follow vehicles used for transportation, etc., Advertising media is a marketing tool that plays an important role in various organizations. Both the public and private sectors. Including those who do business Because it is the media that is responsible for bringing information and communicating those stories to target groups or consumer groups. This can be used either as a profit-making business or as a public service that benefits society. The type and company that accepts advertising It has changed according to the era and time. There are more appropriate adjustments and more variations as well. Therefore, entrepreneurs are interested in studying variables. Transformational Leadership, Organizational Learning, Knowledge Management, Organizational Innovation and Success of business entrepreneurs to develop the ability to do business for advertising media business operators in Bangkok. It has four components 1) Transformational Leadership 2) Organizational Learning 3) Organizational Innovation and 4) Knowledge Management. To affect the success of advertising media business operators in Bangkok. Have the ability to compete in the market sustainably.

## LITERATURE REVIEW

This section provides a brief literature review of the current study variables.

**Transformational Leadership** - By academic Wimonpan Changkid (2017: 20) said that Transformational Leadership. It is extremely important to the success of the organization because it is a process that influences the change in the attitude of personnel in the organization. It can motivate personnel to work with sacrifice for the public. Organizational changes occur accordingly. with the situation resulting in the organization being successful according to its goals Transformational Leadership Influences the success of the organization's goals, which

executives have a broad vision. Have creative ideas Be enthusiastic about work and have interpersonal skills. Leadership is used appropriate for the organization in accordance with the situation is reasonable. Can motivate personnel to work. With sacrifice for the public for organizational change to be successful Organizational Learning. It is the process of creating, maintaining, and Transferring Knowledge within the organization. Organizations evolve over time as they gain experience. From this experience, knowledge can be created. This knowledge is extensive. Covers various topics that can develop the organization for the better Examples might include ways to increase productivity or develop helpful investor relations. Knowledge is created in four different units: individuals, groups, organizations, and interorganizations (Fiol & Lyles, 1985, p.803). It is said that Organizational Learning can be better defined as “A process for improving operations through better knowledge and understanding.” Organizational learning is processed by successful organizations. (Prieto-Pastor & Martin-Perez, 2015) said that Developing a knowledge base and applying knowledge to develop better quality products, services and value for customers. By learning, organizations help organizations build a repository of knowledge and information concepts that can be used. To develop new products and improve existing products Organizations tend to develop this type of thinking by actively seeking information and experiences and experimenting both inside and outside the organization.

**Organizational Innovation** - From the review, there are many classifications of organizational innovation. Prateep Chaturaphongsathorn (2022) stated that innovation capability is divided into 5 components 1) Technical capability product innovation capability 2) Process innovation capability 3) Market innovation capability 4) Behavioral innovation capability and 5) Strategic innovation capability, which Organizational Innovation is to bring knowledge and creativity used in creating or improving products, services, management processes, and other things that create new things to meet customer needs Innovation will create a competitive advantage and profits for the organization in the long run and Organizational Innovation. The ability to innovate and conduct business is inevitable. Relationship If any organization can create innovation, it will have a positive impact on the organization's performance.

**Knowledge Management** - Refers to collecting, creating, organizing, exchanging, and applying knowledge in an organization. By developing from information systems to information to ultimately create knowledge and wisdom. Knowledge management consists of a set of operations used by organizations. In order to identify, create, display and distribute knowledge for the benefit of use and learning within the organization and can lead to information technology processes to create knowledge and wisdom to be useful in working for the organization. Effective By Academician Bowon Khumchunsri (2019) stated that knowledge is the first step of behavior related to the ability to remember. It's a mixture of experiences. With the concept of knowledge management that arises from the systematic storage of knowledge in an organization and can be called or searched. Through the process of knowledge management which has 4 components 1) Knowledge base creation system 2) Knowledge Storage, 3) Knowledge Acquisition, and 4) Knowledge Dissemination.

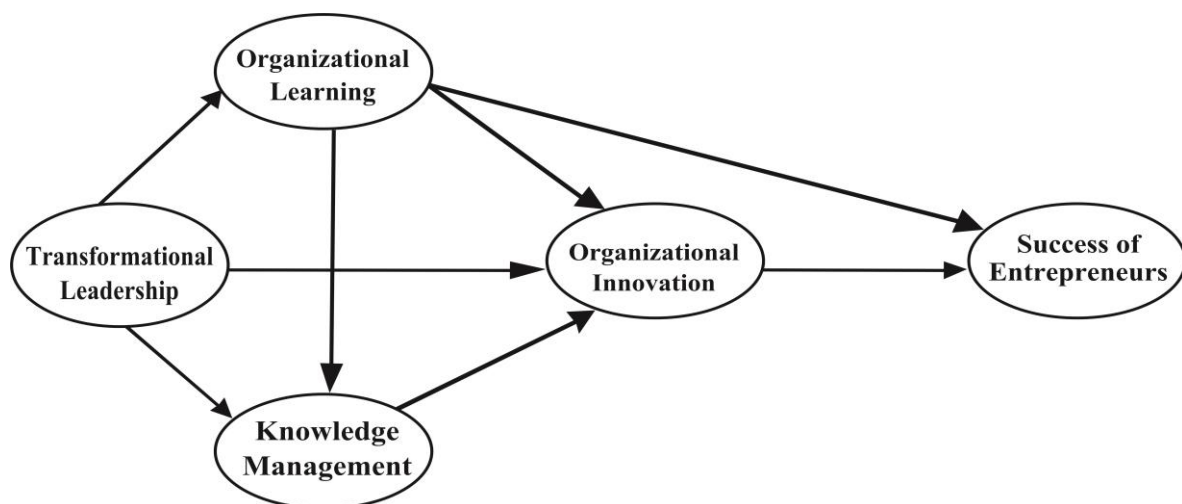
**Entrepreneurial Success** - Means Entrepreneurial success means achieving good products or services, making a profit, and long-term business growth. They have the ability to solve problems and adapt to business conditions neatly. Success in one's own business can also mean finding happiness and fulfillment in the work that entrepreneurs have gone through to create their own business. Personal success in terms of satisfaction and general quality of life is also enhanced by business success created by entrepreneurs. Successful SMEs entrepreneurs by academic M.L. Chanchote Chompunut (2018) said that entrepreneurs who have the ability to provide good human resource management services, entrepreneurs. Have the ability to coordinate well with their own employees and can communicate and coordinate with business groups others in order to negotiate and support each other's interests. It will result in the business running efficiently and the development of the business to a better level. Mentioned the elements of success for business entrepreneurs in 4 areas as follows 1) Financial Aspect 2) Customer Side 3) Learning and Development and 4) Internal Management Processes.

### Research Methods

This study is a qualitative research. The study of relevant literature consists of the national level and international literary criticism. Data were analyzed using an inductive method.

### Research Results

From Figure 1, the format of factors affecting the success of advertising media business operators. In Bangkok, it consists of 4 factors is Transformational Leadership, Organizational Learning, Knowledge Management and Organizational Innovation that affect the success of advertising media business operators in Bangkok. In addition, these 5 variables are also variables that can be used to create a success model for advertising media business operators. In the Bangkok area as well, research will continue to test the variables.



Picture 1: Model of factors affecting the success of advertising media business operators in Bangkok.

## REFERENCE

- Fiol and Lyles. (1985) *Participatory evaluation in education: Studies of evaluation use and organizational learning*, p. 803, LM Earl - 2004 - books.google.com
- Isabel Prieto-Pastor, Victor Martin-Perez. (2015) *The International Journal of Human Resource Management*, 589-615, p.589-615, <https://orcid.org/0000-0002-0532-9425>
- Mohammad Khalid Alsaied. (2023). The role of organizational learning and innovative organizational culter for ambidextrous innovation. *Journal is avilable on emerald insight at : <https://www.emerald.com/insight/0969-6474.htm>*
- Kalan Woraphitthayut. (2019). *Faculty of Communication Arts. (Advertising Academic Group)*. University of the Thai Chamber of Commerce. Advertising and adapting to the 4.0th industrial revolution era.
- M.L. Chanchote Chompoonuth. (2018). 2413. 82, *Human Capital Management Potential Enhancement Project Human 2018*. 87, Lessons in the Life of the Elderly, Part 9 (2010-2015)
- Bowon Khumchunsri. (2019). *Knowledge management. MCU Humanities Review Journal*. 5(1), 89-102. Affiliation : Department of Political Science Faculty of Social Sciences Mahachulalongkornrajavidyalaya University.
- Prateep Chaturaphongsathorn. (2022). Study of the impact of market focus. Focus on learning Focusing on entrepreneurship on the innovation capacity and performance of agricultural cooperatives in Thailand. Doctor of Philosophy Thesis. Naresuan University.
- Wimonphan Changkid. (2017). *Faculty of Education. Transformational leadership of educational institution administrators*. Under the Office of the Promotion of Non-Formal and Informal Education in the Eastern Region. Thesis. Ramphaibarni Rajabhat University.

## IMPACT OF MOBILE BANKING ON CUSTOMER SATISFACTION: EVIDENCE FROM LEBANON

*Bahaa Al Ayach, Masters in Business Administration at Beirut Arab University,  
Beirut, Lebanon*

*Email: Bahaaalayash@hotmail.com*

## ABSTRACT

Mobile banking has revolutionized how individuals conduct financial transactions and manage their accounts. This research investigates the factors that influence the adoption and satisfaction of mobile banking services, specifically focusing on perceived usefulness, perceived ease of use, perceived credibility, perceived attitudes, and customer satisfaction. This research aims to explore the relationships among these variables by employing a quantitative research design. Data was collected through surveys administered to a sample of mobile banking users. The survey instrument consisted of validated scales to measure the above-

mentioned variables. The research implemented a quantitative approach, and the sample size was 112 respondents. The collected data was analyzed using statistical techniques, such as correlation and regression analysis, to examine the relationships between the variables. The findings of this study, which is the significant association between perceived usefulness, perceived ease of use, perceived credibility, and perceived attitude toward customer satisfaction, will contribute to the existing body of knowledge by providing insights into the factors that drive the adoption and satisfaction of mobile banking services. The results of this research are expected to have implications for financial institutions, mobile banking service providers, and policymakers. Understanding the factors influencing customers' perceptions and satisfaction with mobile banking can help organizations design and implement more effective strategies to enhance user experience, attract new customers, and retain existing ones.

### **Background Overview**

Mobile banking is an innovative financial technology that allows customers to access banking services through their mobile devices Gupta et al. (2020). With the rise of smartphones and tablets, mobile banking has become increasingly popular, enabling customers to manage their finances and perform banking transactions anywhere and anytime (Razakova et al., 2023). Mobile banking has revolutionized the way customers interact with banks. Through mobile banking apps, customers can easily access their account information, transfer funds, pay bills, and even apply for loans. Mobile banking has provided customers the convenience and flexibility they need to manage their finances efficiently Kangwa et al. (2021); Stalmachova et al. (2022).

Mobile banking has also increased customer engagement with their banks. By providing customers access to their account information, mobile banking has enabled them to stay up-to-date with their finances and make informed decisions about their money Haralayya (2021). This has led to increased customer loyalty and improved customer retention for banks Abdurakhimova (2021); Haapio et al. (2021). Instead, mobile banking has had a profound impact on customer satisfaction in the banking sector (Ivanova et al., 2023). With the convenience and flexibility, it offers, mobile banking has enabled customers to manage their finances efficiently and effectively. As technology continues to advance, it is expected that mobile banking will continue to play an essential role in the banking industry, providing customers with the tools they need to manage their finances and stay connected with their banks.

### **Problem Statement**

Mobile banking is a rapidly growing technology that enables customers to access banking services using their mobile devices. In Lebanon, mobile banking has become increasingly popular due to its convenience, speed, and flexibility Haralayya (2021). Haapio et al. (2021) have shown that mobile banking enhances customer satisfaction by providing easy access to banking services, enabling faster transactions, and improving communication between customers and their banks (Israilova et al., 2023). Given the importance of the role mobile banking can play in enhancing customer satisfaction; unless there is a scarcity of studies that shows the impact of mobile banking on the customer satisfaction (Jalloul et al., 2023).

Consequently, this research examined the impact of mobile banking on customer satisfaction in the banking sector in Lebanon, using the variables of perceived ease of use, perceived usefulness, perceived credibility, and customer attitude.

### **Theories Related to Mobile Banking**

The following section addressed the theories which are related to Mobile banking. These theories are (1) Technology Acceptance Model and (2) Information System Success Model

#### **Technology Acceptance Model**

TAM is a theoretical framework that was first introduced by Davis in 1986 to explain the adoption and usage of new technologies. Perceived usefulness refers to the degree to which an individual believes that using a particular technology will improve their performance or make their work easier. Perceived ease of use refers to the degree to which an individual believes that using a technology will be free of effort Hilton et al. (2023). According to TAM, the more an individual perceives a technology as useful and easy to use, the more likely they are to adopt and use it. TAM has been widely used and extended in various contexts, including e-commerce, e-learning, and healthcare Xue et al. (2022); Alhalabi et al. (2023) and Fayman (2023) . The model has been supported by numerous empirical studies, which have shown that perceived usefulness and perceived ease of use are significant predictors of user acceptance and adoption of technology Islam et al. (2022) and Stalmachova et al. (2022).

#### **Information System Success Model**

ISSM is a theoretical framework that was developed to explain the success of information systems (IS) in organizations. The model was first proposed by DeLone and McLean in 1992 and has been widely used and extended in various contexts, including e-commerce, healthcare, and education according to Ramaswamy et al. (2021).

The ISSM identifies six key dimensions of IS success: system quality, information quality, use, user satisfaction, individual impact, and organizational impact. These dimensions are interrelated, and the success of an IS is influenced by their joint effect Abdullah et al. (2020) and Tiwari et al. (2021). System quality refers to the technical features of an IS, such as reliability, usability, and performance. Information quality refers to the accuracy, completeness, and timeliness of the information provided by an IS. Use refers to the extent to which an IS is actually used by its intended users Ramaswamy et al. (2021).

User satisfaction refers to the degree to which users are satisfied with an IS and its performance. Individual impact refers to the impact of an IS on individual users, such as their productivity and job satisfaction. Organizational impact refers to the impact of an IS on the organization as a whole, such as its efficiency and effectiveness S. J. Kaur et al. (2021); Maiti et al. (2021) and Issa et al. (2022). According to the ISSM, the success of an IS is influenced by both the individual and organizational factors. Individual factors include user motivation, training, and support, while organizational factors include management support, communication, and culture Alles et al. (2021) and Haefner et al. (2021). The ISSM has been widely used to evaluate the success of IS in organizations and to inform the design and implementation of IS interventions. The model has also been extended to include new



dimensions, such as social influence and trust Sohail & Ali Hafiz Abdur Rashid Muhammad Hasnain Ali Muhammad Usman Aamir Sohail Assistant Professor (2021) and Abdelsalam et al. (2022).

### **Hypotheses Development**

Kaur et al. (2021) and Zherdetska et al. (2021) aims to examine the relationship between perceived usefulness and customer satisfaction in the context of mobile banking services. Perceived usefulness is defined as the degree to which a user believes that a particular technology or service can improve their job performance or enhance their task performance. Customer satisfaction is defined as the overall evaluation of the user's experience with the service. The research used a sample of 500 customers who use mobile banking services. Data was collected through a self-administered questionnaire, which contained items related to perceived usefulness and customer satisfaction. The research then used statistical analysis to examine the relationship between perceived usefulness and customer satisfaction. The results of the research showed that perceived usefulness has a significant and positive effect on customer satisfaction. This implies that customers who perceive mobile banking services as useful are more likely to be satisfied with the service. The research suggests that perceived usefulness is a significant factor in determining customer satisfaction with mobile banking services Alhalabi et al. (2023) Yudaruddin (2023). The findings of the research have important implications for mobile banking service providers. They suggest that mobile banking service providers should focus on enhancing the perceived usefulness of their services to improve customer satisfaction Abdulla & Ebrahim (2022) Stalmachova et al. (2022) and Xue et al. (2022). By improving the perceived usefulness of their services, mobile banking service providers can increase customer satisfaction, which can lead to increased customer loyalty and retention. This had led to the development of the following hypothesis:

**H1: There is a significant association between perceived usefulness and customer satisfaction**

In the digital era, mobile applications have become an essential part of everyday life. As more people are using mobile applications, it is important to understand the factors that influence customer satisfaction with mobile applications. One such factor is the perceived ease of use of the application Beji et al. (2021); Abdelsalam et al. (2022) and Fayman (2023). This research aimed to explore the relationship between perceived ease of use and customer satisfaction in the context of mobile applications. Using a sample of 500 mobile application users, the research found a significant and positive relationship between perceived ease of use and customer satisfaction. The findings suggest that customers are more likely to be satisfied with a mobile application if they perceive it to be easy to use Adelopo et al. (2022); Stalmachova et al. (2022) and Xue et al. (2022). This highlights the importance of designing mobile applications with a user-friendly interface to enhance customer satisfaction. The research provides valuable insights for mobile application developers and designers to improve customer satisfaction by focusing on the perceived ease of use of their applications. By considering customers' perceptions of ease of use, developers can design mobile applications that are more intuitive and user-friendly, leading to increased customer satisfaction.

(Yudaruddin, 2023) investigate the relationship between Perceived Ease of Use and

Customer Satisfaction in the context of e-commerce websites. To achieve this, a sample of 450 online shoppers was used, and data was collected through an online survey. The findings of the research revealed a significant positive relationship between Perceived Ease of Use and Customer Satisfaction, suggesting that enhancing the perceived ease of use of e-commerce websites is essential for improving customer satisfaction. The research recommends that e-commerce websites should focus on improving the navigation, design, and functionality of their websites to enhance the perceived ease of use and ultimately improve customer satisfaction. The findings of this research have implications for e-commerce companies and marketers as they provide insights into the factors that influence customer satisfaction in the context of online shopping.

The relationship between Perceived Ease of Use (PEOU) and Customer Satisfaction (CS) in the context of online banking services has been studied in the research of Abdelsalam et al. (2022); Adelopo et al. (2022) and Jizi et al. (2022). A sample of 300 online banking customers was used to gather the data, and the results revealed that PEOU has a significant and positive effect on CS. This indicates that customers who perceive online banking services as easy to use are more satisfied with the services they receive. The research underscores the importance of enhancing the user-friendliness of online banking platforms to drive customer satisfaction (Ushakov et al., 2023). This can be achieved by simplifying the navigation, reducing the number of steps required to complete transactions, and providing clear and concise instructions to customers. By improving the PEOU of online banking services, banks can improve customer satisfaction, increase customer loyalty, and gain a competitive advantage in the market.

In the context of online food delivery services, this research examines the relationship between Perceived Ease of Use (PEoU) and Customer Satisfaction (CS). The research uses a sample of 350 customers who use online food delivery services, and the findings indicate that PEoU has a significant and positive effect on CS Alhalabi et al. (2023); Hilton et al. (2023); Issa et al.(2022) and Yudaruddin (2023). This suggests that customers who perceive the online food delivery service as easy to use are more likely to be satisfied with the service. The research highlights the importance of perceived ease of use in driving customer satisfaction in online food delivery services. Therefore, online food delivery services should focus on enhancing the perceived ease of use of their websites to improve customer satisfaction. Improving the user interface, reducing the number of steps required to place an order, and providing clear instructions can enhance the perceived ease of use of the website. The findings of this research have implications for online food delivery services, as they suggest that customer satisfaction can be increased by improving the perceived ease of use of the website. By doing so, online food delivery services can attract more customers, increase customer loyalty, and gain a competitive advantage. This had led to the development of the following hypothesis:

**H2: There is significant association between perceived ease of use and customer satisfaction**

Perceived credibility is one of the important factors in determining customer satisfaction in e-commerce. Abdelsalam et al. (2022); Adelopo et al. (2022); Jizi et al. (2022);

Stalmachova et al. (2022). The results revealed that perceived credibility had a significant and positive effect on customer satisfaction. The research suggested that e-commerce businesses should focus on enhancing their credibility to improve customer satisfaction. The research is significant because it highlights the importance of perceived credibility in e-commerce. With the increasing popularity of online shopping, building trust and credibility with customers has become crucial for e-commerce businesses Abdelsalam et al. (2022); Adelopo et al. (2022); Jizi et al. (2022); Stalmachova et al. (2022). The research's sample size of 700 adds to the reliability of the findings, making them generalizable to a larger population. The research also has practical implications for e-commerce businesses. By enhancing their credibility, e-commerce businesses can improve customer satisfaction and increase customer loyalty, leading to increased sales and revenue. E-commerce businesses can improve their credibility by using secure payment methods, providing detailed product information, offering transparent return policies, and displaying customer reviews. The results of the research showed that perceived credibility had a positive and significant effect on customer satisfaction. This suggests that students who perceived their instructors and course materials as more credible were more satisfied with their online courses Abdelsalam et al. (2022); Issa et al. (2022) and Jizi et al. (2022). The research highlights the importance of perceived credibility in online education and suggests that instructors and course designers should focus on building and maintaining their credibility to improve student satisfaction. It should be noted that the sample size in this research was relatively small, which may limit the generalizability of the findings. Nonetheless, the research provides valuable insights into the relationship between perceived credibility and customer satisfaction in the context of online education. This had led to the development of the following hypothesis:

**H3: There is a significant association between perceived credibility and customer satisfaction**

The research conducted by Yoon and Uysal (2018), aimed to investigate the relationship between perceived attitude and customer satisfaction in the context of the hotel industry Alhalabi et al. (2023); Issa et al. (2022) and Yudaruddin (2023). The research used a sample of 400 hotel customers who were asked to rate their perceived attitude of hotel employees (e.g., friendliness, helpfulness, attentiveness, etc.) and their overall satisfaction with their hotel experience. The results of the research showed that there was a positive and significant relationship between perceived attitude and customer satisfaction Abdelsalam et al. (2022); Issa et al. (2022) and Jizi et al. (2022). In other words, customers who perceived the hotel employees as having a positive attitude were more likely to report higher levels of satisfaction with their hotel experience. This finding has important implications for the hotel industry, as it suggests that employees' attitudes and behaviors can have a significant impact on customer satisfaction. Hotel managers and employees should be trained and incentivized to provide a positive attitude towards customers to create a positive experience, leading to greater customer satisfaction and potentially increase customer loyalty. The results of the research showed that there was a positive and significant relationship between perceived attitude and customer satisfaction Abdelsalam et al. (2022); Alhalabi et al. (2023); Issa et al. (2022) and Yudaruddin (2023). In other words, customers who perceived the retail employees as having a

positive attitude were more likely to report higher levels of satisfaction with their retail experience. This finding has important implications for the retail industry, as it suggests that employees' attitudes and behaviors can have a significant impact on customer satisfaction. Retailers should prioritize hiring employees with positive attitudes and provide training and incentives to encourage positive behaviors towards customers. This could help create a positive experience for customers and improve overall satisfaction with the retail services Adelopo et al. (2022); Aditya et al. (2021); Jizi et al. (2022) and Xue et al. (2022). However, it is important to note that the research has some limitations, such as its reliance on self-reported data and the use of a single industry sample.

**H4: There is a significant association between perceived attitude on customer satisfaction**

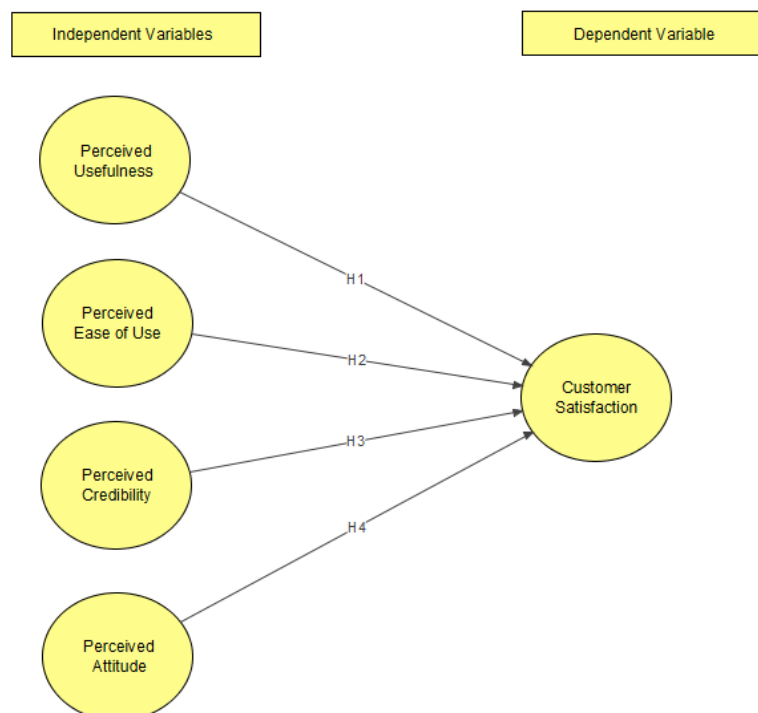


Figure 2 Research Model

Source: Developed by the researcher.

Referring to the above model, the following hypotheses had been developed:

H1: There is relationship between perceived usefulness and customer satisfaction

H2: There is relationship between perceived ease of use and customer satisfaction

H3: There is relationship between perceived credibility and customer satisfaction

H4: There is relationship between perceived attitude and customer satisfaction

### Data Collection

To gather relevant data on variables of interest, research questions and hypotheses are answered, hypotheses tested, and outcomes evaluated through systematic gathering and measurement of data. Data can be classified into two categories: primary and secondary. Primary data is information collected directly from the source, such as through questionnaires and surveys, and is unique. Conversely, secondary data is already published data based on

previously published works of literature and data. In this research, primary data collected through a structured questionnaire using a Likert scale was heavily relied upon. This scale allowed respondents, primarily customers in Lebanese Banks, to rate their level of agreement or disagreement with statements on a five-point scale. Customers who deal with the Lebanese banks and use the mobile banking services filled the questionnaires, in which the questionnaires had been distributed for 150 customers and 112 respondents filled up the questionnaires.

### Pearson Correlations

The below table shows Pearson correlation coefficient that measures the strength of the linear relationship between the dependent variable (customer satisfaction) and the independent ones (perceived usefulness, perceived ease of use, perceived credibility, perceived attitude).

Table 4 Pearson Correlations

		Perceived Usefulness	Perceived Ease of Use	Perceived Credibility	Perceived Attitude	Customer Satisfaction
Perceived Usefulness	Pearson Correlation	1	.510**	.676**	.234*	.163
	Sig. (2-tailed)		.000	.000	.013	.016
	N	112	112	112	112	112
Perceived Ease of Use	Pearson Correlation	.510**	1	.723**	.138	.187*
	Sig. (2-tailed)	.000		.000	.146	.048
	N	112	112	112	112	112
Perceived Credibility	Pearson Correlation	.676**	.723**	1	.219*	.146
	Sig. (2-tailed)	.000	.000		.020	.126
	N	112	112	112	112	112
Perceived Attitude	Pearson Correlation	.234*	.138	.219*	1	.640**
	Sig. (2-tailed)	.013	.146	.020		.000
	N	112	112	112	112	112
Customer Satisfaction	Pearson Correlation	.163	.187*	.146	.640**	1
	Sig. (2-tailed)	.016	.048	.126	.000	
	N	112	112	112	112	112
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Source: SPSS Output Version (20)

The results indicate that there are significant positive correlations between customer satisfaction and perceived usefulness ( $r = 0.163$ ,  $p = 0.016$ ), perceived ease of use ( $r = 0.187$ ,  $p = 0.048$ ), perceived credibility ( $r = 0.146$ ,  $p = 0.126$ ), and perceived attitude ( $r = 0.640$ ,  $p < 0.01$ ).

These findings suggest that as customers perceive the bank's services as more useful, easier to use, credible, and have a positive attitude towards them, their satisfaction levels also increase.

In practical terms, this means that the bank could focus on improving these factors to increase customer satisfaction. For example, the bank could provide more user-friendly online banking tools to enhance the perceived ease of use or enhance the credibility by providing transparent information about their services and policies.

### Variance Inflation Factor

Variance Inflation Factor (VIF) that measures how much the behavior (variance) of an independent variable is influenced or inflated by its interaction with the other independent variable.

Table 5 Variance Inflation Factor

	Collinearity Statistics	
	Tolerance	VIF
Perceived Usefulness		
Perceived Ease of Use	.943	1.060
Perceived Credibility	.873	1.145
Perceived Attitude	.859	1.164
Customer Satisfaction	.879	1.137

Source: SPSS Output Version (20)

The collinearity statistics provided indicate the presence of multicollinearity among the variables in the analysis. Multicollinearity refers to a high correlation between independent variables, which can negatively impact the reliability and interpretability of regression analysis results. In this case, the tolerance values range from 0.859 to 0.943, while the variance inflation factor (VIF) values range from 1.060 to 1.164. Generally, a tolerance value below 0.1 or a VIF value above 10 indicates a high degree of collinearity. Since all the tolerance values are above 0.1 and the VIF values are below 10, it suggests that the variables have relatively low collinearity. However, it is still important to consider the presence of collinearity when interpreting the regression results and to explore potential remedies, such as variable selection or transformation, to mitigate its impact.

### Reliability Analysis

Table 6 Reliability Analysis

Items	Cronbach Alpha
Perceived Usefulness	.689
Perceived Ease of Use	.734
Perceived Credibility	.856
Perceived Attitude	.820
Customer Satisfaction	.820

Source: SPSS Output Version (20)

The table provided shows the reliability statistics of a research, measured using Cronbach's Alpha, for five different constructs: Perceived Usefulness, Perceived Ease of Use, Perceived Credibility, Perceived Attitude, and Customer Satisfaction. Cronbach's Alpha is a measure of internal consistency, with values ranging from 0 to 1. Higher values indicate better internal consistency or reliability of a scale or questionnaire. The interpretation of the reliability statistics for each construct is as follows:

Perceived Usefulness (Cronbach Alpha = .689): This construct has a moderate level of internal consistency. It suggests that the items used to measure perceived usefulness are somewhat related, but the scale could benefit from improvements.



Perceived Ease of Use (Cronbach Alpha = .734): This construct has a good level of internal consistency, indicating that the items measuring perceived ease of use are reasonably related to each other.

Perceived Credibility (Cronbach Alpha = .856): This construct has a high level of internal consistency, suggesting that the items measuring perceived credibility are strongly related and form a reliable scale.

Perceived Attitude (Cronbach Alpha = .820): This construct also has a high level of internal consistency, indicating that the items measuring perceived attitude are strongly related and form a reliable scale.

Customer Satisfaction (Cronbach Alpha = .820): Similar to Perceived Attitude, this construct has a high level of internal consistency, showing that the items measuring customer satisfaction are strongly related and form a reliable scale.

Table 7 Overall Cronbach Alpha

Items	Cronbach Alpha
Average	.790

Source: SPSS Output Version (20)

The above table showed that the overall Cronbach alpha for all the questionnaires is 0.790 which is higher than 0.7 which means that the questionnaire is reliable.

### Validity Analysis

Table 8 Validity Statistics

Items	KMO
Perceived Usefulness	.623
Perceived Ease of Use	.634
Perceived Credibility	.756
Perceived Attitude	.720
Customer Satisfaction	.620

Source: SPSS Output Version (20)

The validity statistics presented in Table 15 indicate the results of the Kaiser-Meyer-Olkin (KMO) test for each item in the measurement scale. The KMO test assesses the sampling adequacy for factor analysis by measuring the proportion of variance in the variables that may be caused by underlying factors. In this case, the KMO values range from 0.620 to 0.756, with higher values indicating better sampling adequacy. While the KMO values are moderate to good for most items, the perceived usefulness and customer satisfaction items have relatively lower KMO values of 0.623 and 0.620, respectively. These values suggest that there may be room for improvement in the sampling adequacy for these particular items. It is important to consider the KMO values when interpreting the factor analysis results and to assess whether the items adequately represent the constructs they are intended to measure.

Regression analysis is a statistical technique used to examine the relationship between

a dependent variable and one or more independent variables, allowing for prediction, understanding the impact of variables, and identifying significant predictors in a dataset. It provides insights into the direction, strength, and statistical significance of the relationships between variables.

Table 9 Table Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693 <sup>a</sup>	.480	.461	.456

Predictors: (Constant), Perceived Usefulness, Perceived Ease of Use, Perceived Credibility, Perceived Attitude and Customer Satisfaction

Table 107 Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.333	.184		1.809	.073
1 Perceived Usefulness	.487	.060	.582	8.106	.000
Perceived Ease of Use	.208	.056	.279	3.734	.000
Perceived Credibility	.402	.072	.352	5.583	.008
Perceived Attitude	.420	.052	.329	8.076	.014

a. Dependent Variable: Customer Satisfaction

The provided model summary and coefficients table show the results of a multiple regression analysis with Customer Satisfaction as the dependent variable and four predictors: Perceived Usefulness, Perceived Ease of Use, Perceived Credibility, and Perceived Attitude.

### Model Summary

R (Multiple Correlation Coefficient) = .693: This value indicates a strong correlation between the predictors and the dependent variable (Customer Satisfaction).

R Square = .480: This value represents the proportion of the variance in Customer Satisfaction that can be explained by the predictors. It means that 48% of the variance in Customer Satisfaction can be explained by the model.

Adjusted R Square = .461: This value is an adjusted version of R Square that takes into account the number of predictors in the model. In this case, the adjusted R Square is 46.1%.

Std. Error of the Estimate = .456: This value represents the standard deviation of the residuals, which is the difference between the observed and predicted values of the dependent variable (Customer Satisfaction).

### Coefficients

The regression equation for this model can be derived from the unstandardized coefficients (B) in the coefficients table:

Customer Satisfaction = .333 + (.487 \* Perceived Usefulness) + (.208 \* Perceived Ease of Use) + (.402 \* Perceived Credibility) + (.420 \* Perceived Attitude)

### Hypotheses Testing

To test the significance of each predictor, we can consider the t-statistic and its corresponding p-value (Sig.) for each predictor:

Perceived Usefulness:  $t = 8.106$ ,  $p < .001$

Perceived Ease of Use:  $t = 3.734$ ,  $p < .001$

Perceived Credibility:  $t = 5.583$ ,  $p = .008$

Perceived Attitude:  $t = 8.076$ ,  $p = .014$

Since the p-values for all predictors are less than the significance level (usually .05 for academic research), we can conclude that all predictors are statistically significant in predicting Customer Satisfaction.

In conclusion, the multiple regression analysis shows that Perceived Usefulness, Perceived Ease of Use, Perceived Credibility, and Perceived Attitude are all significant predictors of Customer Satisfaction. The model explains 46.1% of the variance in Customer Satisfaction after adjusting for the number of predictors. The regression equation derived from the analysis can be used to predict Customer Satisfaction based on the values of the four predictors.

### Discussion of Findings

In the context of the Lebanese banking sector, perceived usefulness is a critical factor that influences customer satisfaction. The increasing competition among banks in Lebanon, coupled with a rapidly evolving financial landscape, highlights the importance of understanding the impact of perceived usefulness on customer satisfaction. This analysis aims to explore the role of perceived usefulness in determining the satisfaction levels of bank customers in Lebanon. Perceived usefulness can be defined as the extent to which a user believes that using a particular service or product will enhance their performance or achieve their goals. In the banking industry, this can include aspects such as the efficiency and effectiveness of banking services, innovative financial products, and the ability to cater to customers' diverse needs. One of the key aspects of perceived usefulness in the Lebanese banking sector is the adoption of digital banking technologies. The integration of digital services, such as online banking, mobile banking, and digital wallets, has significantly transformed the way customers interact with their banks. These digital services offer convenience, speed, and security, which are highly valued by customers. When customers perceive these digital banking services as useful, their satisfaction levels with the bank are likely to increase. This had led to the validation of the following hypothesis:

**H1: There is a significant association between perceived usefulness and customer satisfaction**

In the Lebanese banking sector, perceived ease of use is a vital determinant of customer satisfaction. With a dynamic financial environment and intense competition among banks in Lebanon, it is essential to comprehend how perceived ease of use affects customer satisfaction. This analysis delves into the role of perceived ease of use in shaping the satisfaction levels of bank customers in Lebanon. Perceived ease of use refers to the degree to which a user believes

that using a specific service or product will be free of effort. In the context of banking, this encompasses the simplicity of accessing and using banking services, the intuitiveness of digital platforms, and the overall user experience. A seamless and effortless banking experience is likely to enhance customer satisfaction.

A crucial element of perceived ease of use in the Lebanese banking sector is the user experience of digital banking services. As banks increasingly adopt digital solutions, such as online banking, mobile banking apps, and digital payments, it is vital that these services are user-friendly and accessible. Customers value digital platforms that are easy to navigate, have simple processes, and offer comprehensive functionalities. When customers perceive digital banking services as easy to use, they are more likely to be satisfied with their banking experience. Moreover, the physical accessibility of bank branches and ATMs in Lebanon also contributes to the perceived ease of use. Customers appreciate banks with a wide network of branches and ATMs, which allows them to access banking services effortlessly. Additionally, efficient branch layouts and well-trained staff who can provide prompt assistance contribute to a smooth and hassle-free banking experience. When customers find it easy to access and use banking services, their satisfaction levels are likely to be higher. This had led to the validation of the following hypothesis:

**H2: There is significant association between perceived ease of use and customer satisfaction**

The perceived credibility of a bank can have a significant impact on customer satisfaction in the Lebanese banking sector. When customers believe that a bank is credible, they are more likely to trust the institution and feel confident in its ability to manage their finances effectively. This can lead to higher levels of satisfaction and loyalty among customers. There are several factors that can contribute to perceived credibility in the banking sector, including the reputation of the bank, the quality of its services, the professionalism of its staff, and its adherence to ethical and regulatory standards. In Lebanon, where the banking sector is highly competitive, these factors can be particularly important for banks looking to attract and retain customers.

One way that banks can improve their perceived credibility is by investing in customer service training and development programs for their employees. By providing staff with the skills and knowledge they need to provide high-quality service to customers, banks can improve their reputation and increase customer satisfaction. Another important factor in perceived credibility is transparency. Banks that are transparent in their operations and communicate openly with customers are more likely to be trusted and seen as credible. This can include providing clear information about fees and charges, offering online account access and tools for managing finances, and being responsive to customer inquiries and concerns. This had led to the validation of the following hypothesis:

**H3: There is a significant association between perceived credibility and customer satisfaction**

The perceived attitude of a bank towards its customers can have a significant impact on customer satisfaction in the Lebanese banking sector. When customers feel valued and

respected by their bank, they are more likely to be satisfied with the overall banking experience and to remain loyal to the institution. Several factors can contribute to perceived attitude in the banking sector, including the behavior of bank employees, the quality of customer service provided, and the bank's policies and procedures. In Lebanon, where the banking sector is highly competitive, these factors can be particularly important for banks looking to attract and retain customers.

One way that banks can improve their perceived attitude towards customers is by investing in customer service training and development programs for their employees. By providing staff with the skills and knowledge they need to interact with customers in a positive and respectful manner, banks can improve customer satisfaction and increase loyalty. Another important factor in perceived attitude is the quality of the customer service provided. Banks that prioritize customer needs and are responsive to customer inquiries and concerns are more likely to be viewed favorably by customers. This can include providing convenient and accessible channels for customer communication, such as email, phone, and social media. This led to the validation of the following hypothesis:

**H4: There is a significant association between perceived attitude on customer satisfaction**  
**Research Contributions**

Research has shown that perceived usefulness is a significant factor influencing the adoption and usage of mobile banking. Studies have identified specific features and functionalities, such as transactional capabilities, account management, and real-time notifications, that contribute to customers' perception of usefulness. Understanding the elements that enhance perceived usefulness helps banks design and enhance their mobile banking services to meet customers' needs and expectations. The research has emphasized the importance of perceived ease of use in driving customers' willingness to engage with mobile banking. Studies have explored factors such as user interface design, navigation, and transaction processing to determine their impact on customers' perception of ease of use. By focusing on creating a user-friendly mobile banking interface and intuitive functionalities, banks can improve customers' ease of use and encourage greater adoption and usage. Research has investigated the role of perceived credibility in building customers' trust and confidence in mobile banking. Factors such as security measures, privacy protection, and authentication mechanisms have been examined to determine their influence on perceived credibility. Banks can enhance customers' trust by implementing robust security measures, transparent privacy policies, and reliable authentication procedures, ultimately fostering greater confidence in mobile banking services.

#### **Research Limitations**

While perceived credibility and attitude are important factors in customer satisfaction in the Lebanese banking sector, there are also some limitations to consider. Lebanon is a diverse country with various cultures and ethnic groups, and what may be considered acceptable in one culture may not be the same in another. This means that banks must take cultural differences into account when developing their policies and procedures to ensure they do not offend or alienate any customers. The Lebanese economy has been struggling in recent years due to political instability and a financial crisis. As a result, many customers may be more focused on

their financial stability and security than on customer service or the perceived attitude of their bank. Banks must take into account the economic conditions and the financial needs of their customers when trying to improve customer satisfaction.

The Lebanese banking sector is highly competitive, with many banks vying for customers' business. While perceived credibility and attitude are important factors in customer satisfaction, banks may find it challenging to differentiate themselves from their competitors, especially if their competitors also have high levels of perceived credibility and attitude. Banks may not have access to comprehensive customer data, making it challenging to understand customers' needs and preferences fully. Without this information, banks may struggle to develop effective strategies to improve customer satisfaction and may find it challenging to meet their customers' expectations. While technology has made banking more convenient and accessible for customers, it can also be a limiting factor for some customers who may prefer traditional banking methods. Banks must balance the use of technology with the needs and preferences of their customers to ensure that they provide a satisfactory banking experience.

### **Suggestions for Future Research**

As mobile banking continues to evolve and shape the banking industry, there are several promising avenues for future research that can contribute to a deeper understanding of this dynamic field. Further research can explore the impact of user experience (UX) and interface design on mobile banking adoption and engagement. Examining the influence of factors such as visual aesthetics, ease of navigation, personalization, and responsiveness can provide insights into designing mobile banking interfaces that maximize user satisfaction and engagement. Given the increasing concern over data breaches and cyber threats, future research can delve into the effectiveness of security measures in mobile banking and their impact on customer trust. Exploring customer perceptions of security features, privacy protection mechanisms, and authentication protocols can inform the development of robust security frameworks that enhance trust and confidence in mobile banking services. Understanding the underlying behavioral motivations and adoption drivers for mobile banking is crucial. Future research can investigate the factors that influence individuals' decisions to adopt or resist mobile banking, including perceived risk, social influence, and psychological factors. Exploring these aspects can help banks develop targeted strategies to overcome adoption barriers and encourage greater mobile banking usage.

### **Research Recommendations**

Based on the limitations mentioned, there are several recommendations that banks operating in the Lebanese banking sector can consider to improve customer satisfaction. Banks should prioritize the needs of their customers, especially in a challenging economic environment. Banks can do this by providing flexible and tailored financial solutions that cater to the needs of their customers. With the COVID-19 pandemic forcing many customers to embrace digital banking solutions, banks should invest in developing user-friendly and secure digital channels that allow customers to access banking services remotely. Banks should invest in data analytics capabilities to collect and analyze customer data, which can help them gain insights into their customers' behavior, preferences, and needs. This information can then be



used to tailor financial products and services to better meet the needs of their customers.

Banks should prioritize staff training and development to ensure that their employees possess the skills and knowledge required to provide high-quality customer service. This can include training on communication, cultural awareness, and customer-centric approaches. Banks should prioritize transparency in their operations and adhere to ethical practices to gain the trust of their customers. This can include providing clear information about fees and charges, being responsive to customer inquiries and concerns, and following industry regulations and standards. In a highly competitive banking sector, banks can differentiate themselves by offering unique and innovative financial products and services that cater to the needs of their customers. Banks should also focus on building a strong brand reputation for quality, reliability, and customer-centricity. In conclusion, by prioritizing customer needs, embracing digitalization, leveraging customer data, investing in staff training, fostering transparency and ethics, and focusing on differentiation, banks in the Lebanese banking sector can improve customer satisfaction and gain a competitive advantage.

## REFERENCES

- Abdelsalam, O., Elnahass, M., Ahmed, H., & Williams, J. (2022). Asset securitizations and bank stability: Evidence from different banking systems. *Global Finance Journal*, 51. <https://doi.org/10.1016/j.gfj.2020.100551>
- Abdulla, Y., & Ebrahim, Y. (2022). Effect of COVID-19 on the performance of Islamic and conventional GCC banks. *Review of Financial Economics*, 40(3), 239–258. <https://doi.org/10.1002/rfe.1151>
- Abdullah, A., Hassan, R., & Kassim, S. (2020). A real asset management approach for Islamic investment in containerships. *Journal of Islamic Accounting and Business Research*, 11(1), 27–48. <https://doi.org/10.1108/JIABR-07-2017-0105>
- Abdurakhimova, D. (2021). Issue 4 Article 11 8-1-2021 Recommended Citation Recommended Citation Abdurakhimova. In *INFLUENCE OF FINANCIAL INCLUSION ENCLOSED BY DIGITAL BANKING PRODUCTS ON UZBEKISTAN'S ECONOMY* (Vol. 2021).
- Adelopo, I., Vichou, N., & Cheung, K. Y. (2022). Capital, liquidity, and profitability in European banks. *Journal of Corporate Accounting and Finance*, 33(1), 23–35. <https://doi.org/10.1002/jcaf.22522>
- Aditya, B. R., Ferdiana, R., & Kusumawardani, S. S. (2021). Identifying and prioritizing barriers to digital transformation in higher education: a case study in Indonesia. *International Journal of Innovation Science*. <https://doi.org/10.1108/IJIS-11-2020-0262/FULL/XML>
- Alhalabi, T., Castro, V., & Wood, J. (2023). The relationship between excessive lending, risk premium and risk-taking: Evidence from European banks. *International Journal of Finance and Economics*, 28(1), 448–471. <https://doi.org/10.1002/ijfe.2430>

- Alles, L., Jayathilaka, R., Kumari, N., Malalathunga, T., Obeyesekera, H., & Sharmila, S. (2021). An investigation of the usage of capital budgeting techniques by small and medium enterprises. *Quality and Quantity*, 55(3), 993–1006. <https://doi.org/10.1007/s11135-020-01036-z>
- Beji, R., Yousfi, O., Loukil, N., & Omri, A. (2021). Board Diversity and Corporate Social Responsibility: Empirical Evidence from France. *Journal of Business Ethics*, 173(1), 133–155. <https://doi.org/10.1007/s10551-020-04522-4>
- Fayman, A. (2023). Covid pandemic, politics and bank performance. *Managerial Finance*, 49(1), 1–12. <https://doi.org/10.1108/MF-11-2021-0549>
- Gupta, R. K., Malik, S., Kumar, P., & Garg, S. (2020). *Management Dynamics in Digitalization Era*. <https://www.researchgate.net/publication/354034583>
- Haapio, H., Mero, J., Karjaluo, H., & Shaikh, A. A. (2021). Implications of the COVID-19 pandemic on market orientation in retail banking. *Journal of Financial Services Marketing*, 26(4), 205–214. <https://doi.org/10.1057/s41264-021-00099-9>
- Haefner, N., Wincent, J., Parida, V., & Gassmann, O. (2021). Artificial intelligence and innovation management: A review, framework, and research agenda☆. *Technological Forecasting and Social Change*, 162. <https://doi.org/10.1016/j.techfore.2020.120392>
- Haralayya, D. B. (2021). Study on Performance of Foreign Banks in India. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3844403>
- Hilton, S. K., Madilo, W., Awaah, F., & Arkorful, H. (2023). Dimensions of transformational leadership and organizational performance: the mediating effect of job satisfaction. *Management Research Review*, 46(1), 1–19. <https://doi.org/10.1108/MRR-02-2021-0152>
- Islam, R., French, E., & Ali, M. (2022). Evaluating board diversity and its importance in the environmental and social performance of organizations. *Corporate Social Responsibility and Environmental Management*. <https://doi.org/10.1002/csr.2259>
- Issa, A., Zaid, M. A. A., Hanaysha, J. R., & Gull, A. A. (2022). An examination of board diversity and corporate social responsibility disclosure: evidence from banking sector in the Arabian Gulf countries. *International Journal of Accounting and Information Management*, 30(1), 22–46. <https://doi.org/10.1108/IJAIM-07-2021-0137>
- Ivanova, D., Yeralina, E., & Shatila, K. (2023). Strategies for sustainable transportation in road way system in urban areas. In *E3S Web of Conferences* (Vol. 389, p. 05001). EDP Sciences.
- Israilova, E., Dudukalov, E., Goryunova, E., & Shatila, K. (2023). Promoting environmental literacy and behavior change among individuals and communities in digital era. In *E3S Web of Conferences* (Vol. 458, p. 06024). EDP Sciences.
- Jalloul, S., Awwad, G., & Shatila, K. (2022). The Impact of Accounting Information Systems on Bank Performance: The Case of Lebanon. *Management and Economics Review*, 7(3), 405–422.

- Jizi, M., Nehme, R., & Melhem, C. (2022). Board gender diversity and firms' social engagement in the Gulf Cooperation Council (GCC) countries. *Equality, Diversity and Inclusion*, 41(2), 186–206. <https://doi.org/10.1108/EDI-02-2021-0041>
- Kangwa, D., Mwale, J. T., & Shaikh, J. M. (2021). The social production of financial inclusion of generation Z in digital banking ecosystems. *Australasian Accounting, Business and Finance Journal*, 15(3), 95–118. <https://doi.org/10.14453/aabfj.v15i3.6>
- Kaur, B., Kiran, S., Grima, S., & Rupeika-Apoga, R. (2021). Digital banking in northern india: The risks on customer satisfaction. *Risks*, 9(11). <https://doi.org/10.3390/risks9110209>
- Kaur, S. J., Ali, L., Hassan, M. K., & Al-Emran, M. (2021). Adoption of digital banking channels in an emerging economy: exploring the role of in-branch efforts. *Journal of Financial Services Marketing*, 26(2), 107–121. <https://doi.org/10.1057/S41264-020-00082-W/TABLES/3>
- Maiti, M., Vuković, D., Mukherjee, A., Paikarao, P. D., & Yadav, J. K. (2021). Advanced data integration in banking, financial, and insurance software in the age of COVID-19. *Software - Practice and Experience*. <https://doi.org/10.1002/spe.3018>
- Ramaswamy, S., Khande, R., Patil, Y. S., & Kalkar, P. (2021). ADAPTING DIGITAL BANKING SERVICES DURING COVID-19 PANDEMIC: A STUDY ON CUSTOMER EXPERIENCES IN SELECTED DISTRICT OF MAHARASHTRA STATE, INDIA. *INTERNATIONAL JOURNAL OF ELECTRICAL ENGINEERING AND TECHNOLOGY*, 12(5). <https://doi.org/10.34218/ijeet.12.5.2021.002>
- Razakova, D., Shmatko, L., Shatila, K., & Davtyan, A. (2023). Analysis for the sustainability of intelligent transport systems in the United States. In *E3S Web of Conferences* (Vol. 389, p. 05002). EDP Sciences.
- Sohail, A., & Ali Hafiz Abdur Rashid Muhammad Hasnain Ali Muhammad Usman Aamir Sohail Assistant Professor, M. (2021). Assessment of Customers E-loyalty in digital banking During Covid-19: An application of 8C model. *International Journal of Disaster Recovery and Business Continuity*, 12(1). <https://www.researchgate.net/publication/352156962>
- Stalmachova, K., Chinoracky, R., & Strenitzerova, M. (2022). Changes in Business Models Caused by Digital Transformation and the COVID-19 Pandemic and Possibilities of Their Measurement—Case Study. *Sustainability (Switzerland)*, 14(1). <https://doi.org/10.3390/su14010127>
- Tiwari, S., Bharadwaj, S., & Joshi, S. (2021). A Study of Impact of Cloud Computing and Artificial Intelligence on Banking Services, Profitability and Operational Benefits. In *Turkish Journal of Computer and Mathematics Education 1617 Research Article* (Vol. 12, Issue 6).
- Ushakov, D. S., Israilova, E. A., Ivanova, D. G., & Shatila, K. (2023). Social Entrepreneurship and Climate Innovation: The Mediating Effect of Norms and Self-Efficacy. In *Climate-Smart Innovation: Social Entrepreneurship and Sustainable Development in the Environmental Economy* (pp. 19-33).

- Xue, F., Zhao, X., & Tan, Y. (2022). Digital Transformation of Manufacturing Enterprises: An Empirical Study on the Relationships between Digital Transformation, Boundary Spanning, and Sustainable Competitive Advantage. *Discrete Dynamics in Nature and Society*, 2022, 1–16. <https://doi.org/10.1155/2022/4104314>
- Yudaruddin, R. (2023). Financial technology and performance in Islamic and conventional banks. *Journal of Islamic Accounting and Business Research*, 14(1), 100–116. <https://doi.org/10.1108/JIABR-03-2022-0070>
- Zherdetska, L., Diatlova, Y., Diatlova, V., Derkach, J., Goncharenko, A., & Zos-Kior, M. (2021). Digital banking in the marketing mix and human resource management: improving the approach to the assessment as an innovative component. *LAPLAGE EM REVISTA*, 7(3A), 111–119. <https://doi.org/10.24115/s2446-6220202173a1386p.111-119>

## **PROBLEMS AND CHALLENGES OF THE DEVELOPMENT OF ECOLOGICAL TOURISM IN THE REPUBLIC OF KAZAKHSTAN**

*Orlova Anastasia, Bachelor in Services, Turan University, Almaty, Kazakhstan  
Email: a.orlova@turan-edu.kz*

Nowadays, tourism is of great importance in the life of every person. New travel companies are opening daily, offering their products and services in the field of tourism. In this study, the central concept is ecotourism, which is understood as "a form of sustainable tourism focused on visiting relatively unaffected by anthropogenic impact of natural areas" [1]. It should be noted that the following types of ecotourism are relevant for the Republic of Kazakhstan: mountain, water, caving, skiing, equestrian.

With its diverse and limitless potential in the development of tourism, Kazakhstan is facing problems. Unlike more developed European countries, tourism in our republic is not perceived as a self-sufficient branch of the economy that generates income from outside, and does not have financial support from the state. Based on this, we are faced with problems of its development and promotion.

In our study, we identify five main problems in the development and promotion of ecotourism in the Republic of Kazakhstan.

The first group of problems is the fragmentation of participants in the environmental and tourism sector, the lack of qualified specialists, and the lack of information.

The second and third groups of problems are obviously specifically Kazakhstani. This is a general low level of development of tourist infrastructure and services with unreasonably high prices, especially for accommodation and food services.

The fourth group of Kazakhstan's difficulties is related to the prevailing stereotypes about the renewable and endless availability of natural resources.

The fifth group of problems is an acute shortage of professionals in the field of tourism who professionally know environmental problems and nuances. Their solution is undoubtedly connected with the improvement of special tourism education with an emphasis on ecology.

The main problems of ecotourism are also contained in the following:

- 1) A sharp deterioration of the environment,
- 2) Crumbling communities,
- 3) The disorder in the local economy [2].

At the same time, with proper organization, planning and orientation, ecotourism can and must lead to the achievement of the following:

- The organization of new jobs and sources of income for the local population, besides the benefits to different service sectors.
- Developing ecotourists' knowledge of the territory they have come to, caring for wildlife and the environment, its conservation, and encouraging ecotourists to contribute to supporting the environmental situation.
- The progressive realization that the nearest area can be an economically advantageous means.
- Preservation and revival of disappearing traditions and handicrafts.
- The rise of unity within the community and pride.
- The need for the least initial investments and a smaller amount of results obtained in comparison with other configurations of economic progress.
- To increase the amount that tourists bring and spend.
- Improving the image and value of the area, stimulating further investments by the state [3].

To improve and modernize ecotourism in Kazakhstan, it is necessary to develop this industry. To get help from the state to improve recreation areas and environmental protection. To involve local residents in helping to organize territories and localities for the rest of a foreign tourist. The increase in recreation areas, the improvement of the territory, and the establishment of living conditions can attract more tourists. We have all the resources to promote environmentally friendly tourism in our country. The wild and untouched nature of Kazakhstan has been attracting visitors since ancient times and is in demand among exotic lovers. The variety of types of tourism in our country can carry not only an entertainment function, but also the preservation of flora and fauna. An increasing number of tourists are switching to more humane methods of traveling without harming nature.

In compliance with the above rules and regulations, our country has the potential to develop this tourism industry. As statistics show, ecotourism is an economically profitable industry not only for the state, but also for the preservation of our picturesque nature. If everyone starts contributing to step-by-step compliance with nature conservation laws, the state of our environment will automatically begin to improve.

## REFERENCES

- Mazbayev O.B. Tourist and recreational opportunities of Kazakhstan and unresolved problems // The Economics of Eurasia: Proceedings of the international Scientific and practical conference. - Almaty, 2018. - pp. 48-52.
- Ustenova O.J. Fundamentals of the organization of tourist and hotel activities. - A.Economics. - 2018. - 256 p.
- Shaekina Zh.M., Ospanov G.M. Analysis of the development of international tourism in Kazakhstan. Almaty: Ekonomika, 2018. - pp. 220-225.

## THE INFLUENCE OF IRRATIONAL FANS AND HOW TO RESTRAIN IT

*Jinyu Dai, Digital International Business Program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*Email: s64127358014@ssru.ac.th*

*Nalin Simasathiansophon, Digital International Business Program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*Email: nalin.si@ssru.ac.th*

## ABSTRACT

Star chasing has become a global issue and a prevailing phenomenon. Under the prevalence of "fan group" culture, there have been radical and irrational fan groups (often recognized as sasaeng fans) that use extreme behavior to occupy and harass idols to satisfy their own needs. The study set out to investigate irrational fans' star-chasing behavior and people's attitudes towards the phenomenon in China and Thailand, and seek out solutions to reduce the phenomenon. Data was collected via an online questionnaire from 100 respondents in China and Thailand. Most of the participants were female students aged 18 to 24. The results show that this kind of irrational star-chasing phenomenon is very serious and illegal. Data analysis shows that it is crucial to improve the irrational phenomenon of star chasing, legal constraints and establish a correct view of the three.

**Keywords:** China, Irrational fans, Star-chasing, Thailand

## INTRODUCTION

Irrational fans are a group of fans who have extreme behavior. Some irrational fans went too far by chasing their idols. Irrational fans will try everything to get closer to their idols or satisfy their own perverse desires. They will install tracking devices on their idols' vehicles, pick them up at the airport on their personal trips, pay staff around them to eavesdrop on their idols' lives, harass their idols and even their families, and abuse others online. These irrational fans' behaviors will not only have a negative impact on their idols, but also affect the normal lives of themselves and others.



### Relevance of the problem

The problem of irrational fandom is a relevant, because,

- The problem of irrational fans chasing stars. This is a very serious problem in China.
- Different research in the same field: Many bloggers and officials have published articles criticizing this kind of behavior and have also done research on this phenomenon.

### Objectives

This research was conducted around the following objectives:

- To identify people's views on irrational fans' star-chasing behavior.
- To present the way to control the behavior of irrational fans.
- Understand the impact of irrational fans' irrational star-chasing behavior.
- Promote the updating of relevant laws.

## LITERATURE REVIEW

An article published on WeChat mentioned the relevant definition of irrational fans, such as stalking fan, infatuated fan, etc. The word "stalking fan" appeared in the Birmingham Mail (UK) on 22 November 2003. One of the characteristics of irrational fans is to engage in a range of extreme and dangerous behaviors, such as car chasing, putting on a tracker, knocking on doors, etc. It's basically the same thing as the group of "sasaeng fan (사생팬)" originated in South Korea, a country where the "fans circle" or "fandom" culture is prevalent.

Most of the articles published so far have investigated the extreme behavior of fans on idols and the opinions of netizens on fan groups, about the dynamic between fans and their idols (Iwicka, 2014). The prevailing extreme possessiveness on idols makes these fans lose their reason, have unnecessary fantasies on idols, write blood letters, threats, terror letters and so on.

Xia (2022) studied the stigmatization of Chinese fandom in China and analyzed a survey of 537 participants. Irrational fan extremism reported in many media caused many netizens in the country who don't follow any idol have a negative view of fans and become anti-idols.

According to the report published by QQ News (2022), the popular Thai actor Billkin posted a Thai-English statement on his social media account saying he felt unsafe after being followed near his home in a car by someone with bad intentions.

In the operation of the "fan circle", the entertainment capital, including the platform of producing traffic stars and artist management companies, is used to obtain economic benefits, and the core personnel of fan organizations (station sisters, fans, etc.) guide, incite and even morally kidnap fans, requiring them to buy star albums, magazines or endorsed products (Lu, 2021).

Defendant Zhang, Xu Mou department of two college students, in order to achieve the purpose of "chasing stars", the two people from the defendant Qin Mou, Li Mou several times to buy hundreds of other people's flight track information (Jiao, 2021).

In the process of defending their idols, "fan circle" groups often have linguistic conflicts

with others, and words such as abuse, slander and insult often appear on social platforms (Wu, 2020). Many fans will abuse others because of unfair treatment of their idols, and the extreme emotional fluctuations of individuals in the "meal circle" group will easily lead to emotional changes of other group members, resulting in some irrational star-chasing behaviors.

The phenomenon of irrational star worship has a serious impact on the social order. The mindless behavior of star chasing is prevalent in young people, especially those who are immature. The mindless chasing of stars also has a devastating effect on idols, causing physical and psychological damage. The irrational pursuit of a celebrity cost the life of fans as they focused too much on the idol's life. They are like zombies or ghosts who follow other people's lives without their own feelings or dignity. Such celebrity-stalking behavior only causes unreasonable fans to lose themselves, wasting their time, money and energy doing immoral and even illegal acts.

## METHODOLOGY

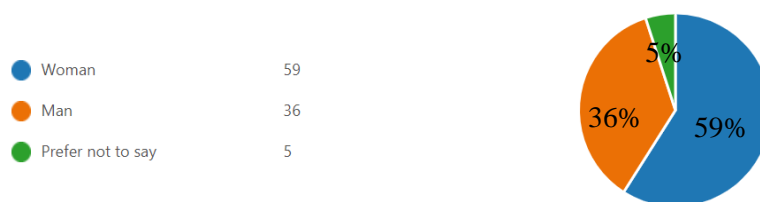
In order to test our research hypothesis, we conducted a research survey among 100 Chinese and Thai people around us. This study adopts the method of quantitative research to investigate people's cognition of irrational star chasing and the methods to solve the phenomenon of irrational star chasing.

This study will select 100 samples through simple random sampling and collect data through online questionnaire. Participants participated in the questionnaire anonymously, and the questionnaire was only used for the data collection of this research question and will not be disclosed. The questionnaire is available in Chinese and English, and is divided into three parts, personal information, hypothesis test and fan opinion, with a total of 27 single choice choices. Two of the questions are screening questions. In the first question, the selected participants can perform the hypothesis question test, and in the second question, the fans can be selected.

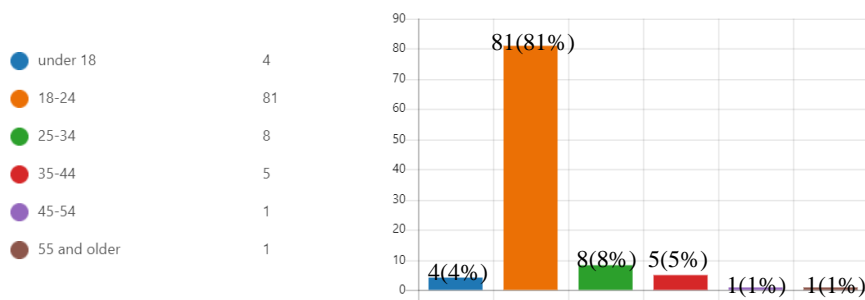
## RESULTS

This survey study collected data from 100 people. The majority of the respondents are female (59%) and students (74%) and aged 18-24 (81%). The participant distribution is shown in Figure 1.

**Gender**

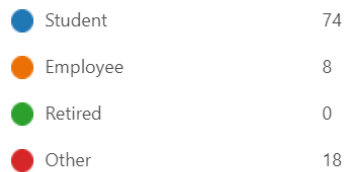


### Age



b.

### Occupation



c.

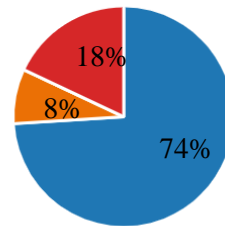


Figure 1 Participants information

### Do you have any star-chasing around you?

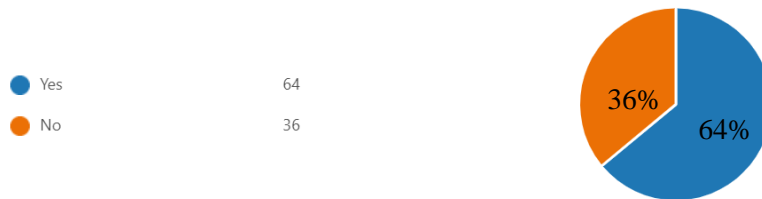


Figure 2 Participant screening

As can be seen from Figure 2, among 100 people, 64 people choose 'Yes' to the question of whether there are star-chasing around them. These 64 participants will conduct the second part of the survey, and 36 participants will end the survey.

### Fans opinion

#### Do you have a favorite idol(s)?

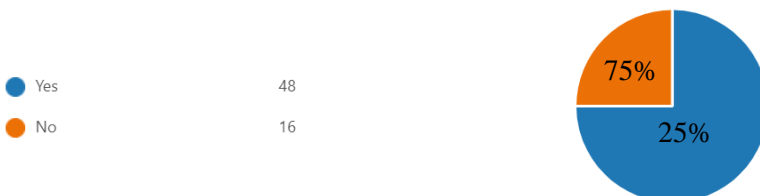


Figure 3 Favorite fans

As can be seen from Figure 3, among the 64 participants selected by this first, 48 chose yes and will continue to participate in the next part of the survey when asked whether they have idols.

## CONCLUSIONS

This study investigates irrational star-chasing behavior and people's perceptions of this phenomenon in China and Thailand. The data was collected via an online questionnaire from 100 respondents in China and Thailand. Most participants were female students between the ages of 18-24. Of the 100 people, 46 had no favorite stars around them, and 64 were selected to participate in the rest of the survey. Out of 64 people, 48 people were selected to participate in the final survey, and these 48 people are part of the idol fan circle.

Out of 100 participants, 64 were selected to take part in the hypothetical question survey. From the collected data, it can be seen that about 85% of them believe that relevant laws can better curb irrational fan behavior, and more importantly, the country should introduce relevant laws based on this phenomenon. 67% of people have reduced the behavior of irrational fans by not supporting various products and activities. But there are still some people who will support these irrational fans. In addition, 73 percent of people think that rational star-chasing can reduce irrational behavior, and it can also bring fans closer to their idols and change people's perception of bad star-chasing.

Among the 64 people selected 48 people to participate in the final survey, these 48 people are a member of the fan circle, 96% of their favorite idols have irrational fans, but in the process of chasing stars, they will basically maintain a rational attitude, for irrational fans, most people also take some actions to reduce these behaviors. Still, there are plenty of irrational fans. It can be seen that the phenomenon of irrational fans has been very serious, basically every star will have irrational fans, the state and entertainment companies should strengthen the control of fans.

## RECOMMENDATION

Nowadays, the phenomenon of irrational fans is getting more and more serious, and its influence is getting worse and worse, but the solutions are not well implemented. This research is mainly from the perspective of fans, and through the ideas of fans, better and easier to implement solutions. At the same time, this study through relevant literature and reports, makes people realize that the root cause of this phenomenon is not the idol, but the fans themselves, in addition, it also allows the idol and the relevant responsible party to do a correct guidance of star chasing.

From the collected survey data, we can see the seriousness of the negative impact of irrational fans. Although most of the fans are already very rational, the number of irrational fans is not reduced, but more, and the behavior of irrational fans is more serious, and some situations are basically uncontrollable. This research will help to reduce the difficulty of solving the problem. Entertainment companies will strengthen the management, and fans can more easily meet their idols through formal channels, which will greatly reduce this irrational phenomenon.

In this study, due to insufficient sample size, the sample size obtained after two screenings is smaller, which has a certain impact on the universality of data. In addition, the phenomenon of irrational fans is very serious, but the relevant literature or reports can implement few measures to solve it, and it is difficult to implement. In addition, because the scope of the survey is small, the responses that can be obtained will have a certain degree of singleness.

In order to understand the impact of the results of this study, more studies can be explored more deeply, and more constructive measures can be taken to solve the problem from the root as far as possible. At the same time, more studies can obtain more diverse responses by increasing the sample size.

## REFERENCE

- Baidu. "Cover news." last modified May 7, 2021.
- Baidu. "Guangming Network." last modified September 27, 2023.
- Iwicka, R. (2014). There will be blood: the darker side of K-pop fandom. *In Living in the Limelight: Dynamics of the Celebrity Experience* (pp. 111-120). Brill.
- Jiao, X. Q. et al. (2021). Uncover the inside story of "Fans chasing stars", *CCTV's "Rule of Law Online" special report on the "case of infringement of citizens' Personal information" tried by Beijing Chaoyang Court*. Chaoyang court contribution.
- Lu, S. Q. (2021). Analysis on the manifestation and psychological causes of irrational QQ News. (2022). *Thailand's popular actor Billkin was driven and followed by "irrational fan."* <https://new.qq.com/rain/a/20220211a04kag00star-chasing> behavior in fan circle culture: News culture construction,no.4, 2021, (pp.21-22).
- Sun, S. (2019). Youth survey: *China Youth Daily*,no.8,2019, (pp.1-2).
- The Paper. (2021). *The paranoid love of irrational fans is the greatest harm to idols.* [https://www.thepaper.cn/newsDetail\\_forward\\_12272746](https://www.thepaper.cn/newsDetail_forward_12272746)
- Wu, Y. Y. (2020). Criticism and reflection: the mess of "fan circle" under the aphasia of the gatekeeper: *Young journalist*,2020,(pp.19-20).
- Xia, L. (2022). The Stigmatization of Fan Groups in China. In *2022 6th International Seminar on Education, Management and Social Sciences (ISEMSS 2022)* (pp. 1840-1847). Atlantis Press.

## MARKET RESEARCH ON MACADAMIA NUTS CONSUMPTION

*Zhenghao Cui, Digital International Business Program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail: s64127358015@ssru.ac.th*

*Nalin Simasathiansophon, Digital International Business Program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail: nalin.si@ssru.ac.th*

### ABSTRACT

This paper aims to explore the market trends and consumer preferences of macadamia nuts, and an online questionnaire survey was used to collect 104 valid responses. The results show that macadamia nut consumers are mainly concentrated in the younger age group of 25 to 34 years old, with higher education level, higher income level, and the majority of them are women. Consumers' main demands for macadamia nuts are health and taste, and they are less sensitive to price and brand, preferring to buy them in specialized stores. Consumers were not satisfied with the market supply and quality of macadamia nuts and wanted more product innovation and marketing strategies. This paper provides some valuable suggestions and feedback for producers and sellers of macadamia nuts with a view to improving their market competitiveness and consumer loyalty.

**Keywords:** Consumer behavior, Improvement of products, Macadamia nuts

### INTRODUCTION

Using a questionnaire survey of 104 consumers to analyze their consumption behaviors and attitudes toward macadamia nuts or products containing macadamia nuts, this paper found that customers consume macadamia nuts or products containing macadamia nuts less frequently, but are more willing to pay, and give a value on price, origin and packaging more than brand and quality. This paper also explores the market trends and challenges of macadamia nuts or products containing macadamia nuts, as well as consumers' willingness to recommend and perceptions of environmental and social impacts, providing some valuable suggestions and feedback for producers and sellers of macadamia nuts or products containing macadamia nuts. This paper consists of five sections: literature review, research methodology, research results, research discussion and conclusion.

### LITERATURE REVIEW

#### **Related studies**

1. This paper analyzes the current situation and development trend of the global and Chinese macadamia nut industry in 2021, focusing on the situation of Yunnan Province as the main planting area, including planting area, output, output value, market operators, etc., and prospects for the development prospects of the macadamia nut industry (Huanjun, 2022).



2. The global macadamia nut market size was valued at USD 1.58 billion in 2022 and is anticipated to expand at a compound annual growth rate (CAGR) of 9.3% from 2023 to 2030. Growing public knowledge of the health advantages of nuts and dried fruits has been a key driver in the macadamia market's expansion. Macadamia nuts are also used to make macadamia oil, which has become popular among both businesses and consumers. In recent years, there has been a considerable increase in global demand for healthy and nutritious snacks, particularly among the younger generation and the working-class population. People are also migrating away from non-vegetarian protein sources and toward plant-based protein sources (Grand View Research, 2024).

3. The global macadamia market was worth around USD 1129.5 million in 2021 and is estimated to grow to about USD 2101.239287 million by 2028, with a compound annual growth rate (CAGR) of approximately 10.9 percent over the forecast period. The report analyzes the digital remittance market's drivers, restraints/challenges, and the effect they have on the demands during the projection period. In addition, the report explores emerging opportunities in the digital remittance market (Zion Market Research, 2024).

4. "2024 China Macadamia Nut Industry Development Research and Development Trend Analysis Report" mainly studies and analyzes the market operation situation of macadamia nut industry and makes predictions on the development trend of macadamia nut industry. The report first introduced the relevant knowledge of macadamia industry and the development environment at home and abroad, analyzed the operation data of macadamia industry, sorted out the industrial chain of macadamia nut, and then analyzed the competition pattern of macadamia nut market and the benchmark enterprises of macadamia nut industry in detail, and finally made the prediction of the development prospect of macadamia nut industry. Give exclusive advice and strategies for the development of the macadamia fruit industry. The Development Research and Development Trend Analysis Report of Macadamia Fruit Industry in China in 2024 released by Industry Research network provides customers with reference and meaningful development suggestions, so that they can participate in market competition with stronger ability (Industrial Research Network CIR.cn, 2024).

## METHODOLOGY

Using a questionnaire survey, I gathered 104 samples from various nations. I studied these data in-depth statistically in order to determine customer preferences and demand for macadamia nuts. I created an online survey and shared it via messages and posts on social media. The survey can be found at the conclusion of this article.

## RESULTS

### Participants

There are a total of 104 people who responded to the online questionnaire. Most of the participants were men aged 25 to 34 and consumers with an annual income between 200,000 and 299,999 baht, as described in Table 1:

*Table 1 Participant distribution*

Profile Factors	Particulars	Frequency	Percentage (%)
Gender	Male	44	42.3
	Female	31	29.8
	Non-binary	9	8.6
	Prefer not to say	20	19.2
Age	Under 18	13	12.5
	18~24	15	14.4
	25~34	17	26.2
	35~44	14	16.3
	45~54	13	12.5
	55~64	10	9.6
	Over 65	5	4.8
	Prefer not to say	17	26.2
Current employment status	Employed full-time	7	6.7
	Employed part-time	18	17.3
	Self-employed	18	17.3
	Unemployed	17	16.3
	Student	14	13.5
	Retired	8	7.6
	Homemaker	11	10.5
	Prefer not to say	11	10.5
Annual household income (in THB)	Less than 100,000	17	16.3
	100,000-199,999	9	8.6
	200,000-299,999	24	23.1
	300,000-399,999	19	18.3
	400,000-499,999	16	15.4
	500,000-599,999	4	3.8
	600,000-699,999	3	2.9
	700,000-799,999	2	1.9
	800,000-899,999	4	3.8
	900,000-999,999	3	2.9
	1,000,000 or more	3	2.9

**Data summary and analysis**

*Frequency of macadamia nut consumption:* the largest proportion of consumers who consume macadamia nuts annually (25 respondents), followed by consumers who consume macadamia nuts monthly (23 respondents).

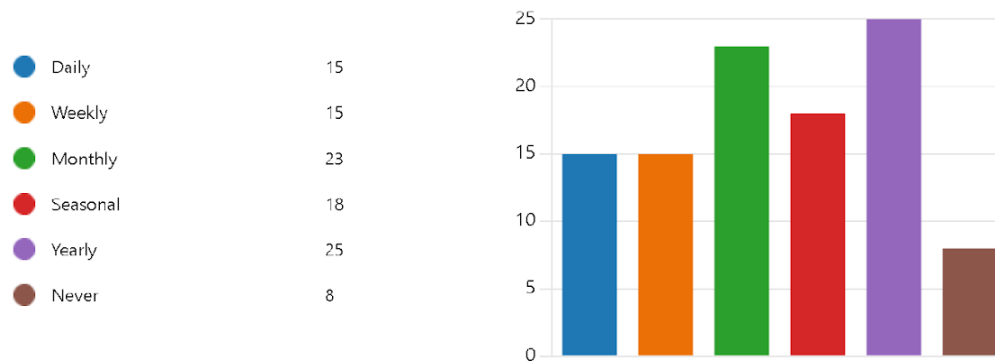


Figure 1 Frequency of macadamia nut consumption

*Main reasons for macadamia consumption:* taste (28 respondents) and availability (28 respondents) are the main reasons for consumers to choose macadamia nuts.

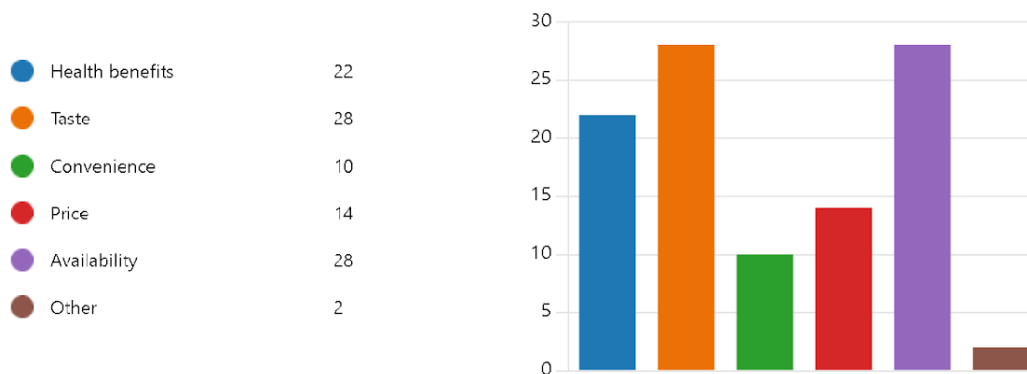


Figure 2 Main reasons for macadamia consumption

*Purchase channel:* specialty stores (33 respondents) were the most frequently chosen channel by consumers to purchase macadamia nuts, followed by supermarkets (27 respondents).



Figure 3 Purchase channel

*Price acceptance:* the largest share of consumers (37 respondents) was willing to pay less than 100 baht.



Figure 4 Price acceptance

*Market satisfaction:* the largest share of consumers (30 respondents) was neutral about the quality and variety of macadamia nuts in the market.



Figure 5 Market satisfaction

*Factors influencing purchase decision:* price (31 respondents) was the most important factor influencing consumer purchase of macadamia nuts.



Figure 6 Factors influencing purchase decision

*Perceptions of the impact of the macadamia nut industry:* the highest number of consumers were neutral about the environmental and social impact of the macadamia nut industry (34 respondents).



Figure 7 Perceptions of the impact of the macadamia nut industry

*Intention to recommend macadamia nuts:* the largest percentage of consumers who are somewhat likely to recommend macadamia nuts to friends and family (28 respondents).



Figure 8 Intention to recommend macadamia nuts

## CONCLUSION

This study aimed to understand consumer behavior and attitudes towards macadamia nuts or products containing macadamia nuts in Thailand. Through a questionnaire survey of 104 respondents, this study found the following main conclusions:

1.The gender, age, education, employment status and income level of the respondents did not statistically significantly affect their consumption frequency, preference, willingness to pay and satisfaction with macadamia nuts or products containing macadamia nuts.

2.Respondents consume macadamia nuts or products containing macadamia nuts mainly for health and taste reasons, and are more likely to purchase in specialty stores than online or in supermarkets.

3.Respondents were less satisfied with the quality and diversity of the market for macadamia nuts or products containing macadamia nuts, and considered the production and consumption of macadamia nuts to have a relatively negative impact on the environment and society.

4.The most important factor for respondents when purchasing macadamia nuts or products containing macadamia nuts was price, followed by origin and packaging, and the least important was brand and quality.

5.Respondents have a high willingness to recommend macadamia nuts or products containing macadamia nuts, but a certain percentage of respondents say they are unlikely or very unlikely to recommend them.

## DISCUSSION

This paper investigates the consumption of macadamia nuts among Thai consumers through a questionnaire survey and finds that they have low consumption frequency, high willingness to pay, more attention to price, origin and packaging, dissatisfaction with market quality and diversity, negative attitude towards environmental and social impact, and positive attitude towards recommendation intention. This paper provides recommendations for macadamia nut producers and sellers in terms of market research, publicity and education, pricing strategies and distribution channels. This paper also points out limitations such as small sample size, single data collection method, simple variables and relationships, and proposes directions for future research.

## REFERENCES

- Hongjun, D. 2022. Analysis of the status quo and development trends of the global and Chinese macadamia nut industry in 2021, with Yunnan Province as the main planting area. Hua Jing Industry Research Institute. Retrieved from <https://www.huaon.com/channel/trend/food/854910.html>
- Grand View Research. 2024. Macadamia Nut Market Size, Share & Trends Analysis Report By Processing (Organic, Conventional), By Product (Raw, Roasted, Coated), By Distribution Channel, By Region, And Segment Forecasts, 2023 – 2030. Retrieved from <https://www.grandviewresearch.com/industry-analysis/macadamia-nut-market>
- Industrial Research Network CIR.cn. 2024. 2024 China Macadamia Nut Industry Development Research and Development Trend Analysis Report. Retrieved from [https://www.cir.cn/Pdf/ShiPinYinLiao/03/%E5%A4%8F%E5%A8%81%E5%A4%B7%E6%9E%9C%E5%B8%82%E5%9C%BA%E8%B0%83%E7%A0%94%E4%B8%8E%E5%89%8D%E6%99%AF%E9%A2%84%E6%B5%8B\\_1976003.pdf](https://www.cir.cn/Pdf/ShiPinYinLiao/03/%E5%A4%8F%E5%A8%81%E5%A4%B7%E6%9E%9C%E5%B8%82%E5%9C%BA%E8%B0%83%E7%A0%94%E4%B8%8E%E5%89%8D%E6%99%AF%E9%A2%84%E6%B5%8B_1976003.pdf)
- Zion Market Research. 2024. Macadamia Market Size, Share, Growth, Trends, and Forecast to 2022-2028. Retrieved from <https://www.zionmarketresearch.com/report/macadamia-market>

## PERSPECTIVES AND GUIDELINES FOR REGULATING ONLINE GAME RECHARGING IN CHINA

*Liankai Gong, Digital International Business Program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail: s64127358016@ssru.ac.th*

*Nalin Simasathiansophon, Digital International Business Program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail: nalin.si@ssru.ac.th*



## ABSTRACT

In China, many popular online games have recharge functions, and people like to spend more money decorating or strengthening their characters to meet their needs. This study will investigate how Chinese people recharge in online games and their perception of this phenomenon. This study conducted a questionnaire survey on 115 Chinese people, most of whom were between the ages of 16 and 25, and were mainly students. The results indicate that most people believe that recharging in games has a negative impact on their quality of life and do not advocate for minors to recharge.

**Keywords:** China, online games, recharging

## INTRODUCTION

There are now many popular online games, almost all of which have in-game payment systems known as recharging or top-up. Many people pay extra money to get better equipment or better-looking characters to satisfy their needs. The advantage of recharging is to add a better gaming experience. Players can top up a significant amount of money for the fun the games offer. Some games require players to buy playing time. Adults have their own source of income and can bear the amount of recharging, though it may reduce their quality of life. However, a relatively large proportion of young players have no income. Minors cannot bear the consequences of large amounts charged in the game. They may use all the pocket money their parents gave them to recharge the game.

The main purpose of the online games designed by companies is to make money. The more popular the game, the higher the profit. Recharging has become a necessity for minors in order to continue playing. Some teens are taken down the path of crimes such as fraud and theft. Meanwhile, the introduction of modern transaction payment technology, such as online banking, Alipay, and WeChat payments have been introduced, making online payments more and more convenient. In families, when a child knows the password of parental payment controls, there are cases where a child spends decades of his parents' savings in just a few days or hours to top-up online games. There was a case when a Nanning resident checked her bank card balance and found that nearly 50,000 yuan had disappeared. She realized later that her son had taken the money to buy online game accounts and skins (Guangxi Daily, 2021).

To date, most of the research presented is aimed at strict discipline in online gaming by young people in order to reduce gaming addiction. And research on adult online game top-up is even less so. Therefore, this research will propose specific plans and strategies for regulating online game top-up for young people and adults with the following objectives:

- 1) To study the perspectives of online gamers about online game recharging.
- 2) To summarize guidelines for regulating online game recharging.

This research will greatly help alleviate the economic situation of online game players, better control the extravagant spending behavior of minors, and solve various family and social problems caused by online game top-up.

## **LITERATURE REVIEW**

Gaming platforms often encourage players to recharge in certain ways, such as advertising in the game, attracting players through charming operating experiences and cool special effects. If players want a better gaming experience, they need to recharge. Game merchants attract players to recharge through various means in order to obtain more profits.

Although online gaming promotes economic development, it also causes related problems as well as viewers' top-up behavior in live broadcasting platforms (Li & Guo, 2021). Online game top-up system is a type of sales contract to deal with recharge and refund issues. Most of the existing laws are guiding principles but lack the ability to implement them. In addition to that, the legal awareness of the gaming platform is relatively weak, so there are no risk avoidance measures. The research suggests gaming supervision to balance minors' gaming top-up.

Regarding the consumer psychology of players, research has found that four types of game motivations (joy, skill, challenge, and telepresence) affect purchasing tendencies by influencing various psychological needs. Enjoying motivation is playing games because they are exciting; Skill motivation refers to the game's proficiency and sense of operation; Challenge motivation refers to having a sense of challenge and being able to dominate game elements when playing games; Presence refers to being in between, similar to being a hero in a game. Having the above four motivations can easily lead to flow during gaming, thereby increasing purchasing tendencies.

## **METHODOLOGY**

This research employs a quantitative study. The research population includes young and adult online game players in China. Research participants were sampling using a convenient sampling method. An online questionnaire was developed and distributed via social media posts and messaging. Participants are those who responded to the questionnaire. Questions are structured as follows:

The first part consists of personal information questions, including gender, age, occupation, monthly income, and source of income. The age range featured in the questionnaire reflects China's video game rating system (8+, 12+, and 16+) (Dealessandri, 2020). The last question in this part screens if the respondents have ever recharged online games.

Questions in the second part ask about online game recharging behavior. Only respondents who previously answered that they recharged online games at least once took part in this page of the questionnaire.

The third part of the questionnaire asked about opinions on online game recharging. Questionnaire items in this part feature 5-scale questions with one open-ended question.

Through these three parts of the survey, people's attitudes and opinions towards recharging in games can be obtained.

## RESULTS

### Participants

There is a total of 115 people who responded to the online questionnaire. Most of the participants are female students aged between 16-25 whose main income (lower than 1000 RMB) is from parents, as described in Table 1. Their experiences in online game recharging are shown in Table 2.

Table 1 *Participant distribution*

Profile Factors	Particulars	Frequency	%
Gender	Male	50	44
	Female	64	56
Age	Lower than 8	2	1.7
	8-11	1	0.8
	12-15	2	1.7
	16-25	95	83.3
	26-35	6	5.2
	36 and above	8	6.9
Occupation	Employed for wages or salary	5	4.3
	Self-employed	6	5.2
	Unemployment looking for work	0	0
	Out of work but not looking for work	1	0.8
	Homemaker	97	85
	Student	0	0
	Military	0	0
	Retired	2	1.7
	Unable to work	1	0.8
	Other	0	0
Income per month	Below 1000 RMB	52	46
	1000-3000	33	29
	3000-5000	12	11
	5000-10000	12	11
	Higher than 10000	5	4
Source of income	Parents	94	76
	Scholarship	6	5
	Job bonus	20	16
	Other	0	0
		4	3

Table 2 *Online game recharging experience*

Online game recharging experience	Frequency	%
Ever recharged	78	68.4
Often	13	11.4
Occasionally	32	28.1
Rarely	33	28.9
Never recharged	37	32.5
Not playing any online game	19	16.7
No recharging function in the game	1	0.8
Has function but never recharge	17	14.9

### Online game recharging behavior

As shown in Figures 1 and 2, most of the players (33%) spent more than 1000 RMB each time they recharged the online game. They mostly paid for buying skins (47%) and game items (31%).

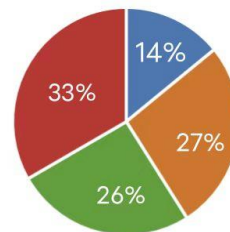
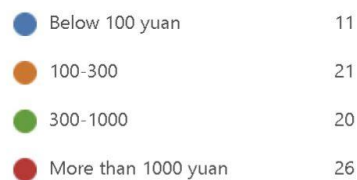


Figure 1. Average spent in online game recharging

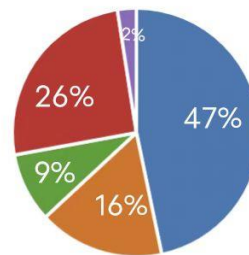


Figure 2. Purposes of online game recharging

### Opinions on online game recharging

Recharging and non-recharging players think that people recharge online games for better gaming experience (56%) and in order to look more beautiful (48%). These are the top two opinions based on the results shown in Figure 3.

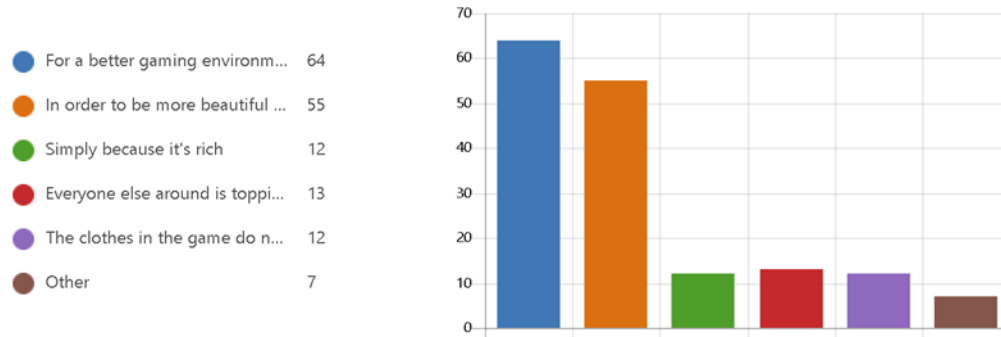


Figure 3. Why people recharge online games (opinion)

People's perception on online game recharging is shown in Table 3. These are perspectives of both rechargers and non-rechargers.

Table 3 *Opinions on online game recharging*

Items	Average
Recharging in the game provides better game experience.	3.46
Recharging makes the game unfair.	3.03
It is necessary to restrain players from recharging.	3.35
Minors or people without income should not be allowed to recharge.	3.69
Charging in the game has negative impact on the quality of life.	3.37

### Additional suggestions

Among all the respondents, many gave their suggestions for recharging online games, and many felt that recharging in online games could provide a better gaming experience. However, it is important to consider one's own economic situation, recharge appropriately, and not overcharge. At the same time, people also mentioned support for prohibiting minors or non-income groups from recharging in online games, and suggested introducing some systems to limit the amount of recharging.

### CONCLUSION

In response to the recharge situation of online games in China and in order to improve the issue of irrational recharge, the authors conducted an online survey on 114 Chinese people. Based on responses, 56% of the participants were female and 44% were male. Among the 114 participants, 95 were between the ages of 16 and 25, including 97 students. Therefore, it can be concluded that students are the main group for recharging online games. Moreover, the survey found that almost half of people have a monthly income of less than 1000 RMB, and the majority have living expenses provided by their parents. It was found that 78 people have

recharged money in online games, but most of them only occasionally recharge. Among people who have recharged, 64 people aim to bring themselves a better gaming environment, and 55 are to be more beautiful than other players. This shows that people recharge in the game to meet their own needs and competitive psychology. Most investigators believe that minors and those without income should not be allowed to recharge, and they believe that recharging in games can have a negative impact on quality of life.

## DISCUSSION

After discussion and investigation, this study found that people should rationally recharge online games, as overcharging can increase the financial burden on families. And it is recommended that minors and those without income do not recharge or try to recharge as little as possible in the game. This study also found that minors are prone to overcharging in games. It is recommended that game platforms introduce recharge restriction systems to restrict minors from recharging and carry out identity recognition for minors to prevent them from overcharging.

## REFERENCES

- Dealessandri, M. (2020, December 18). *China introduces new age rating system*. GamesIndustry.biz. <https://www.gamesindustry.biz/china-introduces-new-age-rating-system>
- Guangxi Daily. (2021, March 29). *The bear child spent nearly 50,000 yuan playing online games for 6 hours! More than 50% of minors play games and recharge*. Economic Daily. <http://finance.ce.cn>
- Li, W., & Guo, W. (2021). The Predicament and Solution of Recharge and Refund of Online Games for Minors. *Journal of Shandong Administration Institute*, 6, 21–30.

## A STUDY OF MATHEMATICAL LEARNING ACHIEVEMENT ON CIRCLE BY USING GEOGEBRA FOR GRADE 9 STUDENTS

*Kevalin Sungkue, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail : s64121201009@ssru.ac.th*

*Pongsakon Toalang, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail : s64121201007@ssru.ac.th*

*Hatthachai Tunjalern, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail : s64121201002@ssru.ac.th*

*Krongthong Khairiree, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail : krongthong.kh@ssru.ac.th*



**ABSTRACT**

A classroom action research on A Study of Mathematical Learning Achievement on Circle by Using Geogebra for Grade 9 Students. The objective of this study was to assess the learning achievements in mathematics on the topic of circles by using the GeoGebra program for Grade 9 students who met the minimum passing criteria of 60%. The sample size was 33 students in Grade 9 of Rattanakosin Somphoch Bowonniwet Salaya School in the Patriarch's patronage. The research tools were 9 learning management plans on circles using the GeoGebra program for Grade 9 students and a mathematics learning achievement test on circles. The duration of this research was the second semester of the academic year 2023. The data were collected and descriptive statistics were analyzed.

**Keywords:** Learning Achievement, GeoGebra Program

**INTRODUCTION**

Thinking process is important in life because of the developments in science and technology. There is a gap in comprehensive fundamental knowledge and comprehension. Developing mathematical process abilities does not contribute to learning. The subject of circles in Grade 9 is particularly crucial as it serves as a fundamental building for the study of other geometry concepts. Through interviews conducted with Grade 9 teachers who have expertise in teaching the topic of circles in mathematics, it was discovered that a common issue with previous teaching methods may be simply described as students relying on the memorization of theorems and properties. The circle can be derived from the instructional and educational arrangements. Teachers emphasize the importance of students memorizing formulas, definitions, and theorems so that they may effectively use them while solving different problems using logical reasoning and geometric proofs. Teachers often employ the method of presenting examples on the whiteboard, giving explanations to students, and then encouraging them to copy the presented questions. The students learned only knowledge and memory, which the utilization of memory led to most of the students memorizing the definitions. The theorem is invalid. Consequently, there is a significant lack of academic success in the field of mathematics specifically related to circles.

GeoGebra is a dynamic geometry program that encourages students to explore geometry by creating and moving objects. See a sample picture according to various geometric properties observe the geometric changes to create a prediction message and encourage students to see more ways to prove make students able to learn geometry better. Teachers and students can access the program easily and free of charge. Has the ability to export files Created as a form of the Java language. It is a medium for interacting with students and can be accessed everywhere. An operating system both in the classroom and at home in which the GeoGebra program can help students understand the properties of circles even more (Weris Kittiwarakul, 2018, p.72)

From the importance mentioned above as a result, the researcher was interested in studying the learning achievement in mathematics on the topic of circles by using the GeoGebra program of Grade 9 students to teach according to the curriculum and the students could review the content after studying. Using GeoGebra program can enhance student's visual

perception and provides an enjoyable learning experience and offer students opportunities to engage in the learning process. This will foster the development of knowledge, comprehension, and the enhancement of skills and expertise. The GeoGebra program can immediately engage with children. Consequently, students will get a more efficient comprehension of attributes.

### **Research objectives**

The objective of this study was to assess the learning achievements in mathematics on the topic of circles by using the GeoGebra program for Grade 9 students who met the minimum passing criteria of 60%.

## **METHODOLOGY**

This research is classroom research. The objective was to study the learning achievement in mathematics on the topic of circles using the GeoGebra program of Grade 9 students under the patronage of the Supreme Patriarch. The researcher carried out the research according to the following steps.

### **Research Target group**

The target group used in this research is Grade 9/3 students at Rattanakosin Somphot Bowonniwet Salaya School Under the patronage of the Supreme Patriarch, 2nd semester, academic year 2023. The sample size was 33 students, using the cluster random sampling method.

### **Research tools**

The tools used in the research include:

1. Learning management

The researcher developed 9 lesson plans on circles using the GeoGebra program.

2. Academic achievement test

Mathematics achievement test on the topic of circles consisted of 10 questions of multiple-choice test with 4 choices, and two (2) Open-ended questions.

### **Data collection**

The researcher studied the learning achievement in mathematics on the topic of circles using the GeoGebra program of Grade 9 students using the regular teaching schedule, allocating a total of 9 hours for instruction and assessment 60 minutes.

1. The researcher conducted learning management using the GeoGebra program on the topic of circles for Grade 9 students. The lesson plan was as follows:

Lesson plan 1: Components of a circle, 1 hour.

Lesson plan 2: Angles at the center and angles in the arc of a circle, 1 hour.

Lesson Plan 3: Angles in circle arcs and arcs that support angles, 1 hour.

Lesson Plan 4: Angles in a semicircle, 1 hour

Lesson Plan 5, Rectangles inside a circle, 1 hour

Lesson Plan 6: Chords and arcs of circles, 1 hour.

Lesson plan 7: Chords and the center of a circle, 1 hour.

Lesson Plan 8: Chords of the same length, 1 hour.

Lesson Plan 9: Tangent Lines and Radii, 1 hour.

2. At the end of the implementation of all learning plans, the students sat for mathematics achievement test on the topic of circles consisting of 10 questions of multiple-choice test with 4 choices, and two (2) Open-ended questions.

3. The data obtained from the mathematics achievement test on circles were analyzed using descriptive statistics.

### Data analysis results

The researcher obtained the results of data analysis as follows:

Compare the learning achievement in mathematics on the topic of circles using the GeoGebra program of Grade 9 students with the 60 percent criterion can be presented in Table 1

Table 1 Mathematics learning achievement on the topic of circles using the GeoGebra program of Grade 3/3 students who passed the criteria with 60 percent individually.

No.	academic achievement	percentage	Evaluation results
1	9	45	Not qualified
2	12	60	qualified
3	18	90	qualified
4	10	50	Not qualified
5	8	40	Not qualified
6	14	70	qualified
7	12	60	qualified
8	14	70	qualified
9	16	80	qualified
10	14	70	qualified
11	12	60	qualified
12	14	70	qualified
13	12	60	qualified
14	14	70	qualified
15	18	90	qualified
16	12	60	qualified
17	16	80	qualified
18	14	70	qualified
19	10	50	Not qualified
20	20	100	qualified
21	18	90	qualified
22	9	45	Not qualified
23	8	40	Not qualified
24	11	55	Not qualified
25	12	60	qualified
26	14	70	qualified
27	16	80	qualified
28	12	60	qualified

29	16	80	qualified
30	12	60	qualified
31	18	80	qualified
32	10	50	Not qualified
33	12	60	qualified

From Table 1, the analysis revealed that 60 percent of the Grade 9/3 students who were taught using the GeoGebra program successfully met the criterion. This corresponds to a total of 25 individuals, representing the percentage. Out of a total of 33 students, 8 individuals, or 24 percent, did not meet the criterion.

## RESULTS

The purpose of this research was to study the students' achievement in mathematics on the topic of Circles. The study aimed to explore the impact of utilizing the GeoGebra program on the learning achievement of Grade 9 students who exceeded the 60 percent pass mark. The results can be summarized as follows.

The learning achievement in mathematics on the topic of circles using the Geogebra program of Grade 9 students who passed the criteria of 60 percent. It was found that 25 students in the Grade 9 sample passed the assessment criteria, accounting for 76 percent of the sample. And 9 sample students in Grade 9 did not pass the assessment criteria, accounting for 24 percent of the sample. The sample had an average score of 13.27 points.

## REFERENCES

- Ministry of Education. (2017). *Indicators and core learning content of the Mathematics learning group. (revised edition 2017) according to the Basic Education Core Curriculum 2008*. Bangkok: Agricultural Cooperative Assembly of Thailand Limited.
- Daoruang Butsap.(2016).*Using the Geogebra program to organize learning activities according to the 4 MAT model to develop academic achievement. Regarding hypothesis testing. (Master's degree thesis)*. Bangkok: University of the Thai Chamber of Commerce.
- Panyaphon Chuamang. (2019). *A study of the ability to prove parallel lines of Grade 2 students who received learning by using the method of creating predictions and proofs together with the program. GeoGebra.(Master's Thesis)*. Bangkok: Srinakharinwirot University.
- Monchida Ruangrom. (2013). *Development of an academic achievement test according to the Basic Education Core Curriculum, B.E. 2008, Thai language learning subject group. Secondary school year 2.(Master's degree thesis)*. Bangkok: Silpakorn University.
- Weerit Kittiwarakul. (2018). *A study of conceptual knowledge and the ability to prove matters. Circle of Grade 3 students who are taught using the method of creating Text predictions and proofs with the GeoGebra program.(Master's degree thesis)*. Bangkok: Srinakharinwirot University.

## DEVELOPMENT OF ENRICHMENT MATHEMATICS SKILLS AND PRACTICES ON SUBSETS AND POWER SETS FOR STUDENTS IN GRADE 11

Anongnut Taemkao, *College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail: s64121201008@ssru.ac.th*

Narunat Taweesub, *College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail: s64121201012@ssru.ac.th*

Sarocho Kaewsaiaphai, *College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-mail: s64121201015@ssru.ac.th*

Supotch Chaivasang, *College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-mail: supotch.ch@ssru.ac.th*

### ABSTRACT

This research study aimed to: 1) develop instructional materials and practice problems in the topic of Subsets and Power sets that will improve the mathematical skills of Grade 11 students at Rattanakosinsomphot Bowonniwet Salaya School; and 2) compare the academic achievement of students before studying and after studying the instructional materials and practice problems in the topic of Subsets and Power sets. The sample group consisted of 10 students in Grade 11 at Rattanakosinsomphot Bowonniwet Salaya School, Phutthamonthon District, Nakhon Pathom Province Under the jurisdiction of the Nakhon Pathom Secondary Educational Service Area Office. The duration of the study was in the first semester of the 2023 academic year. The research used the following tools: 1) instructional materials and practice problems designed to improve the mathematical abilities of Grade 11 students in the topics of Subsets and Power sets; 2) A lesson planned for teaching Subset and Power set concepts; and 3) An academic assessment test focusing on Subsets and Power sets for Grade 11 students. The test consisted of 20 questions, each with 4 multiple-choice options.

**Keywords:** Skill-building exercises, Subsets and Power set

### INTRODUCTION

Mathematics plays a very important role in the development of human thinking, making humans creative. Think logically, systematically, orderly, with patterns, and analyze problems and situations. carefully Makes it possible to predict and plan Make decisions and solve problems correctly. Because mathematics is a human mental process that involves thinking and reasoning, helping Humans develop ideas and intelligence. It is also used as a tool to solve various problems, making it possible to analyze and apply the knowledge gained to connect the relationships of mathematical systems. To solve problems in daily life systematically (Ministry of Education. 2008). Grade 11 students at Rattanakosinsomphot Bowonniwet Salaya School have a deficiency in their mathematics process skills. Consequently, students'

performance in mathematics drops below what is required due to the concepts of Subsets and Power sets. The topic is quite complex and frequently poses challenges for students in terms of comprehension. Due to its abstract nature, therefore, teachers are required to organize the teaching steps systematically. It is important to teach it in a way that starts with specific examples and then moves to more general. That is, it should be taught from the concrete to the abstract concept.

### **Objectives**

The objectives of this research study were as follows.

- 1) to develop instructional materials and practice problems on the topic of Subsets and Power sets that will improve the mathematical skills of Grade 11 students at Rattanakosinsomphot Bowonniwet Salaya School; and
- 2) to compare the academic achievement of students before studying and after studying the instructional materials and practice problems on the topic of Subsets and Power sets.

### **Research Questions**

1. Were the mathematics skill practice problems on Subsets and Power sets, created by the researcher, useful to Grade 11 students, as determined by the 80/80 criteria?
2. How can Grade 11 students increase their mathematical skills through practicing subsets and powersets problems?

### **LITERATURE REVIEW**

Research on the Development of academic achievement learning unit: Set, Basic Mathematics subject, subject code C31101, for students in Grade 11. The research findings showed that students' academic achievement scores after receiving learning management significantly increased. It was 80 percent higher than the criteria. The Grade 11 students' satisfaction with the learning management and instructional resources on the topic of Sets is at a high level. Research on the development of academic achievement using skill-enhancing exercises on exponents for Grade 11 students in academic year 2020, Wat Ubekkharam School the results showed that such exercises can be given to students to review and enhance skills, and students are interested and not bored with learning. Encourage students to have an understanding of the lesson and have academic achievement. Students have academic achievement accounting for 100%. after Students use exercises to enhance their skills. Students have more computational skills when they come to test after class, which was the last time, students had 56.97 percent achievement, which was higher academic achievement.

### **METHODOLOGY**

The researcher proceeds with the creation according to the following steps.

1. Study and analyze the curriculum from the Basic Education Core Formula Curriculum Book, B.E. 2008 (revised edition, B.E. 2017), and study other curricula such as curriculum manuals. Measurement and evaluation standards by understanding the principles, aims, learning content, important characteristics, and learning standards. Indicators and desirable characteristics of people study.



2. Study and analyze the mathematics subject curriculum. Grade 11 students level. The researcher studied the details and analyzed learning standards and indicators to determine the important goals that students learn about Subsets and Power sets.
3. Study and analyze course descriptions. Mathematics learning group curriculum for Grade 11.
4. Prepare a learning management plan. Skill enhancement exercises and Pre-Post- tests on Subsets and Powersets Grade 11 students.
5. Find the quality of the learning management plan. Skill enhancement exercises and Pre-Post-class tests on Subsets and Power sets. By using the learning management plan skill enhancement exercises and Pre-Post-class tests on Subsets and Power sets.
6. Implement a learning management plan. Skill enhancement exercises and Pre-Post-class tests on Subsets and Power sets have been revised to use with the sample group.

## RESULTS

1. Mathematics skill practice on Subsets and Powersets for students in Grade 11, the efficiency was 84.62/82.31, which was higher than the standard 80/80.
2. Academic achievement in Subsets and Power sets Using mathematics skills exercises after studying is higher than before studying. Statistically significant at the .01 level.

## DISCUSSION AND RECOMMENDATION

Based on the results of this research, there are suggestions as follows.

1. Teachers can use mathematics skills exercises on Subsets and Power sets for students in Grade 11, it can be used in teaching in normal classes.
2. Students can use mathematics skills training on Subsets and Power sets for students in Grade 11, use it to practice their skills. After completing class with the teacher.
3. Teachers can use mathematics skills training on Subsets and Power sets for students in Grade 11, and use remedial teaching for students who have defects in specific sub-topics by having.

## REFERENCES

- Kanya Mayur. (2019) Development of academic achievement Learning unit: Set, Basic Mathematics subject, subject code C31101, for Mathayom 4” students, Mathematics learning group. Nong Hing Pittaya School Under the jurisdiction of the Secondary Educational Service Area Office 21, Office of the Basic Education Commission. Ministry of Education.
- Suriyon. (2020) Development of academic achievement using skill-enhancing exercises on exponents for Grade 7 students at Wat Ubekkharam School, the academic year 2020. Wat Ubekkharam School.

## ENHANCING STUDENTS' ACHIEVEMENT IN LEARNING QUADRATIC EQUATIONS BY INTEGRATING KAHOOT!

*Thanaporn Phungphoka, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail: s64121201006@ssru.ac.th*

*Pakteema Nadee, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail: s64121201010@ssru.ac.th*

*Phanthira Phiromlert, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail: s64121201004@ssru.ac.th*

*Janista Waehayee, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail: s64121201005@ssru.ac.th*

*Krongthong Khairiree, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail : krongthong.kh@ssru.ac.th*

### ABSTRACT

The objectives of this research were: 1) to design a learning management program using the developed Kahoot! Mathematics achievement for Grade 9 students; and 2) to compare mathematics achievement. After organizing learning using the Kahoot! for Grade 9 students with a sample of 18 students in Grade 9, the first semester of the academic year 2023 at a school in Nakhon Pathom. The tools used in the research were eight learning management lesson plans and mathematics achievement tests using Kahoot! The implementation of learning included five steps, as follows: Step 1: Create motivation. Step 2: Review previous knowledge. Step 3: Present new information. Step 4: Practice and use. Step 5: Measurement and evaluation of learning outcomes.

**Keywords:** learning management using the Kahoot!, mathematics academic achievement.

### INTRODUCTION

The teaching and learning of quadratic equations with one variable lesson found that most students possess a minimal to intermediate level of mathematical understanding. Students lacked responsibility in submitting work assignments, resulting in a limited comprehension of the subject matter. Students did not have interest and enthusiasm toward learning mathematics. Hence, total concentration on lectures for teaching and learning was not successful.

## Objectives

- 1) to design a learning management program using the developed Kahoot! Mathematics achievement for Grade 9 students; and
- 2) to compare mathematics achievement after organizing learning using Kahoot! for Grade 9 students.

## LITERATURE REVIEW AND THEORY

The research revealed that the utilization of Kahoot! is effective in structuring educational activities. It is an educational exercise that fosters students' motivation to engage with and develop an interest in learning. Engage in the classroom Kahoot activity. It shows similarity to a game. There is a competitive atmosphere in the classroom. Enhances the enjoyment of learning with engaging content. Enhanced comprehension of the matter It is a contemporary educational medium that utilizes an internet-based system and software capable of running games on a website. From computer and Android applications. This application is beneficial for arranging classroom activities. This is consistent with teaching in the 21<sup>st</sup> century which allows students to use technological skills in learning (Wang, 2015). The content and structure of the Kahoot Program are said to be designed to support teaching and learning in the world 21<sup>st</sup> century and can be used to develop students at all levels just by having an internet system (Zarzycka-Piskorz, 2016). Kahoot Program is a new teaching tool that increases the efficiency of learners. However, it is up to the teacher to design and control the Kahoot Program to be most conducive to students. This aligns with Meijen's (2017) research on student participation, which highlights the use of various technologies by teachers to engage students in quizzes and gather their responses through mobile phones.

Therefore, the researcher is interested in studying the development of mathematics achievement in the subject of quadratic equations in one variable. of Grade 9 students Use learning activities using Kahoot!.

## Educational concept framework



## METHODOLOGY

### Research tools

1. Eight learning plans on quadratic equations with one variable using the Kahoot! The total number of the eight lesson plans was eight (8) hours. Each learning plan has 5 teaching steps as follows.

Step 1: Motivation step It is the step that stimulates students to be interested in the activities and content that the teacher will teach using the game media Kahoot!

Step 2: Review previous knowledge. It is the step where the teacher draws on the learner's knowledge of the subject to be learned. To help students be ready to connect previous knowledge to new knowledge using Kahoot!.

Step 3: Presenting new information It is the stage where the teacher organizes learning to present new content, knowledge, information, and new opinions using Kahoot!.

Step 4: Training and application stage It is the stage where learners review and practice their knowledge to become more proficient and understanding. so that it can be used to solve problems and can be practically applied.

Step 5, the learning evaluation step, is to have students take a test to measure their knowledge and abilities after studying using the Kahoot!

2. Mathematics achievement test using the Kahoot!, a multiple choice type with 4 options, and 20 questions, was tested with Grade 9 students. Collection of data in research.

Data collection is as follows:

1. Study mathematical content and vocabulary. in substance, quantity, and operation
2. Design learning management using the Kahoot!.
3. Conduct learning using the Kahoot! for 8 hours.
4. Students take a mathematics achievement test using the Kahoot!.

Analysis of data

1. Designing learning management using the Kahoot! that develops mathematics achievement for Grade 9 students and content analysis was used.
2. Comparison of mathematics achievement after organizing learning using Kahoot! for Grade 9 students with the criteria of 70 percent using the test value (One Sample test).

## RESULTS

Designing learning management using the Kahoot! that develops academic achievement in mathematics for Grade 9 students as follows: learning management plan using the Kahoot! There are eight learning plans with five steps as follows: Step 1: Motivation step; Step 2: Review of previous knowledge; Step 3: Presentation of new information; Step 4: Practice and application step; and Step 5: Educational step. Measure and evaluate learning results which learning activities using Kahoot! It was an activity that stimulated learners to have fun in learning. The objective of this research study is to develop the academic achievement of students and use the research results to further develop teaching and learning. The results of the research found that in the measurement of academic achievement after studying with the use of Kahoot! teaching media the students had an average of 14.78 out of a full score of 20 points, with an increase of 10 points. Students who participate in learning management activities using the Kahoot! Mathematics academic achievement was higher than the 70%. The outcome was a direct result of the student's engagement in educational exercises using Kahoot! platform. It's just the way that competition works in the classroom. Assist students in deriving pleasure from the process of acquiring knowledge. Enhanced engagement and comprehension of the studied material, resulting in a lack of boredom during the study process. By analyzing the score data, you can assess the level to which you know the content, which is consistent with the research of Narilak Pattamathat (2015) studying the use of teaching media. Kahoot! to increase the academic achievement of Grade 9 students.

## DISCUSSION

Enhance students' motivation to study and increase their active class participation, while also improving their understanding of the subject matter. The Kahoot activity enhances student engagement and facilitates better interaction. The screen will reveal the name of the individual who answered correctly and with the fastest response time. Kahoot! Establish a competitive and motivating environment by fostering a drive for self-improvement through the comparison of initial and primary results, and engage in score comparisons with peers who collaborate on studying. This strategy facilitates both the theoretical and emotive dimensions of learning. Students can pose questions and subsequently respond to them during class. Following the assessment Kahoot!

## REFERENCES

- Bophit Vid Sung Noen (B.E. 2561). The application of activities through Kahoot game, cost accounting program, 2 vocational students 1 Department of Accounting. Phetchabun: Wichianburi Vocational College
- Meijen. (2017). Student Engagement Kahoot: School of Sport and Exercise Sciences.
- Ministry of Education. (B.E. 2551). Core Curriculum of Basic Education, B.E. 2551. Bangkok: Ministry of Education.
- Missnarilak Pattamathat. (B.E. 2558). The use of Kahoot! teaching materials to increase the academic achievement of 4 high school students in Fundamental English. BANGKOK: Petch Kasem Printing.
- Vijarn Panich. (B.E. 2555). How to Build Learning for Students in the 21st Century BANGKOK: Sodsri - Saritwong Foundation.
- Retrieved from <https://www.kent.ac.uk/elearning/files/kahoot.pdf>.
- Wang, A. I. (2015). The wear-out effect of a game-based student response system. *Computers & Education*, 82(3), 217 - 227.
- Zarzycka - Piskorz, E. (2016). Kahoot! it or not? Can games be motivating in learning grammar? *Teaching English with Technology*, 16(3), 17 - 36. [<https://so08.tci-thaijo.org/index.php/EJFE/article/view/893/667>]

## **A STUDY OF STUDENTS' ACHIEVEMENT IN SEQUENCE AND SERIES USING PROBLEM-BASED LEARNING AND MIX METHODS FOR GRADE11 STUDENTS**

*Thitima Thongchan, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail : S64121201017@ssru.ac.th*

*Kwunpawee Thothanee, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail : S64121201018@ssru.ac.th*

*Royha Saleah, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: s64121201011@ssru.ac.th*

*Boonthong Boontawee, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: boonthong.bo@ssru.ac.th*

### **ABSTRACT**

The objectives of this research were to: 1) compare mathematics learning achievement on the subject of sequences and series using problem-based learning management combined with multimedia. of Grade 11 students; 2) assess students' achievement in mathematics on the topic of sequences and series after receiving problem-based learning activities.

**Keywords:** Mathematics academic achievement, problem-based learning,

### **INTRODUCTION**

Educational management of mathematics teachers in Thailand found that more than 90 percent of teachers utilized textbooks as a means of instructional media. Teachers instruct students to complete activities in their textbooks or mathematical textbooks published by private companies. direct student's attention towards promptly resolving issues. It is quick and makes use of certain strategies to help students concentrate on their studies to pass the test. Thus, it seems like the students are lack of skills or processes. From the results of the study, it was found that the use of educational media helps promote learning in many different areas, which helps increase learning efficiency. It makes it easier for teachers to teach and promotes the learning development of students. It enhances pedagogical efficiency for teachers and facilitates the cognitive growth of students. However, relying solely on a single learning instrument may not lead to success. The use of multimedia in teaching has been around for a long time. By bringing many media together in a systematic way, it has been found that the use of mixed media creates higher academic achievement for students. Multimedia helps learners. I had the opportunity to learn in many forms. Respond to students who are different. Multimedia will help arouse students' interest in what is being studied because one type of media cannot teach every type of content. The use of two or more mixed media is continually interrelated. At the same time and have values that complement each other.



## Objectives of the Study

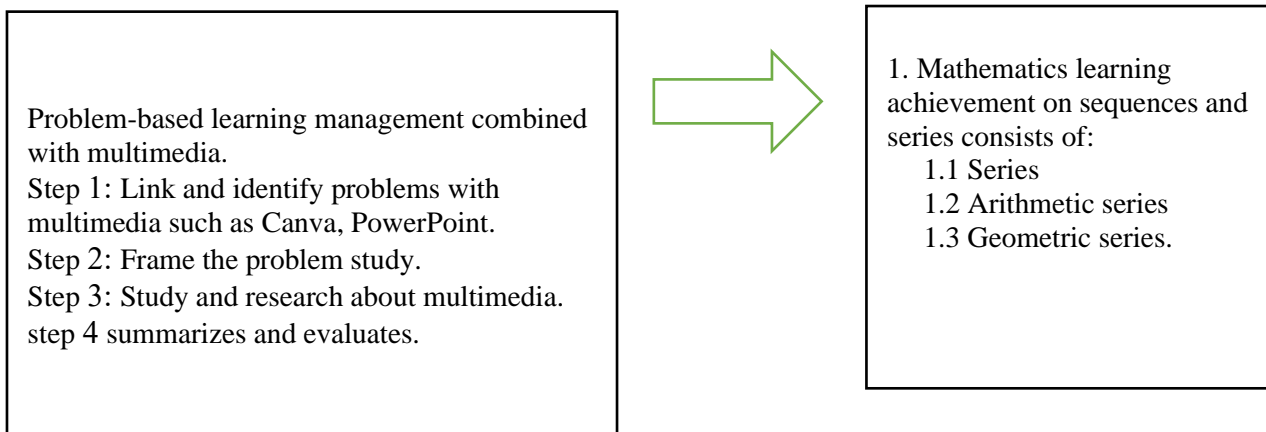
The objectives of this research were to:

- 1) compare mathematics learning achievement on the subject of sequences and series using problem-based learning management combined with multimedia. of Grade 11 students;
- 2) assess students' achievement in mathematics on the topic of sequences and series after receiving problem-based learning activities.

## METHODOLOGY

This study is a quantitative research. The sample group used in this research includes Grade 11 students who are studying in the second semester of the 2023 academic year at Nguirai Boonmee Rungsarit School. The researcher aims to study mathematics learning achievement on the topic of sequences and series using problem-based learning management combined with multimedia of Grade 11 students.

The educational concept framework



The research method is as follows.

### 1. Data Collection

Tools used to collect data

- 1) Problem-based learning management plan combined with multimedia. Subject: Sequence and series for students in Grade 11, 5 lesson plans.
- 2) Mathematics achievement test of sequence and series which is a 30 multiple choice questions.

How to collect data

- 1) First, explain the learning management guidelines to students, including the following: What duties will the instructor perform? How must students behave? How are they measured and evaluated? And What do students need to learn?
- 2) The researcher conducted an experiment based on problem-based learning management with mixed media on sequences and series, 5 plans, 60 minutes per plan.

- 3) At the end of organizing problem-based learning with all five multimedia plans, the researcher evaluated the students' abilities. The group in the study used a mathematics achievement test on sequences and series. The achievement test included 30 items using a multiple-choice test with 4 options, and one (1) point each. The total score is 30 points. The results were analyzed using statistical methods.

## **RESULTS**

The results can be summarized as follows.

1) There was student improvement in mathematics learning achievement in the area of sequences and series after the implementation of problem-based learning. The result is a platform that includes multimedia resources for Grade 11 students who have achieved a score above 70 percent.

2) This research investigates the academic performance in mathematics specifically on the topic of sequences and series. Utilizing management integration of problem-based learning and multimedia in the education of Grade 11 students.

## **DISCUSSION OF RESEARCH RESULTS**

The research findings on the study of mathematics learning achievement on the subject of sequences and series using problem-based learning management combined with multimedia of Grade 11 students, were discussed and the results were as follows: Mathematics learning achievement on the topic of sequences and series of secondary school students in Grade 11 after receiving problem-based learning combined with multimedia Significantly higher than the 70% threshold which is in line with the assumptions. This may be because Problem-based learning management together with multimedia and the basic idea comes from the process of creating new knowledge based on existing knowledge by oneself from the learner's interaction with the environment. The students must act on their own until the discovery of new knowledge or information.

## **REFERENCES**

[https://so02.tci-thaijo.org/index.php/hsi\\_01/article/view/257459/173698](https://so02.tci-thaijo.org/index.php/hsi_01/article/view/257459/173698)

**DEVELOPMENT OF MATHEMATICS LEARNING ACTIVITIES ON  
LINEAR INEQUALITY: ONE VARIABLE FOR STUDENTS IN GRADE 9**

*Phattharawadee Namcharee, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: s64121201001@ssru.ac.th*

*Napat Jawjaroenwattana, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: s64121201003@ssru.ac.th*

*Waenurman Aleeyoh, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: s64121201014@ssru.ac.th*

*Luechai Tiprungsri, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail : luechai.ti@ssru.ac.th*

**ABSTRACT**

The purposes of this research study were to: 1) study students' learning problems regarding learning about Linear Inequalities in One Variable; 2) study how students solve problems regarding learning management in mathematics on the Linear Inequalities in One Variable; and 3) study the creation and development of learning activity sets. Regarding Linear Inequalities in one variable, The sample group was Grade 9 students at Sathapornwittaya School. Under the jurisdiction of the Nakhon Pathom Primary Educational Service Area Office, Area 2. The duration of the study was in the first Semester of the academic year 2023. The sample size was 68 students in a mixed-ability group: smart, average, and below-average students. The research tools included a cooperative learning plan, academic achievement test, and satisfaction test.

**INTRODUCTION**

From the study of learning problems of Grade 9 students at Sathapornwittaya School, background and problems that need to be solved consist of organizing mathematics and learning about Linear Inequalities in one variable. The students' achievements were not as expected. The problem that occurred was that students did not understand the problem and they could not analyze it. By studying academic achievement, tests, and student interviews and recording after the learning management plan, it was found that the problems occurred both in terms of students and teachers. Examining the evidence obtained from the test conducted at the end of the learning unit showed that the students could not answer the testing questions, and the describing methods lacked details. Some students do not show the method of how to solve it. In order to assess the problem, the researcher conducted interviews with mathematics teachers at the lower secondary school level and found that when teaching mathematics in the classroom teachers focus more on their own teacher's role rather than that of the students. This is the reason why students lack the skills to develop their thinking. Students do not dare to

express their thoughts. This causes students to lack thinking and processing skills. There are still many problems in teaching mathematics. Because mathematics is abstract. Explanatory teaching methods are commonly used. Therefore, emphasis is placed on teaching by rote memorization. As for the teachers, it was found that there is no good teaching media for mathematics. As for the students, it was found that they found it difficult to understand. The students lacked computational thinking skills. This results in low achievement in mathematics. The researcher wants to investigate and design a series of educational exercises focused on Linear Inequalities in one variable for Grade 9 students to develop their skills. Building a strong foundation in mathematics is necessary for students to excel in their mathematical performance. Ensure that students remain engaged and avoid boredom during their mathematical studies. Additionally, it serves as a tool for resolving problems with educational instruction. Instructors can deliver instruction in the classroom when mathematics teachers have limited expertise and pedagogical strategies.

Therefore, the researcher becomes interested in investigating the development of learning activity sets on Linear Inequalities in one variable in Grade 11.

### **Objectives**

The objectives of the study were to:

- 1) study students' learning problems regarding learning about Linear Inequalities in One Variable;
- 2) study how students solve problems regarding learning management in mathematics on the Linear Inequalities in One Variable; and
- 3) study the creation and development of learning activity sets.

### **Research Questions**

- 1) Learning activity set for Grade 9 students: does it help improve academic achievement?
- 2) Results of implementing the learning activity set: How is it used for Grade 9 students?
- 3) How satisfied are students with the learning activity set?

## **LITERATURE REVIEW AND THEORY**

Based on the researcher's findings, utilizing a learning activity set focused on Linear Inequalities in one variable has been shown to enhance students' problem-solving abilities and foster their overall development. Utilizing instructional media in mathematics education is an essential component in enhancing student engagement and interest in learning mathematics. From document research related research to be used as a guideline for solving problems for students found that Related concepts and theories include:

Bruner's teaching theory the important concepts are as follows:

- 1) Organizing the structure of knowledge to be relevant and consistent with children's intellectual development. Affects children's learning
- 2) Organizing the curriculum and teaching to suit the readiness level of the learners and be consistent with the intellectual development of students will help learning to be effective
- 3) Intuitive thinking It is independent reasoning that can help develop creativity.

- 4) Intrinsic motivation It is an important factor that will help students succeed in learning.
- 5) Learning occurs when people can create concepts or can be classified of things appropriately
- 6) The most effective learning is when students discover learning.

Dean's Theory of Learning Mathematics Deans sees that there are many factors that influence the teaching of mathematics, as follows:

- 1) Teaching sequence is very important in teaching.
- 2) expressing ideas You must use many methods and methods. Format for students to form concepts
- 3) Generating ideas They must be given in the following form in order.
- 4) Maturity readiness, health, previous experiences, interests, aptitudes, time, and events. Place, atmosphere and meditation;
- 5) Having the opportunity to practice;
- 6) Appropriate and adequate reinforcement whether it be verbal or gestures; and
- 7) Knowing how to use appropriate and worthwhile learning methods and media.

From studying related research, it was found that the development of learning activity sets on Linear Inequalities in one variable for Grade 9 students consisted of the following:

- 1) Documents related to the activity set:
  - Concepts and principles related to activity sets
  - Types of activity sets
  - Components of the activity set
  - Steps for creating activity sets
  - Benefits of the activity set
- 2) Documents related to mathematics teaching principles
  - Concepts and theories related to mathematics
  - Principles of teaching mathematics

Suneewan Udomwong (2015) conducted research on Development of learning activity sets about Linear Inequalities in one variable has been shown to enhance students' problem-solving abilities and foster their overall development. Utilizing instructional media in mathematics education is an essential component in enhancing student engagement and interest in learning mathematics. Thus, in order for students to develop a greater interest in mathematics, teachers should select various instructional approaches that are suitable for the subject topic when conducting lessons. As a result, teachers need to actively gain knowledge, skills, and various instructional strategies to enhance their teaching practice and use them effectively. An effective mathematics instructor must diligently devote himself to the research and accumulation of information across multiple domains to enhance the process of teaching and learning.

## **METHODOLOGY**

Development of learning activity sets on Linear Inequalities in one variable for students Grade 9 consisted of steps of operations according to the process of research and development as follows:

Step 1: Creating and finding efficiency in learning activity sets on Linear Inequalities in one variable for Grade 9 students, 3 sets, and bringing them together in a set of activities. Suggestions for improvement and correction were presented to the experts to consider the suitability of various elements of the learning activity set. After that, the learning activity set was revised according to the recommendations of experts.

Step 2: Study the results of using the learning activity set on Linear Inequalities in one variable for Grade 9 students. The researcher conducted a pre-test with the sample group. Then conduct a trial of the learning activity set. When teaching with the learning activity set was complete, conduct a post-test with the learning activity set using the independent t-test statistic.

Step 3: Study students' satisfaction with the learning activity set on Linear Inequalities in one variable. Students answered the questionnaire on student satisfaction with learning activity sets, and the questionnaires were checked for completeness and data analysis.

## **RESULTS**

The results of the research found that the development of learning activity sets on Linear Inequalities in one variable for students Grade 9 can be summarized as follows:

1) Results of creating and determining the efficiency of the learning activity set on Linear Inequalities in one variable for Grade 9 students: from the evaluation of the experts, it was their opinion that the learning activity set on Linear Inequalities one variable for Grade 9 students was appropriate at a high level, with an average equal to 4.13.

2) The mathematics learning achievement of Grade 9 students significantly improved after studying a learning activity set on Linear Inequalities in one variable. The statistical significance was at the 0.01 level.

3) Results of the study on student satisfaction with the learning activity set on Linear Inequalities in one variable for Grade 9 students revealed that overall, students indicated the highest level of satisfaction.

## **DISCUSSION AND RECOMMENDATION**

Based on the research findings, the students have shown interest in the learning activity set. The researcher created a learning activity set on Linear Inequalities and implemented it in their classroom. Mathematics teachers should help students succeed in their learning mathematics and not let students get bored while studying mathematics. The learning activity set can be used in cases of the mathematics teacher lacking experience and teaching techniques.



## REFERENCES

- Suneewan Udomwong. (2015). Development of learning activity sets on Linear Inequalities in one variable. For Mathayom 3 students. Retrieved 3 July 2023. From [http://www.edu.nu.ac.th/th/news/docs/download/2018\\_05\\_02\\_16\\_37\\_32.pdf](http://www.edu.nu.ac.th/th/news/docs/download/2018_05_02_16_37_32.pdf)
- Kunasin Chutinan. (2022). Solving the problem of learning achievement in mathematics on the subject of Linear Inequalities in one variable. Using techniques to find partners. For Mathayom 3 students. Retrieved 8 July 2023. From <https://pubhtml5.com/oyzsh/esgi/>

## A STUDY ON THE USE OF THE GEOMETER'S SKETCHPAD INNOVATION IN TEACHING GRAPHS OF TRIGONOMETRIC FUNCTIONS FOR GRADE 11 STUDENTS

*Kanyarat Napanang, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail : S64121201013@ssru.ac.th*

*Pattaraporn Pattarawalee, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail : S64121201016@ssru.ac.th*

*Komon Paisal, Faculty of Science and Technology,*

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail : komon.pa@ssru.ac.th*

## ABSTRACT

The objective of this report is twofold: 1) to study the learning problems of students regarding trigonometric function graphs and 2) to investigate the methods for solving these problems among students in learning trigonometric function graphs. Participants in this study were 23 5th-year high school students, in the first semester of the academic year 2023, from Sathapornvittaya School. The tools used included exercises and observation of student behaviors. The research findings indicate that managing learning using The Geometer's Sketchpad (GSP) makes it easier for 5th-year high school students to understand trigonometric function graphs.

## INTRODUCTION

### Background and Rationale

As a teacher, I have been involved in teaching trigonometric functions, specifically focusing on the topic of trigonometric function graphs, to 5th-year high school students. This content is crucial and essential as it forms the basis for learning in other topics such as complex numbers or in physics courses. I have observed that students often struggle to understand trigonometric function graphs and are unable to graph them accurately.

Through my teaching experience, I have found that students face challenges in comprehending and graphing trigonometric functions. To address this issue, I have explored the potential of using The Geometer's Sketchpad (GSP) as a teaching tool. I believe that incorporating GSP into the teaching process can help mitigate the learning difficulties associated with trigonometric function graphs.

**Objectives:**

- 1) To investigate students' learning difficulties regarding the topic of trigonometric function graphing.
- 2) To explore methods for addressing students' learning difficulties in the topic of trigonometric function graphing.

**METHODOLOGY**

1. Orientation and Establishment of Understanding: Conducted orientation sessions to establish an understanding of learning management with the sample group, consisting of 30 students from the 5/3 class of the second semester of the academic year 2021 at Kamphaeng Witthaya School, Amphoe La-ung, Satun Province. Clarified the roles of teachers, students, objectives, and agreements in learning management to ensure correct student practice and alignment of learning goals.

2. Pre-test: Administered a pre-test to assess students' knowledge using a 20-question assessment tool on trigonometric functions. The test lasted for 60 minutes, and the scores were recorded as pre-test scores.

3. Conducted Learning Activities: Organized learning activities on trigonometric functions using skill-building exercises and paired learning cells for 30 students from the 5/3 class of the second semester of the academic year 2021 at Kamphaeng Witthaya School, Amphoe La-ung, Satun Province. The duration of the learning activities was 8 hours.

4. Informed Students: Notified the 30 students from the 5/3 class of the second semester of the academic year 2021 at Kamphaeng Witthaya School, Amphoe La-ung, Satun Province, about the upcoming post-test to measure their knowledge using the same 20-question assessment tool on trigonometric functions. The test duration was 60 minutes, to be conducted during the next supplementary class.

5. Post-test: Administered a post-test to assess students' knowledge using the same 20-question assessment tool on trigonometric functions. The test lasted for 60 minutes and was conducted during the next supplementary class.

6. Recorded Scores: Recorded the scores obtained from the post-test as post-test scores.

7. Data Analysis: Analyzed the data obtained from the pre-test and post-test to evaluate the effectiveness of the learning activities and the improvement in students' understanding of trigonometric functions.

## RESULTS

1) From the study of teaching and learning trigonometric function graphing among 5th-year high school students, it was observed that using The Geometer's Sketchpad (GSP) software in teaching enabled students to clearly visualize graphs of trigonometric functions such as sine (sin), cosine (cos), tangent (tan), cosecant (csc), secant (sec), and cotangent (cot). Students were able to understand the differences between the graphs of  $\sin\theta$  and  $\cos\theta$  clearly. Moreover, students could easily determine the amplitude, period, domain, and range of the functions.

2) From the literature review of related research papers used as guidelines for addressing students' learning difficulties and development, it was found that:

2.1) From a related research study conducted by Mr. Chaisak Radean in 2021 regarding the enhancement of learning outcomes in mathematics, specifically in trigonometric functions.

## CONCLUSION

Based on the context of the study and related research documents, I became interested in addressing learning difficulties in the field of educational research using innovative technology such as The Geometer's Sketchpad (GSP) to teach trigonometric function graphing. By incorporating The Geometer's Sketchpad (GSP) into the teaching process for trigonometric function graphing, students in the 5/1-2 5th-year high school class were able to understand and analyze various trigonometric function graphs more easily. They were also able to calculate various values from the graphs accurately and comprehend them more effectively.

## REFERENCES

- Chaisak Radean. (2564). "Enhancing Learning Outcomes in Mathematics: Trigonometric Function Development." Retrieved July 31, 2566, from  
[\[https://anyflip.com/xmnly/kvfd/basic/51-100\]](https://anyflip.com/xmnly/kvfd/basic/51-100)(<https://anyflip.com/xmnly/kvfd/basic/51-100>)
- Kongkeat Senkalp. (2563). "Developing Learning Relationship in Mathematics: Trigonometric Function Topic for 5th Year Students through Open Learning and Questioning Technique." Retrieved July 31, 2566, from  
[\[http://ir.tsu.ac.th/xmlui/bitstream/handle/123456789/229/Kongkeat%2000210172.pdf?sequence=1&isAllowed=y\]](http://ir.tsu.ac.th/xmlui/bitstream/handle/123456789/229/Kongkeat%2000210172.pdf?sequence=1&isAllowed=y)(<http://ir.tsu.ac.th/xmlui/bitstream/handle/123456789/229/Kongkeat%2000210172.pdf?sequence=1&isAllowed=y>)

## CARPENTRY BUSINESS MARKETING RESEARCH

*Tomáš Novák, University of Hradec Kralove, Hradec Kralove, Czech Republic*

*E-mail: tomass.no@gmail.com*

*Nalin Simasathiansophon, College of Hospitality Industry Management,*

*Suan Sunandha Rajabhat University, Thailand*

*E-mail: nalin.si@ssru.ac.th*

### ABSTRACT

This research paper explores the difficulties faced by a carpentry business in attracting new customers, primarily due to the surge in lumber prices. The company positions itself as a high-quality builder, catering to a diverse clientele, including homeowners, small businesses, and governmental facilities. Soaring lumber costs have led to reduced profitability, impacting the ability to acquire new customers. The paper examines the company's strategies to enhance operational efficiency and outlines plans for future growth, emphasizing an online presence and the introduction of pre-designed furniture lines. The conclusion underscores the significance of targeted marketing campaigns to attract a wealthier customer base.

**Keywords:** Carpentry business, Lumber prices, Customer acquisition, High-quality craftsmanship, Targeted marketing campaigns

### INTRODUCTION

The carpentry industry is currently grappling with a significant challenge as the escalating costs of lumber impact a business's ability to gain new customers. This paper delves into the dynamics of a carpentry company's operations, with a focus on its customer base, market positioning, challenges, and strategies. The objective is to understand the repercussions of lumber prices on the company's profitability and explore potential pathways for growth in the upcoming years.

#### Objectives

1. To analyze the primary customer segments served by the carpentry business.
2. To assess the difficulty in obtaining new customers, with a focus on the impact of rising lumber prices.[1]
3. To understand the company's market positioning and its emphasis on high-quality craftsmanship.
4. To identify challenges faced by the company, particularly in areas affecting profitability.
5. To evaluate pain points related to customer satisfaction, production costs, and operational efficiency.
6. To explore strategies implemented to enhance operational efficiency.
7. To envision the company's growth trajectory in the next few years, including plans for online expansion and product diversification.

### Research Questions

- Who are your primary customers? Are there any specific industries or segments you cater to?
  - Our primary customers are a mix of homeowners, small businesses and governmental facilities. For homeowners, we can do basically everything. We have lot of specific machines that our competitors don't have. We do everything from renovations, custom furniture builds, doors, floors to outdoor structures like decks and pergolas. For businesses, we specialize in creating unique retail displays, restaurant build-outs, and office furniture solutions.
- Is it hard for your company to obtain new customers?
  - Yes, acquiring new customers has become challenging, primarily due to the higher prices of lumber impacting the affordability of custom furniture.
- How do you position your company in the market compared to competitors?
  - We position ourselves as the "high quality builders." While some competitors prioritize speed, we emphasize high-quality, handcrafted pieces built to last generations. We use sustainably sourced wood and traditional joinery techniques, appealing to customers who value craftsmanship. We also offer cheaper furniture built from shredded wood, but we always appreciate customer who wants some pure lumber desk or other furniture.
- What challenges is the company currently facing? Are there specific areas where profitability has declined?
  - The rising cost of lumber has significantly impacted our profit margins. Because of higher price of custom furniture, I feel like average people will prefer to buy some retailed furniture from companies like IKEA etc. And that leads to the fact that we have less customers.
- Are there any pain points related to customer satisfaction, production costs, or operational efficiency?
  - Customer satisfaction is high, but keeping project timelines tight with a smaller team can be tricky. We're constantly looking for ways to improve production efficiency without sacrificing quality. I am still looking for qualified employees, but unfortunately I didn't find any reliable person yet.
- What strategies have you implemented to improve operational efficiency?
  - We started using software for blueprints of furniture and also visualisation for customers.
- How do you envision the company's growth in the next few years?
  - We plan to expand our online presence with a more modern website showcasing our work and offering design consultations. We're also considering offering pre-designed furniture lines with custom options to cater to a wider customer base without compromising on quality.

## METHODOLOGY

The research adopts a qualitative approach, leveraging an in-depth interview with the business owner. The interview covers a spectrum of topics, offering a view of the business's operations, challenges, and strategic decision-making.

## RESULTS

The research reveals that the carpentry business faces significant challenges in customer acquisition due to the impact of rising lumber prices on custom furniture affordability. The company's focus on high-quality craftsmanship and sustainability, while situation, has led to higher costs, impacting profit margins. Despite maintaining customer satisfaction, operational challenges persist, company needs to find a balance between quality and efficiency.

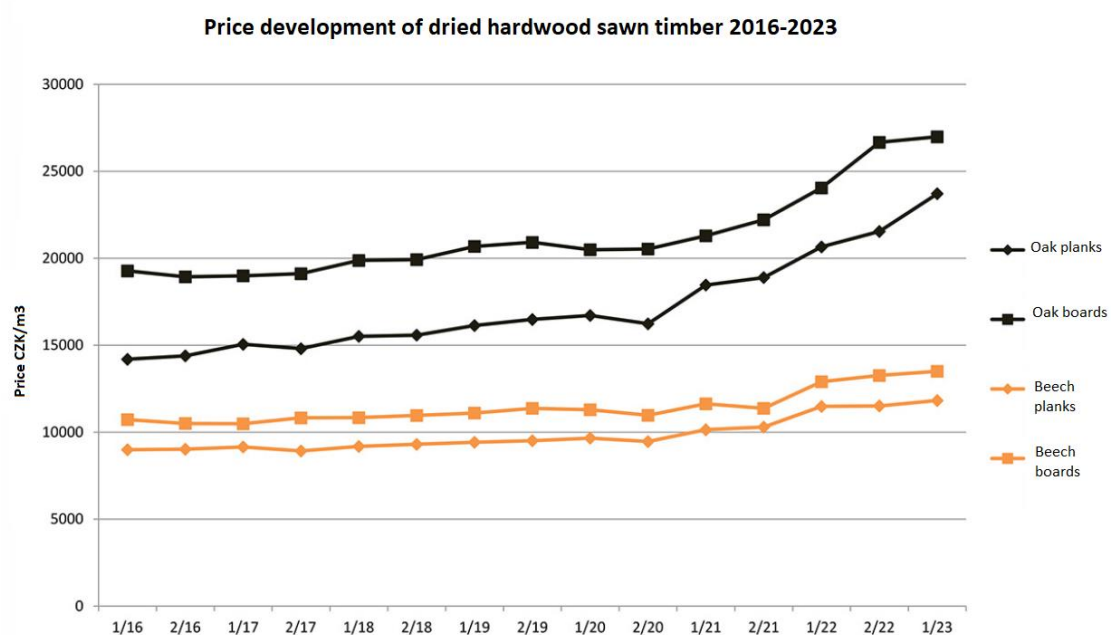


Figure 1. Price development of dried sawn timber 2016-2023 řeziva - Drevmag.com.  
Retrieved from <https://drevmag.com/cs/2023/07/07/cenovy-vyvoj-kulatiny-a-reziva-18/>

## CONCLUSION

In conclusion, the carpentry business confronts a complex scenario where the rising cost of lumber has impeded customer acquisition and profitability. While the company excels in craftsmanship, strategic measures are needed to overcome operational challenges. The envisioned growth through an enhanced online presence and diversified product offerings signals a positive outlook, provided that targeted marketing campaigns are deployed to attract a wealthier customer base.



## DISCUSSION AND RECOMMENDATION

The discussion revolves around overcoming challenges in the carpentry business linked to the difficulty of gaining new customers amidst the backdrop of rising lumber prices. A deep dive into these challenges has shown the way for practical recommendations to boost the company's competitiveness. The key areas of focus include increasing market visibility, enhancing customer engagement, forming strategic partnerships, and entering the online space.

Because this business is facing difficulties in acquiring new customers, various marketing strategies can be considered. Here are some recommendations:

- Implement Targeted Marketing Campaigns:
  - Tailor marketing efforts to appeal to wealthier demographics. [2]
  - Use social media platforms for specific advertising.
  - Partner with influential figures in interior design for increased brand recognition.
- Build Strategic Partnerships:
  - Explore collaborations with luxury home decor brands.
  - Establish partnerships with upscale furniture retailers to expand market reach.
  - Leverage the credibility and reputation of partner brands to enhance the carpentry business's image. [2]
- Expand Online Presence:
  - Develop a modern and user-friendly website to showcase the company's portfolio.
  - Use online platforms to reach a broader audience interested in high-quality, custom-built furniture.
  - Boost digital marketing efforts to increase online visibility. [2]
- Diversify Product Offerings:
  - Introduce pre-designed furniture lines with customization options.
  - Maintain a careful balance between product diversification and upholding the company's commitment to high-quality craftsmanship.
  - Appeal to a wider customer base without compromising on the brand's core values.
- Reviews
  - Introduce review program to increase credibility through existing customers. Positive experiences shared by satisfied customers can attract new users.

In summary, implementing these recommendations comprehensively can position the carpentry business for sustained growth, alleviate challenges posed by lumber prices, and foster a stronger connection with both existing and potential customers.

## REFERENCES

- Ing. F. Novák. (2023, July 11). Cenový vývoj kulatiny a řeziva - Drevmag.com. Retrieved from <https://drevmag.com/cs/2023/07/07/cenovy-vyvoj-kulatiny-a-reziva-18/>
- Superadmin. (2021, June 8). Jak budovat marketing firmy? | Průvodce podnikáním | ČSOB. Retrieved from <https://www.pruvodcepodnikanim.cz/clanek/jak-budovat-marketing-firmy/>

## **ANALYSIS OF CUSTOMER SATISFACTION USING CONVENTION CENTER OF THAILAND THROUGH SERVQUAL MODEL**

*Irada Jungwattanakul, Master of Tourism and Hospitality Industry Management, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: s66563828008@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: weera.we@ssru.ac.th*

### **ABSTRACT**

This research delves into the assessment of customer satisfaction within the National Convention Center of Thailand, a pivotal hub for diverse events ranging from global conferences to local exhibitions. Acknowledging the burgeoning importance of understanding attendee behaviors for optimizing satisfaction, the study employs the SERVQUAL model as a framework to evaluate service quality and identify areas for improvement within the Convention Center. By scrutinizing customers' expectations against their actual experiences, insights are gleaned to enhance services and bolster overall satisfaction levels. Through a methodical examination encompassing ten event organizers, the study delineates key findings concerning tangible, reliability, responsiveness, assurance, and empathy aspects of service quality. Among the outcomes, a notable area for improvement pertains to venue equipment, signaling a need to align offerings with target customer preferences. Overall, the findings contribute to refining services at the National Convention Center, bolstering its stature and competitiveness on both domestic and global platforms.

**Keywords:** Customer satisfaction, SERVQUAL model, National Convention Center, Thailand, Service quality

### **INTRODUCTION**

The National Convention Center of Thailand serves as a central venue for a wide range of events, encompassing global conferences to local exhibitions. It is of utmost importance to comprehend the behavioral inclinations of attendees in this dynamic setting to enhance their overall satisfaction. The events sector is a thriving industry, experiencing continuous growth on both a national and international level. As events gain popularity, the number of attendees rises accordingly. This swift surge in attendance has elevated the significance of crowd management and control within this field. (Abbott & Geddie, 2000).

This research will be analyzing customer satisfaction as a critical aspect of evaluating the performance and effectiveness of any establishment, including the National Convention Center of Thailand. In this study, we employ the renowned SERVQUAL model as a comprehensive framework to assess customer satisfaction levels within the context of the National Convention Center. This model, which encompasses five key dimensions of service quality, provides a structured approach to understanding customer perceptions and

expectations. By delving into these dimensions, we aim to gain valuable insights into the factors influencing customer satisfaction, ultimately contributing to the enhancement of services offered by the National Convention Center of Thailand.

### **Objectives**

1. To evaluate Service Quality Gap of customers' expectations and perceptions of what customers expect and what they actually experience regarding the services provided by the Convention Center
2. To Identify Areas for Service Improvement Using SERVQUAL Method of the Convention Center
3. To Enhance Customer Satisfaction and Loyalty of the the Convention Center

## **LITERATURE REVIEW AND THEORY**

### **Service Quality**

Service quality pertains to the evaluation of how effectively a service aligns with or surpasses customer expectations. It encompasses facets such as responsiveness, reliability, assurance, empathy, and tangibles. These components serve as metrics for gauging the overall caliber and effectiveness of a service. A prominent framework for gauging service quality, established by Parasuraman et al. (1988) in the 1980s, is the widely recognized SERVQUAL model. This model juxtaposes customer perceptions of service provision against their expectations, furnishing valuable insights into areas that may necessitate enhancement. The SERVQUAL model has found extensive application across diverse industries for the purpose of appraising and augmenting service quality, rendering it an invaluable instrument for organizations striving to enhance customer contentment and fidelity

### **Perceived quality**

"Perceived quality" means how good a product or service seems to a customer. It's like their personal grade for how excellent or better it is compared to others. When we talk about conference quality, we're talking about what attendees think about how good the conference is overall. This includes things like how easy it is to get there, how nice the venue is, the quality of the facilities, and if it meets what the attendees were hoping for (Hashemi et al., 2020). So, perceived quality is just how a customer personally judges if a product or service is really good or better than others. They do this by looking at all the things the product or service offers compared to what they expected. Some might mix up perceived quality with perceived value, but they're different. Perceived quality is a full judgment of a product's value and comes from the back-and-forth between customers and suppliers. Also, it's thought to match up more with long-term attitudes and has a big impact on how a customer sees the value of a product.

### **Customer Satisfaction**

Customer satisfaction measurement can significantly help managers and employees to focus more attention on improving service quality. Customer satisfaction pertains to the degree of gratification or contentment felt by individuals who have taken part in a festival or event. It constitutes a psychological state arising from the engagement with the concrete or abstract aspects provided by the event. The evaluation of satisfaction typically involves a comparison between visitors' expectations and their actual experience during the event. It is crucial to

distinguish between satisfaction and quality, although they are closely interlinked. While satisfaction is influenced by diverse factors, including attributes of the festival and the quality of entertainment, service quality holds considerable sway in delivering satisfaction. Research has demonstrated that visitor satisfaction wields significant influence over behavioral intentions, such as intentions to revisit and make recommendations. Conversely, discontentment can yield adverse repercussions on the reputation and future prospects of an organization (Hall et al., 2016). In the realm of tourism, satisfaction is predominantly defined by the interplay of anticipations before the journey and the actual experiences after the trip. Evaluating travel experiences often hinges on gauging the level of satisfaction attained. Positive encounters with services, products, and amenities offered by tourist destinations can lead to return visits and favorable recommendations to potential visitors, including friends and family members. (Pivac et al., 2011).

## **METHODOLOGY**

Identify and select 10 event organizers with a demonstrated track record of organizing events at the Convention Center of Thailand. The selection should aim for diversity in terms of event types, size, and industry. Before conducting the interviews, it is essential to secure informed consent from each participant, ensuring they have a clear comprehension of the research's objectives, their participation, and the intended use of their provided information. The data was collected as a recorded interview, giving 10 questions of SERVQUAL elements which were asked by the 5 event organizers. The researchers distributed a 14 questionnaire and interview asking the level of agreement to the questions consisting of strongly agree, agree, disagree and strongly disagree.

## **Results**

### **Tangible aspect**

The venue equipment including equipment and furniture should be improved to suit the target customer

The survey results indicate that a majority of respondents expressed a strong agreement (6) with the statement regarding the need for improvement in venue equipment, including equipment and furniture, to better cater to the target customer. Most people strongly agreed (6) that the venue's equipment and furniture should be upgraded to better suit the target customers. One person agreed (1) with this idea, while three people disagreed (3). Importantly, nobody strongly disagreed. This means that most people believe it's important to improve the venue's equipment to better match the preferences and needs of the target customers.

Employees are well-dressed and neat and nothing should be improved.

The survey shows that most people are very happy with how the employees look. (8) people really agree, and (2) agree. It seems like there's no need to make any changes in this area. It's also important to note that nobody said they disagree or strongly disagree. This means that everyone has a positive view of how the employees are dressed.

### **Reliability Aspect**

Employees of the National Convention Center are dependable in handling event organizers' service problems.

The survey results show that most people trust the employees at the National Convention Center to help with any issues that event organizers might have. (7) people really agree, and (2) people agree. Only (1) person disagrees, and nobody strongly disagrees. This means that the majority of respondents believe that the employees are reliable in handling service problems for event organizers.

Employees of the National Convention Center are provided services at the time promised

The survey results make it clear that the employees at the National Convention Center always do what they promise. (9) people really believe this, and (1) people just agree. Nobody disagrees or strongly disagrees. This signifies that most respondents have confidence in the employees' consistent delivery of services as per the agreed-upon schedule.

### **Responsiveness Aspect**

National Convention Center employees should have been improved to perform prompt service to the customers.

The survey results indicate that most people believe that the employees at the National Convention Center provide quick service to customers. (7) strongly agree, and (3) agree. Nobody disagrees or strongly disagrees. This means that the majority of respondents have a positive view of the promptness of service provided by the employees.

National Convention Center employees have been responded to event organizers enquiries as prompt service

The survey results show mixed opinions about how quickly employees at the National Convention Center respond to event organizers' inquiries. (5) people strongly agree that the response is prompt. (2) people agree that the response is prompt. (1) person disagrees.

(2) people strongly disagree.

This indicates that there are differing opinions regarding the promptness of the response. Some feel it's fast, while others have concerns.

### **Assurance Aspect**

National Convention Center employees have enough detail and knowledge to answer customer questions

The survey makes it clear that most people believe the employees at the National Convention Center know a lot and can give detailed answers to customer questions. (9) people really agree with this, and (1) people just agree. Nobody disagrees or strongly disagrees. So, most people think the employees have enough knowledge to help customers with their questions.

National Convention Center employee are having the confidence in serving customers

The survey results indicate that the employees at the National Convention Center are very confident in serving customers. (9) respondents strongly agree with this statement, while respondent agrees. No one disagrees or strongly disagrees. This means that the majority of participants believe that the employees have a high level of confidence in their customer service abilities..

### **Empathy Aspect**

National Convention Center business hours suitable and convenient for customers

The survey results indicate that the majority of respondents believe that the National Convention Center's business hours are well-suited and convenient. (8) strongly agree, while (1) person agrees. Only (1) person disagrees, and nobody strongly disagrees. This suggests that most people feel the business hours are convenient for customers.

The main needs and pain points of the customers can be solved and served by the employees of National Convention Center

The survey results show varying opinions about whether the employees at the National Convention Center can effectively address the main needs and concerns of the customers. (7) people strongly agree that the employees can handle these issues well. (1) person agrees with this statement. (1) person disagrees. (1) person strongly disagrees. This indicates that while many believe the employees can address customer needs, there are also some who have reservations about it.

### **CONCLUSION**

The survey results indicate varying opinions about the effectiveness of employees at the National Convention Center in addressing customer needs and concerns. While some strongly agree that the employees can handle these issues well, others have reservations about it.

The study aims to analyze customer satisfaction at the National Convention Center using the SERVQUAL model, which encompasses five key dimensions of service quality. By understanding customer perceptions and expectations, the study aims to provide actionable recommendations for improving the overall visitor experience .

One area for improvement identified in the survey is the venue equipment, including equipment and furniture, which should be improved to better suit the target customers

Overall, the findings from the survey and the analysis using the SERVQUAL model will contribute to enhancing the services offered by the National Convention Center and ensuring its sustained success and reputation on a national and global scale

### **Limitation of this paper**

The study's data is derived from a limited pool of 10 event organizers based in Thailand. Due to this small sample size, it may not comprehensively encompass the wide range of perspectives and experiences held by event organizers across the region. Participants might potentially exhibit response bias, wherein they may offer responses they think are anticipated or socially favored, rather than candidly expressing their genuine opinions and experiences. For further research, researchers should have expanded the sample size by including more event organizers from various regions of Thailand to provide a broader spectrum of perspectives and experiences. Consider incorporating feedback from additional stakeholders such as attendees, sponsors, and venue staff to gain a more holistic perspective.



## REFERENCES

- Abbott, J. A., & Geddie, M. W. (2000). Event and venue management: Minimizing liability through effective crowd management techniques. *Event Management*, 6(4), 259–270. <https://doi.org/10.3727/152599500108751417>
- Hall, S., Oriade, A., & Robinson, P. (2016). Assessing festival attendees' behavioral intentions through perceived service quality and visitor satisfaction. *Event Management*, 20(1), 27–40. <https://doi.org/10.3727/152599516x14538326024955>
- Hashemi, S., Marzuki, A., Mohammed, H. J., & Kiumarsi, S. (2020). The effects of perceived conference quality on attendees' behavioural intentions. *Anatolia an International Journal of Tourism and Hospitality*, 31(3), 360–375. <https://doi.org/10.1080/13032917.2020.1729215>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL Instrument [Dataset]. In PsycTESTS Dataset. <https://doi.org/10.1037/t09264-000>
- Pivac, T., Blescaron, I., Stamenkovi, I., & Besermenji, S. (2011). Event management and consumer satisfaction in tourism industry. *African Journal of Business Management*. <https://doi.org/10.5897/ajbm11.1641>
- Snoj, B., Korda, A. P., & Mumel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management*, 13(3), 156–167. <https://doi.org/10.1108/10610420410538050>

## SPECIFICS OF GENDER PERCEPTION OF SOCIAL ADVERTISING IN RUSSIA

*E. A. Ulbasheva, Faculty of Philosophy, Moscow State University, Moscow, Russia*  
*E-Mail: elinaulbasheva2@gmail.com*

## ABSTRACT

Social advertising is a tool that companies need and use to promote their products and services. It is information disseminated in any way, in any form and by any means, addressed to an indefinite number of people and aimed at achieving charitable and other socially useful goals, as well as ensuring the interests of the state. One of the most important aspects of social advertising is how it portrays gender roles and perceptions.

**Keywords:** advertising, social advertising, gender, gender perception of advertising, stereotypes, new look.

The relevance of the researched topic is determined by the fact that in the XXI century gender perception of advertising has become one of the most discussed topics in the field of marketing, as many companies have come to the conclusion that the use of stereotypical gender role in advertising can be harmful to the brand and damage the image of the company.

Many studies show that stereotyping gender in advertising can negatively affect the advertising effect and lead to a negative perception of the brand by the audience. This is because in today's society, more and more people disagree with the traditional dichotomy

between male and female, and most want to see more gender equality in advertising and society as a whole. Today, many companies are working to create advertisements that are not ashamed to openly show their support for gender issues. Instead of using stereotypical images of men and women, companies are increasingly using more diverse images of people, allowing them to better rely on their consumers.

Thus, the gendered perception of advertising is continuously changing. Companies that understand these changes and adapt to the new demands of society will be able to meet the needs of their customers and succeed in the marketplace.

Gender is a complex concept that goes beyond the biological differences between men and women, it also includes social and cultural norms, behaviors and attitudes.

The peculiarities of gender perception of social advertising have been the subject of interest of many researchers and scholars. Here are some of the significant features found in the representation of gender in social advertising:

1) Stereotypical gender roles-one of the most common features of social advertising is the portrayal of stereotypical gender roles. Women are usually portrayed as emotional and caring, while men are portrayed as rational and strong. For example, in a social advertisement promoting a cleaning product, a woman may enthusiastically use the product to clean the house, while a man is portrayed as powerless and helpless.

2) Sexualization of women is another feature of social advertising. Many advertisements portray women as sexual objects used to sell a product or service. Women are made to look desirable and sexy, and their looks are emphasized more than their intellectual abilities.

3) Emphasis on Appearance - Social advertising also tends to emphasize appearance as the main value of a woman. Women are expected to meet certain standards of beauty and maintain their appearance in order to be considered valuable or desirable. This narrow definition of beauty reinforces gender stereotypes and undermines the diversity of women's abilities, personalities and qualities.

4) Gender bias - Social advertising often demonstrates gender bias in the way it presents men and women. Men are usually shown in positions of power and authority, while women are often portrayed as subordinate or helpless. This reinforces the perception that men are superior to women, limits women's roles and opportunities and hinders their progress.

5) Limited portrayal of gender identity. Most advertisements present only the binary gender roles of male and female, ignoring the experiences and realities of people who do not identify with these traditional gender norms. This reinforces the notion that there are only two genders and people should conform to these norms.

Overall, the gendered perception of social advertising has many subtleties and characteristics that need to be considered when creating it. The key is to use gender roles in a more subtle way, which promotes more effective and understandable communication between the advertising material and the viewer, regardless of their gender.

Gender perception of social advertising is an important topic in contemporary public discussion. Social advertising is important for shaping public opinion and perception of the world, as well as for promoting values and ideals.

Another gender stereotype often found in Russian social advertising is the association of women with child rearing and household duties. Advertisements for household products or advice on raising children are often directed exclusively at women, reinforcing the belief that these responsibilities lie solely with them. This further exacerbates the gender gap between men and women in the household and contributes to the devaluation of women's labor.

On the other hand, social advertising often portrays men in heroic and dominant roles, especially in advertisements for risky activities such as sports or military service. This reinforces the perception that men are brave and fearless and encourages boys and men to emulate masculine behavior even in situations where it may not be necessary or appropriate.

It should be noted that social advertising in Russia is subject to peculiarities of gender perception, due to the huge influence of the cultural code and social norms that go far back in the country's history. Traditional gender roles are often reinforced, sexualization is used to attract attention, and feminism is often perceived negatively. Social advertisers must consider these factors when developing campaigns that aim to change attitudes and behaviors related to gender.

There is a shift in gender stereotypes and a shift in focus towards equality between women and men. In social advertising, this manifests itself in a more subtle and skillful use of gender roles, as well as the creation of more natural and diverse imagery. Modern social advertising tries to create images that are more in line with contemporary reality and the multifaceted nature of gender. It addresses conscious and active people who enter an active dialog with the world. One of the main tasks of social advertising is to draw attention to social problems. The effectiveness of such advertising is determined not only by the skillful use of gender roles, but also by its contextuality. Advertising materials must be given a clear and specific context in order to have the best effect and generate real interest among the public.

One way to combat gender stereotypes in social advertising is to reflect real issues of social life and overcome the notion that women and men have different roles in modern society. To do this, designers and program must pay attention to relevant ethical standards and norms, as well as settings for gender issues in a social context. In many social campaigns, the spheres of men and women are differentiated, according to existing gender stereotypes. That is, advertisements related to taxes or road safety are correlated with men's sphere of activity: "A few degrees can change everything. Do not drink while driving", while advertising campaigns that are devoted to family, helping children, indicate that this sphere is female.

Thus, gender perception in social advertising is very important not only to prevent discrimination, but also to create a positive image of the company and promote socially significant campaigns. Displaying adequate gender roles in social advertising contributes to a better society where all groups can feel equal and respected.

In the modern world, social advertising occupies an important place in the life of citizens. Its task is to draw attention to the problems significant for society and to induce actions that can lead to changes in society. But often social advertising faces the problem of gender

stereotyping, which can lead to distorted perception and reduce the effectiveness of the advertising campaign.

Gender stereotyping has many manifestations in advertising. These attitudes can lead to negative consequences such as discrimination and violence based on gender. Nevertheless, in Russia, the situation with gender perception of social advertising is beginning to improve. Major brands and organizations are increasingly paying attention to gender issues and trying to introduce a more equal approach in their advertising campaigns.

In addition, many social organizations in Russia are beginning to actively use social media and other online channels to disseminate information about current social issues. This helps to draw attention to gender inequality issues and create a positive perception of advertising campaigns, thanks to these factors, positive changes in this area can be noticed. It is important to continue to work towards a more equitable approach and to use modern media technologies to achieve this.

Social advertising in Russia is becoming increasingly widespread and effective in raising awareness of social issues and stimulating positive change. However, the perception and portrayal of gender in these advertisements can vary widely, often reflecting the complex social and cultural attitudes towards gender in Russian society.

## REFERENCES

- Gender fundamentals of PR and advertising: textbook / compiler T.N. Martynova. - Kemerovo: KemSU, 2016. - 142 c. - ISBN 978-5-8353-2060-8. - Text: electronic // Lan: electronic-library system. - URL: <https://e.lanbook.com/book/141557>.
- Golub O.Yu. Social advertising: Uch. Manual / O.Y. Golub - M.: "Dashkov and Co", 2011g. 108c.
- Golod, S.I. Sociological and demographic analysis of the state and evolution of the family / S.I. Golod // Sociological studies. - 2008. -№ 1.-C. 40-49.
- A Glossary of Feminist Theory. Ed. by Sonya Andermahr, Terry Lovell and Carol Wolkowitz London: Arnold; New York: Oxford University Press, 2000. P.102.
- Joan W. Scott. Millennial Fantasies: The Future of "Gender" in the 21st Century. Paper presented on May 6, 2000 at the seminar "Production of the Past", Columbia University, New York. P.3.
- Oakley Ann. Sex, Gender and Society (1972). Introduction. // [http://www.annoakley.co.uk/index.php?id=18&Itemid=2&option=com\\_content&view=article](http://www.annoakley.co.uk/index.php?id=18&Itemid=2&option=com_content&view=article)

**THE ROLE OF NATIONAL OPERATORS IN NAVIGATION SEALING WHEN  
CARRYING OUT TRANSIT TRANSPORTATION THROUGH THE TERRITORY  
OF THE EAEU**

*E. M. Pakhalyuk, the student of Rostov Branch of the Russian Customs Academy,  
Rostov-on-Don, Russian Federation  
E-Mail: elizavetapahaluk196@gmail.com*

*S. V. Zubarev, Head of the Department of Customs Operations and Customs Control,  
PhD in Economy, Associate Professor of the Russian Customs Academy,  
Rostov-on-Don, Russian Federation  
E-Mail: svzubr@mail.ru*

*O. V. Dyshekova, Associate Professor of the Department, PhD in Philology,  
Associate Professor of Rostov Branch of the Russian Customs Academy,  
Rostov-on-Don, Russian Federation  
E-Mail: Oxygen777@inbox.ru*

**ABSTRACT**

The article reveals the essence of navigation sealing and identifies the advantages of using a navigation seal within the tracking system. The author analyzed the regulations in the field of navigation sealing in the Eurasian economic union (EAEU). The activities of national operators in this area are characterized. The Center for the development of digital platforms (DSDP) is considered as a national sealing operator of the Russian Federation. A conclusion is drawn about the importance of the participation of national operators in ensuring the safety of cargo transportation using electronic navigation seals.

**Keywords:** navigation sealing, national operators, information system, transit, transportation, EAEU member countries, sanctions, legal regulation.

In 2022, in the context of the external economic and political situation associated with the imposition of sanctions by unfriendly states, the Russian Federation found itself in a difficult situation regarding access to foreign raw materials and goods. Due to the provision of blocking actions by foreign carrier companies in relation to Russian participants in foreign economic activity (FEA), restrictions also affected logistics, changing routes for the movement of goods and places of customs operations [1].

To ensure favorable conditions for doing business in such difficult realities, the Federal Customs Service of Russia, as a tool for solving a number of problems in the field of foreign economic activity, began to actively implement a navigation sealing system. In real time, the navigation seal provides complete control over the integrity of transportation.

The experiment itself on the introduction of navigation seals began back in 2018, and in October 2022, the Agreement between the EAEU member states of April 19, 2022 on the use of navigation seals in the EAEU to track transportation was ratified. This document is aimed at the practical implementation of the process of tracking the movement of goods using electronic navigation seals, namely, it establishes objects, participants, mechanisms for

tracking transportation, defines the requirements for the navigation seals themselves and the information systems in which they are registered. Navigation sealing within the tracking system helps to increase transit volumes and reduce administrative barriers [2].

A special role in tracking transportation across the territories of the EAEU member countries is assigned to national operators, who are appointed by each EAEU member state separately, and it is they who own the electronic navigation seals.

These devices are part of the system for tracking transportation by road and rail. A navigation seal is a technical device that consists of two main elements: a sealing element and an electronic unit. The basis of its functioning is the technology of navigation satellite systems - ensuring the transmission of information related to the tracking object by determining the location of the seal and monitoring the route of transportation of goods [3]. In order to protect information about geographic coordinates and other significant legal information (data about transported goods, about the sender and recipient, etc.), national operators equip electronic seal units with cryptographic information protection means [2].

Carrying out their activities, national operators provide specially designed information systems around the clock, generate an identification number for each cargo shipment, receive and process information about the state of the navigation seal, its location, keep records of information related to a specific shipment, and also interact remotely with authorized operators. Control and supervisory authorities, interacting with national operators and receiving the information collected by them, will be able to respond to emergency situations along the route of sealed vehicles [3, 4].

Navigation seals registered in information systems are used throughout the EAEU, regardless of the national operator of which state carries out transportation.

In accordance with the Decision of the Board of the Eurasian Economic Commission (EEC) № 128 of August 22, 2023 «On some issues of the use of navigation seals», the powers of national operators include:

- application and removal of navigation seals when placing goods under customs procedures for customs transit and export, as well as when moving goods between Member States within the framework of mutual trade;
- presence during the application and removal of navigation seals without ceasing monitoring of the tracking object;
- presence when replacing a navigation seal along the route of the tracking object and its subsequent application [5].

In accordance with the order of the Government of the Russian Federation № 633-r dated on March 18, 2023, the limited liability company CRCP was determined to be the national sealing operator in the Russian Federation.

The primary task of the CRCP is to ensure tracking of transit international transport by road and rail of sanctioned groups of goods, which include agricultural products, raw materials and food, the countries of origin of which are unfriendly states. The LLC can also control cargo transit through Russian territory.



Thus, some mechanisms for using navigational sealing are being actively developed. In February 2023, navigation seals were used as a control tool during the implementation of the Russian-Belarusian experiment in the transit transportation of woodworking products and timber products.

In addition, in accordance with the Decree of the Government of the Russian Federation № 823 dated May 27, 2023, it was decided to conduct an experiment on the use of electronic navigation seals in mutual trade of the Republic of Kazakhstan, the Kyrgyz Republic and the Russian Federation. Thus, the experiment began on May 30, 2023, and ended on September 1, 2023. The EEC Council recognized its implementation as successful. Throughout the entire period of the experiment, navigation seals were used to control 200 shipments, 124 of which were by road, and 76 by rail. During vehicle tracking, such emergency situations as, for example, no signal, low battery charge, breaking of the cable of navigation seals, etc. were worked out. The average time required for attaching them (from 1 to 3 minutes) and removing them (from 1 to 3 minutes) was determined. 1 to 2 minutes). Thus, the information systems of national operators were fully integrated [6].

To summarize, it should be concluded that the use of navigation seals acts as an effective warning system about deviations of the established transportation route - it helps reduce the likelihood of non-delivery of goods to senders, ensures their safety and speeds up customs operations when vehicles cross the customs border of the EAEU. Designated national operators, in turn, by monitoring transportation using information systems, ensure transparency of logistics processes.

## REFERENCES

- Gutt I. A. Current issues in the use of electronic navigation seals in modern conditions: First steps in science. Almanac of students' scientific works. Volume Issue XXIX. St. Petersburg, 2023, p. 16-20. URL: <https://elibrary.ru/item.asp?edn=rvubit>.
- Geoinformation technologies and satellite navigation in transport logistics: official website // Navigation seals. URL: <https://mariazubtsova.github.io/>.
- Agreement of 04/19/2022 «Agreement of April 19, 2022 on the use of navigation seals in the Eurasian Economic Union for tracking transportation» [Electronic resource] // Official Internet portal of legal information. URL: <http://www.pravo.gov.ru>.
- Federal Customs Service of Russia: official website // News of the Federal Customs Service of Russia. URL: <https://customs.gov.ru/press/federal>.
- Decision of the EEC Board of August 22, 2023 № 128 «On some issues of the use of navigation seals» [Electronic resource] // Official Internet portal of legal information. URL: <http://www.pravo.gov.ru>.
- BELTA: official website // Economics; URL: <https://www.belta.by/>.

**PEDAGOGICAL MEANING OF THE "PYGMALION EFFECT"  
AND THE PHENOMENON OF "STEREOTYPING" IN PERSONALITY  
DEVELOPMENT**

*Vasilyeva Valentina, 1st year students, Customs Affairs faculty On-campus learning Rostov  
Branch of the Russian Customs Academy, Rostov-on-Don, Russia*

*E-Mail: dearophelia1@mail.ru*

*Sokolova Karina, 1st year students, Customs Affairs faculty On-campus learning Rostov  
Branch of the Russian Customs Academy, Rostov-on-Don, Russia*

*E-Mail: ksokolovak1605@bk.ru*

*S.V.Zubarev, Asst. Prof., Head of the Department of Customs Operations and Customs  
Control, Rostov Branch of the Russian Customs Academy, Rostov-on-Don, Russia*

*E-Mail: svzubr@mail.ru*

*O.V.Dyshekova, Asst. Prof., Department of Philology, Rostov Branch of the Russian Customs  
Academy, Rostov-on-Don, Russia*

*E-Mail: oxygen777@inbox.ru*

**ABSTRACT**

Effective pedagogical communication is always aimed at the formation of a positive Self-concept of personality, at the formation of self-confidence in the student, in his abilities, in his potential. During the teacher's cognition of the student's personality, the mechanism of stereotyping "works". Moreover, there are some varieties of it: social, emotional-aesthetic, anthropological. The "Pygmalion effect" is formulated as follows: if an event or phenomenon is treated as if it really happened, it actually happens.

The main problem of this study is to study the impact of the "Pygmalion Effect" and the phenomenon of "stereotyping" on the development and formation of personality, as well as on the learning process. In the course of writing, a methodology for analyzing secondary data was used. The result of the work is the identified disadvantages and advantages of the "Pygmalion effect" and "stereotyping" in the process of pedagogical and student activity.

**Keywords:** Pygmalion effect, stereotyping, personal formation.

**INTRODUCTION**

The purpose of this study is to search for information about the consequences of the Pygmalion effect on students during the pedagogical process based on ready-made data and previously obtained results.

We are going to find out whether the Pygmalion effect and the mechanism of stereotyping can be used in a positive way in the educational process, how often students and teachers face the negative consequences of these phenomena and why, if any event or phenomenon is treated as a real event, it actually happens.

The existence of the Pygmalion effect was first proven in a school classroom. In an experiment that later became a classic, the teachers were told that among their students there were very capable and completely incapable children. In fact, there was no difference between the two groups, and the level of opportunity for all students was approximately the same. However, the teachers' expectations related to the students turned out to be different. As a result, a group of supposedly more capable students received higher grades in anonymous testing than a group of "less" gifted students. The expectations of the teachers were inexplicably passed on to the students and influenced their real academic success.

In the practice of professional activity, the Pygmalion effect is manifested in the fact that managers' expectations regarding the results of subordinates' work can influence these results. Thus, there is a tendency according to which managers who rate their subordinates highly and expect good results from them get better results.

Although teachers often do this unconsciously, the labels they put on their wards can have a very negative and lasting effect on a child's self-esteem. They convey this not only with words, but also with gestures, looks, and comments. They also play an important role.

The paradox is that often negative expectations become personal qualities of children over time, when, on the contrary, they did not want this to happen at all.

This happens when the teacher does not realize that the "I" concept of the child is based on the expectations and beliefs that adults, most often such authoritative figures, inspire in him.

Let's imagine a situation when they start comparing different children.

In particular, you can come to automatic punishment, each time scolding a child who usually behaves badly, even if this time he did not do anything wrong. This differentiated approach not only affects the child's self-esteem, but also provokes bad behavior for which he is blamed.

As a result, what a student is told about his abilities directly affects his own idea of what he can do.

The Pygmalion effect is directly related to the mechanism of stereotyping, which is the process of forming people's opinions about each other.

This process has two different consequences, to which it leads people:

1. Simplification of the process of cognition of people in society. A stereotype does not necessarily contain a certain evaluative load in the perception of a person, his emotional acceptance or rejection. The process of cognition and perception is reduced due to the fact that a person has a certain stereotypical attitude towards a new person. However, he uses it only partially, preferring to independently gain and accumulate certain experience about a person's personality. In this case, stereotyping contributes to the fact that, based on certain stereotypes, a person has the opportunity to quickly and reliably simplify his own environment, form a correct idea of the people with whom he has to interact.

2. The emergence of certain prejudices. In the event that a person has a certain negative experience, on the basis of which he has formed a stereotype, then in the future he will use it in a template on other people in the process of their cognition. The occurrence of negative biases has been proven by a large number of experimental studies that have been conducted in laboratory and real-world practical conditions.

It is important to note that stereotypes play an important role not only in informal, but also in formal relationships. In pedagogy, there are three effects of the process of forming a perception stereotype:

1. The halo effect ("halo effect") is the process of forming a specific specific attitude towards a particular person, through the assignment of any qualities to him. In this case, the information obtained directly in the process of perception is superimposed on the image that was formed earlier on the basis of an established stereotype. In some cases, such an image prevents the formation of a valid representation, to find the true features and manifestations of the object of perception.

2. The effect of novelty and primacy is closely related to the halo effect, since the perception of a person and the idea of him as a certain person is formed on the basis of available information received from other people. If the knowledge gained about the object of perception was contradictory or incorrect, then they are replaced with more reliable ones that have a greater impact on the first impression of a person.

3. The effect of stereotyping is precisely the effect of people knowing each other based on established perception stereotypes. Quite often, in the process of perception, only information that corresponds to established stereotypes is accepted.

Thus, it can be noted that stereotyping is one of the mechanisms for forming people's opinions about others. In pedagogy, intertwined with the Pygmalion effect, this tandem distributes students into groups, ranking their reputation and position among teachers and fellow students.

## CONCLUSION

Summing up, we can say that effective pedagogical communication is always aimed at forming a positive independent personality, at developing student confidence in to yourself, in your abilities, in your potential.

A positive attitude towards the student's personality and a system of encouragement techniques are an important part of pedagogical communication, because if a mentor treats a child as capable, responsible, disciplined and makes him understand this, he creates the prerequisites for him to really become such. Otherwise, a negative attitude will trigger the same mechanism of self-fulfilling prediction (the "Pygmalion effect"), but in the opposite direction. The student will treat himself badly, and the teacher will thereby lay the foundation for his future inferiority complex.

## REFERENCES

- Bordovskaya, N. Pedagogy / N. Bordovskaya, A. Rean. St. Petersburg: Peter, 2001.
- Fetiskin, N.P. Socio-psychological diagnostics of personality development and small groups. - M.: Publishing House of the Institute of Psychotherapy, 2002.
- Vasiliev V. V. Psychological effects in practice in the practice of teachers: educational and methodological manual M.: ARKTI, 2004.
- Gavra D.P. Fundamentals of the theory of communication. St. Petersburg: St. Petersburg, 2011.

**EXPLORING THAI TOURISTS' PERSPECTIVES ON CULTURAL TOURISM  
LOGISTICS MANAGEMENT: A CASE STUDY OF WAT SAKET  
RATCHAWORAMAHAWIHARN**

*Yanisa Yenwattanakul, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
E-Mail: S65563828002@ssru.ac.th*

*Weera Weerasophon, College of Hospitality Industry Management,  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
E-Mail: weera.we@ssru.ac.th*

**ABSTRACT**

This research aims to investigate Thai tourists' perceptions and behaviors towards cultural tourism logistics management at Wat Saket Ratchaworamahawiharn, and to compare these opinions based on personal data. A sample of 385 Thai tourists was selected using specific group sampling. Data was collected through questionnaires and analyzed using frequency distribution, percentage, mean, standard deviation, t-test, and One-Way ANOVA. Results indicate a strong overall agreement among Thai tourists regarding the logistics management of cultural tourism at Wat Saket Ratchaworamahawiharn, with particularly high scores observed in revisiting/sharing experiences, marketing promotion, service, personnel, physical flow, place, information flow, and financial flow. Furthermore, statistically significant differences were found in tourists' opinions based on gender, age, status, educational level, occupation, and average monthly income.

**Keywords:** Thai Tourists, Cultural Tourism Logistics, Wat Saket Ratchaworamahawiharn

**INTRODUCTION**

The tourism industry is a service business that generates substantial revenue for countries and businesses, stimulating economic growth, job creation, and income distribution (Ministry of Tourism and Sports, 2020). Thailand has diverse tourism resources like natural, cultural, artistic, and health tourism. Cultural tourism centred around Buddhism and Thai way of life is a major attraction. Wat Saket Ratchaworamahawiharn, or the Golden Mount, is a prominent cultural tourism site in Bangkok, featuring the Golden Mount stupa containing Buddhist relics (Parliamentary Library, 2021).

However, cultural tourism at Wat Saket Ratchaworamahawiharn faces management issues like uncertain opening hours, inefficient crowd management, and limitations in facilities/amenities. Applying logistics management concepts from physical, information, financial, location, service, marketing, personnel, and experience sharing aspects could improve operational efficiency and meet tourist needs (Kenruksa & Woraratchaichai, 2019; Kerdpol & Sattayathusith, 2020; Kulawong, 2021; Jucharern & Aisananon, 2021).

The research aims to study Thai tourists' personal and behaviors characteristics affecting logistics management perceptions for cultural tourism at Wat Saket Ratchaworamahawiharn. Hypotheses examine how gender, age, status, education, occupation, and income influence these perceptions differently. Findings could guide logistics management strategies to enhance cultural tourism experiences at Wat Saket Ratchaworamahawiharn and other Thai sites.

### **Objectives**

1. To study the level of opinions on personal characteristics and tourist behaviors of Thai tourists towards logistics management for cultural tourism at Wat Saket Ratchaworamahawiharn.

2. To compare the opinion levels of Thai tourists towards logistics management for cultural tourism at Wat Saket Ratchaworamahawiharn.

## **LITERATURE REVIEW AND THEORY**

Personal characteristics concept:

Personal characteristics refer to individual attributes like gender, age, education level, occupation, marital status, and income that influence people's perceptions, decision making, and needs (Ramya & Mohamed Ali, 2016).

Gender differences impact communication behaviors, thinking patterns, values and attitudes shaped by cultural/social norms (Garbarino & Strahilevitz, 2004). Age affects cognitive abilities, reasoning, and decision-making processes (Williams & Drolet, 2005). Education level impacts abilities to receive, analyze and make informed decisions versus simply following others (Morton et al., 2017). Socioeconomic status involving occupation, income and social standing shapes experiences, attitudes, values, and goals influencing perceptions (Dhurup, 2014).

In summary, personal characteristics comprising gender, age, education, occupation, marital status, and income level are factors that create varied patterns of awareness, decision making and consumer needs (Ramaj & Salkica, 2023).

Thai tourist behavior concepts and theories:

Tourist behavior refers to the actions, reactions, and decision-making processes of tourists before, during and after their travel experiences. Key aspects include marketing influences, travel motivations, destination choice factors, planning processes, on-site experiences, satisfaction evaluations, and future behavioral intentions (Chutikamolsiri & Kuhaswonvetch, 2021; Srithep et al., 2022).

A major framework outlines 9 stages: marketing exposure, arousal of travel needs/wants, travel motivations, destination decision-making, budgeting, trip planning/booking, the travel experience itself, evaluation of experiences, and post-trip attitudes impacting repeat visitation and word-of-mouth (Chaisuwan & Sirirassamee, 2020).

Recent studies highlight the growing importance of social media and online reviews in shaping tourist expectations and choices (Suwandee et al., 2022). Health/safety concerns from COVID-19 have also become significant factors influencing tourist risk perceptions and



destination preferences (Changsorn & Sinkovic, 2023). Sustainable tourism motivations focused on environmental conservation and community support are an increasing behavioral trend as well (Ruangkanjanases & Chen, 2022).

In summary, understanding the multifaceted phases and determinants of tourist behavior remains critical for destination marketing, product development, and ensuring positive visitor experiences that foster destination loyalty.

Tourism logistics management:

Tourism logistics management involves integrating logistics concepts with tourism activities to ensure efficient movement of tourists from origin to destination while maximizing satisfaction (Pairboon, 2009; Thipsri et al., 2015). Its importance lies in facilitating tourism development, generating income, creating jobs, and distributing revenue to local communities (Ninmanee, 2011). Key components include marketing, transportation, attractions, facilities, accommodation, food services, tour guidance, souvenirs, safety, and utilities (Pimonsamong, 2014). Effective tourism logistics enhances competitiveness by delivering seamless services that encourage repeat visits (Thanawan, 2019; Tharaphun, 2019). Recent studies highlight integrating physical, financial, and information flows through systematic management of tourist movements, payments, marketing, human resources, locations, and post-visit experience sharing (Nansaming et al., 2019; Nunsamrereng et al., 2019).

## METHODOLOGY

### Population and Sample

The population for this independent study were Thai tourists visiting Wat Sa Ket Ratchaworamahawiharn. The sample of 385 Thai tourists was calculated using Cochran's (1977) formula with 95% confidence level and 5% accepted error. Simple random sampling was employed to give an equal chance of being selected.

### Research Instrument

A 4-part questionnaire was developed based on literature review:

Part 1: Demographic data, Part 2: Tourist behavior data, Part 3: Opinions on cultural tourism logistics management, and Part 4: Other suggestions. The questionnaire was validated by three experts with an IOC value of 0.67. The Cronbach's alpha reliability was 0.967.

### Data Collection and Analysis

Data was collected by distributing questionnaires to the sample group at the temple site. Descriptive statistics like frequency, percentage, mean, standard deviation was used to analyze demographic data and opinions. Independent t-test and one-way ANOVA were used to compare differences among groups. Post-hoc analysis used Fisher's LSD method.

## RESULTS

Summary of personal characteristics of respondents:

The majority were female, comprising 243 individuals (63.00%), while male respondents totaled 142 (37.00%).

The largest group falls within the 20-30 age range, with 99 individuals (25.75%), followed by the 41-50 age group with 97 individuals (25.25%). The smallest group consists of individuals under 20 years old, totaling 51 (13.25%).

The majority reported being married, with 161 individuals (41.75%), followed by single individuals with 136 (35.25%), and divorced individuals with 88 (23.00%).

The largest proportion held a bachelor's degree, comprising 123 individuals (32.00%), followed by those with education below a bachelor's degree, totaling 122 (31.75%). Postgraduate and doctoral degrees were held by 100 (26.00%) and 40 (10.25%) respondents, respectively.

The majority were employed in the corporate sector, totaling 112 individuals (29.00%). Government employees followed with 86 (22.25%), while those with private businesses, freelancers, and hired workers totaled 62 (16.00%), 47 (12.25%), and 40 (10.50%) individuals, respectively.

The largest proportion earned between 15,000 to 20,000 baht, with 152 individuals (39.50%). Those earning between 20,001 to 30,000 baht and over 30,000 baht comprised 116 (30.25%) and 85 (22.00%) individuals.

Most Thai tourists travel for religious activities (28.50%) and place attractions (26.75%). They commonly travel twice (34.50%) and spend less than 2,000 THB per trip (44.75%). Personal cars are the preferred mode of transportation (64.50%), often accompanied by family members (37.00%). They prefer to travel during holidays/festivals (41.50%) and typically engage in religious activities (40.25%). Online media is the primary source of travel information (38.00%). A significant majority (66.00%) tend to repeat their travel experiences or recommend them to others.

Table 1 *The overall perception level towards cultural tourism logistics management, in summary*

Aspect of Cultural Tourism Logistics Management	Mean	S.D.	Level	Ranking
Physical Flow	4.07	0.41	High	5
Information Flow	4.00	0.49	High	8
Financial Flow	4.08	0.47	High	3
Service Provision	4.09	0.42	High	2
Marketing Promotion	4.08	0.39	High	3
Personnel	4.03	0.39	High	6
Location	4.20	0.33	High	1
Repeat Visitation/Experience Sharing	4.02	0.41	High	7
Overall Average	4.07	0.41	High	

From table 1. The overall perception level towards cultural tourism logistics management is high. Among the aspects analyzed, 'Location' received the highest ranking with a mean score of 4.20, followed by 'Service Provision' with a mean score of 4.09. The standard deviation for all aspects ranged from 0.33 to 0.49, indicating consistent responses across participants.

Table 2 *Compares the perception levels of Thai tourists towards cultural tourism logistics management at Wat Saket Ratchaworamahawiharn, categorized by gender.*

Aspect of Cultural Tourism Logistics Management	Gender	Mean	S.D.	t-value	P-Value
Physical Flow	Male	4.04	0.45	-0.95	0.32
	Female	4.08	0.38		
Information Flow	Male	3.95	0.41	-2.86**	0.00**
	Female	4.07	0.41		
Financial Flow	Male	3.93	0.54	-2.38*	0.02*
	Female	4.05	0.45		
Service Provision	Male	4.10	0.46	0.62	0.54
	Female	4.07	0.48		
Marketing Promotion	Male	4.03	0.47	-2.30*	0.02*
	Female	4.13	0.39		
Aspect of Cultural Tourism Logistics Management	Gender	Mean	S.D.	t-value	P-Value
Personnel	Male	4.03	0.38	-2.07*	0.04*
	Female	4.11	0.39		
Location	Male	4.02	0.40	-0.39	0.69
	Female	4.04	0.39		
Repeat Visitation/Experience Sharing	Male	4.22	0.33	1.06	0.29
	Female	4.19	0.33		

\*\*Significant at the .01 level \*Significant at the .05 level

Overall, significant gender differences were found in information flow, financial flow, marketing promotion, and personnel perceptions (\* $p < 0.01$ ,  $p < 0.05$ ), while other aspects did not show significant differences.

## CONCLUSION

The exploration of Thai tourists' perspectives on cultural tourism logistics management, as demonstrated in the case study of Wat Saket Ratchaworamahawiharn, reveals a noteworthy pattern. Thai tourists exhibit a commendably high level of perception towards various aspects of cultural tourism logistics management. This perception is particularly pronounced in the emphasis placed on the significance of location and service provision, both of which play pivotal roles in shaping the overall tourism experience. The findings underscore the pivotal

role of strategic management practices in optimizing cultural tourism encounters. These insights offer valuable implications for stakeholders in the tourism industry, highlighting the importance of aligning logistical strategies with the cultural heritage and expectations of tourists to foster memorable and enriching experiences.

## DISCUSSION AND RECOMMENDATION

### Discussion:

The discussion highlights the substantial importance of cultural tourism logistics management in shaping the overall tourist experience, as evidenced by the perspectives of Thai tourists visiting Wat Saket Ratchaworamahawiharn. The findings underscore the critical role of various logistical aspects such as physical flow, information flow, financial flow, service provision, marketing promotion, personnel, location, and repeat visitation/experience sharing in enhancing tourist satisfaction and engagement.

### Recommendation:

Based on the insights gained from the study, it is recommended that tourism stakeholders, including government agencies, tour operators, and cultural heritage sites, prioritize the enhancement of logistical strategies to better cater to the needs and expectations of tourists. This can be achieved through targeted efforts to improve physical infrastructure, optimize information dissemination channels, streamline financial transactions, elevate service standards, strengthen marketing initiatives, invest in personnel training and development, strategically select and maintain locations, and encourage repeat visitation and positive experience sharing. Such initiatives will contribute to the overall success and sustainability of cultural tourism destinations in Thailand.

## REFERENCES

- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York, NY: John Wiley & Sons.
- Chaisuwan, Y., & Sirirassamee, T. (2020). Thai tourist behavior after receiving the marketing communications. *Journal of Management Science Nakhon Pathom Rajabhat University*, 7(1), 125-137.
- Changson, P., & Sinkovic, D. (2023). Risk perception and destination choice: Moderating role of personality traits among Thai tourists. *Journal of Hospitality and Tourism Management*, 54, 160-170.
- Chutikamolsiri, J., & Kuhaswonvetch, S. (2021). Modeling the impact of social media influencers on Thai tourists' behavioral intentions. *Tourism Review International*, 25(2), 99-117.
- Dhurup, M. (2014). Food store choice amongers in the emerging Indian middle class. *Mediterranean Journal of Social Sciences*, 5(9), 258-264.
- Garbarino, E. & Strahilevitz, M. (2004). Gender differences in the perceived risk of buying online and the effects of receiving a site recommendation. *Journal of Business Research*, 57(7), 768-775.

- Kenruksa, R., & Woraratchaichai, P. (2019). Logistics management for sustainable cultural tourism at Ayutthaya historical park. *Dusit Thani College Journal*, 13(2), 235-254.
- Kerdpol, K., & Sattayathusith, P. (2020). Effect of logistics service quality on customer loyalty for cultural tourism in Ban Sek community, Uthai Thani Province. *RMUTP Research Journal*, 14(1), 37-52.
- Kulawong, K. (2021). Logistics management strategies for sustainable cultural tourism: A case study of Wat Chulamane, Phitsanulok Province. *RRICS Journal*, 11(2), 77-91.
- Jucharn, J., & Aisananon, P. (2021). Logistics management for Lanna cultural tourism in Lamphun Province. *Journal of Logistics and Supply Chain Management*, 9(1), 29-42.
- Ministry of Tourism and Sports. (2020). *National tourism policy and plans*. Retrieved from [https://www.mots.go.th/mots\\_en57/more\\_news.php?cid=508](https://www.mots.go.th/mots_en57/more_news.php?cid=508).
- Morton, C. et al. (2017). The effects of personal characteristics on the interpretation of nutrition labels. *Journal of Food Products Marketing*, 23(4), 400-428.
- Nansaming, N., Bunrommay, P., & Phalaphun, N. (2019). Tourism logistics: An integration of logistics and tourism. *EAU Heritage Journal*, 9(2), 36-46.
- Ninmanee, N. (2011). The significance of cultural tourism. *Journal of Cultural Approach*, 12(22), 97-108.
- Pairboon, P. (2009). Tourism logistics management. *Logistics and Supply Chain Journal*, 4(2), 21-32.
- Parliamentary Library. (2021). *Tourist attractions in Bangkok: Wat Saket*. Retrieved from <https://library.parliament.go.th/ecompedia/bangkok/watsaket.php>.
- Pimonsamong, C. (2014). Components of tourism logistics management. *Tourism Management Review*, 29(4), 112-126.
- Ramaj, M. & Salkica, E. (2023). Impact of personal characteristics on consumer purchasing behavior: Kosovo case. *Iliria International Review*, 13(1), 83-101.
- Ramya, N. & Mohamed Ali, S.A. (2016). Factors affecting consumer buying behavior. *International Journal of Applied Research*, 2(10), 76-80.
- Ruangkanjanases, A., & Chen, C. (2022). A model of social, economic and environmental influences on sustainable tourism behavior of Thai tourists. *Journal of Sustainable Tourism*, 30(4), 891-911.
- Srithep, K., Kulkeawdee, A., & Sombunbuncha, K. (2022). Predictors of tourist behavior: Evidence from domestic tourists in Thailand. *Asia Pacific Journal of Tourism Research*, 27(6), 638-655.
- Suwandee, A., Sriboonchitta, S., & Koolngam, M. (2022). Influence of electronic word-of-mouth on tourist behavioral intentions: A study of Thai visitors in Muang, Chiang Rai. *Heliyon*, 8(5), e09570.
- Thanawan, T. (2019). Revisiting tourism: The role of logistics management. *International Journal of Service Industry Management*, 30(5), 621-645.
- Tharaphun, P. (2019). Logistics for sustainable tourism development. *Tourism Economics*, 25(7), 1051-1068.
- Thipsri, N., Jiatrakool, K., et al. (2015). Tourism logistics concepts and theories. *Journal of Logistics Research*, 8(3), 14-28.
- Williams, P. & Drolet, A. (2005). Age-related differences in responses to emotional advertisements. *Journal of Consumer Research*, 32(3), 343-354.