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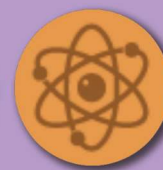
PROCEEDINGS OF

THE 10th REGIONAL CONFERENCE ON GRADUATE RESEARCH

**THEME: Breakthrough Business Creativity,
Leading Change, and Reengagement**

7 August 2022

Sripatum University, Bangkok, Thailand



Editors:

Vichit U-on

George C. Hadjinicola



มหาวิทยาลัยศรีปทุม
SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

วิทยาลัยบัณฑิตศึกษาด้านการจัดการ



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Proceedings of
The 10th Regional Conference on Graduate Research

RCGR^{10th}
2022

**Theme: Breakthrough Business Creativity,
Leading Change, and Reengagement
7 August 2022
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Edited by Assoc. Prof. Dr. Vichit U-on, Sripatum University, Thailand
Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of The 10th Regional Conference on Graduate Research 2022, to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Academic Service Center, Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization to this conference to promote a tourist destination in Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University, Thailand
RCGR 2022's Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in the 10th Regional Conference on Graduate Research 2022 which will take place at Sripatum University on 7 August, 2022 in Bangkok, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Breakthrough Business Creativity, Leading Change, and Reengagement”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, we would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Assoc. Prof. Dr. Vichit U-on
Sripatum University, Thailand
RCGR 2022's General Chair



Prof. Dr. George C. Hadjinicola
Lecturer, University of Cyprus, Cyprus
RCGR 2022's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2022's General Chair

Welcome Address from Conference Program Chairs

Welcome to the 10th Regional Conference on Graduate Research 2022 in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. This year, researchers from more than 5 countries have submitted their papers to the 10th RCGR 2022 international conference. After a careful review process by members of the international program committee, 127 quality papers from 2 different countries (China and Thailand) have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2022 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

We wish you a pleasant stay in Bangkok, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand
RCGR 2022's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2022's Program Co-Chair

Speaker Background



Dr. Mariano Carrera

Dr. Carrera has nearly 10 years of teaching experience and has a proven track record of being published in numerous journals including presentations at various academic conferences. His areas of excellence are Training & Development, Decision Making, Writing, Research, Management, Strategic Planning and Team Leadership. In retrospect, building on the almost 20 years as a petroleum geologist where he was actively involved in the surrounding disciplines to better understand and position myself as a specialist geologist and generalist petroleum professional. He has the full field development experience from concept exploration to redevelopment. This broadening of his awareness has helped him moved from the petroleum industry to academia. Dr. Carrera has designed and delivered several undergraduate courses using a variety of learning approaches to meet international standards.

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Session Schedule

**RCGR^{10th}
2022**

The 10th Regional Conference on Graduate Research 2022
Sripatum University, Bangkok, Thailand
Theme: Breakthrough Business Creativity, Leading Change, and Reengagement

Sunday (S) 7 August 22	Room	Auditorium, Floor 14									
	08:30 – 09:15	REGISTRATION									
	09:15 – 09:30	WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand									
	09:30 – 10:45	KEYNOTE ADDRESS: "Promoting Personal Learning Actions in Company's Growth" Dr. Mariano Carrera Trinidad and Tobago									
	10:45 – 11:00	SUNDAY AM BREAK									
	11:00 – 12:20	SA1 Operation and Supply Chain Management 1	SB1 Accounting, Finance, and Banking	SC1 Organization and Human Resource Management 1	SD1 Organization and Human Resource Management 1	SE1 Business and Marketing Management 1	SF1 Business and Marketing Management 2	SG1 Business and Marketing Management 3	SH1 Business and Marketing Management 4		
	12:20 – 13:20	SUNDAY LUNCH BREAK									
	13:20 – 15:00	SA2 Operation and Supply Chain Management 2	SB2 Operation and Supply Chain Management 3	SC2 Organization and Human Resource Management 3	SD2 Organization and Human Resource Management 4	SE2 Business and Marketing Management 5	SF2 Business and Marketing Management 6	SG2 Business and Marketing Management 7	SH2 Business and Marketing Management 8		
	15:00 – 15:20	SUNDAY PM BREAK									
	15:20 – 19:00	SA3 Operation and Supply Chain Management 4	SB3 Operation and Supply Chain Management 5	SC3 Organization and Human Resource Management 5	SD3 Public and Educational Administration	SE3 Business and Marketing Management 9	SF3 Business and Marketing Management 10	SG3 Business and Marketing Management 11	SH3 Information Technology and System		
	19:30 – 21:30	WELCOME DINNERS: Sripatum University Lounge, Bangkok, Thailand									
	21:30 – 21:45	CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand									

Sunday, 7 August 2022

Code	Session	Chair	Room	Start	Finish
SRE	Registration Sunday	Sawalee Naebnual	Auditorium, Floor 14	08:30	09:15

Code	Session	Chair	Room	Start	Finish
SOA	Opening Addresses	Dr. Nontipan Prayurhong	Auditorium, Floor 14	09:15	09:30
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Room	Start	Finish
SKA	Keynote Addresses	Asst. Prof. Dr. Uthairat Muangsan	Auditorium, Floor 14	09:30	10:45
	09:30	10:45	Promoting Personal Learning Actions in Company's Growth		

Code	Session	Room	Start	Finish
SAB	Sunday AM Break	Auditorium, Floor 14	10.45	11:00

Code	Session	Chair	Room	Start	Finish
SA1	Operation and Supply Chain Management 1	Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1101	11:00	12:20
0007	11:00	11:20	A Comparison of Transport Cost Saving by Changing the Scheme from Trip Rate to Monthly Rate in Private Companies <i>Tananya Akkaraudom and Vichit U-on</i>		
0009	11:20	11:40	The Delivery of Goods Affecting the Satisfaction of the Customers for the Construction Material Shop Operators <i>Kanyapak Tamjai and Ungul Laptaned</i>		
0010	11:40	12:00	The Effect of Quality of Delivery Services of Products on the Satisfaction of a Retail Car Paint Customer <i>Sirapob Asawachaisuvikom and Ungul Laptaned</i>		
0015	12:00	12:20	Factors Affecting the Customer Requirements in Deciding Thai Global Logistics Shipping Services <i>Petploy Choketaweechaisakul, Nilubon Sivaborvornvatana, and Tharinee Manisri</i>		

Code	Session	Chair	Room	Start	Finish
SB1	Accounting, Finance, and Banking	Asst. Prof. Dr. Nilubon Sivaborvornvatana	Floor 11, Room 1102	11:00	12:20
0012	11:00	11:20	Income and Expenses Affecting Saving Behavior of Revenue Department Officers <i>Pornchanok Bunpalumlert, Nilubon Sivaborvornvatana, and Supawadee Hamanee</i>		
0052	11:20	11:40	Service Quality Affecting the Satisfaction of Customers Using Payment Services Through Financial Innovations of Chulabhorn Hospital <i>Napatt Sanpha, Nilubon Sivaborvornvatana, and Rungtiwa Wongprasha</i>		
0064	11:40	12:00	Service Innovation in Financial Transactions Affecting Satisfaction of Using Mobile Banking <i>Nattapon Tewarach, Anupong Aviruth, and Natsapan Paopun</i>		
0091	12:00	12:20	Integrating OKRs in Accounting Office Management <i>Sittichai Subsandee, Uthairat Muangsan, and Phawisa Karat</i>		

Code	Session		Chair	Room	Start	Finish
SC1	Organization and Human Resource Management 1		Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1103	11:00	12:20
0019	11:00	11:20	Job Motivation Affecting Performance Efficiency of Employees in ABC Company <i>Chotika Siriphoemphoonsuk and Praphan Chaikidurajai</i>			
0032	11:20	11:40	Quality of Work Life Affecting the Organizational Employee Commitment in the Department of Intellectual Property <i>Nanhatai Lersjanyaphan and Praphan Chaikidurajai</i>			
0037	11:40	12:00	Employee Satisfaction in the Organization Towards Human Resource Management <i>Pawaris Phalasin and Nilubon Sivabrovornvatana</i>			
0038	12:00	12:20	Welfare Satisfaction Affecting Organizational Citizenship Behavior of Employee in Royal Irrigation Department <i>Muntika Phumalee, Anupong Avirutha, and Natsapan Paopun</i>			

Code	Session		Chair	Room	Start	Finish
SD1	Organization and Human Resource Management 2		Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1104	11:00	12:20
0047	11:00	11:20	Personal Factors Affecting the Preparation Retirement of Employee in Department of Lands <i>Piraya Rattanodom and Nilubon Sivabrovornvatana</i>			
0048	11:20	11:40	Marketing Factors of Thai Airways Affecting on the Selection of Services during The COVID-19 Pandemic of the Working-Age Populations in Bangkok <i>Atichart Ritta-apanan and Natsapan Paopun</i>			
0051	11:40	12:00	Organization Welfare Allocation Affecting the Performance of Veterinary and Remount Department Royal Thai Army <i>Phawita Sangsasithon and Vichit U-on</i>			
0059	12:00	12:20	Differences in Internal Communication Methods Between Executives and Employees Affect Working Efficiency as the Employee of an Insurance Company <i>Chanodporn Supinacharoen and Nilubon Sivabrovornvatana</i>			

Code	Session		Chair	Room	Start	Finish
SE1	Business and Marketing Management 1		Assoc. Prof. Dr. Praphan Chaikidurajai	Floor 11, Room 1105	11:00	12:20
0001	11:00	11:20	The Impact of the Covid – 19 Pandemic on Futsal Playing Behavior In Bangkok Area <i>Jakkarin Tonneam, Anupong Avirutha, Natsapun Paopun, and Ratchata Kranjanarod</i>			
0003	11:20	11:40	Incentives Affecting Customers' Health Insurance Purchase Decisions In Bangkok <i>Pinyapatch Charupoom, Uthairat Muangsan, and Somruay Leualon</i>			
0004	11:40	12:00	Online Marketing Mix Affecting the Decision-Making Process of Fashion Clothing through Social Media of Working-Aged Customers in Bangkok and Surrounding Areas <i>Worada Saensuk, Praphan Chaikidurajai, and Sira Satayapaisal</i>			
0005	12:00	12:20	Online Marketing of Restaurants Influencing Consumer Decisions in Samut Prakan Province <i>Nuntanut Ananvorasak, Vichit U-on, and Natthaya Treepala</i>			

Code	Session		Chair	Room	Start	Finish
SF1	Business and Marketing Management 2		Dr. Nontipan Prayurhong	Floor 11, Room 1106	11:00	12:20
0006	11:00	11:20	An Influence of Social Media Marketing on Customer Insurance Buying Decisions in Bangkok <i>Siriwan Apijitchaichot, Natsapun Paopun, and Onamon Lhasakul</i>			
0008	11:20	11:40	Marketing Mix Affecting Customers' Decision to Receive a Service Of Café & Bistro Style Food and Beverage Outlet in Bangkok <i>Wannayut Menayotin and Uthairat Muangsan</i>			

0011	11:40	12:00	Marketing Factors Affecting the Decision for Participating the Competition of Amateur Football in Bangkok <i>Kritsana Bandasak and Nontipan Prayurhong</i>
0013	12:00	12:20	Marketing Mix Affecting Purchase Decision in Service via Online Group Buying of GOWABI Applications <i>Atinuch Chaipiancharoenkit, Praphan Chaikidurajai, and Worrapon Wangkananon</i>

Code	Session	Chair	Room	Start	Finish
SG1	Business and Marketing Management 3	Dr. Sukunya Thipha	Floor 11, Room 1107	11:00	12:20
0014	11:00	11:20	Marketing Strategies Influencing Restaurant Food Delivery Platform Decisions <i>Thunyaret Chakamanont and Nontipan Prayurhong</i>		
0018	11:20	11:40	Communication and Digital Marketing Strategies of Online Stores Affecting the Customer Purchasing Decision in Bangkok <i>Kawalin Doomluck and Vichit U-on</i>		
0020	11:40	12:00	Changed Organizational Style Affecting the Work Stress of Bangkok Bank Employees <i>Nichapa Inaram and Vichit U-On</i>		
0022	12:00	12:20	Relationship between the Service Using Behavior and Satisfaction in Mobile Banking Services of Profile in Bangkok <i>Jaruwan Jamjan, Anupong Avirutha, and Natsapan Paopun</i>		

Code	Session	Chair	Room	Start	Finish
SH1	Business and Marketing Management 4	Dr. Cheewan Charoensook	Floor 11, Room 1108	11:00	12:20
0023	11:00	11:20	Strategic Marketing of Competitive Advantage for Satisfaction of the PTT Gas Station, Saphanmai <i>Danuches Kamkong, Cheewan Charoensook, and Nontipan Prayurhong</i>		
0024	11:20	11:40	An Influence of Consumer Behavior Affecting Trust in Warehouse Services <i>Pongkan Kamolchaiwanich and Nilbon Siwabawonvattana</i>		
0025	11:40	12:00	Service Quality Affecting the Customer Buying Decision in Nobicha Thonglor Branch <i>Kamonchanok Kanbua and Nontipan Prayurhong</i>		
0026	12:00	12:20	An Influence of Online Marketing Affecting the Decision Making to Use Applied Thai Traditional Medicine Delivery <i>Patcharapont Kambanjong and Natsapun Paopun</i>		

Code	Session	Chair	Room	Start	Finish
SLB	Sunday Lunch Break		Lounge Floor 12A	12:20	13:20

Code	Session	Chair	Room	Start	Finish
SA2	Operation and Supply Chain Management 2	Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1101	13:20	15:00
0016	13:20	13:40	Transportation Service Quality Affecting Customer Satisfaction in Receiving Online Ordering Service of Lotus's in Bangkok <i>Somprach Chotigapugana, Vichit U-on, and Supalux Chaiyasit</i>		
0017	13:40	14:00	A Study of the Efficiency of Transportation Service by Using a Truck of S-Wandee Transport Co., Ltd <i>Jeerapa Damrongpokkaphan, Vichit U-on, and Tassanee Meesiri</i>		
0021	14:00	14:20	Logistics Management of the Automobile Industry for the duration of Covid-19 <i>Thanachote Intachom, Ungul Laptaned, and Phanumas Thongsukdee</i>		

0027	14:20	14:40	Transportation Management Affecting the Efficiency of Food Delivery Service (LINE MAN) of Students, Teachers, and Educational Personnel of Pattani Vocational College, Mueang District, Pattani Province <i>Prapasiri Katesattabhan, Ungul Laptaned, and Sasithorn Kocharoen</i>
0028	14:40	15:00	Application QGIS Program by using the Location Allocation Tool for Searching for a Location to Build the Apartment <i>Chanita Khaomeesri, Ungul Laptaned, and Matee Vicheansan</i>

Code	Session	Chair	Room	Start	Finish
SB2	Operation and Supply Chain Management 3	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 11, Room 1102	13:20	15:00
0029	13:20	13:40	Service Quality Affecting the Customer Satisfaction in Logistics Service Provider Business <i>Thidarat Klayratsamee and Ungul Laptaned</i>		
0033	13:40	14:00	Activity-Based Costing System Affecting Micro Logistics Costs of Animal Feed Processing Companies <i>Surattiporn Malai and Ungul Laptaned</i>		
0039	14:00	14:20	Logistics Management Process Influencing the Logistics Service Provider's Freight Efficiency <i>Siriniraya Pila and Ungul Laptaned</i>		
0043	14:20	14:40	Service Satisfaction in Multimodal Transport Business between Thailand and China <i>Sujitra Pote and Ungul Laptaned</i>		
0054	14:40	15:00	The Effect of Logistics Service Quality on the Satisfaction of the Lotus's B2B Customers <i>Patcharaporn Sawangkeaw and Ungul Laptaned</i>		

Code	Session	Chair	Room	Start	Finish
SC2	Organization and Human Resource Management 3	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1103	13:20	15:00
0061	13:20	13:40	Organization Relationship Affecting the Performance of the Permanent Secretary of the Ministry of Defense <i>Bhuntawat Suwattana, Anupong Aviruth, and Natsapun Paopun</i>		
0067	13:40	14:00	Innovative Organization Affecting the Organization's Bonding of Government Officers, Employees, and Court of Justice Members <i>Phatticha Thongpliw and Nilubon Sivabrovornvatana</i>		
0081	14:00	14:20	Engagement Affecting the Employee Performance in Samut Prakan Province <i>Rodchana Aunkham and Sukanya Thiphaha</i>		
0087	14:20	14:40	Expectations Affecting the Pre-Retirement Preparation of Military Officials at the Security Center <i>Anatta Thongjam and Niwat Chandharaj</i>		
0088	14:40	15:00	An Empirical Study on Female Motivation to Lead and Female Leadership of SMEs in Hangzhou, China <i>Aphatsara Thirakuntham and Zheyun Zheng</i>		

Code	Session	Chair	Room	Start	Finish
SD2	Organization and Human Resource Management 4	Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1104	13:20	15:00
0089	13:20	13:40	Quality of Work Life Factors Affecting the Organizational Commitment of Noncommissioned Officers at Royal Thai Armed Forces <i>Thanyanat Thavorn and Niwat Chandharaj</i>		
0092	13:40	14:00	Quality of Work Life Affecting the Armed Forces Security Center Performance at the Royal Thai Armed Forces Headquarter <i>Jinjutha Sookruan and Niwat Chantharat</i>		

0093	14:00	14:20	Leadership Affecting the Organizational Engagement of Military Officials in the Armed Forces Security Center at the Royal Thai Armed Forces Headquarter <i>Jittakorn Sirisumphan and Niwat Chandharaj</i>
0095	14:20	14:40	Motivations Affecting the Nurse Performance at the Central Chest Institute of Thailand <i>Wipada Sappasri and Sukunya Thipha</i>
0096	14:40	15:00	Motivations Affecting the Performance of Security Center Civil Servant <i>Natapong Ratchawat and Uthairat Muangsan</i>

Code	Session		Chair	Room	Start	Finish
SE2	Business and Marketing Management 5		Assoc. Prof. Dr. Praphan Chaikidurajai	Floor 11, Room 1105	13:20	15:00
0031	13:20	13:40	Marketing Factors Affecting the Ready Meal Purchase through 7-11 Application of Consumers in Bangkok <i>Patcharinya Kongchui and Nontipan Prayurhong</i>			
0034	13:40	14:00	Quality Service Metro Affecting the Service Satisfaction of Officials Bangkok Area Revenue Office 1 <i>Verapat Moolmuang and Nilubon Sivabrovornvatana</i>			
0035	14:00	14:20	Customer Satisfaction of Using a Credit Card for the Decision in Online Shopping in Bangkok <i>Jittakorn Namoolsen and Vichit U-on</i>			
0036	14:20	14:40	Marketing Factors Affecting the Decision Making to Use Western Food Restaurant Services among Consumers in Prachuap Khiri Khan Province <i>Parichat Nguonkon and Natsapun Paopun</i>			
0040	14:40	15:00	Marketing Mix Factors and Brand Equity Affecting the Decision Making on Purchasing Healthy Drinks of Consumers in Sisaket Province <i>Tamonwan Pirom and Natsapun Paopun</i>			

Code	Session		Chair	Room	Start	Finish
SF2	Business and Marketing Management 6		Dr. Nontipan Prayurhong	Floor 11, Room 1106	13:20	15:00
0041	13:20	13:40	Marketing Mix Strategy Affecting the Synthetic Fiber Purchasing Behavior of Customers of Wadding Nonwoven Co., Ltd <i>Tossawat Pitakam and Nontipan Prayurhong</i>			
0042	13:40	14:00	Marketing Mix Factors Affecting the Purchasing Behavior Towards Imported Clothing from China <i>Augsaraphan Pleanphan and Nontipan Prayurhong</i>			
0044	14:00	14:20	Management Factors Affecting the Motivation of Petchpinthong Band's Employees <i>Oranuch Pongpab and Natsapun Paopun</i>			
0045	14:20	14:40	The Marketing Mix Factors Affecting the Decision to Buy Product of Starbucks Coffee <i>Nisaphat Promla and Vichit U-on</i>			
0046	14:40	15:00	Factor Affecting the Purchasing Decision in Electric Vehicles in Bangkok <i>Kamolkrong Pukkaman, Nilubon Sivabrovornvatana, Wanwisa Duantrakoonsil, and Tattawan Duantrakoonsil</i>			

Code	Session		Chair	Room	Start	Finish
SG2	Business and Marketing Management 7		Dr. Sukunya Thipha	Floor 11, Room 1107	13:20	15:00
0049	13:20	13:40	Digital Marketing Communication Strategy Affecting the Process of Purchasing Decision via Shopee Application of the NBTC Office Employees <i>Prasantisak Saenjunsri and Nontipan Prayurhong</i>			
0050	13:40	14:00	Marketing Mix Influencing the Decision Making Process for Purchasing Cosmetics Online in Bangkok <i>Nichapa Mad-o-sod, Cheewan Charoensook, and Vichit U-On</i>			

0053	14:00	14:20	Service Quality Affecting the Satisfaction of Customers Using the Chatbot Program of Chulabhorn Royal Academy the Chatbot Program of Chulabhorn Royal Academy <i>Sumalee Sawadeeputra and Nilubon Sivaborvornvatana</i>
0056	14:20	14:40	Effect of Digital Integrated Marketing Communication Influencing on Amulet Purchasing Decision Making of Employees of Thailand Post Co., Ltd. (Head Office) <i>Apimuk Suiyakit, Cheewan Charoensook, and Nontipan Prayurhong</i>
0057	14:40	15:00	Factors Affecting the Customer Satisfaction Towards Service of Kerry Express (Thailand) Public Co. Ltd <i>Sarin Sukphathana and Vichit U-on</i>

Code	Session	Chair	Room	Start	Finish
SH2	Business and Marketing Management 8	Dr. Cheewan Charoensook	Floor 11, Room 1108	13:20	15:00
0058	13:20	13:40	Digital Marketing Strategy for Parliament Member Election Campaign, Area 1 Nakhonratchasima Province <i>Chatr Supatwanich and Nontipan Prayurhong</i>		
0060	13:40	14:00	Decision-Making Behavior and Buying Dried Flowers Arranged in a Jar <i>Ratchaket Suriyaphan, Anupong Aviruth, and Natsapan Paopun</i>		
0062	14:00	14:20	Competitive Advantage Strategy Affecting the Satisfaction of Shop Users in Nonthaburi Province <i>Kanokwan Yamput, Cheewan Chareonsook, and Nontipan Prayoonhong</i>		
0063	14:20	14:40	Collecting Order Information According to Customer Requirements Produced by B.J. Rich Steel Company <i>Teerananat Tangthanaknun and Ungul Laptaned</i>		
0066	14:40	15:00	Public Satisfaction Towards Quality Service by the Office of Commerce, Suphanburi Province <i>Matchima Thiphakorn and Nilubon Sivaborvornvatana</i>		

Code	Session	Room	Start	Finish
SPB	Sunday PM Break	Foyer	15:00	15:20

Code	Session	Chair	Room	Start	Finish
SA3	Operation and Supply Chain Management 4	Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1101	15:20	17:00
0055	15:20	15:40	Quality Inspection of Truck Parts Assembly and Distribution Process Affecting Cost Management of DUA Co., Ltd <i>Paradorn Srisai and Ungul Laptaned</i>		
0065	15:40	16:00	Manufacturing Transportation Management Affecting the Purchasing Decision of Wholesalers and Retailers <i>Nattanit Thangkijjakul, Vichit U-on, and Sorapol Buranakul</i>		
0071	16:00	16:20	Nanoporous Gold for Determination of Sulfite <i>Nuttamon Khoonrueng, Purita Aroonchat, Nanthatchaphon Jantawong, Paithoon Prasertying, and Duangjai Nacapricha</i>		
0073	16:40	17:00	Warehouse Area and Layout Affecting the Goods Placement in DHL Supply Chain Co., Ltd <i>Suphawadee Yomchan and Ungul Laptaned</i>		

Code	Session	Chair	Room	Start	Finish
SB3	Operation and Supply Chain Management 5	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 11, Room 1102	15:20	17:00
0076	15:20	15:40	An Analysis of Cost Management and Optimization Strategy of Construction Engineering <i>Yuntao Yin, Vichit U-on, and Nilubon Sivaborvornvatana</i>		

0077	15:40	16:00	Logistics Cost Management of Import Chemical Products from Singapore: A Case Study of XYZ Company Limited <i>Nanthawan Ruangprashanukul, Vichit U-on, and Suwat Janyapoon</i>
0110	16:00	16:20	The Acute Effects of Foam Rolling Treatment After Simulated Ice Hockey Exercise on Sport Performance in Thailand National Ice Hockey Team <i>Rakchai Sukwiboon</i>
0119	16:20	16:40	Aviation Accidents Caused by Human Error <i>Ratthapong Ma-soom, Vichit U-on, and Kingkeaw Pornpiraksakul</i>
0123	16:40	17:00	The Use of the Golf Leaf Electrochemical Sensor for the Quantification of Ascorbic Acid <i>Kurnia Hidayatulloh Alqibthiyah, Nanthatchaphon Jantawong, Paithoon Prasertying, and Duangjai Nacapricha</i>

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SC3	Organization and Human Resource Management 5	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1103	15:20	18:00
0098	15:20	15:40	A Relationship between Work Motivation and Employee Engagement of the Office of Educational Administration at Kasetsart University <i>Chutinan Phanturak and Niwat Chantharat</i>		
0101	15:40	16:00	Satisfaction of Entrepreneurs Towards the Performance of Blue Flag Project Economical Price for Local Economic Development in Nonthaburi Province <i>Jiraporn Onkerd and Niwat Chantharat</i>		
0112	16:00	16:20	Quality of Working Life Affecting the Organizational Engagement of Military at Office of Welfare Royal Thai Armed Forces Headquarter <i>Rada Bhensuwan and Niwat Chantharat</i>		
0115	16:20	16:40	Applying Management Principles for Hotel Organization Survival after the Impact of COVID-19 in Phuket <i>Theerapat Kueachoo, Tawit Thinkohyao, and Sirawit Sirirak</i>		
0116	16:40	17:00	Motivation Affecting the Staff Performance Efficiency of Panthong Charoen Engineering Co., Ltd <i>Suchart Puntong and Uthairat Muangsan</i>		
0124	17:00	17:20	Motivations Affecting the Generated Income for Game Players in Thailand <i>Kittipong Jongklayklang and Suttisak Jantavongso</i>		
0125	17:20	18:00	Development of a Job Safety and the Covid-19 Prevention System for Site Construction <i>Santi Krajaechun, Thanawuth Khunthong, Ratsamee Sangsirimongkolying, and Somjai Klinngam</i>		

Code	Session	Chair	Room	Start	Finish
SD3	Public and Educational Administration	Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1104	15:20	17:20
0002	15:20	15:40	A Relationship of Environmental Stimuli and Technology Acceptance on Continuance Intention to Use Social Media of Customers in Phuket <i>Chamroen Saetan, Pharnras Saetan, Theerapat Kueachoo, and Sirawit Sirirak</i>		
0030	15:40	16:00	Public Opinion Towards Work Administration According to Good Governance Principles of Bangkaew Subdistrict Administrative Organization <i>Buhlan Klaysathit and Natsapan Paopan</i>		
0120	16:00	16:20	The Use of Good Governance in the Administration of Nong Yao Subdistrict Administrative Organization, Saraburi Province <i>Rungwipa Rangdaeng, Kulchalee Puangpejara, and Sopich Kumnuanchai</i>		
0121	16:20	16:40	A Study of Reading and Writing Skills Hiragana and Katakana by Using YouTube Teaching Materials and Flipped Classroom for Thai Students <i>Satomi Uchino and Sirinthorn Sinjindawong</i>		
0122	16:40	17:00	The Effects of School-Based Tutoring, Gender, Ethnicity, and Disability on Mathematics Academic Achievement: Evidence from United States <i>Pakkanat Chanthanavarant Sompongam</i>		

0126	17:00	17:20	The Impact of Trade Policy Uncertainty on Thai Exports during the U.S.-China Trade War <i>Siratchaya Poolsawas and Doungdao Mahakitsiri</i>
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Code	Session		Chair	Room	Start	Finish
SE3	Business and Marketing Management 9		Dr. Praphan Chaikidurajai	Floor 11, Room 1105	15:20	19:00
0068	15:20	15:40	Service Quality of Shop Affecting the Decision Making of Buying Online Products <i>Sorranat Thongyhu and Praphan Chaikidurajai</i>			
0069	15:40	16:00	A Decision of the Social Media Marketing Communication to Use APP Delivery in Bangkok <i>Benjamas Tojirakan and Nilubon Sivaborvornvatana</i>			
0070	16:00	16:20	Marketing Mix of Perspective Customers Affecting the Consumer Decision to Purchase Vegan Collagen via Online Media <i>Naphapatsorn Thortianchai and Uthairat Muangsan</i>			
0072	16:20	16:40	Service Quality Affecting the Satisfaction of Collecting Lands and Buildings in Nakhon Nayok Province <i>Puntarak Umnoayporn and Nilubon Sivaborvornvatana</i>			
0074	16:40	17:00	Marketing Mix Affecting Satisfaction of Customers at Rajadamnern Stadium <i>Wonraman Wantayakul and Nontipan Prayurhong</i>			
0075	17:00	17:20	Marketing Mix Strategy Affecting the Purchasing Decision for Porsche Cayenne <i>Yossapol Viriyathon and Nontipan Prayurhong</i>			
0078	17:20	18:00	Causal Factors of Marketing Risk Outcome Affecting the Corporate Performance and Business Performance Co-Operation <i>Rungpol Virochpoka</i>			
0079	18:00	18:20	Marketing Mix Ingredients Affecting the Decision to Subside the Cosmetic Product Purchasing Behavior Via Online <i>Manatsanan Wuthicharoenkit and Sukunya Thipha</i>			
0080	18:20	19:00	Marketing Mix Affecting the Decision of Café Use by Customers in Bangkok <i>Sanhaporn Boonloy and Sukunya Thipha</i>			

Code	Session		Chair	Room	Start	Finish
SF3	Business and Marketing Management 10		Dr. Nontipan Prayurhong	Floor 11, Room 1106	15:20	19:00
0082	15:20	15:40	Online Marketing Contribution Motives Affecting the Consumer Behavior in Making a Purchase Through Facebook Channels <i>Sukanya Wongpanyadee and Uthairat Muangsan</i>			
0083	15:40	16:00	Marketing Mix Affecting the Customer Retention of Zhulian (Thailand) Co., Ltd <i>Aiyarin Chulachakwongsa and Sukunya Thipha</i>			
0084	16:00	16:20	Motivation and Decision for Beauty Clinic in Bangkok <i>Khemmanat Worakritthiranan and Sukunya Thipha</i>			
0090	16:20	16:40	Essential Factors of MY RTARF Application Usability Towards Directorate of Joint Civil Affairs Officers' Satisfaction <i>Trongchanok Sueysuewan and Sukunya Thipha</i>			
0094	16:40	17:00	Service Quality Affecting the Satisfaction of Spa Salon Use in Bangkok <i>Nirinya Sirahirandech</i>			
0097	17:00	17:20	Service Quality Towards the Employee Satisfaction in Bus Service Use of Plachiva Co., Ltd <i>Sithidej Plachiva and Vichit U-on</i>			
0100	17:20	18:00	Satisfaction with the Naval Forces Assessment System <i>Narongchai Pachanee and Niwat Chantharat</i>			
0102	18:00	18:20	Quality of Service Affecting the Satisfaction of Service Use for Large Exhibition and Convention Center <i>Ganticha Narongphithakkun and Vichit U-on</i>			
0103	18:20	19:00	Motivation Factors Affecting the Decision to Consume Premium Meat of Customers Eurobutchershop <i>Kanyalak Nakpradit and Vichit U-on</i>			

Code	Session		Chair	Room	Start	Finish
SG3	Business and Marketing Management 11		Dr. Sukunya Thipha	Floor 11, Room 1107	15:20	19:00
0105	15:20	15:40	Technology Use Behavior Affecting the Procurement Effectiveness of the Chulabhorn Royal Academy <i>Thanika Kerdsilp and Uthairat Muangsan</i>			
0106	15:40	16:00	User Satisfaction Free Wi-Fi Service in Bangkok <i>Apichuj Insawang and Uthairat Muangsan</i>			
0108	16:00	16:20	Factors Affecting Customers' Decision to Drink Premium Coffee in Bangkok <i>Ekkaphon Deeboonmee Na Champhae and Uthairat Muangsan</i>			
0109	16:20	16:40	A Relationship Behavior of the Customers Purchasing Durian in Bangkok <i>Natthaphong Chitchop</i>			
0113	16:40	17:00	Service Quality Affecting Customer Decision of Thai Massage in Bangkok <i>Pimrata Abu-Jafar, Vichit U-on, and Onanong Phoocharoen</i>			
0114	17:00	17:20	Service Quality Affecting the Level of Satisfaction of Customer Towards Road Construction Service of Pakthongchai Karnyotha Co., Ltd <i>Ratchaphak Aekwattanasate, Sukunya Thipha, and Kachaporn Wongchaisuwan</i>			
0117	17:20	18:00	Shopee Application Affecting the Purchase Decision of Consumers with Incentives <i>Kontanun Watanachattong and Cheewan Charoensook</i>			
0127	18:00	18:20	Causal Factors Affecting the Successful Management of Dealer Business Operators in Bangkok Metropolis and Vicinity <i>Yoskorn Kulma and Vichit U-on</i>			
0128	18:20	19:00	Causal Factors of Quantum Marketing Strategy Affecting the Marketing Performance in Higher Education Sector <i>Korakot Pookayaporn and Vichit U-on</i>			

Code	Session		Chair	Room	Start	Finish
SH3	Information Technology and System		Dr. Cheewan Charoensook	Floor 11, Room 1108	15:20	17:00
0085	15:20	15:40	Efficacy of the Electronic Document System Affecting the Satisfaction of the Naval Operations Department Personnel Use <i>Uthen Wattanasiri and Niwat Chantharat</i>			
0086	15:40	16:00	Awareness of Systems Technology Affecting the Planning and Monitoring of Performance Reports at Chulabhorn Royal Academy <i>Narumon Wachira-anan and Uthairat Muangsan</i>			
0107	16:00	16:20	Quality of Information Technology System Affecting the Job Satisfaction of the Royal Thai Army Headquarter <i>Thirada Duangdang and Niwat Chantharat</i>			
0111	16:20	16:40	A Study the Information Technology Use to Manage Teaching of the Teachers of Nawaminthrachinuthit Horwang at Nonthaburi School <i>Sukdipong Chaimongkol and Vichit U-on</i>			
0118	16:40	17:00	Holacracy Model Development for Innovation Agency in Corporate <i>Aekachai Tangratanaavalee, Uthairat Muangsan, and Supin Chaisiripaibool</i>			

Code	Session		Chair	Room	Start	Finish
SWD	Welcome Dinners		Asst. Prof. Dr. Ungul Laptaned		19:30	21:30
	19:30	21:30	Welcome Dinners: Sripatum University Lounge, Bangkok, Thailand			

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**Communication and Digital Marketing Strategies of Online
Stores Affecting the Customer Purchasing Decision in Bangkok**



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Abstract

Digital marketing could affect consumers' purchasing decisions; therefore, digital marketing communication theory and decision-making process theory will be applied to this research to study the influence of digital marketing communications that affects people's online shopping decisions in Bangkok. This is advantageous to all involved and might even be adopted as a marketing communication strategy for the organization itself. As well as a guideline for application to process purchasing stimulation, making the right consumer purchasing decisions. The research conducted an inquiry into the opinions by sampling 350 participants within the Bangkok area. Using the survey as a method to gather data on online media (google form) to collect the data. Using the data analyzed with the SPSS program, the results showed that respondents commented on how marketing communications affected purchasing decisions on a high level. The results of the individual analysis include: digital advertising has shown that sales by employees through digital media and direct marketing through digital media are also on a high level. Demographic factors such as gender, age, qualification, status, job title, and income were not significantly affected consumers' purchasing processes.

Keywords: Digital Marketing Communications, Purchasing Decisions, Communication Impact

1. Introduction

1.1 Background and Importance of the Problem

In the COVID-19 situation, many businesses have had to adapt to deal with smaller revenues, or some of them even have to close because they can no longer get the same expenditure. Although some enterprises are feasible, even if they can't sell in-store, they can still sell on the online platform. Therefore, it is important to communicate with consumers through online channels. And should continue to do this to replace the lost sales from the storefront. If you can communicate with customers to attract the attention of the target group, ordering online is another way to increase revenue. And due to the current consumer behavior has changed dramatically. As online shopping continues to grow rapidly, entrepreneurs have turned to communicating mainly online. Making online shopping decisions for customers is quick and easy. Therefore, businesses must adapt to meet consumer behavior. Digital marketing communication strategy is very important for current and future business. The importance of digital marketing and consumers' online purchase decision-making process can be used as guidelines for enterprises and management. The results of this study can be used to solve problems and improve the effectiveness and sustainable growth of marketing and strategic development.

The coronavirus 2019 (COVID-19) pandemic has led to changing consumer behavior. It found that consumers are increasingly switching to e-Commerce faster. As a result, the value of e-Commerce has grown exponentially, as well as consumer demand for online goods and services will continue to exist after the pandemic. According to a Tofugear survey, on average, 45 percent of consumers across Asia plan to increase their spending online. Over the next 12 months, much of Thai E-Commerce has adapted to respond to the COVID-19 pandemic, such as packaging reformulation, acceleration of digital marketing and sales through social media, and acceleration of the adoption of innovative technologies. Partnering with fulfillment partners to increase e-Commerce shipping options and support vulnerable customers to cope with the emerging new normal. As a result of the COVID-19 pandemic, government agencies have been urged to enact policies, standards, and laws, as well as communication that has already been issued, which can support entrepreneurs even more. Whether it's a policy to support a financial business or developing standards and laws to support online transactions in recent years, global trade trends have logged online and growing steadily every year. Understanding technology and the Internet is crucial for business owners if they want to maximize their profits from it. E-commerce business improves business efficiency and gives small and medium-sized enterprises (SMEs) an opportunity to compete with larger businesses and access the global market. Until the COVID-19 pandemic resulted in changes in customer behavior.

It found that more customers have been using e-Commerce instead. Consumers are forced to get used to it and have to adapt to buying daily items and other goods online. In the face of the COVID-19 pandemic that has resulted in lockdowns and social distancing, online shopping has become a daily occurrence for consumers, this makes them more open to spending through e-Commerce. It affects traditional entrepreneurs who have to accelerate their adaptation by turning to e-Commerce to accommodate this demand, resulting in the growth of e-Commerce value in leaps and bounds (as shown in Photo 1). And trust that the need to buy goods and services online is becoming an increasingly important buying channel for consumers. Even in the post-COVID-19 pandemic, the new normal was based on a survey by Tofugear, a digital solution provider for retailers, which found that on average, 45 percent of consumers across Asia plan to increase their online spending instead of using traditional retail channels, for the above reasons, online marketing communications can be seen to significantly affect customers purchasing decision to shop online. Therefore, the theory of marketing communications and the theory of purchasing decisions will be

applied in the research to study the digital marketing communication factors and online shopping decision factors of people in Bangkok, which will benefit those involved in applying it to the marketing communications of the business, as well as all executives can apply it to the appropriate strategies of selling products.

1.2 Research Question

- 1) How much does digital marketing communication influence the online shopping decisions of people in Bangkok?
- 2) Do people in Bangkok have different decisions to shop online?

1.3 Research Objective

- 1) To study the digital marketing communication factors and online shopping decision factors of people in Bangkok.
- 2) To study the influence of digital marketing communications that affects people's online shopping.
- 3) To compare the online shopping decisions of people in Bangkok classified by personal factor variables.

2. Literature Review

2.1 Related Concepts and Theories

2.1.1 Digital Marketing Communications

Keller, 2016 (Referenced in Weerapon Sriwittaya, 2019) Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel

2.1.1 Purchasing Decision

Kotler, 1997 (Referred to in Rattinan Duangdee, 2018) has given the meaning consumer purchasing decision process It is considered an important psychological step that affects the purchasing decision of consumers. Each company tries to understand This process meets the needs of each step. There are five steps in the consumer decision-making process: problem recognition; searching for information behavior assessment purchase decision and behavior after purchase

2.2 Literature Surveys

A review of relevant research to be used to formulate a conceptual framework for the study. A review of research related to variables to be studied, for example, Sahalak Boonkan (2016 has studied the factors of online marketing mix that affect the decision-making process to buy ready-made shopping online channels. online marketing mix and the importance of the purchasing decision process These two factors were at the highest level. Alisa Kositphon (2015) studied the marketing mix factors affecting the decision-making process for purchasing UNIQLO ready-made garments. In Bangkok, it was found that 1) the sample group gave importance to the marketing mix factor. The most distribution channel and the lowest price. 2) Most of the samples had the purchasing decision

process as follows: The stage of recognizing problems from personal desires Find information from friends or family. Evaluate options based on design, color, size of clothing that meets your needs. Decide to buy at a price that suits the quality. And behavior after the purchase is recommended to others to buy. 3) Marketing mix. Product Affects the purchase decision process in the process of searching for information. Alternative evaluation steps and purchase decision The price aspect affects the purchasing decision process in the evaluation stage of alternatives. and purchase decision process The distribution channel affects the purchasing decision process. in the purchase decision stage marketing promotion Affects the purchasing decision process In the search for information alternative assessment and purchasing decisions, and Duan Biqing (2020) studied the service marketing mix that affects the decision-making process of consumers in the Bangkok area of Starbucks. It was found that consumers pay more attention to the marketing mix. serve with the overall purchasing decision process at a high level The hypothesis testing results showed that consumers in Bangkok Metropolis, with different personal factors such as age, education level and income, have different purchasing decision processes. at a level of statistical significance of 0.05, etc.

2.3 Conceptual Framework

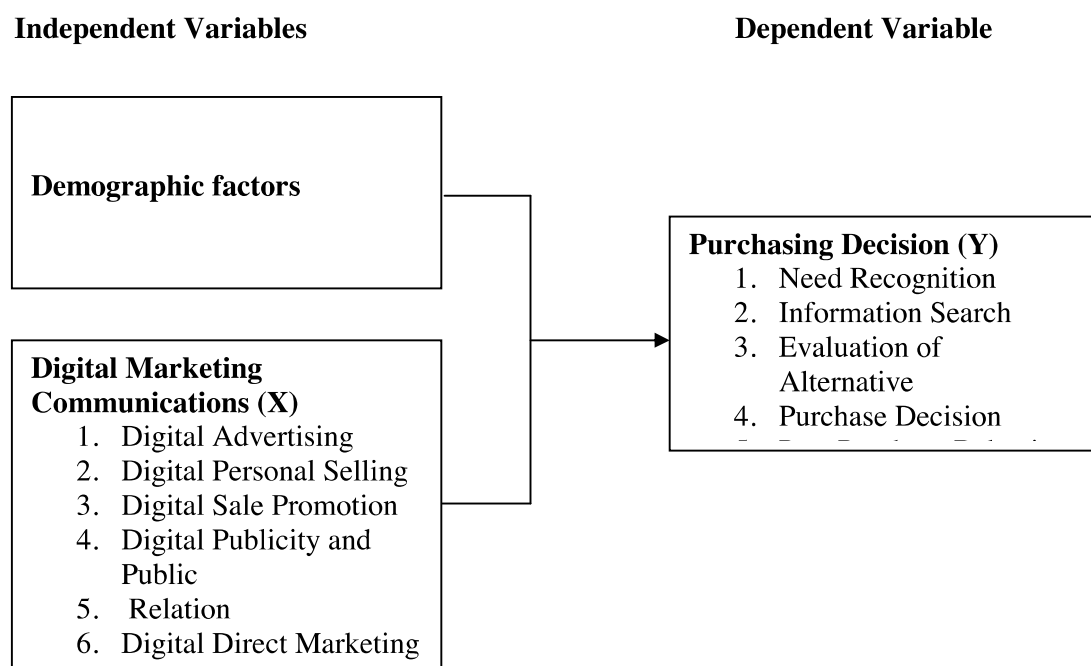


Figure 1 Conceptual Framework

2.4 Research Hypothesis

Hypothesis 1: Consumers with different demographic characteristics will have different online shopping decisions.

Hypothesis 2: Digital marketing communication influences online shopping decisions

3. Research Methodology

3.1 Research Design

This research used a quantitative method that was a survey research.

3.2 Population and Sample

The target population used in this study was working-age customers who bought fashion clothes via social media in Bangkok and its vicinity, without knowing the exact number of customers. For a suitable sample size, samples were used in the study of 350 people, analyzed from Yamane (1970), cited in Wichit Oon (2021, p.619).

3.3 Research Instruments

The instrument used in this research was a questionnaire divided into 2 parts.

3.4 Data Collection

Secondary data was the information gathered from various documents and related academic works.

Primary data was survey data collecting data from questionnaires.

3.5 Statistics Used for Data Analysis

Descriptive statistics such as frequency, percentage, mean, standard deviation describing the characteristics of various variables to answer research objectives and inferential statistics such as t-test values, F-test values, and regression analysis for hypothesis testing.

4. Data Analysis and Findings

4.1 Introduction

The researcher analyzed the data from a sample of 350 people by distribution of frequency, percentage, mean, and standard deviation describing the characteristics of the variables to answer research objectives.

4.2 Data Analysis of the Qualitative Data

From the analysis of personal factors of a total of 350 people, it was found that the customer sample group. Most of them were Man of 227, accounted for 64.9% were in Generation Y. Most of them were 20-less than 30 years old of 258 people, accounted for 73.7%. Most of them were single of 272 people, accounted for 77.7%. Most of them had bachelor's degrees of 248 people accounted for 70.9%. Occupations mostly employees of Business owner occupation / freelance / trade were 118 people, accounted for 33.7%. The average monthly income was 15,001-30,000 baht of 229 people, accounted for 65.4%. Most used social media liked Facebook of 134 people, accounted for 38.3%.

4.3 Data Analysis of the Quantitative Data

From the overall data analysis, it was found that the sample group was important to the digital marketing communications was at a high level ($\bar{x} = 4.44$, S.D. = 0.874). The highest opinion level is advertising through digital media Which is at a high level ($\bar{x} = 5.59$, S.D. = 1.135). followed by sales by employees through digital media Which is at a high level ($\bar{x} = 4.17$, S.D. = .844). digital news and public relations Which is at a high level ($\bar{x} = 4.16$, S.D. = .877). direct marketing through digital media. which is at a high level ($\bar{x} = 4.16$, S.D. = .849). promotion through digital media which is at a high level ($\bar{x} = 4.16$, S.D. = .821), respectively.

From the overall data analysis, it was found that the sample group was important to the purchase decision is at a high level ($\bar{x} = 4.19$, S.D. = .828). when considering each component, it is found that The highest opinion level is behavior after purchase Which is at a high level ($\bar{x} = 4.201$, S.D. = .847), followed by the overall purchase decision which is at a high level ($\bar{x} = 4.177$, S.D. = .869). alternative assessment which is at a high level ($\bar{x} = 4.213$, S.D. = .850). seeking information is at a high level ($\bar{x} = 4.189$, S.D. = .862). needs awareness which is at a high level ($\bar{x} = 4.181$, S.D. = .864), respectively.

Hypothesis 1: Consumers with different demographic characteristics will have different online shopping decisions.

Variable	Personal Factors	t-Test, F-Test	P-Value
Purchase Decision Process	Sex	3.484	.101**
	Age	0.254	.907**
	Marital Status	1.138	.322**
	Education Level	0.171	.916**
	Occupation	1.013	.417*
	Income	0.254	.907*

* P-value < 0.05

It was concluded that males and females prioritize different purchasing decision processes at a statistical significance level of 0.01. Different ages were different in purchasing decision-making processes at a statistical significance level of 0.01. Different marital status were different in purchasing decision processes at a statistical significance level of 0.01. Different education levels were different in purchasing decision-making processes at a statistical significance level of 0.01. Different occupations were different in purchasing decision-making processes at a statistical significance level of 0.05. Different incomes were different in purchasing decision-making processes at a statistical significance level of 0.05.

Hypothesis 2: Digital marketing communication influences online shopping decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	P-value
	B	Std. Error	Beta		
1 (Constant)	3.559	.330		10.777	.000
Total DMC	.287	.076	.185	3.762	.000

*statistically significant at the level 0.01, $R^2 = .034$, F-test = 14.150, P-value = .000

From the regression analysis, it was concluded that the Digital marketing communication side was able to predict the purchasing decision process by 3.4% ($R^2 = 0.034$), and it was a linear variable influencing the purchasing decision process that was statistically significant (F-test = 14.150, P-value = 0.000).

4.4 Summary of the Results

The sample group decided to buy products online because the marketing communication at the highest level. When considering each aspect found that the highest level of digital advertising, employee sales through digital media, promotion through digital media, digital press release and public relations, direct marketing through digital media, respectively. The influence on the shopping decision-making process through social media that was statistically significant at 0.01 level. Different personal factors such as gender, age, status, education level, occupation, average monthly income, and social media types depended on the Digital marketing communication through social media as a whole and in different ways that was statistically significant at the 0.05 level.

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

The sample group paid attention to the Digital marketing communication. Overall and each aspect were at the highest level. All aspects of the Digital marketing communication had a positive influence on the decision-making process for online shopping decisions. It was statistically significant at the 0.01 level that was consistent with the hypothesis. Therefore the study accepted the hypothesis. Different personal factors such as gender, age, status, education level, occupation, average monthly income, and social media types. Affects the decision to buy products online. It was statistically significant at the 0.05 level that was consistent with the hypothesis, therefore accepting the hypothesis.

5.2 Discussion

The results of the digital marketing communications test that affected the purchasing decisions of people in Bangkok explained that respondents had made decisions to buy from digital advertising, and sales using employees through digital media. Digital Media Campaigns Digital News & Press Releases therefore, it can be said that if more digital marketing communications can be made, it is possible to do more digital marketing communications. It will help to make better shopping decisions.

5.3 Recommendation

5.3.1 Recommendation for applying the research results

Online marketing studies have shown, is necessary and can communicate with consumers as directly as possible, as people on social media are constantly addicted to communication and news awareness. Therefore, if online marketing is available, it reduces marketing costs and reaches more consumer groups, and can also monitor ad access perceptions.

5.3.2 Recommendation for further research

Studies have shown that factors in various areas are especially important in increasing sales and service usage, such as searching for information because consumers already want to be aware of product/product news, which leads to alternative assessments. The service provider also recognizes the needs of consumers as well as whether they want or do not want anything for products, which recognizes those needs from consumers' post-purchase behavior, such as surveying, providing reviews in the areas provided, such as Facebook, etc. When feedback or behavioral data after purchase is analyzed, it is better to further improve/improve the function of the product/product.

5.3.3 Recommendation for further research

3) The findings reflect digital marketing communications becoming part of shopping decisions or findings can also be used as information for online store business. Marketing and communication with consumers have increased to meet the real needs of consumers as much as possible.

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