

RCGR^{4th} 2019

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UNIVERSITY
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IN DUBAI

PROCEEDINGS OF

THE 4th REGIONAL CONFERENCE ON GRADUATE RESEARCH

THEME “TRANSFORMING INNOVATION BUSINESS TO THE FUTURE”

8 December 2019

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 4th Regional Conference on Graduate Research

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2019

Theme “Transforming Innovation Business to the Future”
8 December 2019
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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 4th Regional Conference on Graduate Research*, to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely 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 2019'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 4th Regional Conference on Graduate Research* which will take place at Sripatum University on 8 December, 2019 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 “Transforming Innovative Business to the Future”. 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 2019's General Chair



Prof. Dr. George C. Hadjinicola
Lecturer, University of Cyprus, Cyprus
RCGR 2019's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2019's General Chair

Welcome Address from Conference Program Chairs

Welcome to *The 4th Regional Conference on Graduate Research* 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. 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 2019 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 2019's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2019's Program Co-Chair

Speaker Background



Mick Elmore

Mick Elmore is an American who while living in Australia decided to drive a car with a colleague from Melbourne to Bangkok including across seven Indonesian islands in 1991. He has since been based in Thailand with long stays in Cambodia, and Laos. He earned his master's degree in Southeast Asian Studies in 2014 from Chulalongkorn University writing his thesis on the continuing problem of unexploded ordnance along the Ho Chi Minh Trail in Laos. Now he divides his time between teaching at King Mongkut's University of Technology North Bangkok, a class at Chulalongkorn University and writing.

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Session Schedule

**RCGR^{4th}
2019**

**The 4th Regional Conference on Graduate Research
Sripatum University, Bangkok, Thailand
Theme: Transforming Innovative Business to the Future**

Sunday (S) 8 December 19	Room	Floor 11, Room 1108			
	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: “The Continuing Problem of Unexploded Ordinance: An Exemplary Case Study” Mick Elmore United States of America			
	10:45 – 11:00	SUNDAY AM BREAK			
	11:00 – 12:20	SA1 Business and Marketing Management 1	SB1 Business and Marketing Management 2	SC1 Communication Arts 1	SD1 Organization and Human Resource Management 1
	12:20 – 13:20	SUNDAY LUNCH BREAK			
	13:20 – 15:00	SA2 Business and Marketing Management 3	SB2 Business and Marketing Management 4	SC2 Communication Arts 2	SD2 Organization and Human Resource Management 2
	15:00 – 15:20	SUNDAY PM BREAK			
	15:20 – 17:00	SA3 Business and Marketing Management 5	SB3 Business and Marketing Management 6/ Accounting, Finance, and Banking	SC3 Laws and Public Administration	SD3 Educational Administration and Psychology
	19:40 – 21:40	WELCOME DINNERS: White Orchid River Cruise, Bangkok, Thailand			
	21:40 – 21:50	CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand			

Sunday, 8 December 2019

Code	Session	Chair	Room	Start	Finish
SRE	Registration Sunday	Khotchaporn Moonthichan	Floor 11, Room 1108	08:30	09:15

Code	Session	Chair	Room	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1108	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	Floor 11, Room 1108	09:30	10:45
	09:30	10:45	The Continuing Problem of Unexploded Ordinance: An Exemplary Case Study		

Code	Session		Room	Start	Finish
SAB	Sunday AM Break		Hall	10.45	11.00

Code	Session	Chair	Room	Start	Finish
SA1	Business and Marketing Management 1	Asst. Prof. Dr. Uthairat Muangsan	Floor 13, Room 12A01	11:00	12:20
0001	11:00	11:20	Tourist Satisfaction of Laos and Foreign Tourists Towards Tham Nang Ane Cave, Thakaek District, Khammoune Province, Lao PDR <i>Chantha Xaiyavohan and Nathakrit Aekwannang</i>		
0007	11:20	11:40	Marketing Factors of Consumers in Bangkok: An Empirical Study <i>Chayut Thianphut and Niwat Chantharat</i>		
0009	11:40	12:00	The Study of the Relationship between Technological Factors Affecting the Satisfaction of Online Shopping Decision of Consumers in Bangkok <i>Kasidet Dangkong, Niwat Chantarat, and Onanong Phoocharoen</i>		
0013	12:00	12:20	Studying of Management Factors Affecting the Success of Retail Business in Chatuchak Market <i>Thitipong Sangsuriyarit and Nilubon Sivabrovornvatana</i>		

Code	Session	Chair	Room	Start	Finish
SB1	Business and Marketing Management 2	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 13, Room 12A02	11:00	12:20
0029	11:00	11:20	Relationship Between the Marketing Factor Affecting the Loyalty in Online Purchase Decision of Consumer in Bangkok <i>Vorragit Hu and Supin Chaisiripaiboon</i>		
0031	11:20	11:40	Online Purchasing Decision Behavior of Consumers Affecting the Satisfaction in the Purchase of Consumers in Bangkok <i>Aussanee Eaimlaor and Niwat Chantharat</i>		
0032	11:40	12:00	The Study of Relationship between Consumer Attitudes Affecting the Satisfaction with Online Purchase Decisions of Consumers in Bangkok <i>Pattara Sub-udom and Supin Chaisiripaiboon</i>		

0036	12:00	12:20	A Study of the Relationship between Attitudes Affecting Loyalty in Online Shopping Decision Making of Consumers in Bangkok <i>Natkamon Sujbruem and Niwat Chantharat</i>
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Code	Session		Chair	Room	Start	Finish
SC1	Communication Arts 1		Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1101	11:00	12:20
0002	11:00	11:20	Factors of Political Party Presentations and Public Perception via Online Media Affecting the Decision to Elect Political 2019, in Bangkok <i>Kanakorn Khongpratheep and Kanchana Meesilapavikkai</i>			
0003	11:20	11:40	Public Relations Strategy of Television Drama via Social Media of CH 7HD after News Programme <i>Sirilapas Kongtragran and Tanachart Junveroad</i>			
0004	11:40	12:00	Marketing Mix and Online Marketing Communication Influencing the Decision Making Through Stage Play of Gen Y Audience <i>Kotchaphan Puagpipat and Tanachart Junveroad</i>			
0005	12:00	12:20	Sales Communications in the Digital Age Influencing The Consumer Purchasing Decision of Insurance through Siam Smile Broker (Thailand) Co., Ltd. <i>Techasit Donteeruk and Virunrat Phontaveechot</i>			

Code	Session		Chair	Room	Start	Finish
SD1	Organization and Human Resource Management 1		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1108	11:00	12:20
0010	11:00	11:20	That Affects the Work Motivation of the Staff in Office of Defense Budget <i>Pakin Saleepan and Nilubon Sivabrovornvatana</i>			
0011	11:20	11:40	Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited <i>Wichuda Praneetpolkrang and Praphan Chaikidurajai</i>			
0012	11:40	12:00	Relationship between Quality of Work Life and Organization Commitment of Staff at Risland (Thailand) Company Limited <i>Natapong Potiratrunskool and Praphan Chaikidurajai</i>			
0015	12:00	12:20	Studying of Motivation of Sandee Rice (Thailand) Co., Ltd.'s Employees <i>Phitchanan Wittayabundit and Nilubon Sivabrovornvatana</i>			

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

Code	Session		Chair	Room	Start	Finish
SA2	Business and Marketing Management 3		Asst. Prof. Dr. Uthairat Muangsan	Floor 13, Room 12A01	13:20	15:00
0014	13:20	13:40	Studying of Consumer Attitudes Affecting The Online Purchasing Decisions in Bangkok <i>Watchainan Sirilek and Supin Chaisiripaiboon</i>			
0016	13:40	14:00	The Study of Marketing Factors of Consumers in Bangkok <i>Rattanapon Pormboot and Niwat Chantharat</i>			
0018	14:00	14:20	The Study of the Relationship Between Consumer's Online Decision Making and Satisfaction of Elderly Consumer's Online Shopping Behavior in Bangkok <i>Lalita Waranont</i>			
0019	14:20	14:40	The Study of the Customers' Attitudes Which Affect Customers' Online Purchasing Behaviors in Bangkok <i>Jarukit Chutatutchai and Cheewan Charoensook</i>			

0020	14:40	15:00	The Relationship between Marketing Factors Affecting the Loyalty of Online Shopping Behavior of Consumers in Bangkok <i>Ploynaphat Sakkvamdee</i>
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Code	Session		Chair	Room	Start	Finish
SB2	Business and Marketing Management 4		Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 13, Room 12A02	13:20	14:40
0039	13:20	13:40	A Study of the Relationship between Technological Factors and Online Shopping Decision among Consumers in Bangkok <i>Rasita Maprasop</i>			
0043	13:40	14:00	The Study of Relationship between Consumer Attitudes and the Satisfaction Affecting Purchasing Decision <i>of Online Products for Consumers in Bangkok</i> <i>Pennapa Nawakijtowerat and Vichit U-on</i>			
0044	14:40	15:00	Attitude Factors Influencing the Decision to Buy Nile Water of Consumers in Sing Buri Province <i>Krittin Songjaroen and Niwat Chantarat</i>			
0045	14:00	14:20	Marketing Mix Factors Affecting Consumer Behavior in Purchasing Golf Products and Equipment Online <i>Ammata Konchan</i>			
0047	14:20	14:40	Technological Factors Influencing Loyalty to a Purchase through its Online Consumers in Bangkok <i>Wiranpat Nakthananan and Vichit U-on</i>			

Code	Session		Chair	Room	Start	Finish
SC2	Communication Arts 2		Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1101	13:20	14:40
0037	13:20	13:40	Openness and Attitude towards Website Components for Communication and Branding: A Case Study of CIMB Thai Bank <i>Napawan Samerjit and Siraya Kongsompong</i>			
0040	13:40	14:00	Infographic based Communication Model Affecting Travelling Page Followers of Y-Generation <i>Matee Akaraundomchai and Tanachart Junveroad</i>			
0042	14:00	14:20	Behavior and Attitude Influencing Addiction to Country Song Singing Contest Show on Digital Television in Bangkok <i>Chayapa Pongsupachakit and Tanachatr Junverode</i>			
0046	14:20	14:40	Online Media Strategies for Children's Television Programs Production Case Study of Thai Fairy Tales Channel on YouTube <i>Adisorn Maipradit and Tanachart Chandraweroj</i>			

Code	Session		Chair	Room	Start	Finish
SD2	Organization and Human Resource Management 2		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1108	13:20	14:40
0026	13:20	13:40	A Study of the Competency of the Personnel that Affects the Work Efficiency of the New Entrepreneur (In the Coffee Business Sector) <i>Anchitha Kasiwat and Nilubon Sivabrovornvat</i>			
0027	13:40	14:00	Relationship between Quality of Work Life and Organizational Commitment of Employees at Ek-Chai Distribution System Co., Ltd. <i>Kanyanut Pimpagun and Praphan Chaikidurajai</i>			
0034	14:00	14:20	Compensation Affecting Performance Efficiency of Staff in Comptroller General's Department <i>Wichit Sangphan and Praphan Chaikidurajai</i>			
0041	14:20	14:40	A Study of the Teamwork of Staffs in the Royal College of Chulabhorn <i>Peeyanut Khemthong and Nilubon Sivabrovornvatana</i>			

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

Code	Session	Chair	Room	Start	Finish
SA3	Business and Marketing Management 5	Asst. Prof. Dr. Uthairat Muangsan	Floor 13, Room 12A01	15:20	17:00
0021	15:20	15:40	Marketing Factors Affecting the Online Shopping Habits of Elderly Consumers of Bangkok <i>Werasak Meboon and Vichit U-on</i>		
0022	15:40	16:00	The Study of the Relationship between Consumer's Online Decision MAKING Behavior Influencing the Loyalty of the Consumer's Online Shopping Decision in Bangkok <i>Kanwich Suwannahong</i>		
0023	16:00	16:20	The Study of the Relationship between Marketing Factors Affecting to the Satisfaction of the Purchase Decision for Online Products for Consumers in Bangkok <i>Malisa Chubkhunthod</i>		
0024	16:20	16:40	Technology Adoption Factors and Demographic Factors Related to the Behavior of the Mobile Banking Service to Pay for Online Purchases <i>Kulawadee Sripahannapong and Niwat Chantharat</i>		
0025	16:40	17:00	The Relationship between Consumer Attitude and Loyalty in Online Shopping Decisions among Consumers in Bangkok <i>Sirivilai Junwong</i>		

Code	Session	Chair	Room	Start	Finish
SB3	Business and Marketing Management 6/ Accounting, Finance, and Banking	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 13, Room 12A02	15:20	16.40
0048	15:20	15:40	The Study of Factors Affecting the Decision to Use the Air Force Don Muang Driving Ranges <i>Pathompong Saisakoldet and Uthairat Muangsaen</i>		
0028	15:40	16:00	Factors Affecting to Decision-Making to use Mobile Banking Application of Siam Commercial Bank Public Company Limited In Bangkok <i>Pinatda Pinyo and Natsapun Paopun</i>		
0030	16:00	16:20	The Study on Efficiencies of Working Capital Management, Asset Management of Listed Companies in Stock Exchange of Thailand, Construction Industry <i>Seree Ongkasuwan and Natsapun Paopun</i>		
0033	16:20	16:40	The Relationships between Financial Performance and Market Price of The Real Estate Development Group Registered in The Stock Exchange of Thailand <i>Phimphaka Yodsuwan and Natsapun Paopun</i>		

Code	Session	Chair	Room	Start	Finish
SC3	Laws and Public Administration	Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1101	15:20	16.20
0006	15:20	15:40	The People Opinions of the Practices Good Governances Principle of the Government Offices of Loei Province and Nongbualamphu Province <i>Kalaya Yotcamlue</i>		
0008	15:40	16:00	Balance between Fundraising through Issuance of Debt Instruments by Limited Companies and Investor Protection <i>Somjit Sersansie</i>		
0035	16:00	16:20	Impact of Business Consolidation on Trade Competition and Business Consolidation Regulations under the Competition Act. B.E. 2560 <i>Rungsaeng Kittayapong</i>		

Code	Session		Chair	Room	Start	Finish
SD3	Educational Administration and Psychology		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1108	15:20	16:00
0017	15:20	15:40	Development of a Digital Literacy Assessment Tool: A Case Study of Health Sciences Academic Staff of Higher Education Institutions <i>Bhanubhong Prommalee and Suang Rungpragayphan</i>			
0038	15:40	16:00	The Correlation between "The PERMA Profiler" Characteristics of Adolescents and Their Parents <i>Phawinee Pivngam and Sirichai Hongsanguansri</i>			

Code	Session		Chair	Room	Start	Finish
SWD	Welcome Dinners		Asst. Prof. Dr. Ungul Laptaned		19:40	21:40
	19:40	21:40	Welcome Dinners: White Orchid River Cruise, Bangkok, Thailand			

Contents

Accounting, Finance, and Banking

- 0028 Factors Affecting to Decision-Making to use Mobile Banking Application of Siam Commercial Bank Public Company Limited In Bangkok 3
Pinatda Pinyo and Natsapun Paopun
- 0030 The Study on Efficiencies of Working Capital Management, Asset Management of Listed Companies in Stock Exchange of Thailand, Construction Industry 13
Seree Ongkasuwan and Natsapan Paopun
- 0033 The Relationships between Financial Performance and Market Price of The Real Estate Development Group Registered in The Stock Exchange of Thailand..... 23
Phimpaka Yodsuwan and Natsapun Paopun
-

Business and Marketing Management

- 0001 Tourist Satisfaction of Laos and Foreign Tourists Towards Tham Nang Ane Cave, Thakaek District, Khammoune Province, Lao PDR..... 33
Chantha Xaiyavohan and Nathakrit Aekwannang
- 0007 Marketing Factors of Consumers in Bangkok: An Empirical Study..... 45
Chayut Thianphut and Niwat Chantharat
- 0009 The Study of the Relationship between Technological Factors affecting the Satisfaction of Online Shopping Decision of Consumers in Bangkok 55
Kasidet Dangkong, Niwat Chantharat, and Onanong Phoocharoen
- 0013 Studying of Management Factors Affecting the Success of Retail Business in Chatuchak Market..... 65
Thitipong Sangsuriyarit and Nilubon Sivabrovornvatana
- 0014 Studying of Consumer Attitudes Affecting The Online Purchasing Decisions in Bangkok..... 77
Watchainan Sirilek and Supin Chaisiripaiboon
- 0016 The Study of Marketing Factors of Consumers in Bangkok 85
Rattanon Pormboot and Niwat Chantharat
- 0018 The Study of the Relationship Between Consumer's Online Decision Making and Satisfaction of Elderly Consumer's Online Shopping Behavior in Bangkok 93
Lalita Waranont
- 0019 The Study of the Customers' Attitudes Which Affect Customers' Online Purchasing Behaviors in Bangkok 105
Jarukit Chutatutchai and Cheewan Charoensook
- 0020 The Relationship between Marketing Factors Affecting the Loyalty of Online Shopping Behavior of Consumers in Bangkok..... 115
Ploynaphat Sakkvamdee
- 0021 Marketing Factors Affecting the Online Shopping Habits of Elderly Consumers of Bangkok..... 125
Werasak Meboon and Vichit U-on
- 0022 The Study of the Relationship between Consumer's Online Decision MAKING Behavior Influencing the Loyalty of the Consumer's Online Shopping Decision in Bangkok 137
Kanwich Suwannahong

0023	The Study of the Relationship between Marketing Factors Affecting to the Satisfaction of the Purchase Decision for Online Products for Consumers in Bangkok.....	147
	<i>Malisa Chubkhunthod</i>	
0024	Technology Adoption Factors and Demographic Factors Related to the Behavior of the Mobile Banking Service to Pay for Online Purchases	159
	<i>Kulawadee Sriphannapong and Niwat Chantharat</i>	
0025	The Relationship between Consumer Attitude and Loyalty in Online Shopping Decisions among Consumers in Bangkok.....	167
	<i>Sirivilai Junwong</i>	
0029	Relationship Between the Marketing Factor Affecting the Loyalty in Online Purchase Decision of Consumer in Bangkok	177
	<i>Vorragit Hu and Supin Chaisiripaiboon</i>	
0031	Online Purchasing Decision Behavior of Consumers Affecting the Satisfaction in the Purchase of Consumers in Bangkok.....	187
	<i>Aussanee Eaimlaor and Niwat Chantharat</i>	
0032	The Study of Relationship between Consumer Attitudes Affecting the Satisfaction with Online Purchase Decisions of Consumers in Bangkok	193
	<i>Pattara Sub-udom and Supin Chaisiripaiboon</i>	
0036	A Study of the Relationship between Attitudes Affecting Loyalty in Online Shopping Decision Making of Consumers in Bangkok.....	203
	<i>Natkamon Sujbruem and Niwat Chantharat</i>	
0039	A Study of the Relationship between Technological Factors and Online Shopping Decision among Consumers in Bangkok.....	215
	<i>Rasita Maprasop</i>	
0043	The Study of Relationship between Consumer Attitudes and the Satisfaction Affecting Purchasing Decision of Online Products for Consumers in Bangkok	227
	<i>Pennapa Nawakijtowerat and Vichit U-on</i>	
0044	Attitude Factors Influencing the Decision to Buy Nile Water of Consumers in Sing Buri Province.....	237
	<i>Krittin Songjaroen and Niwat Chantharat</i>	
0045	Marketing Mix Factors Affecting Consumer Behavior in Purchasing Golf Products and Equipment Online.....	245
	<i>Ammata Konchan</i>	
0047	Technological Factors Influencing Loyalty to a Purchase through its Online Consumers in Bangkok.....	253
	<i>Wiranpat Nakthananan and Vichit U-on</i>	
0048	The Study of Factors Affecting the Decision to Use the Air Force Don Muang Driving Ranges.....	263
	<i>Pathompong Saisakoldet and Uthairat Muangsaen</i>	

Communication Arts

0002	Factors of Political Party Presentations and Public Perception via Online Media Affecting the Decision to Elect Political 2019, in Bangkok.....	275
	<i>Kanakorn Khongpratheap and Kanchana Meesilapavikkai</i>	
0003	Public Relations Strategy of Television Drama via Social Media of CH 7HD after News Programme	285
	<i>Sirilapas Kongtragran and Tanachart Junveroad</i>	
0004	Marketing Mix and Online Marketing Communication Influencing the Decision Making Through Stage Play of Gen Y Audience.....	295
	<i>Kotchaphan Puagpipat and Tanachart Junveroad</i>	
0005	Sales Communications in the Digital Age Influencing The Consumer Purchasing Decision of Insurance through Siam Smile Broker (Thailand) Co., Ltd.	305
	<i>Techasit Donteeruk and Virunrat Phontaveechot</i>	
0037	Openness and Attitude towards Website Components for Communication and Branding: A Case Study of CIMB Thai Bank.....	315
	<i>Napawan Samerjit and Siraya Kongsompong</i>	
0040	Infographic based Communication Model Affecting Travelling Page Followers of Y-Generation	325
	<i>Matee Akaraundomchai and Tanachart Junveroad</i>	
0042	Behavior and Attitude Influencing Addiction to Country Song Singing Contest Show on Digital Television in Bangkok	335
	<i>Chayapa Pongsupachakit and Tanachatr Junverode</i>	
0046	Online Media Strategies for Children’s Television Programs Production Case Study of Thai Fairy Tales Channel on YouTube.....	345
	<i>Adisorn Maipradit and Tanachart Junverod</i>	

Educational Administration and Psychology

0017	Development of a Digital Literacy Assessment Tool: A Case Study of Health Sciences Academic Staff of Higher Education Institutions.....	355
	<i>Bhanubhong Prommalee and Suang Rungpragayphan</i>	
0038	The Correlation between “The PERMA Profiler” Characteristics of Adolescents and Their Parents	367
	<i>Phawinee Piwngam and Sirichai Hongsanguansri</i>	

Laws and Public Administration

0006	The People Opinions of the Practices Good Governances Principle of the Government Offices of Loei Province and Nongbualamphu Province.....	379
	<i>Kalaya Yotcamlue</i>	
0008	Balance between Fundraising through Issuance of Debt Instruments by Limited Companies and Investor Protection.....	389
	<i>Somjit Sersansie</i>	
0035	Impact of Business Consolidation on Trade Competition and Business Consolidation Regulations under the Competition Act. B.E. 2560.....	401
	<i>Rungsaeng Kittayapong</i>	

Organization and Human Resource Management

0010	That Affects the Work Motivation of the Staff in Office of Defense Budget.....	415
	<i>Pakin Saleepan and Nilubon Sivabrovornvatana</i>	
0011	Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited.....	427
	<i>Wichuda Praneetpolkrang and Praphan Chaikidurajai</i>	
0012	Relationship between Quality of Work Life and Organization Commitment of Staff at Risland (Thailand) Company Limited.....	439
	<i>Natapong Potiratrunskool and Praphan Chaikidurajai</i>	
0015	Studying of Motivation of Sandee Rice (Thailand) Co., Ltd.'s Employees.....	451
	<i>Phitchanan Wittayabundit and Nilubon Sivabrovornvatana</i>	
0026	A Study of the Competency of the Personnel that Affects the Work Efficiency of the New Entrepreneur (In the Coffee Business Sector).....	463
	<i>Anchittha Kasawat and Nilubon Sivabrovornvatana</i>	
0027	Relationship between Quality of Work Life and Organizational Commitment of Employees at Ek-Chai Distribution System Co., Ltd.	473
	<i>Kanyanut Pimpagun and Praphan Chaikidurajai</i>	
0034	Compensation Affecting Performance efficiency of Staff in Comptroller General's Department	483
	<i>Wichit Sangphan and Praphan Chaikidurajai</i>	
0041	A Study of the Teamwork of Staffs in the Royal College of Chulabhorn	495
	<i>Peeyanut Khemthong and Nilubon Sivabrovornvatana</i>	
	Author Index	505
	List of Participants	507

0014

**Studying of Consumer Attitudes Affecting
The Online Purchasing Decisions in Bangkok**

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Abstract

The purposes of this research were 1) To study consumer attitudes and online purchase decision of the consumers 2) To study the relationship between consumer attitudes that affect online purchase decision in Bangkok by using descriptive statistics Including Frequency, Percentage, Mean and Standard Deviation Including testing hypotheses using inferential statistics Including T-Test statistics and One-Way ANOVA F-Test statistics and the relationship between variables by Pearson Correlation. The results showed that samples are mostly female, were mostly student, educational level graduated in bachelor degree, The relationships between consumer attitudes consist of (1) Privacy (2) Security (3) Time Saving (4) Ease of Use (5) Company reputation (6) Tactility are related to online purchase decision at the statistical significance level of .01. Demographic factors are different gender, different age, different job affect online purchase decision differently at the statistical significance level of .05.

Keywords: Customer Attitude, Decision Making

1. Introduction

Nowadays, the world has developed with the times. Thailand has rapidly and continuously into the digital era. technology has influenced human life, such as communications, money transfers, plane ticket reservations, hotel reservations, online shopping-sales. These things make human's daily life world to change and affect traditional business operations to shift from offline to more online. Because it is more convenient, fast, cost-saving, time-saving, travelling from the past. In the past when someone wants to make a purchase, they have to go outside to spend their money, but nowadays, if wanting to buy clothes just order through the application or various websites such as Lazada, Amazon, Facebook, Line, Shopee etc. which can help you to make a purchase more conveniently than before. Today the revolution of various innovations and technologies has come to change and play a huge role to human life.

The importance that relates to online shopping is nowadays that people are doing more online activities such as Messaging, hotel reservations, buying clothes through the online application, ticket purchase, payment for goods and services, reading books, watching television, watching video clips, watching movies online, listening to music, sending documents, calling taxi services, ordering food, most Internet users do these online activities rather than the traditional way.

Therefore, in today's society has a new lifestyle changing from offline to online, according to the technology is developing fast and continuously, therefore, from all the possibilities mentioned above. Researcher is interested to study demographic factors that affect the online shopping experience and consumer attitudes for online commerce, how much is the relationship with the online purchase decision of the consumers.

Objectives

1. To study consumer attitudes and the online purchase decision of the consumers.
2. To study the relationship between consumer attitudes that affect the online purchase decision of the consumers.

Research Hypothesis

1. Consumer attitude consists of (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tactility relationships with the online purchase decision of the consumers.
2. Demographic factors are gender, age, job position, education level different affect the online purchase decision of the consumers differently

2. Literature Review

1. The concept of consumer attitudes

Udo (2001, referenced in Onanong Phoocharoen and Vichit U-on) said that the attitude of consumers were Identified as an important factors for online shopping and the details are (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tactility. The researcher has reviewed literature from the past to the present. Found that the variables in the study of Udo are widely used.

1. Komiak & Benbasat (2004) said that Privacy in the communication system or communication network Is defined as data protection. Hiding data from other people's access through system or network. Privacy Concerns Is the reason that consumers refer to most often In the case of online purchases (Byford, 1998; Furger, 1999; George, 2002; Milne, 2000; Miyazaki & Fernadez,2001; Miyazaki & Krishnamurthy, 2002; Udo, 2001)

2. Komiak & Benbasat (2004) said that Safety is defined as safety or make it safe. Protection in this study, word of safety has been used in the perspective of financial security while privacy it is a personal information protection. (Bhianmani, 1996; Burroughs & Sabherwal, 2002; Komiak & Benbasat, 2004; Moda, 1997; Salisbury, Pearson, Pearson & Miller, 2001; Udo, 2001)

3. Becker (1965) Said that Time saving (Time) is time using to achieve that efficiency. It is a very important issue for modern consumers who don't have much time. Online shopping can be seen as a way to save time for customers and for buyers from this said Time has a positive influence on online shopping. Since there is no need to travel to the store to get in a long lines that cause delays

when going to shop at the store. (Alreck & Settle, 2002; Bhatnagar, Misra & Rao, 2000; Donthu & Garcia, 1999; Eastlick & Feinberg, 1999)

4. Segars & Grover (1993) Said that easy of use is the ease of use of the internet user. Is a method of purchasing goods which have a positive impact on online buying behavior of consumers.

5. Anderson, & Ponnawolu (2002) Said that company reputation has a positive reputation. Can reduce the perceived risk of trying new methods of product distribution in the feelings of the consumer (Schiffman & Sherman, 2003; Stephen, Hill & Bergman, 1996) The reputation was developed by relying on long-term relationships with customers. The reputation of the retailer, some parts were created from the fact that consumers can contact the direct encounters store and store management. Online shops there may have more difficult time for building a reputation without contacting the consumer directly. Therefore, the likelihood of online shopping being reduced.

6. Bhatnagar, Misra & Rao (2000) said that tactile perception (Tactility). The final problem of consumers is the ability to test products before buying in terms of touch and seeing with the eyes. Consumers will express fear if making a purchase without touch testing.

2. The Concepts of buying decisions

Kotler, Philip (2000: 176-178) said that Consumer decisions are made by internal factors, namely perception, learning, motivation, search for information Personality traits and attitudes which will show the needs. And realized that there are many products to choose. the activity that consumers are involved in relation to the available information or information that the supplier submits. And finally, evaluating those options.

Chattayaphon Samuengjai (2007: 46) Said that decision making means methods for choosing to act on an option that already exists in which consumers must always decide on products and services which consumers choose products or services according to the environment and available information therefore, decisions are considering an important process and is a decision-making process within the minds of consumers.

3. Research Methodology

Relationship studies between consumer attitudes that affect the behavior of decision making of purchasing online consumers in Bangkok. The study has determined the method of study by using quantitative research regulations by using a questionnaire is a tool for collecting data from samples of consumers who have made an online purchase decision.

Population and the sample group selection

The population used in this independent study is the number of people who buy products and services via the internet 5.2 billion people from the survey of household use of information and communication technology survey 2018 (1st quarter) Source: National Statistical Office Ministry of Digital Economy and Society.

The samples used in this independent study are a convenient sampling method of being a sample of the population in Bangkok that has behavior in purchasing products through Online 400

people by specifying the size of the sample by using the finished table Taro, Yamane at a confidence level of 95% and the level of error of 5%. Uses sampling methods (Yamane, 1973).

Data analysis methods

1. Descriptive statistics Is a description of the data collected. By the study of a sample of an interested population. Data were analyzed by frequency distribution and find the percentage and standard deviation. To describe the level of information which was obtained from the questionnaire, part 2, an attitude of consumers in all 6 aspects and episode 3 information about the Online Purchasing Decisions of the consumers.

2. Inferential statistics (1) Personal factors were analyzed using the t-test method. (2) To use F-test statistics or One-way ANOVA to analyze age, education level, job position, and age job. (3) To analyze the relationship between consumer attitudes and online purchasing decisions.

4. Research Results

1. Data analysis of demographic characteristics

Summary of data from demographic data analysis that is a sample of 400 respondents. Found that most of the females are 332 people, representing 83 percent. Most of the occupations are studied, consisting of 102 people, representing 25.5 percent. Most of them had 196 undergraduate degrees, representing 49 percent.

2. Summary of consumer attitudes and online purchasing decisions

The opinions of the consumer attitudes found that the overall was at the highest level of agreement ($x = 3.90$) and the opinions of the online purchasing decisions found that the overall was at the highest level of agreement ($x = 4.14$).

3. Summary of the hypothesis testing of consumer attitudes relates to online purchasing decisions

Hypothesis 1 The consumer attitudes consist of (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tactility is related to the online purchasing decisions with statistically significant at the level of 0.01.

4. Summary of the results of the hypothesis testing of personal factors

Hypothesis 2.1 The results of the analysis showed that the different gender, age, job positions had different opinions towards the online purchasing decisions with statistically significant at the level of 0.05.

Hypothesis 2.2 The results of the analysis showed that the different educational levels, which have opinions about the online purchasing decisions, not different from statistically significant at the level of 0.05.

5. Research Discussion

1. The consumer attitudes consist of (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tactility found that there is a high level of relationship with the overall online purchasing decisions and agreed which corresponds to the study of Onanong Phoocharoen and Vichit U-on (2017) conducted research on causal factors that affect the behavior of decision making of purchasing online consumers. The hypothesis test found that Factors Consumers with direct influence in size equal to 0.21 with Static significance at the level of 0.01 to decision-making behavior Buy products online by consumers.

2.1 Personal factors are gender, age, job position different Affect the decision to buy products online by consumers different and agreed which corresponds to the study of Nipaporn Rungsawang (2008) researched attitude and consumer behavior trend towards purchasing decision on food product plus collagen. found that the consumers of different ages, occupations, and average monthly income had statistically significant different behavior trends towards purchasing decisions on food products plus collagen at 0.05 levels.

2.2 Personal factors are education level Results from hypothesis testing Samples with different educational levels affect the decision to buy products online by consumers not different hypothesis and agreed which corresponds to the study of Thananun Tosamphanmongkol (2015) conducted research on factors influencing purchase decisions for Uniqlo casual wear in the Bangkok metropolitan area, Thailand.

6. Recommendation

Online business entrepreneurs should focus on the 6 aspects of consumer attitudes consist of (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tactility by using the said information to improve operations. By emphasizing in 2 areas Due to the research findings there is a low-level relationship with the online purchase decision as follows Security and Company reputation.

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