



College of Management
Mahidol University

CLSG
Consumer Life-course Studies Group



2024

BOOK OF ABSTRACTS

**INTERNATIONAL CONFERENCE SERIES 2024
BANGKOK, THAILAND**



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

BOOK OF ABSTRACTS

International Conference Series 2024
The 13th Annual International Conference
on Consumer Research and Marketing:
Frontier of Theory, Method, and Practice

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International Conference Series 2024
The 13th Annual International Conference on Consumer Research and
Marketing: Frontier of Theory, Method, and Practice

Saturday November 16th, 2024

College of Management, Mahidol University, Bangkok, Thailand

- 08:30 – 08:45 Register, presenters prepare their presentation
- 08:45 – 09:00 Introduction, origins, and purpose of the conference
by Randall Shannon and Professor George P. Moschis
- 09:00 – 10:00 **How to conduct and publish effectual academic research: Required skills, strategies, and resources**
by Professor George P. Moschis
- 10:05 – 10:25 **How consumers perceive food packaging color**
by Alisara Rungnontarat Charinsarn
- 10:25 – 10:45 **Adopting green marketing on consumers' purchase intention in retail market in coating industry: a conceptual framework**
by Sarawut Rachanakul and Rawida Wiriyaakijjar

10:45 - 11:00 Break and Networking

- 11:00 – 11:20 **The determination of user retention to use e-wallet after covid-19 pandemic (Case study of G-wallet in Thailand)**
by Pitch Prompunthum
- 11:20 – 11:40 **Exploring the mediating role of brand experience and perceived brand localness in the influence of local prestige food on purchase intention: a proposed framework**
by Yodsawee Wattanateerakitja and Theerakorn Udomratanamanee
- 11:40 – 12:00 **Enhancing brand sustainability: the driving force of business model innovation in digital entrepreneurship - a proposed framework**
by Tanakorn Udomratanamanee and Theerakorn Udomratanamanee
- 12:00 – 12:20 **Revitalizing brands through brand heritage: a proposed model incorporating brand credibility and brand experience**
by Kwanruethai Damrongwattanapokin and Theerakorn Udomratanamanee

12:20 - 13:00 Lunch Break

- 13:00 - 13:20 **The role of content marketing and influencer endorsement in shaping purchase intentions for Thai fashion textiles**
by Supantida Kaosaard
- 13:20 - 13:40 **Understanding the influencing factors of sustainable smart living: a proposed model for enhancing citizen adoption and quality of life through information, cognition, service, and human-centered approaches**
by Janewat Phakdeekit and Theerakorn Udomratanamanee



- 13:40 – 14:00 **Explore the impact of brand experience and brand authenticity on brand love in the sports apparel industry: a comprehensive study**
by Nanitchara Apitanakun and Theerakorn Udomratanamanee
- 14:00 - 14:20 **The impact of brand equity and the antecedents of consumers' purchase intention and re-intention: a case study of local brand furniture**
by Uraiwan Paritmongkol

14:20 - 14:35 Break and Networking

- 14:35 - 14:55 **The impact of AR marketing on Thai consumer buying intention toward clothing brand**
by Nicha Noi Wong
- 14:55 - 15:15 **The impact of AI-driven digital transformation on customer experience: empirical evidence from thailand's leading industries**
by Purich Visesthanakorn
- 15:15– 15:35 **Technology acceptance model with the technology-organization-environment framework for civil engineering management: a comprehensive study**
by Borworn Chalanunt, Thanathorn Vajirakachorn, and Theerakorn Udomratanamanee
- 15:35 - 16:00 **Closing of the conference, optional networking**



How Consumers Perceive Food Packaging Color

Alisara Rungnontarat Charinsarn

Business growth has always been what marketers strive for. Offering new products such as introducing new variants is a way to create excitement among current consumer segment and attract new consumer segment, which will ultimately drive sales growth. With the myriad of new product development offered in the market including food products, marketers present the different products with different variant or food flavors in packaging in different colors including red, yellow, green, blue and many more. At the same time, it is evident in the prior literature that the color blue is not favorable in inducing appetite. That is, the real-world marketing practice is contradicting with the knowledge available in the academic field. In response to this contradiction, the current research seeks to explore consumer perception towards the color of food packaging with Thai consumers. The what and why of this color perception will be discussed.



Adopting Green Marketing on Consumers' Purchase Intention in Retail Market in Coating Industry: A Conceptual Framework

Sarawut Rachanakul, and Rawida Wiriyakitjar

People have been concerned about the environment and many industries have seen opportunities to help preserve the environment by using eco-friendly products. This research focuses on green marketing in the coatings industry in Thailand market. Green marketing has become the important strategy for businesses to meet the demands of environmentally conscious consumers. This research addresses the important variables that affect green purchasing intention and build brand love, including green marketing, green perceived value, green knowledge, and green brand trust. By reviewing the previous research, develop a conceptual framework that shows the relationships between these variables and their impact on customer behavior in the green coating retail industry. The result of this research is a conceptual model, provides the foundation for further study and offers advice for businesses in the coating industry market.

Keywords: Green marketing, green perceived value, green knowledge, green brand trust, green purchase intention and brand love



The Determination of User Retention to Use E-Wallet after COVID-19 Pandemic (Case Study of G-Wallet in Thailand)

Pitch Prompunthum

Over the past decade, the financial landscape has undergone a significant transformation, with traditional banking and financial transactions increasingly giving way to digital platforms that promise enhanced efficiency and convenience. Thailand, with its growing digital infrastructure and government support for innovation, presents a noteworthy case study in this ongoing evolution. At the forefront of Thailand's digital financial evolution stands the G-Wallet, known as “Pao-Tang.”, government-backed initiative streamlines the direct transfer of subsidies and welfare benefits to citizens, representing a pivotal shift in welfare program administration by significantly increasing both reach and effectiveness.

As the digital ecosystem rapidly evolves, understanding the determinants of G-Wallet user retention has become increasingly important. This study examines the factors influencing user retention and the continued use of the G-Wallet application in Thailand in the post-COVID-19 context. Grounded in the Technology Acceptance Model (TAM), Technology Continuance Theory (TCT), and the Innovation Diffusion model, this research investigates the relationships between perceived usefulness (PU), perceived ease of use (PEoU), satisfaction (SAT), confirmation of expectation (COE), relative advantage (RA), compatibility (COMP), complexity (COMX), behavioral intention (BI), and continuous use behavior (CU) among G-Wallet users.

This research adopts a ‘Quantitative’ research approach, utilizing close-ended questionnaire and Structural Equation Modeling (SEM) analysis to analyze 573 active G-Wallet users. Data collection was conducted using non-probabilistic convenience and snowball sampling methods via onsite interviews by researcher’s representatives.

Key findings indicate that PU significantly enhances positive user attitudes towards G-Wallet, while PEoU unexpectedly has a negative effect on attitude, suggesting a complex relationship where ease of use may be perceived as diminishing the value of the application. COE positively impacts user satisfaction; however high satisfaction does not directly translate to a strong behavioral intention for continued use. Additionally, RA and COMP positively affect behavioral intention, while complexity acted as a deterrent. Behavioral intention strongly predicts continuous use behavior, though satisfaction’s effect on continued use remains weak significant.

These findings offer critical insights into how fintech applications, particularly government-backed services like G-Wallet, can better align their offerings with user needs to enhance long-term user retention. The study contributes both theoretically and practically by refining existing models of user behavior in financial technology and offering actionable recommendations for improving user satisfaction and engagement with G-Wallet.

Keywords: G-Wallet, User Retention, Technology Acceptance Model, Technology Continuance Theory, Diffusion of Innovation Theory, Behavioral Intention, Continuous Use Intention



Exploring the Mediating Role of Brand Experience and Perceived Brand Localness in the Influence of Local Prestige Food on Purchase Intention: A Proposed Framework

Yodsawee Wattanateerakitja, Theerakorn Udomratanamane

This paper proposes a conceptual framework to investigate the impact of local prestige food products on purchase intention, focusing on the mediating roles of brand experience and perceived brand localness. Local prestige food products, known for their authenticity, sustainability, and cultural value, have gained popularity among consumers who value premium, locally sourced goods. This study aims to examine how these perceptions of local prestige food products influence consumer behavior, particularly purchase intention. Additionally, the study introduces brand experience and perceived brand localness as key mediators in this relationship. Brand experience refers to consumers' emotional, cognitive, and sensory interactions with a brand, while perceived brand localness pertains to how consumers view the brand as authentically connected to a specific locality.

The proposed model suggests that local prestige food products positively impact both brand experience and perceived brand localness, which in turn positively influence purchase intention. Using a quantitative approach, this study will employ structural equation modeling (SEM) to test the relationships between these variables. Data will be collected from 300 consumers who regularly purchase local prestige food products. The findings of this research are expected to offer valuable insights for marketers and businesses, particularly those seeking to position local food products as prestige offerings while leveraging brand experience and localness to enhance consumer purchase intention. This proposed model serves as a foundation for future empirical research in this domain.

Keywords: Local prestige food, Brand experience, Perceived brand localness, Purchase intention, Structural equation modeling



Enhancing Brand Sustainability: The Driving Force of Business Model Innovation in Digital Entrepreneurship – A Proposed Framework

Tanakorn Udomratanamanee, Supasan Preedawiphat

In the rapidly evolving landscape of digital entrepreneurship, brand sustainability has developed as a primary factor influencing the longevity and competitiveness of businesses. Digital entrepreneurship has increasingly relied on building a strong brand presence to stand out in a crowded marketplace and establish consumer trust. As technology advances, businesses must adapt and innovate to ensure their brand remains relevant and sustainable in the digital age. This study investigates how business model innovation enhances brand sustainability in the context of digital entrepreneurship. The proposed framework integrates insights from sustainability theory and business model innovation to outline a comprehensive approach for businesses aiming to enhance digital brand sustainability. This proposed framework provides a recommendation paradigm for brand sustainability as a core component of their business model. This study is of particular relevance to academics, practitioners, and policymakers who are invested in advancing digital entrepreneurship by aligning business model innovation with sustainable brand strategies. The findings will emphasize the importance of adaptability and responsible branding practices and strengthen brand competition in digital and global marketplaces.

Keywords: Brand Sustainability, Business Model Innovation, Digital Entrepreneurship, Structural Equation Modeling



Revitalizing Brands through Brand Heritage: A Proposed Model Incorporating Brand Credibility and Brand Experience

Kuanruthai Damrongwattanapokin, Theerakorn Udomratanamanee

Brand revitalization is essential for businesses seeking to regain market relevance and competitive advantage in changing consumer preferences and market dynamics. Leveraging brand heritage—a brand's historical and cultural value—has proven to be a powerful tool in this process. This paper proposes a conceptual model that examines how brand credibility and brand experience mediate the relationship between brand heritage and brand revitalization. The study investigates how these two factors can enhance consumers' perceptions of a brand, thus contributing to a successful revitalization process. Drawing on the theoretical frameworks of brand management, this model integrates brand heritage with contemporary consumer engagement theories. Quantitative analysis, using Structural Equation Modeling (SEM), is proposed as the methodology to validate the relationships between the constructs in future empirical research. This model's conceptual structure seeks to clarify how brand heritage can be leveraged to drive effective brand revitalization by enhancing brand credibility and brand experience. We argue that the interplay between these constructs can provide a comprehensive understanding of how brands can reinvigorate their identity and appeal to new and existing customers. This paper is a foundation for further empirical studies and practical applications in brand management and marketing strategies.

Keywords: Brand Revitalization, Brand Heritage, Brand Credibility, Brand Experience, Structural Equation Modeling



The Role of Content Marketing and Influencer Endorsement in Shaping Purchase Intentions for Thai Fashion Textiles

Supantida Kaosaard

This study explores the Thai local fashion textile business, focusing on strategies to enhance consumer purchase intention. Specifically, the research examines the effects of fashion brand image and influencer endorsement on purchase intention, with brand perception, perceived value, and content marketing acting as mediators. The study aims to understand how traditional Thai wisdom, when leveraged by new-generation content creators, can reach a global audience through digital content marketing. Using Smart PLS-SEM for data analysis, this research gathers insights from 348 residents of northern Thailand. The results indicate that purchase intention is significantly influenced by the innovative and creative aspects of the clothing or textiles, which not only capture customer interest but also enhance the perceived value of the products. Consumers are more likely to purchase when they perceive the products as offering good value for money. Additionally, promotion through credible influencers emerges as a critical factor, strongly encouraging purchase intention by enhancing trust and perceived authenticity. These findings underscore the importance of integrating innovation in product design and leveraging trusted influencers to drive consumer behavior in the Thai local fashion textile industry.

Keywords: Content marketing, Innovation, Local fashion industry, Traditional Thai wisdom



Understanding the Influencing factors of Sustainable Smart Living: A Proposed Model for Enhancing Citizen Adoption and Quality of Life through Information, Cognition, Service, and Human-Centered Approaches

Janewat Phukdeekit, Theerakorn Udomratanamanee

In recent years, the concept of smart cities has achieved global traction due to its potential to enhance urban living. This paper presents a proposed model that explores the dimensions of sustainable smart living, focusing on four key factors: information, cognition, service, and human orientation. The objective is to examine how these dimensions influence citizen adoption of smart city technologies and improve the overall quality of life. By leveraging the Structural Equation Modeling (SEM) approach, this research aims to quantify the relationships between these dimensions and assess their collective impact on citizen engagement with innovative living initiatives.

The proposed model suggests that accessing real-time data and transparent communication is crucial for building trust in innovative city systems. Cognition, which directs to the understanding and perception of intelligent technologies, is posited to mediate the relationship between information and adoption. Service orientation, encompassing efficiency and user-centric design, is expected to be a key driver of positive experiences. At the same time, human orientation focuses on inclusivity and addressing the diverse needs of citizens. The framework underscores the significance of a human-centered approach to innovative city development, emphasizing that technology must cater to the well-being and preferences of citizens. Future empirical research will validate this model through SEM analysis, providing insights into the mechanisms that enable successful smart city adoption and sustained improvements in urban quality of life.

Keywords: Smart City, Sustainable Living, Information, Cognition, Service, Human Orientation, Citizen Adoption, Quality of Life



Explore the Impact of Brand Experience and Brand Authenticity on Brand Love in the Sports Apparel Industry: A Comprehensive Study

Nanitchara Apitanakun, Theerakorn Udomratanamane

The Thai sports apparel industry is experiencing significant growth, fueled by a rising trend among consumers to improve their overall health and well-being. This study focuses on enhancing brand love among a specific group of sports enthusiasts and health-conscious individuals residing in Bangkok and Chiang Mai, Thailand. A total of 284 respondents participated, revealing a growing interest in sharing valuable experiences and knowledge related to sports apparel, which in turn encourages frequent visits to sports stores and continued purchases from familiar brands. Utilizing Smart PLS-SEM to evaluate the proposed model, this research investigates the mediating effects of brand experience and brand authenticity on the relationship between perceived value, experiential marketing, and celebrity endorsement, and their impact on brand love. The findings highlight that brand experience and authenticity are crucial in promoting strong emotional connections with consumers. The trend towards health improvement and knowledge sharing further drives consumer engagement, leading to more frequent store visits and loyalty to trusted sports apparel brands. Business owners are recommended to focus on providing genuine products and creating a welcoming, relaxing atmosphere in their stores. Additionally, partnering with popular athletes can effectively enhance experiential marketing, creating positive brand experiences and deepening emotional connections with consumers.

Keywords: Brand authenticity, Brand love, Celebrity endorsement, Consumer behavior, Experiential marketing



The Impact of Brand Equity and The Antecedents of Consumers' Purchase Intention and Re-Intention: A Case Study of Local Brand Furniture

Uraiwan Paritmongkol

In today's business competition, many businesses have turned to focus on consumer behavior that changes with the era and time, which changes rapidly. Consumers therefore have to make decisions to choose products and services that change accordingly. When there are other factors that persuade or motivate them to decide to buy those products and services, what factors affect consumers' purchase intentions and repeat purchase intentions, which will affect brand value?

This study investigates the impact of brand value and factors affecting purchase intention and repurchase intention of consumers, a case study of local furniture brands.

This study used Model perceived value, trust, satisfaction, and loyalty to influence consumer purchase intention and repurchase, thus affecting the brand value of local furniture products.

This research adopts a 'Quantitative' research approach, utilizing close-ended questionnaire and Structural Equation Modeling (SEM) to analyze furniture users data collection was conducted using non-probabilistic convenience and snowball sampling methods via onsite interviews by researcher's representatives.



The Impact of AR Marketing on Thai Consumer Buying Intention Toward Clothing Brand

Nicha Noi Wong

Augmented Reality (AR) marketing is an innovative way for businesses to display items using smartphone cameras to overlay computer-generated graphics onto real-world visuals. Many retailers are adopting AR to enhance customer decision-making and provide an engaging shopping experience. This research using a quantitative approach with key TAM constructs (perceived usefulness, perceived ease of use and intention to use for clothing purchases). This research aims to investigate the impact of AR marketing on purchase intention of consumers in clothing retail, based upon Technology Acceptance Model (TAM). This theory connection among AR feeling of elevated shopping and its affect on consumers. The relationships among these variables and purchase intention will be explored using Structural Equation Modeling (SEM). For this study, Thai consumers engaged with AR marketing in fashion brands will serve as the research population. Participant selection will use online convenience sampling, recruiting individuals who are easily accessible and willing to participate in the study.



The Impact of AI-Driven Digital Transformation on Customer Experience: Empirical Evidence from Thailand's Leading Industries

Purich Visesthanakorn

Artificial intelligence (AI) is transforming business operations, especially in Thailand's key industries such as retail, banking, education, fashion, and healthcare. By adopting AI, these industries aim to enhance customer service, streamline processes, and maintain a competitive edge. This shift, known as AI-driven digital transformation, is changing how companies engage with customers, making services faster, more personalized, and efficient.

This study investigates factors influencing customer experience (CX) through AI adoption by applying the Technology Acceptance Model (TAM). Additionally, it incorporates the Resource-Based View (RBV) to explore how companies leverage their resources for digital transformation using AI.

The research utilizes a quantitative methodology, gathering data from over 400 users across various companies in Thailand's leading industries through a close-ended questionnaire. Structural Equation Modeling (SEM) is employed to analyze the data, providing insights into how AI adoption impacts customer experience and company performance in the digital age.



Technology Acceptance Model with the Technology-Organization-Environment Framework for Civil Engineering Management: A Comprehensive Study

Borworn Chalanunt, Thanathorn Vajirakachorn, and Theerakorn Udomratanamane

The growing complexity of civil engineering management has made it essential to adopt advanced technologies to enhance project performance, streamline operations, and increase overall efficiency. As projects become more intricate and multifaceted, using innovative tools and systems is crucial to managing resources, schedules, and stakeholder expectations effectively. In this context, the Technology Acceptance Model (TAM) plays a vital role by offering a framework to understand how individuals, such as engineers and project managers, perceive and accept new technology. TAM emphasizes the importance of perceived usefulness and ease of use, two critical factors influencing whether users will embrace technological innovations.

The Technology-Organization-Environment (T-O-E) framework, on the other hand, looks at the factors that affect technology adoption more comprehensively by including technological aspects, the readiness of the organization, and pressures from outside the organization, such as changes in regulations and the market. This article explores the existing literature on the TAM and T-O-E models within civil engineering management to understand how user acceptance of technology interacts with organizational and environmental factors to shape project management outcomes. In future research, we plan to use quantitative analysis, employing questionnaires to gather data from industry professionals to confirm and further refine the insights derived from this study. This approach will offer a more comprehensive understanding of technology adoption in civil engineering.

Keywords: Civil Engineering Management, Technology Acceptance Model, Technology-Organization-Environment model, technology adoption



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