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Panyapiwat Institute of Management
85/1 Moo 2, Chaengwattana Rd.,
Bang Talat, Pakkred,
Nonthaburi 11120, Thailand
Tel. +66 2855 1560
Fax. +66 2855 0392
<https://so06.tci-thaijo.org/index.php/aseanplus>
Email: aseanplus@pim.ac.th



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The objectives of the Journal of ASEAN PLUS⁺ Studies are to promote research study and development in the area of government policy, business practice, and cultural development, and to provide a platform for researchers and academics to exchange their views and publish the results of their studies. It was designed specifically to help produce a clear and concise article, publish original and leading-edge academic research, and disseminate these research results to the global community.

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1. Scope of contents comprises the fields of government policy, business practice, cultural development, and other related fields in ASEAN and its partners such as countries in the Asia Pacific.
2. Types of academic work comprise research articles and academic articles.
3. Language of academic work: Articles written in English are accepted for publication.

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Foreword

In the last month of 2022, China announced the earlier-than-expected end to COVID curbs. During the days of stringent Zero COVID Policy and frequent lockdown, some China watchers ponder the possibilities of the country reverting to the pre-reform era. Waroonporn Suwanthanin from PIM offers a historical perspective on “Closed-Door Policy of the Qing Dynasty” . It reviews how the policy was initiated and implemented, its political and economic impacts, and the lessons for China today.

COVID-19 may also trigger the transformation of organizations with the novel mode of life and work. Kyoko Kato from Shibaura Institute of Technology (SIT) in Japan studies the “ Impact of Work-From-Home (WFH) under COVID-19 and the Changes in Work-Life-Balance (WLB) Attitude” , based on in-depth interviews with a group of Japanese male workers.

The pandemic may also create new opportunities for entertainment industries. Danai Tanmee and his team from Srinakharinwirot University and Chiangmai University venture into the “Video Streaming in Thailand”. They scrutinize the activities of Generation Z during the pandemic and get insights on their brand awareness, perceived quality, perceived price fairness, and subscription intention.

The APEC Summit 2022 also brought the international limelight on the Bio-Circular-Green Economic Model (BCG) of Thailand. Kritsana Lakkhongkha from Sripatum University delivers a timely report on “ Green Marketing in ASEAN” . It discusses the economic, political, legal, technological, and environmental context for green marketing in ASEAN, and suggests the concepts of eco-marketing and green products.

Economic integration and cross-cultural exchange in ASEAN plus countries may also impact the marketing mix for consumer products. Pithoon Thanabordeekij et al. from Chiang Mai University find the role of “Korean Wave” on Korean Food Consumption in Thailand, while Chetana Chey and Sunida Piriyapada from PIM discover the “Influence of Celebrity Endorsement” on purchase intention of smartwatches in Phnom Penh Cambodia, given the suitable celebrity credibility, celebrity attractiveness, and product match-up.

Prof. Dr. Tang Zhimin
Editor-in-chief

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Closed-Door Policy of the Qing Dynasty and China's Defeat in the First Opium War

Waroonporn Suwanthanin¹

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Abstract

The implementation of the closed-door policy in the Qing dynasty and China's defeat in the Opium War also affected the country's development in terms of politics, administration, military, and foreign affairs including economy and society. Among the problems were bureaucratic corruption, incompetent rulers, a recession of traditional economic systems, outdated military systems, weapons, and equipment, as well as diplomatic neglect with Britain and the Western powers. In addition, the problems that accumulated within the country from the beginning of the Qing dynasty were all important factors that contributed to the total defeat of China in the Opium War.

Keywords: Closed-Door Policy, Qing dynasty, The First Opium War

Introduction

The Chinese empire held on to the belief in the mandate of heaven, also known as Tianming, a concept of governance that had been used for thousands of years until the time when it was defeated in the Opium Wars as a result of the Chinese rulers ignoring the development and change of the world. However, the empire continued to pursue a policy of secession from the world. As a result, China became a failing country in modern world history compared to western countries that managed to break free from the shackles of medieval feudal society and enter modern capitalist society while China was still slumbering under the self-sufficient feudal system. When the disputes arising in the first Opium War erupted, this was a key factor in the destruction of the Qing dynasty's closed-door policy, and the defeat in the First Opium War also enlightened China to accept the changes in a modern world where China was no longer the center of the world.

The Qing dynasty was the last dynasty to rule China from 1644-1912. Its rulers were Manchus (Manzu), which the Han Chinese believed to be barbarians. The Qing dynasty was not accepted by the Han Chinese. Therefore, the Qing government issued a policy of severe suppression of opposers. This caused the many Han Chinese who remained loyal to the Ming dynasty, displeasure, so they flee to southern China and continue to take action against the

¹The Office of Education Quality Assurance and Development, Panyapiwat Institute of Management, Thailand
E-mail: waroonpornsuw@pim.ac.th

Qing dynasty. Zheng Chenggong's forces, known in the West as Koxinga, took control of Guangdong province, Zhejiang province, and Fujian province which was an area on the southeast coast of China. Zheng Chenggong's forces were a movement that defied the Qing dynasty's dominion for nearly 40 years until the Kangxi emperor was able to unify China in 1684.

In 1685 (the 24th year of Kangxi's reign), the Qing imperial enacted a ban on maritime trade (Haijin) to block the route of the supply of Zheng Chenggong's equipment in Guangdong province, Fujian province, Zhejiang province, Jiangsu province, and other coastal areas of the kingdom to move into an area 50 li (25 km) away from the coast. Four ports were also announced to close: Macau, Zhangzhou Fujian, Ningbo Zhejiang, and Yuntaishan Jiangsu, a sea route used for foreign trade. Later, in 1716 (the 55th reign of Kangxi), the Qing imperial prohibited merchant ships from trading in the southern Luzon islands (now the Philippines) and Java island in Indonesia but allowed them to trade with Korea, Japan, and Vietnam. Until Qianlong's reign, only wanting to block the seas became a closed-door policy and was one of the key factors in the Qing dynasty's defeat in the first Opium War (Han, 2002).

Implementation of the Country's Closed-Door Policy in the Qing Dynasty

The Qing dynasty adopted a closed-door policy since the reign of Shunzhi, declining to prohibit people from using sea routes to protect against the Qing dynasty on the southeast coast and Taiwan. When the Kangxi emperor conquest Taiwan in 1684. He canceled this policy for some time. However, as the pirate problem in the coastal area became more serious during the Qianlong reign in 1757 (the 22nd year of Qianlong's reign), the law on the protection of foreigners was enacted (Fangfan Waiyiguitiao) to control the use of sea routes by the people and control trade with foreigners more stringently. It also ordered the closure of ports in Xiamen, Ningbo, and Yuntaishan. The ports in Guangzhou were still allowed to trade with foreign merchants, but directly contacting the government was prohibited. All affairs involving foreign merchants must be transferred to Cohong (Gonghang), a trading group established by the Qing government in Guangzhou under a monopoly concession. All actions were taken to prevent the Qing resistance from conspiring with foreigners to threaten the Qing court's sovereignty. Also, the Qing imperial did not allow foreign women to enter Guangzhou. Foreigners were not allowed to sit on the sedan and it was not allowed to hire Chinese as servants. And foreigners were not allowed to stay in Guangzhou during the winter. The Qing court was also strict on exports such as grain, iron, steel, sulfur, and nitrate. Silk and tea were able to be exported, but the number of exports was limited (Han, 2002).

Later in 1817, the Jiaqing reign banned the export of tea for overseas sales in order to prevent fraud that could be caused by tax evasion. Until 1821, the Daoguang emperor continued the policy of seclusion and international isolation. In the face of constant threats and invasions from Western colonies, Daoguang thought "As long as he just shut down the city and expels all foreigners from China everything will be fine". As a result of the closed-door policy, China had been blocked from the outside world for a long time, causing development to halt and cut off. Therefore, China has stuck with arrogance and conservative thinking that "The Qing dynasty was a heavenly dynasty with abundant resources, and the western country is a foolish and barbaric nation" (Han, 2002).

Thus, in 1838, Daoguang appointed Lin Zexu, High Commissioner of Hunan, and Hubei provinces, to deal with the opium problem in Guangzhou. Lin Zexu ordered a British

merchant to deliver the opium and destroy more than 20,000 chests. Charles Elliot, British Trade Representative to China, sent news to the British government. British foreign secretary Lord Palmerston took the opportunity to open the door to trade by sending a fleet of warships to China in 1840, sparking a war between England and China, called “The Opium War”. This happened as the Qing rulers did not understand Britain’s changing political and economic situation, as well as Britain’s aim for a war to force China to open up and trade freely with Britain. Therefore, the implementation of the closed-door policy of the Qing court had an impact on politics, government, military, and foreign affairs as well as economic and social aspects, which were all important factors that led to the defeat of the British and Western powers in the Opium War.

Political and Administrative Impact

The long-term lockdown policy caused the Qing dynasty rulers to lack understanding of the world’s changing situation at the time. In addition, they did not learn to cope with the changes in the modern world. It also adheres to the backward concept of China together with political corruption. These caused the Qing dynasty to be gradually weak. These factors have been analyzed by Chinese historians of the Qing dynasty’s political failure during the Opium War. For example, Sun Shangen said that Daoguang was a person who refused to learn and understand the world situation at that time but chose to adhere to the concept of the great power of the Heavenly Dynasty. This was the belief that Chinese emperors had always held in the rule of the feudal system. They believed that England was a country of barbarians and chose traditional policies to deal with England. And the exclusion of the Han Chinese was a key factor in Daoguang’s decision to appoint Qi Shan, a Manchu civilian supremacist, to replace Lin Zexu to resolve opium trade and opium smoking issues in China. Slandered by Qi Shan, Lin Zexu caused Daoguang to become paranoid and distrustful of Lin Zexu and Han Chinese bureaucrats in solving the opium problem. This was the reason why Daoguang was unable to properly appoint competent people to deal with the problems of that period (Sun, 1997).

Sui Xiwen believed that the political corruption of the Qing imperial, especially the corruption of government officials, caused the Qing army to be unable to fully demonstrate its might in battle, thus leading to military failure. It also resulted in the failure of military discipline as well as the backwardness of military equipment, and many soldiers did not know how to use the weapons available in the army. In addition, opium smoking became a common practice in the military. This caused the Qing soldier’s body to rapidly weaken. In addition, the problem of corruption in the military premiums was another important factor that caused the army’s defeat during the First Opium War. The rulers of the Qing dynasty did not take this corruption and bribery problem seriously. This eventually led to the defeat of the Qing army against the British army (Sui, 1990). This is in line with Liu Qiongxia’s belief that political corruption and the suppression of the people against the Qing dynasty were the fundamental causes of the failure of the first Opium War, which widespread corruption destroyed the Qing monarchy’s administrative structure and the suppression of the people exacerbated the domestic conflict. As a result, the Qing dynasty’s rulers were unable to effectively manage the problems that arose during the first Opium War (Liu, 2002).

Moreover, Jiang Zengli said that the Qing dynasty’s rulers viewed the Han Chinese people as enemies, making the policy that the Qing dynasty ruled from the beginning of China’s rule. It was a policy that controls and uses force to suppress violently, causing the

loss of military forces to suppress many Han Chinese people. This caused the Qing dynasty's military force to weaken and was an important precondition for victory in war, especially when faced with the challenges of Western powers during the Opium Wars. In addition, the absolute monarchy of the Qing dynasty was the most prosperous in the reign of Kangxi, Yongzheng, and Qianlong, when the cultural dictatorship policy was implemented and promoted the practice of new Confucianism. It also suppressed public opinions against the Qing dynasty's rule. The intellectuals at that time did not dare to interfere in politics and administration. With the violent crackdown on the Han Chinese people, the number of people who resisted the Qing government grew even more. When the Qing dynasty was faced with the threat from outside the country. The domestic opposition took this opportunity to create divisions. The Qing dynasty faced internal and external threats from the eruption of the first Opium War. As a result, the political power of the Qing government was instability in the administration of the country during the war and was a major factor in the Qing dynasty's defeat and eventual collapse (Jiang, 1990).

Military Impact

In 1793, England sent an envoy of Lord Macartney as a special envoy to lead a delegation to China to explore the state of China at that time because they desired to expand the market to trade with China. Lord Macartney asked Qianlong to allow the English merchants to trade in Zhoushan, Tianjin, Ningbo, and Beijing, but Qianlong rejected all offers. During Lord Macartney's visit to China, he studied detailed information on population, land, natural resources, minerals, taxes, military equipment, and Chinese defense forces based on the available data, the British compared the Qing government to only a paper tiger. It also assured that any time two to three small warships were sent to destroy the entire navy along China's coast in two months. This is consistent with the analysis of Shen Bo who said that the defeat in the Opium War stemmed from the weakness and backwardness of its navy in coastal defense, which China had long been neglecting to strengthen its navy. Due to the Qing dynasty's emphasis on strengthening the army rather than the navy, the navy was unable to adapt to the current world situation. There was also a conflict among the military aristocracy that controlled power in the army, depriving the army of unity and inability to resist the large and modern British naval raids. The Qing dynasty was therefore unable to cope with large-scale naval attacks because the navy was not set up independently. The centralized command simply did not exist. The navy equipment and tactics are also lagging behind. Most of the warships were made of wood. In addition, the Qing government did not attach importance to naval training, causing the navy to lack discipline. The available military force was insufficient and there was also a lack of unity and flexibility in the coordination of this war. The rulers themselves were unaware of the serious threat of this British invasion (Shen, 1993).

In addition, Liu Qiongxia analyzed that corruption within the Green Banner was also a major cause of China's failure in the Opium War because the Green Banner was the force that the Han Chinese soldiers belonged to and were scattered in the provinces of the Chinese empire at that time. Therefore, it was difficult to collect and operate in the event of an invasion. In addition, during the late Qing dynasty, military discipline and combat efficiency greatly declined because most soldiers were not educated, thus the quality of officers was extremely low. In addition, the Qing dynasty's rulers had always been suspicious of the Green Banner. As a result, the soldiers received a very low monthly salary that was insufficient to support their families. As a result, the soldiers under the Green Banner obscure their training

time to work in other fields as well while they were still in the banner. So the military efficiency of the banner division was deteriorating (Liu, 2002). Gong Zeqi suggested that because of the Qing dynasty's very backward development of the household peasant economy, the Qing dynasty's fiscal income was insufficient for military spending. This directly affected the size of the Army because it was unable to mobilize enough troops during the war. It demonstrated a lack of unity and unity in times of war due to the different ethnic policies of the Qing dynasty towards the military system of the Manchus and Han Chinese. In addition, the existing troops were slack, low discipline, and oppressed by the army's top generals. Weapons and equipment including the warships of the army were not modern compared to the Western powers. This put the Qing army at an inevitable disadvantage in the first Opium War.

Furthermore, Yang Guangxi and Li Cuiheng expressed the view that at the start of the first Opium War, China had a clear advantage. Because the war took place on the vast territory of China. With abundant resources and a large population, it was of great benefit to China in dealing with invaders, which was different from the British who had to bring troops from far away. They risked food shortages and troops if the war was prolonged. The long distance was a disadvantage for the British to always strengthen the army. But because of the weakness of Daoguang's lack of determination to defeat the invaders from outside, China suffered a setback in the first Opium War. Moreover, China's failure to develop a fundamental economy was another factor contributing to the failure of the first Opium War. Although China's weapons and equipment became a major disadvantage. It was not the decisive factor in this war, because if the Qing government had the people's support to resist British aggression, it would not be decisive. China might have had an advantage in the battle and defeated the then-powerful British army. But the corruption and imperial weakness of the Chinese emperor destabilized the politics of governance, together with the shortage of money and food shortages. The people were dissatisfied with the administration of the state. Resulting in the mobilization of troops to create a large army to deal with the British. Although the large population structure was China's advantage in this war, the failure to solve economic problems for the people caused China not to be able to reach victory over Britain (Yang & Li, 1990).

Foreign Affairs Impact

Before the 19th century, China and the West had no diplomatic ties with each other due to the distance and inaccessibility of transportation, although Westerners bought large quantities of Chinese goods such as porcelain, silk, and tea leaves. China had little demand for Western goods, which always led to China's trade balance. For this reason, China did not see the importance of trading with Western nations. Another important aspect is the concept of "Tian and Tianxia", that was, "Heaven" or "Tian" determined the possibilities of all things. The place where humans lived was called "Tianxia", which means "under the earth". The Han Chinese kingdom was at the center of Tianxia, so the Han Chinese called their own land "Zhongguo" (China or Middle Kingdom). Chinese emperors were like sons of heaven. Therefore, the royal court ruled by the heavenly sons was regarded as "The Royal Court of Heaven or Tianchao" people under the rule of the royal court of the heavens were the highest civilizations. In contrast, people in other territories or kingdoms, if who did not adopt the customs of the Heavenly Kingdom, would be considered barbarians, causing China to view Westerners who wished to come to the Chinese kingdom to pay tribute to learn civilization

from China or to request assistance from the Chinese royal court to make trade relations between China and the West become special because the Chinese royal court stipulated that Western merchants could trade only in Guangzhou through local trade associations that had been granted concessions from the court to trade with foreigners, and there was no fixed tariff. Although the royal court did not impose large taxes, local nobles often collaborated with trade associations to monopolize trade and impose unfair taxes, greatly displeasing foreign merchants (Han, 2002).

In the late 19th century, most of the trade between the West and China was in the hands of the East Indian Company. Because England was just going through a period of the Industrial Revolution, machines were used instead of human labor. England therefore, needed a market to drain the product. The fact that China's trade restrictions were not good for British economic expansion. At the same time, the British occupation of a trading port in India increased confidence in expanding trade influence to the East. The British believed that the barriers to trade were primarily from the local nobility and thought that if the Qianlong emperor had heard of this, it would have caused a change. Therefore, in 1792, the British sent a large envoy to pay their respects to the 80-year-old Qianlong reign by bringing the finest artifacts to Qianlong and required everyone on the diplomatic mission to strictly follow Chinese customs. When the diplomatic corps made the following proposals to the Qianlong emperor. First, Britain asked for the establishment of diplomatic relations with China through which ambassadors could be exchanged with the countries of both sides. Second, the British asked China to open up more foreign trade ports. Third, the British asked China to set clear tariffs. Lastly, Britain asked for permission to use the small island of China as a trading station and accommodation for British merchants. Although Qianlong was pleased and welcomed the ambassadors very well. Qianlong still regarded it as just a general tribute corps. There was no reasonable cause to follow. Therefore, he rejected the proposal of the ambassador causing negotiations between China and Britain to fail. Although the British attempted to send diplomatic corps to negotiate with China a second time in 1816, which coincided with Jiaqing was also unsuccessful, leading modern scholars to argue that the meeting between the West and the East was whether the British ambassador showed a Chinese salute by kneeling down with his forehead touching the ground or not because according to the Western worldview, ambassadors are representatives of the head of the country. In modern diplomatic relations, the two states were equal. Therefore, the ambassador may have refused to show a Chinese salute, causing the emperor to reject the offer. However, the Chinese document notes that the ambassadors actually bowed their foreheads touching the ground because, for the Chinese empire, the preservation of customs was of the utmost importance, which foreigners, especially barbarians, had to obey. If they understood and followed Chinese customs in return, the Chinese royal court may have offered favors to those from afar (Yao, 2015).

Thus, the encounter between the East and the West also represents the clash of their trade worldviews, cultures, and customs. This is in line with Xu Hu's analysis of the Qing imperial shutdown policy, which is like blinding the whole country as well as rejecting Western learning in science and technology. This put the Qing army in an irreversible and inevitable situation of defeat in the first Opium War (Xu, 1990). In addition, Ceng believed that the royal court's diplomatic neglect of Britain was a key cause of the failure of the Opium War because the British had planned a war of invasion of China for a long time. In particular, Lord Macartney's visit to China in 1793 and in 1816 Lord Amherst's visit to China but the

Qing dynasty was still not aware of this. From 1837, the situation between China and England became tenser. During that time, Lin Zexu and his group traveled to Macau. While living there, he tried to study and learn about the western aspects of living, dresses, hairstyles, and etiquette including Western customs and sentiments. These things made Lin Zexue know the West more deeply, but the Daoguang emperor was convinced of the Manchu nobles who wanted to slander Lin Zexu, and he was punished before winning the war. Consequently, the defeat in the first Opium War caused the old worldview to begin to change, especially among the intellectuals. Many encounters with the West had led China to begin to recognize that it was no longer the center of the world. But it was just one of the many states in the world that had to do whatever it took for their own safety. Therefore, the fact that China allowed foreigners to set up embassies and consulates in China. China's willingness to send ambassadors abroad and acceptance of international law clearly reflected the changing worldview of China.

Economic and Social Impact

The implementation of the lockdown policy during the Qing dynasty greatly affected China's social and economic foundations because the lockdown policy made the peasants exploit and live in poverty and unable to trade goods with foreigners. Nobles and merchants used their exploitative wealth to buy land and exploited the feudal system to create wealth for themselves and their comrades. The royals and nobles lived in luxury to satisfy their own needs, ignoring the troubles of a declining economy. Moreover, high-ranking rulers also rejected the trade terms of foreign merchants. Many Chinese scholars, such as Zhang Xiaojun, believe that the destruction of the peasant household economy, the traditional Chinese economy of the past was a major cause of the failure of the first Opium War. The traditional economy can stabilize society. But British traders' entry into the opium trade had a detrimental effect on China's trading system, costing China a lot of its currency. As a result, farmers had to pay higher taxes and China faces a gradual escalation of domestic unrest as well as lower tariffs on citizens. The Qing imperial did not have enough money to spend on the First Opium War with Britain, causing the Qing's army to be ultimately defeated (Zhang, 2019).

In addition, Li Da said that The Qing dynasty's economy was based on peasant households, which were the only units of production for daily needs. It was not an economic system capable of responding to modern capitalism as well as being lagging behind in the development of science and high technology. During the Qianlong reign, the Qing dynasty neglected to modernize the country in all aspects, thus preventing the Qing army from defeating the Western powers with modern weapons and equipment (Li, 1990). This is in line with the ideas of Wang Longping who mentioned the failure of the Qing army in the First Opium War. This was mainly due to the economic disparity between China and Britain. Because after the industrial revolution, Western countries, including England, developed rapidly. They also needed raw materials to be a factor in production including expanding the market to support products. This made England the most powerful capitalist country in the world. On the other hand, the Qing dynasty still adhered to the ancient feudal concept of China. This was a major obstacle that hindered the development of China's country to enter the modern world. At the same time, the population growth from the end of the Qianlong reign exacerbated the conflict over arable land and food shortages, leading to people's starvation. And the Qing government was unable to collect enough tax from the people

compared to the population of the country, which greatly affected the development of the country, especially the development of modern weapons and equipment. The Qing dynasty also had a trade deficit when the British began importing opium to trade in China. Many Chinese were addicted to opium, especially the lower classes, who were a key labor force in the production system when the Qing government, when faced with fiscal wise, made the Chinese military lack the strength to deal with British forces.

So, in 1842, when China was defeated by Britain in the Opium War, Therefore, the Qing government had to sign the Nanjing Treaty, which forced China to abolish the warship system and open seaport cities to free trade. The Chinese government had to pay war indemnity and accept extraterritorial rights, including ceding Hong Kong to the British. The defeat in the Opium War was the fuel that sparked the anti-Qing dynasty to take action in various parts of China. And made the Chinese intellectual of that era such as Wei Yuan state, *“During the Opium War, the powerful ships and guns of the Western powers shocked the Chinese rulers and awakened them from the belief that the Kingdom of Heaven had the political and cultural influence of traditional Chinese society. Since China could not destroy barbarians with the belief of Hua-Yi, who used to play an important role in governing the country. A number of Chinese people began to question the feudal society and Chinese culture that was once believed to be great, and the arrival of Western nations further underlined that Chinese society at that time was becoming a backward and underdeveloped society. When traditional forms were destroyed and faced with the loss of civilization, the Chinese had to learn to control the West through Western methods”* (Yao, 2015).

Based on the ideas of Wei Yuan, the emphasis was on realizing the importance of Western imperialism to East Asians at that time. Wei Yuan suggested an urgent fix. Because the Chinese are not as advanced in their military as the West. China needs to learn from the barbarians in dealing with teams. But China's trading system is called the “Tribute system” which has been a very important system in China's trading system since the Song dynasty. This is the system that the Chinese used to trade with the Japanese, Arabs, Southeast Asia, and Europe, where the tribute system set restrictions to control trade. And there is a ban on personal free trade. Fairbank saw that capitalism could not exist in China as merchants were subject to landowners, scholars, and bureaucrats. Merchants can develop themselves in the city system. Because the landowner class had power over the land which had nothing to do with the city. The inhabitants were therefore free and governed by a city system that was created to protect them. China does not have these conditions because the Chinese regime relies on scholars, which prevents merchants from being protected. While graduates are tied to bureaucracy and land, not to trade and industry. Links between graduates and civil servants forced both groups to control merchants as a source of capital rather than giving them space to trade or run their own businesses (Fairbank, 1998).

When the tribute system is related to the system of government within the Chinese empire and China controls and restricts trade with this system Thus, in the 19th century, the world of capitalism and globalization began to threaten the trading system that China had held for a long time. Western trade demands in the 1830s put severe pressure on China's tribute trade system. Together with the concept of free trade occurred in England and was very popular. Causing Western merchants to want a free trade system and a more clear taxation system Conflicts between the world economy and the Chinese empire's trade controls led to the subsequent Opium Wars (Harrison, 2001).

China's Historical Lesson in the Opium War

The Qing dynasty founded by the Manchus in 1644, took advantage of social turmoil during the late Ming dynasty to settle in Beijing. After more than 40 years of fighting, the Qing dynasty was able to suppress the resistance movement and defend the Qing dynasty regime, and prevented foreign aggression that may have contributed to China's internal political struggle. For example, when Zheng Chenggong fought against the Qing dynasty. Westerners also supported it by selling arms to help Zheng Chenggong in his fight against the Qing dynasty. Therefore, the closed-door policy was a measure taken to prevent the gathering of anti-Qing forces. On the other hand, this policy weakened the Qing dynasty, leading to its defeat in the Opium Wars and the fall of the Qing dynasty in 1911.

When the Qing emperor implemented a serious lockdown policy from the beginning of the Qing dynasty until the First Opium War trade and foreign exchange bans are restricted. The first measure taken was "A sea ban" to deal with anti-Qing forces on the southeast coast and in Taiwan. Later, for fear that domestic merchants would conspire with maritime pirates to carry out activities against the Qing dynasty. Therefore, trading was allowed only in the eastern part of China. Measures also became more stringent, including prohibiting people from traveling abroad to trade and live abroad. The export of goods was prohibited and the construction of large ships was prohibited. Chinese sailors and merchants traveling abroad were given placards engraved with their surnames and birthplaces to hang on their waists for the guards to patrol. The Qing court chose to make things more difficult for both Chinese and overseas Chinese doing business overseas, especially the arms ban, causing Chinese merchant ships to lose their ability to defend themselves from pirates, which had a serious impact on foreign trade and livelihood.

The Qing dynasty's implementation of the lockdown policy had a serious impact on Chinese society in the fight to prevent the aggression of Western powers, although the closed-door policy temporarily suppressed the aggression of Western capitalism. But from the point of view of historical development. The lockdown policy had a negative impact on the country's economic development, social development, and people's lives in Chinese society, and the state's fiscal income declined. It also disrupted silk and tea exports. Imports and exports were controlled by the Qing court. It also hinders China from learning the world's advanced science and technology. In addition, Qing dynasty intellectuals were bound by conservative ideas that kept China in a state of ignorance and backwardness before the first Opium War in terms of ideology, culture as well as military training, weapons, and equipment that were more obsolete than all Western countries. In the end, China's backward civilization was unable to withstand the invasion of foreign powers and stop capitalist aggression. These only stimulate China's downfall. Protecting national independence, strengthening the nation, and changing the balance of power between China and foreign countries could never be achieved through separation. Moreover, the closed-door policy could not change the nature of invaders. It could only make them ignore them and stay in their own place.

Furthermore, the Qing court's closed-door policy led China to a direct failure in the Opium War, because the policy fostered corruption and bribery of government officials, degrading the Qing government and incapable of strengthening national defense, as well as military disparities, all of which were the direct causes of the failure of the First Opium War.

The gradual deterioration of military strength led the people to lose faith and support their rulers in defense of the country. When a country was deprived of the strong strength of its people to fully resist war, many contributing factors could not encourage China to defeat its enemies and could not escape the tragic fate of becoming a semi-colonial and semi-feudal society. But the rumble of cannons in the Opium War helped awaken ignorant Chinese people that they could no longer control the barbarians by shutting down the country. They had to open their eyes to the world and stepped into the world and begin to create a learning process and modern national consciousness for all Chinese people.

From China's long history, it was learned that ancient conservatism was the key factor that led China to decline while openness promoted the prosperity of civilization. When current globalization spreads all over the world, every country had to adapt to the global trend. Embracing modernization reforms was an important option for China to become a superpower. In the past, from the Ming dynasty, there was a growing exchange of learning with Westerners, with many missionaries coming to China. This was the beginning of the Western learning process in the Eastern world. The arrival of these missionaries was very popular during the late Ming dynasty. But the closed-door policy during the Qing dynasty, the learning process for both sides was hindered because the Qing court had the idea of preserving the ideas of ancient Chinese culture. Therefore, it issued a closed-door policy to cope with unprecedented changes. This greatly affected the development of Chinese society in world history.

Therefore, in the face of great history, one should not place himself as a mere spectator. But you must learn to discover, analyze, and be alert to the history of the world. Both the Eastern Roman Empire and the Chinese Empire had a similar fate. Both empires had great civilizations, but they lagged behind the world because they were obsessed with their past achievements and did not intend to advance themselves. On this issue, the Chinese Empire is different from the Japanese Empire that which learned and reformed the country to be as modern as the Western world, leading to the Meiji Reform, which was the reform and development of Japan as a civilized country. Southeast Asian countries such as Thailand, especially during the reign of King Rama IV, became aware of Western threats and initiated various national reforms, especially in 1855 when John Bowring, The British Consulate in China and the governor of Hong Kong, led ambassadors to Thailand and forced Thailand to sign the Bowring Treaty, a contract on trade between Thailand with England and the granting of extraterritorial rights to England as well. And when King Rama 5 ascended the throne, he realized the survival of the nation, so he implemented a policy that emphasizes building good diplomatic relations, building forces to protect the country's modern government, reforming and developing the country's economy to support an industrial country including raising the level and standards of education in the country.

From the studies, the important historical lessons that reflect the important reforms of all countries are that the rulers must have a good understanding of the world situation, be able to adapt the country to the current trends in a timely manner, be able to Set goals for national reform clearly and cover all aspects of society, and must have centralized governance. They must have the power to govern and formulate policies that are consistent with the situation both within the country and outside the country. These are important guarantees for the reform and development of the country to be modern.

Conclusion

From its defeat in the Opium War in 1842, the kingdom known as the ancient center of world power, China, was severely shaken by the arrival of Western nations. The elites of the Qing Dynasty felt such a threat and needed to do something to combat the Western invasions. The only way to be able to fight the West as quickly as possible was to learn what made the Western world more prosperous and stronger. But bringing the West into the country would bring about change and it was difficult to predict how severe the impact of that change would be. This was where the elite feel most sensitive and fearful. The next problem was how to embrace the West in order to strengthen oneself and at the same time control the effects of the change within the boundaries that the elites were able to control. It eventually emerged as a policy that was called the Western Affairs Movement. Which mainly focuses on changes in science and technology. But it still honored the Confucian traditions and principles that sustained the power and legitimacy of the Qing dynasty's elite. Thus, this reform did not result in much social and political change. After thirty years of implementing such a policy, China began to have a modern industry. It had Western-style infrastructure and a modern army with modern weapons as well as the western world. In order to get these things, China had to waste a huge budget, but the economy still depended mainly on the agricultural sector and most of the state's income came from all the people in the country.

From implementing the policy of self-strengthening from 1851 until the Sino-Japanese (War between 1894–1895) or the first war between China and Japan. This is a testament to the country's reforms in the past of China in terms of the military and the use of modern weapons in war. But the outcome war ended in the defeat of the Qing court. This represents the complete failure of this reform. China's defeat to Japan has hurt and Chinese intellectuals have raised questions about China's unsuccessful reforms like the Meiji Restoration in Japan. This made them realize that simply reforming science and technology was not enough. This caused a wave of demands that led to the Hundred Days Reform, an effort among the new elite of the Qing court, the Guangxu emperor, and intellectuals who hope to reform politics and government including developing China's society to advance and be par with the Western world and Japan, but they still lost the tide of resistance from the majority of the elites who feared uncontrollable and predictable changes. Changes in China continued to lead to a revolution that eventually overthrew the Qing dynasty.

In 1911, after the Xinhai Revolution, the feudal rule that China had used for more than 2,000 years collapsed. China has adopted the Republic of China regime. Later, the People's Republic of China was established in 1949. Since then, China has made great efforts to modernize the country. Even when faced with conflicts within the country and foreign threats But as the 21st century enters, China has become a major player on the world stage, especially in its rapidly growing economy, including trade surpluses, the influence of the yuan in the world market, the mergers and the acquisitions of business both in England and in countries in the European Union, including building economic cooperation One Belt One Road. There are also developments in science and technology because China aims to become a world space superpower. In addition, in 2021, China successfully eradicated extreme poverty and continues to strive to solve the problems of inequality and poverty for the people in order to develop the country towards sustainability in the future.

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Consumer Behavior in Green Marketing and its Influence on the Business Environment

Kritsana Lakkhongkha¹

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Abstract

The fast-growing and fast-paced economy in today's world has created tremendous growth for each country, including leading countries worldwide, such as Europe, America, and Asia. If looking at the competition in economic development in the ASEAN region, ASEAN has developed to compare the standards to support different technologies in the future as well. Measuring GDP growth by a country is a key standard that every country should plan for its development. Therefore, businesses must study consumer behavior trends best by using elements and understanding all aspects of the business environment, including economy, politics and law, technology, and environment. Today's world must understand not only to develop and use the world's resources but to consider the environment. That concept is the idea of environmental marketing and social responsibility, which is how entrepreneurs should treat society to maintain and create a better quality of life for people in that society to meet the needs of taking care of everything. The organization is one of the elements closely related to consumer groups. Therefore, it is necessary to begin analyzing consumer behavior in different contexts. The four business environments mentioned above must be understood sequentially and used qualitatively in the future.

Keywords: Green Marketing, Consumer Behavior, Economic Influence, Business Environment

¹School of Interdisciplinary Technology and Innovation, Sripatum University, Thailand
E-mail: kritsanalakpim@gmail.com

Introduction

At present, in terms of consumer behavior, many businesses are turning to the concept of environmental marketing and marketing so-called “green marketing” in order to be more socially responsible, which is how entrepreneurs should treat society. To maintain and create a better quality of life for people in that society. The movement and focus on green marketing are rapidly expanding in the world. Consumers are becoming more responsible and doing the right thing as consumer perceptions and motivations drive continuous change in the marketplace, especially with the introduction of greener products. However, consumers will have much less awareness of global warming. Therefore, successful marketing must focus on recognizing global trends and positioning products and services to meet customer satisfaction.

At present, green marketing has shifted from a trend to a way of doing business, and businesses should recognize the value of being a green market. Combining these, marketing communications based on green concepts to consumers have become a symbol of consumer awareness of the environment and increased consumer awareness of the origin of the product and concerns and what impact will cause a global environmental crisis. These provide marketers the opportunity to shape and persuade consumers (Shruti, 2014). In addition to achieving the organization’s goals, beginning to analyze consumer behavior in various contexts requires understanding all aspects of the business environment, such as economic, political, and legal aspects, technology, and the environment.

Modern marketing systems must be related to the environment and part of the environment management system. Therefore, modern marketing has many names, such as modern marketing (New Marketing) , ecological marketing (Ecological Marketing, Eco-Marketing), and green marketing. The concept of eco-friendly marketing corresponds to the requirements of the social marketing model (Societal Marketing) , which is based on the concept that the work of the organization is Considering the needs, wants, and interests of your target market and creating satisfaction efficiently and effectively over competitors while maintaining the well-being of consumers and society such as not trading for excessive profits, not producing products that are harmful to the public, and not creating toxic environmental problems.

At present, the green market has been divided into levels. Grant has divided green marketing into three levels of green (Grant, 2007) . Each level of green marketing has a different level of influence on consumers and the environment, which is defined as follows.

1. Green marketing is a business that has its own products, services, or processes that are more environmentally friendly than other manufacturers. A company’s marketing department will use this as a differentiator and brand highlight, such as energy-saving electrical appliances, cars that use renewable energy, organic vegetable gardens, animal-free cosmetics, supermarkets that use paper bags instead of plastic bags, or shopping malls with energy-saving building structures, and other products. Although the products or services of this brand will help to conserve the environment, the criteria for measuring results are based on a business criterion, which concerns product sales and does not measure how much it causes social change. What you need to be careful about in this form of marketing is that when you declare that your product or service is more environmentally friendly than your competitors, it must also be true, not just using advertising or public relations to create an image. For example, suppose any business advertises that their cars are fuel-efficient but still have a higher fuel consumption rate than some competitors. In that case, there is a high

chance that the marketing will fail because the brand will lose credibility once customers find out the truth.

2. Greener Compared to green marketing, greener marketing aims to go beyond sales and also expects environmental impact by encouraging people to collaborate and change product and resource consumption behavior, including getting involved in more conservation. For example, in addition to selling energy-saving cars, a company also has the campaign to encourage people to use their cars more responsibly. There is an activity day to check the condition of the car and educate drivers that if they regularly inspect the condition of the vehicle, they will save gas and reduce the amount of exhaust gas emitted into the air. Therefore, the metrics here include both sales and the number of people attending the event. Another by-product is that it enhances customer relationship management (CRM).

3. Greenest While green marketing is the sale of products and services in environmentally friendly standards, greener marketing is to promote cooperation or change behavior in the use of products or services. But the greenest marketing is the level that creates innovation and creates sustainable change in society. For example, while green marketing is the sale of fuel-efficient vehicles, greener marketing encourages people to take care of their cars to reduce emissions into the air. Therefore, the greenest marketing may be a service that allows people who own a fuel-efficient car but rarely use it (for example, having to work abroad for a period of time) to lease their car to someone else for a period of time. Or it could be a service that queues for people on the same route to encourage them to use the car together.

Economic Influence Concept

The economic environment has had a significant impact on the marketing operations of business organizations, for example, during the past period of the economic crisis in Thailand and of the world economy as a result of the virus epidemic. COVID-19 has caused a change in the behavior of consumption of goods and or services completely. Marketing executives need to adjust to the current situation. Economic factors are related to the country's economic system influencing consumer behavior in various aspects, both positive and negative outcomes causing changes in consumer spending. It is important for doing business in each country. In the cycle of economic movements, no economy is growing all the time, and no economy is constantly in decline. There must always be regression and adjustment.

Amid the current rapid changes in the economic (Economic), political and legal (Political and Law), environment (Environment) and Technology (Technology), if at any time there is a crisis or an event that affects the economic condition will make Intensifying and become more rapid, for example, at the beginning of the year 2020, the situation of the epidemic of the COVID-19 spread around the world. This, of course, had an impact on the state of the Asian Economies (ASIA) and Southeast Asia (ASEAN) as well. This created economic upheavals, inevitably affecting businesses and consumers (Laohasiri, 2017). Tourism was the first and most affected business group because foreign tourists could not travel to the country. When tourists disappeared from the economy, the impact was quite heavy on entrepreneurs. From this point, it spread to other related businesses, such as restaurant, airline, and hotel businesses. From neighboring countries in the ASEAN region, which are normally able to travel easily and conveniently, there must have been various measures to travel across the country due to the COVID-19 situation. As a result, many employees were laid off or received lower wages than before, resulting in a decline in purchasing power as before,

resulting in consumer consumption shrinking, leading to an economic recession. In addition, the measures to close various establishments to maintain physical distancing resulted in a halt in private investment and a decline in exports of goods and caused Thailand's economic recession to be higher than the average of ASEAN countries. This situation also had a lot of impacts, both directly and indirectly. It can be seen that economic factors are very important to do business. If the economic conditions are good, it will facilitate successful business operations. On the other hand, if the economy tends to deteriorate, it may result in the business organization experiencing losses or going out of business.

The Economic Cycle Influences Consumer Behavior

The economic cycle is the movement of the economic system. That is to say, no economy is growing all the time, and no economy is constantly in decline. There has to be a recession and adaptation. Learning the economic cycle is very important for business people or investors because if they can predict the economic cycle at any stage, they can take the opportunity to adjust their investment methods to suit that time in order to get good returns and reasonable risk. Economists view the economic cycle as divided into four phases: peak, recession, decline, and recovery (Atcharee, 2015).

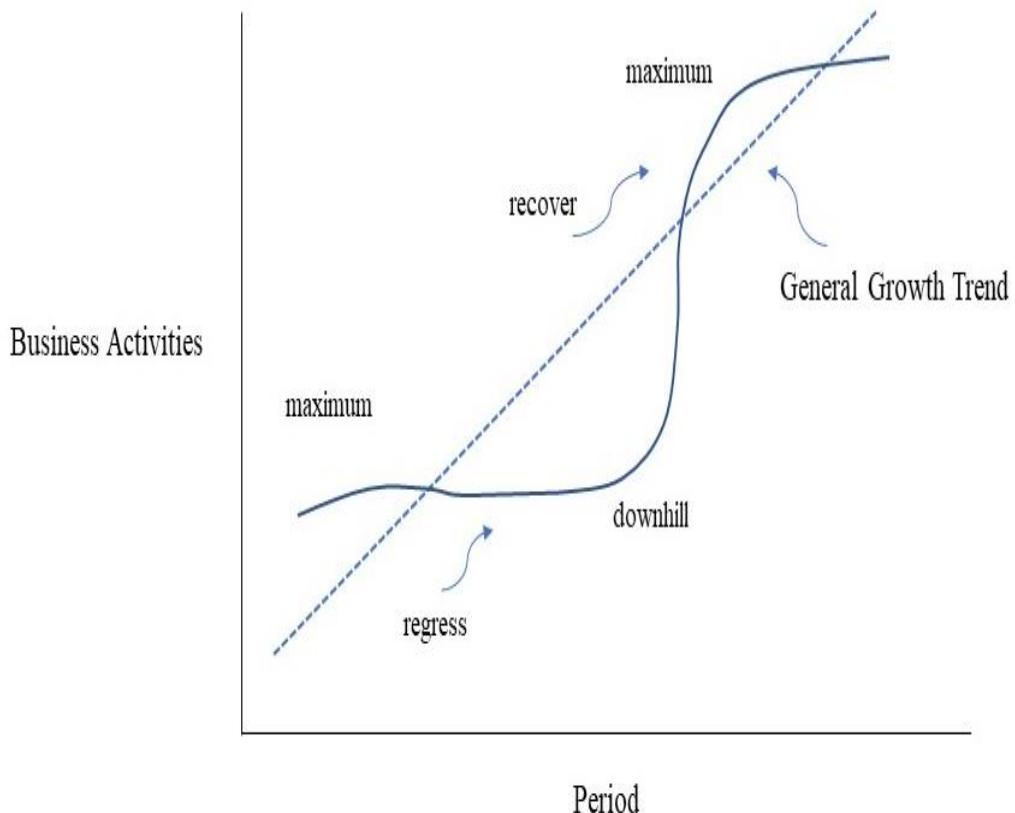


Figure 1 Economic Cycle

Source: doithai.com/article/136/Economic Cycle

Table 1 The Overall Principle of the Economic Cycle and Consumer Spending Affects Consumer Behavior

Consumer Spending	Economic Condition			
	Peak	Recession	Trough	Recovery
Savings rate	Very low	Save	Very high	Decrease
Consumer debt	High	Decrease	Very low	Higher
Prudent spending	High	Slow	Very low	Higher
Reckless spending	Much higher	Slightly decrease	Medium to low	Slightly Increase
Service expenses	Much higher	Slightly decrease	Growing at a low rate	Slightly increase
Consumer confidence	Start to fall	Decrease dramatically and quickly	Getting better	Rapidly increase

In considering the economic cycle and consumer spending, it is also in line with the trend in the direction of consumer behavior in ASEAN after the COVID-19 situation as well. It is also the number one trend for consumer spending to increase exponentially and emerges among the high-spending middle class of each country in the region and is one of the indicators that directly affect consumer behavior in consumption and shopping for various products in the online world. Therefore, according to the figures, in 2020 (Gustav & Alexandra, 2020) the behavior of online shopping through various marketing channels and social media in Thailand during the COVID-19 crisis, where the situation forces new users has led to the phrase quick sales, fast delivery, Thailand stands as one in ASEAN.



Figure 2 Thailand's Delivery Time in ASEAN

Source: <https://ir.rs.co.th/en/updates/ir-sharing/450/E-commerce growth in Thailand-Fastest delivery in ASEAN>

The Concept of Political and Legal Influence

Politics and laws are the rules that individuals and organizations in the country must respect and observe. If the organization neglects or violates, it will affect the image, and its operations may be subject to legal action. Therefore, both domestic and international political activities will, directly and indirectly, affect the status and future of the business. Political factors are inevitably related to business, whether directly or indirectly, especially foreign trade businesses that are highly susceptible to political factors.

Political and legal factors are other factors that influence business operations and is a factor that affects organizational management and resource utilization, such as politics, regulations, government policies, legislation trends, and statutes. From the past, it can be seen that political and legal changes will directly affect a company's strategy, such as antitrust laws, tax laws, Labor Protection Act, trade barriers, the Minimum Wage Act, the Advertising Act, Factory Act, and the Consumer Protection Act. For example, a change in tax laws may increase the cost of goods or a change in government policy could be good for promoting investment and exports, or a change in tax laws could increase production costs or a change in government policy could be a good thing to boost investment and exports.

The political environment is inextricably related to the legal environment as the law is one of the tools of government (Saeng Uthai, 2009), which is used to regulate people in society to behave within the scope that will not violate the rights of others. Law is an important aspect of keeping society under discipline. Legal influences include Laws and Regulations in which the government sector is set up to control business operations. When considering it, politics and law are important to consumers and businesses in 5 areas as follows:

1. The importance of protecting consumers from the actions of producers, which is a company or any person who is dishonest or irresponsible. In most cases, organizations are established to protect consumers by division of responsibility.

2. The importance of protecting consumers from unknowingly risky actions, such as the misuse of pharmaceutical products and other abuses.

3. Importance to Management-In order for business operations to be smooth and orderly, it is necessary to establish a management system based on modern practices that combine human resources and technology. This must not be contrary to labor, accounting, finance, tax laws, civil and commercial laws, etc.

4. Importance of production and services-Nowadays, the production processes of each business are adapted to use technology for speed and competition in trade and service business, machinery, equipment, and accessories for production and services. Therefore, it is the burden of procurement in the form of increased investment. In addition, businesses in Thailand are now in a system of free trade (Free Trade Agreement, FTA). Therefore, entrepreneurs must know and understand law enforcement, such as the Product Liability Law, which the parliament is still considering, or it may be an anti-trade measure, which, if violated or mismanaged, could be legally illegal.

5. Importance of Marketing Management-Businessmen these days will only sit and assess the commercial situation from profit alone, but they must proactively manage marketing to keep up with both domestic and international competitors. And sometimes, they may have to act in a manner that risks deliberately breaking the law. They may be liable for civil liability under the Civil and Commercial Code. law on customs or maybe a suspect or a criminal accused.

The Concept of Technological Influence

Technology is the application of scientific knowledge and brings practical benefits. Create changes and advances in technology impact business operations, especially computers, and the Internet, which are very important to business organizations to gain competitive advantages and help businesses have technical and more modern production systems.

Technological factors cause changes in the organization and play a role in increasing the efficiency of the business organization. Moreover, computers have greatly improved product design, engineering, manufacturing, logistics, and raw materials. But for the emergence of modern technology, there must be scientific knowledge as a base to support it. In addition, technology has an impact on business operations in the field of manufacturing. Product development, employment, finance, marketing, and data processing.

Technology is necessary and accepted in today's era, where agencies see the need and use technology in their operations, administration, and decision-making. The importance of technology is as follows

1. Human living
2. Economic development

The nature of technology can be classified into three types: (Heinich et al., 1993).

1. Technology as the form of a process is the systematic use of scientific methods or knowledge gathered for practical results. It is believed that it is a reliable process and leads to solutions to various problems.

2. Technology as the form of a product means materials and equipment resulting from the use of technological processes.

3. Technology in the mix of process and product (Process and Product) is a view of the product characteristics as an output from this process, such as a computer system that works as an interaction between the machine and the program.

The use of technology in business organizations has many sectors, such as the introduction of modern machines to produce products. And another important part is marketing, which is considered to be the part that uses social networking to be useful in building a brand clearly because it is a highly effective tool to communicate to create reach. Able to build strong relationships and engagement with consumers and measure them immediately, such as online advertising, customer relationship building (CRM) through the Starbucks website created for customers to express their opinions on the Starbucks brand and menu, or to publicize the news of companies that use web blogs to inform promotions or use Twitter, such as @naiin and @WeLoveFuji that invite customers to join activities via Twitter.

Technology plays a role in daily life and influences consumer behavior

1. Technology for Housing: At present, the smart home trend is gaining attention and is being talked about frequently. The Smart home uses technology to control devices in the home to help facilitate and reduce the costs of home energy for consumers. The concept is the application of the Internet of Things (IoT) technology by connecting to various devices in the home.

2. Technology for Health Care: Technology plays a wide variety of roles, such as the use of technology to help collect, store and analyze both health and medical data, including individual specifics, to know the impact of individual behaviors. There is a large selection of technological devices for the care and monitoring of physical activity and health for consumers.

The Concept of Environmental Influence

Natural resource factors are one of the main factors influencing consumer behavior, the shortage of natural resources, the shortage of raw materials, and the global warming problem from industrial pollution. Therefore, when there is a deterioration in the natural environment, marketers should pay attention to these trends in the natural environment for the benefit of direct business operations because they are the main factors affecting consumer behavior.

The concept of environmental marketing has many types of businesses to pay attention to and be socially responsible, which is what entrepreneurs should treat in society in order to maintain and create a better quality of life for people in that society in addition to achieving the goals of the organization, which requires good cooperation from many parties involved and must not cause harm to both consumers and the environment. There is a need to help each other turn to use the limited resources more seriously and also need to promote the creation of social sustainability.

Marketers should pay attention to trends in the natural environment because it directly affects consumer behavior and business operations, consisting of 5 factors:

1. Energy Cost when energy costs rise, such as rising crude oil prices, it affects consumer purchasing patterns. And if marketers lose interest in this issue, it can cause problems.

2. Scarcity of Natural Resources Nowadays, raw materials or minerals such as wood, oil, coal, platinum, and silver are depleting. Large, capital-intensive companies invest large sums of money in research and development for other materials. Access to replace the depleting natural ingredients.

3. Global Warming is one of the biggest issues that marketers should focus on. At present, global warming has caused significant changes in consumption. As consumers become aware of this problem, their purchasing behavior will change and turn to more natural products.

4. Factory Pollution Industrial plants emit chemicals that destroy water resources and the atmosphere. As a result, consumers are more knowledgeable and have access to more sources of information, making them more aware of their choices against the consumption of products that have a negative impact on nature and the environment.

5. Animal Testing It is a scientific test for the results of research, medicine, and testing, to get the results of developing things that meet the quality of life of humans and animals.

Environmental Marketing (Eco Marketing)

Marketing and environmental conservation don't seem to go hand in hand. In other words, the environmental department wants to reduce consumption, but the marketing department wants more spending. The environmental department has resisted consumerism and good marketing should be able to persuade consumers to participate in environmental conservation faster and more by producing environmentally friendly products or services or selling products and services that make environmental conservation simple but not require too much investment. When everyone in society is aware of environmental conservation, green marketing will increase many times. As consumers have more choices and environmental protection becomes part of everyone's daily routine, the market for green goods and services will grow and replace the old market.

Green Products

Green products are defined as environmentally friendly products, products that do not harm the environment, or products or services that imply “green” or reduced energy consumption.

Products are described as anything that is offered to satisfy market needs or common needs. Thus, from this definition, “product” has a broad meaning that covers everything that can meet the needs and wants of the market or consumer. It covers 5 items as follows:

1. Goods are physical products such as shoes, food, medicines, and telephones.
2. Services is an intangible product, such as having a haircut and watching a concert.
3. Persons such as famous athletes, celebrities, singers, and politicians.
4. Places are the locations that can satisfy consumers in one way or another, such as a place to relax or historical places. More examples of this type of product are palaces, historical parks, Phuket Island, Khao Yai, and Khaosan Road.
5. Ideas are the opinions that can be accepted by consumers (people), such as political party policies, and no smoking campaign saving campaigns.

Green Marketing and Green Consumer

Green Marketing refers to the marketing of entrepreneurs for sustainable profits, not environmental pursuits. It is an activity that is done for the benefit of customers and society, and one must have environmental consciousness by paying attention from the beginning of the production process until the end of the product. It is a product that is harmless to consumers and the environment. Therefore, for entrepreneurs to run a green marketing business successfully. This concept of environmental conservation has to be integrated into every aspect of the marketing operation to be carried out in parallel with every segment.

Classical Marketing consists of a marketing mix (Marketing mix: 4 Ps) with controllable marketing factors to meet the needs of the target market. The components of these 4 Ps are related and equally important, consisting of 1) a Product that has value in the eyes of the customer that causes buying behavior and 2) a Price, which must be able to increase value for people to accept. 3) Place refers to distribution channels that must be convenient for customers. 4) Promotion is a way to persuade customers to understand the value and characteristics of the product released in the market.

Conclusions

A group of consumers who are conscious of the environment in terms of consumption and conservation so as not to affect the environment both now and in the future. In recent times, most consumers have started to feel that their purchasing behavior directly impacts the environment in many ways. Therefore, consumers change their buying and consumption behaviors without affecting the environment. In the context of past environmental psychology, it focuses on the role of factors related to the individual, such as knowledge, concern for the environment, attitude, norms, and values with consumption, attitudes, and motivations (Motives) of consumers.

Therefore, Green Product is something that is produced by natural processes and does not contain any chemical additives, and do not contain toxic substances. It is a clean production technology that improves the production process for efficient use of raw materials, energy, and natural resources. This includes raw material replacement, reuse, and recycling, which will help conserve the environment and reduce costs by considering ways to increase

productivity with less waste or emissions. It also includes using clean manufacturing technology, pollution prevention, cleaner production, and waste minimization.

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Factors Influencing Generation Z's Subscription Intention of Video Streaming During the Pandemic in Thailand

Danai Tanamee^{1*}, Pithoon Thanabordeekij², Kritchaporn Witchawanitchanun³, and Noppanat Pornkongcharoen⁴

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Abstract

This study aims to determine the factor, namely, brand awareness, perceived quality, and price fairness, which influence generation Z subscription intention of video streaming during the pandemic in Thailand. Survey data were collected from 208 respondents via Instagram, Facebook, and Line. Quantitative questionnaires were used. The data were analyzed by using the Ordinary Least. Results of the study demonstrated that band awareness, perceived quality, and price fairness significantly influence the intention of video streaming during the pandemic in Thailand. Thus, promoting and advertising, which people often see as the key to accessing consumers and achieving higher subscriptions due to the degree of consumer recognition of its name.

Keywords: Video streaming, Subscription Intention, COVID-19, Generation Z

Introduction

In 1990, Kalpana introduced the first commercial Ethernet switch. Computer networks are more efficient, leading to schools' and organizations' first video-streaming solutions (Divitel, 2020). An increase in the number of users who could access the internet during the late 1990s and early 2000s encouraged investment in this sector. Due to technological improvement, the format has changed from traditional media or non-streaming, such as tape cassettes and CDs, to streaming platforms on the internet (Lee, 2005). People used to buy tape cassettes, DVDs, and CDs for watching a movie. The progression of information technology made video streaming services become widely used. Video streaming as digital streaming is a disruptive innovation that disrupted others' existing streaming platforms. People can watch movies through video streaming platforms over the internet or even download for offline watching (Johnson, 2015). An increase in internet speed encourages people to access media faster and influences people to change the platform of video streaming to online video streaming platforms.

Video streaming or digital streaming service could view videos on a smartphone or other Internet-connected device whenever they (Boonmee, 2019). There are many video streaming service providers with various price offers for consumers. People subscribe to YouTube, Netflix, Disney plus, iQIYI, LINE TV, and We TV. YouTube began as a website

¹Faculty of Economics, Srinakharinwirot University, Thailand

^{2,3,4}Faculty of Economics, Chaing Mai University, Thailand

*E-mail: danait@g.swu.ac.th

for distributing user-generated material but has now evolved into a platform where people can establish their brand and make it their business. In 2020, the subscription model generated the largest revenue share for the video streaming industry, approximately 43 percent of the market share. In 2020, the worldwide video-streaming industry was worth USD 50.11 billion. Furthermore, from 2021 to 2028, it is predicted to increase at a compound annual growth rate (CAGR) of 21.0 percent (Grand view research 2021).

Due to the COVID-19 pandemic, Thailand is one of the countries where the government announced a lockdown policy. People have to stay home and socially distance themselves from other people. They have more free time to relax and do whatever activities they want, such as watching a video, exercising, and cooking to relax. The lousy situation might give them time for leisure to watch a video. Video streaming is prevalent among a population aged 18 to 25 (Generation Z) in Thailand during the COVID-19 pandemic when they stay home (Hussain et al., 2017). As a result, the number of people subscribing to video streaming platforms has sharply increased during the COVID-19 pandemic lockdown.

The consumer attitude toward acquiring or perceiving a product and service is measured by their subscription intentions (Chang & Wildt, 1994). Thus, this study focuses on consumers' video streaming subscription intention in Thailand. Subscription intention is a dependent variable influenced by brand awareness, perceived quality, and price fairness. Brand Awareness is the ideal that attracts consumers to purchase the product. It also refers to the possible consumer repeat purchasing (Gustafson & Chabot, 2007). Perceived quality has divided into perceived product quality and perceived service quality. The quality consumers receive with the expected quality and perception that consumers or people are willing to have (Zeithaml, 1988). Lastly, price fairness is consumers' satisfaction with the product they bought and the money they paid.

The product's value will affect the willingness to pay a particular price (Xia, 2004). According to subscription intention theory, brand awareness, perceived quality, and price fairness influence consumer subscription intention (Hsu, Chang, & Yansritakul, 2017). Video streaming or Streaming video-on-demand (SVOD) is a media distribution technology that allows users to watch videos without a standard video player. For example, YouTube, Netflix, and Disney plus (Elias, 2019). However, it depends on the willingness to pay for each streaming platform. Consumers or users will not subscribe without the platform's excellent services. Most users and members are 18 to 25. It shows that the total population, including university students in Thailand, have time when they are learning online classes or working at home to watch the video since they reduce time spent traveling. According to the statistics, in 2020, 52 percent of video streaming viewers will be the Thai population aged between 18 and 25 (Statista, 2021). They spend most of their time on the internet more than other things.

Table 1 Income and users of YouTube, Netflix, Disney Plus, and iQIYI

Brand	Youtube	Netflix	Disney plus	iQIYI
Income (USD) (2017)	8.1 billion	11.7 billion	-	2.48 billion
Income (USD) (2020)	19.7 billion	25 billion	16.9 billion	4.05 billion
User (2017)	1.5 billion	110.64 million	-	50.8 million
User (2020)	2.3 billion	203.66 million	73.3 million	118.9 million

Source: Macrotrends, Statista, Business of apps, iQIYI.com

YouTube's strategic plan is based on a paradigm that provides free videos worldwide (Artero, 2010). YouTube earned revenue mainly from advertisement fees. YouTube continued to rake in big ad dollars in 2021, and its music and Premium services now had around 30 million subscribers globally. However, the total number of subscribers is 2.3 billion. For the time, the world's largest video streaming platform made \$19.7 billion in income, up 43 percent yearly. Moreover, generation Y, aged 20 to 39, spent the most time on YouTube as the top three at 97.9 percent.

Netflix is famous around the world, and most people use this platform. The company started a video-on-demand model in 2007. Netflix's revenue sharply increased from 1.36 billion in 2007 to approximately 25 billion in 2020. It was around 24 billion in 12 years (Satellite TV, 2021). Over 200 million subscribers worldwide at the end of 2020 during the pandemic. Moreover, subscribers in Thailand are more than 1.1 million (Bangkok Post Public Company Limited, n.d.). Original content from Netflix (shows and movies) makes Netflix different from other competitors, which is one reason why subscribers subscribe to Netflix (Stoll, 2021). Moreover, Disney plus has launched the business since the end of 2019. Disney plus reached 73.3 million subscribers and earned 16.9 billion in 2020 (Statista, 2021).

The revenue and subscriber have sharply increased compared to before and during the COVID-19 pandemic, as shown in Table 1. Therefore, YouTube and Netflix subscribers increased almost twice, and income rose approximately 2.5 times from 2017 to 2020. iQIYI subscribers had jumped over twice.

Research Objectives

1. To study Generation Z's influence on brand awareness, perceived quality, and price fairness on video streaming subscription intention in Thailand during the pandemic.
2. To determine Generation Z activities during the pandemic as a guideline for platform development on video streaming.

Research Questions

1. How does the consumer choose the video streaming platform respected to brand awareness, quality consumers will receive, and price?
2. What is the relationship between influence factors and Generation Z's subscription intention during the pandemic?

Literature Review

This section reviews the related theories, previous literature on video streaming's subscription intention, and research framework and describes the associated variables of the study. The conceptual framework used in this study consists of brand awareness, perceived quality, price fairness, and subscription intention.

Theory of Planned Behavior

Subscription intention is adjusted from the theory of planned behavior (Ajzen, 2002). The theory of planned behavior determines attitude toward the behavior, subjective norm, and perceived behavioral control, which leads to subscription intention for buying a specific product (Hsu, Chang, & Yansritakul, 2017). Attitude toward behavior compares positive or negative expectancy and experience (Rokeach & Kliejunas, 1972). Subjective norms refer to others engaging in personal or individual behavior, such as review (de Vries, Dijkstra, & Kuhlman, 1988). Perceived behavioral control defines how people perceive their ability to perform and control themselves (Ajzen, 2002). Therefore, subscription intention theory is combined three sub-influence factors in the theory of planned behavior for the explanation. The research will focus on three factors: brand awareness, perceived quality, and price

fairness to consumer subscription intention or purchasing intention. Each factor could either positively or negatively affect the subscription intention.

Subscription Intention

Subscription intention refers to consumers' tendency to buy a specific product (Yee & San, 2011). Consumers with a high intention to buy will likely buy the products rather than those without an intention to buy them (Blackwell, Miniard, & Engel, 2001). According to Morinez, subscription intention is a circumstance where a consumer is likely to buy or is willing to purchase a specific product in a particular condition. Two main vital dimensions of subscription intention are quality and price. Superb quality contributes to a higher intention to buy such products (Tsiotsou, 2005). Consumer satisfaction on how much they are willing to pay is difficult to measure. Several factors have influenced the subscription intention of video streaming, but this research will focus on three factors: brand awareness, perceived quality, and price fairness. Direct and indirect factors influence consumers' subscription intention for video streaming.

Brand Awareness

Brand awareness defines brand image as representative of the product that recognizes the customer and is a part of brand equity and brand loyalty. The brand that could recognize people to remember more is a significantly higher probability of consumer selection and subscription intention. The first brand that comes up in the consumer's mind in the particular product category will be the product brand that consumers choose (Tam, 2008). Thus, brand awareness conducts consumers to buy the product based on credibility and reliability. The majority of the successful brand image leads to increased product sales and consumer decisions to buy that brand.

Perceived Quality

Perceived quality is consumers' perceptions of a product's overall perfection. Perceived level of quality used to measure the benefits consumer had received. Many brands have to compete with competitors with quality, but only a few recognize that they are of comparatively high quality rather than the others. Subscription intention as intensive to buy and willingness to pay depends on the perceived quality (Zeithaml, 1988). Perceived quality is a type of attitude. Consumer compared their expectation with the perception on several dimensions such as server features, picture quality, and loading delay (Rowley, 1998). The video streaming platform such as YouTube and Netflix developed their platform or sever by investigating subscriber experience. Therefore, perceived quality is vital in consumers' repeat buying and subscription intention.

Price Fairness

Price fairness is another way to purchase low prices. Price fairness is a consumer's judgment and emotions about their choices which is the gap between the seller's price and the user's reasonable decision to purchase. Consumers appreciate price fairness because it satisfies their specific needs. That price is considered reasonable and fair to the individual. On the other hand, other factors that consumers will evaluate when considering price fairness include cost, quality, affordability for everyone, providing accurate information to customers, a price based on market forces, value to customers, the same price for all, and offering buyers a choice.

Subscription Intention and Brand Awareness

Brand awareness is the capacity of a customer to identify and recall a brand in various situations. Brand awareness can make consumers purchase different products; it increases consumers' decisions to buy a product. Consumers consider a brand before making a purchase. It is the first and most important constraint in any brand-related search. So, brand awareness has a necessary effect on subscription intention. It concluded that positive brand responses encourage subscription intention for a product.

Consequently, consumers will prefer to choose a brand they are familiar with. However, they are always apprehensive about purchasing new things. Before buying anything, consumers conduct market research or consult with someone they trust. Furthermore, they will buy a product after receiving what, how, and where to purchase it.

Subscription Intention and Perceived Quality

Consumers spend their time, effort, and money to buy a product, as buying is important to them and their subscription intention. Before purchasing the product, consumers perceive a product based on product quality, price, and service. The perceived quality of the item is based on the whole set of fundamental and external qualities of the good or service. The perceived quality of a product has a direct impact on subscription intention. Because it has direct negative relationships that impact each other, subscription intention grows and lowers after utilizing the product. When the product or service quality is good, the consumer's desire to buy is also high (Saleem et al., 2015). On the other hand, if the product or service quality is poor, the subscription intention for the product also decreases. Subscriptions to video streaming services have many details on the platform, so the perceived quality of the product or service is essential and benefits their purchase to subscript.

Perceived Quality and Products Quality

The concept of perceived quality explains perceived product quality. According to Zeithaml, the product's perceived quality is the consumer's perception and evaluation of all product quality (Zeithaml, 1988). The measurement is based on consumer satisfaction with a specific product. The consumer's quality has a direct positive effect on consumer satisfaction and subscription intention. Good product quality leads to subscription intention. Perceived product quality for video streaming might include features, performance, and ease of using each video streaming platform.

Perceived Quality and Service Quality

Video streaming platform or purchasing subscription as a product sale online. Consumers have changed their needs and expectations, so the service must improve quality for their perceived quality and service satisfaction (Ullah, 2016). The service of the video streaming platform is a performance level on the video quality. The performance of consumers perceived excess of the promised or expected quality. Moreover, good service quality implies facilitating accessibility to the website or application of a certain video streaming platform.

Subscription Intention and Price Fairness

Price fairness on consumer purchases has an impact on consumers' intention to make a buy. The impression of price fairness has been established as a substantial predictor of subscription intention. Price fairness is associated with increased subscription intention. According to certain studies, perceived price unfairness negatively impacts customers' purchasing intentions. Previous research has shown that a consumer's intention of price fairness directly impacts their subscription intention.

Research Methodology

This section presents the influence of brand awareness, perceived quality, price fairness, and subscription intention on video streaming subscription intention of the total population aged 18 and 25 (Generation Z) in Thailand during the covid pandemic. The details in this section included conceptual framework, population and sample, research instrument, data collection, and data analysis. In addition, it also explains the process of the research that is necessary for the conclusion. This research scope on the population aged between 18 and 25 as a target group.

Data Collection

This paper uses primary data (questionnaire), collecting data by Microsoft form and sending the form through Instagram and various Facebook pages. The data was collected from respondents aged 18 to 25 (Generation Z) who subscribed to at least one video streaming platform (YouTube, Netflix, Disney+, and iQIYI) during the Covid-19 pandemic.

Methodology

The framework of this study is presented in Figure 1. The proposed framework was adapted from Yadav (Yadav & Pathak, 2017) and Ajzen on the theory of planned behavior (Ajzen, 1991). It is based on consumers' subscription intention on their decision and satisfaction. According to the literature review, these three relationships in the model have influenced factors following brand awareness, perceived quality, and price fairness. Those factors led to consumers purchasing video streaming services such as YouTube, Netflix, Disney+, and iQIYI.

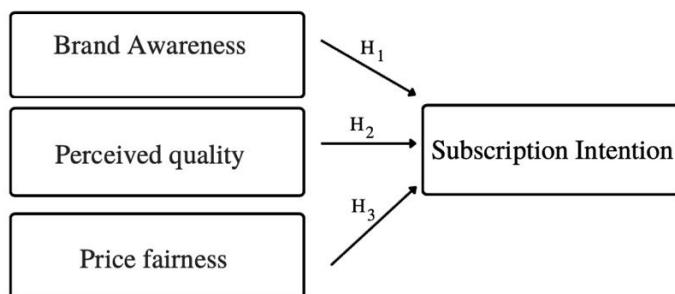


Figure 1 Proposed Research Model (adopted from Yadav & Pathak, 2017)

Hypothesis

H₁: Brand awareness has a positive influence on subscription intention.

H₂: Perceived quality has a positive influence on subscription intention.

H₃: Price fairness has a positive influence on subscription intention.

Research Tools

This research used OLS (Ordinary Least Squares) to analyze primary data. However, it has to test for the correlation to find whether data has a relationship between them or not. Suppose there is no correlation, so the data cannot be used. For the variables from the literature review, Y as the dependent variable is subscription intention, and X₁, X₂, and X₃ as independent variables are brand awareness, perceived quality, and price fairness, respectively. Statistical software performed the OLS (Ordinary Least Squares) and econometrics model analysis. In addition, we are checking with the confidence interval for measuring the degree of certainty in a sample. Moreover, the data is accurate as it minimizes the error term.

The reliability of questionnaires was tested using the internal consistency method, known as Cronbach's alpha. It was introduced by Kuder and Richardson for dichotomous data, then generalized by Cronbach. In this study, Cronbach's alpha was used to test internal consistency for all four Marketing Mix dimensions, Brand Image, Customer Satisfaction, and Customer Loyalty. Cronbach's score range from 0 to 1, with values close to 1 indicating high consistency. George and Mallory provided the following rule of thumb: " ≥ 0.9 - Excellent, ≥ 0.8 - Good, ≥ 0.7 - Acceptable, ≥ 0.6 - Questionable, ≥ 0.5 - Poor and ≤ 0.5 - Unacceptable".

This study's questionnaires were accepted for internal consistency, as all the values were above 0.7 (Cronbach, 1951).

Research Result

Demographical Profile of Respondents

The survey collected general demography such as gender, level of education, the most favorite movie streaming application, and average money spent on membership fees per month. The variables can explain the model by 65.2 percent. Two hundred eight respondents consist of males 30.8 percent, females 57.7 percent, and LGBTQ+ 11.5 percent. The applications the sample liked the most are Netflix, YouTube Premium, Disney+, We TV, and IQIYI, respectively. 24.7 percent of students spend an average of 5 hours per day. For private employment, spend 1 hour and 5 hours per day at an equal percentage of 28.6 percent. People whom an average monthly income below 10,000 has to pay for membership fee average of 165 Baht per month, an average monthly income between 10,001 to 15,000 has to pay a fee of an average of 176 Baht, and an average monthly income above 15,001 baht has to pay a fee at average 179 Baht. The student pays an average membership fee of 174 Baht, the Private Employee pays 152 Baht, and the Public Employee pays 200 Baht on average.

Table 2 Sociography

List	Detail	Percentage (%)
Gender	Male	30.8
	Female	57.7
	LGBTQ+	11.5
Occupation	Student	89.4
	Private employment	6.7
	Public employment	2.4
	Self-employment/Business	0.5
	Other professions	1.0
The average income per month	Less than 10,000	50.0
	10,001-15,000	30.3
	15,001-20,000	10.6
	20,001-25,000	4.3
	More than 30,000	4.8
Hour per day on video streaming	Less than 1 hour/day	3.4
	1 hour/day	17.8
	2 hours/day	21.2
	3 hours/day	19.7
	5 hours/day	25.5
	More than 5 hours/day	12.5

Source: Author's calculation

Relationship of Relevant Variables and Research Hypothesis

The reliability of each variable was tested before the interpretation, in which the Cronbach Alpha should be greater than 0.7, and the P value or significant level should be lower than 0.05. From the evidence in table3, the reliability result showed that the value exceeds 0.7 and all variables (Brand awareness, Perceived quality, and Price fairness) were a significant reference to the research hypothesis.

Table 3 Cronbach's Alpha Scale Reliability Results

Variable	Cronbach's alpha (n=208)	Item	Corrected Item-Total Correlation	Mean
Subscription intention	0.859	SI1	0.677	4.58
		SI2	0.741	3.99
		SI3	0.736	4.08
		SI4	0.765	3.84
		SI5	0.544	4.51
Brand Awareness	0.802	BA1	0.547	4.54
		BA2	0.604	4.66
		BA3	0.598	4.61
		BA4	0.620	4.52
		BA5	0.558	4.56
Perceived Quality	0.781	PQ1	0.675	4.63
		PQ2	0.551	4.36
		PQ3	0.638	4.60
		PQ4	0.553	4.35
Price Fairness	0.821	PF1	0.711	4.44
		PF2	0.750	4.38
		PF3	0.481	4.66
		PF4	0.651	4.36

Source: Author's calculation

Coefficients refer to the relationship between dependent and independent variables. Based on the finding of table 4, brand awareness, perceived quality, price fairness, independent variables, and impact subscription intention. All hypotheses supported subscription intention with a coefficient "Beta" positive value. Brand awareness is a significant influence on subscription intention ($\beta = 0.432$ and $p < 0.001$). Perceived quality ($\beta = 0.139$ and $p < 0.035$) and Price fairness ($\beta = 0.324$ and $p < 0.001$) also influence subscription intention.

Table 4 Summary of Hypotheses Testing

No.	Hypothesis Path	Beta (β)	t-value	p-value	Hypothesis Supported
H_1	Brand Awareness → <i>Subscription intention</i>	0.432	6.617	0.000	Yes
H_2	Perceived Quality → <i>Subscription intention</i>	0.139	2.118	0.035	Yes
H_3	Price Fairness → <i>Subscription intention</i>	0.324	5.339	0.000	Yes

Source: $R^2=0.652$, the significant level at 0.05, p-value < 0.05

Conclusion and Suggestion

This study aims to identify the factor influencing Generation Z's subscription intention of video streaming during the pandemic in Thailand. Brand awareness is the most influencing factor that impacts subscription intention. Perceived quality is the second influencing factor that impacts subscription intention. Price fairness is the least influencing factor impact to subscription intention.

People often see promoting and advertising as the key to accessing consumers and achieving higher sales due to the degree of consumer recognition of its name. Advertisements, pop-up ads, campaigns, or social media promotions are essential to improve brand awareness such as Facebook, Instagram, and YouTube ads. According to the findings in this study, the business related to video streaming services should make the brand quickly recognized and make people familiar with the brand or logo to differentiate from the competition to strengthen brand awareness. With less detail, Netflix's logo, color, and shape make people easily remember. Additionally, social media is affecting people now. Video streaming applications should provide group package options to share costs and pay lower with the same satisfaction and worth the prices. Service providers should increase the number of movies in the mass categories.

Based on the abovementioned details, business providers must emphasize information and adapt it to improve their business. Moreover, the service provider should discount loyal customers and allow them to see the movies or series before others. Hence, paying attention to advertising, logo design, group package program, and discount offering for loyal customers is significant. It would give service providers more strength and sustain in the competitive market. Finally, this study shows the factors influencing subscription intention to video streaming applications: brand awareness, perceived quality, and price fairness.

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The Impact of Work-From-Home (WFH) of Male Full-time Workers under COVID-19 on Their Work-Life-Balance (WLB) Attitude

Kyoko Kato¹

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Abstract

The spread of COVID-19 has led many Japanese companies to introduce work-from-home. In pre-COVID-19 Japan, work from home was considered a “special” work arrangement for a certain group of workers (e.g., female workers, workers in specific industries, etc.). However, after COVID-19, this way of work has been introduced equally to workers who have never experienced working from home before, and in a sense, it is becoming the standard. As mentioned above, full-time male workers in Japan have not been a group of workers who actively chose this work style, so there must be various challenges in getting used to this new work style. Especially for male workers, experiencing this work style must have had a significant influence on their attitude/behavior toward work-life balance.

This paper, therefore, focuses on male full-time/regular workers, finds out the influence and changes that telecommuting due to COVID-19 has on their WLB awareness, and explores how they are generated. A series of interviews with 6 male workers (from Mr. A to Mr. F) indicated 1) the +impact of WHF on their work and life, 2) the commonality between childcare and managing workplaces, and 3) changes in the importance of "experiencing" consciousness born from the experience of WFH. Conclusion, limitations, and future research are discussed. Based on the series of interviews with 6 male workers (from Mr. A to Mr. F), this paper found there are several interesting points that could be worth pointing out to discuss. Conclusion and future research are discussed.

Keywords: Work-Life Balance, Male Full-Time Workers, Work from Home (WFH)

Introduction

The impact of COVID-19, which has continued since the beginning of 2020, has unintentionally brought to the fore various problems regarding human resources in Japanese companies. The declaration of a state of emergency to prevent the spread of infection has greatly restricted economic activities, which led to a concern about the rising unemployment rate, disparities in the treatment of full-time and part-time workers, and labor shortages in the medical and nursing care fields. In addition to these macro issues related to the labor market, COVID-19 promotes the prevalence of “work from home (or WFH hereinafter)”. Working remotely, also known as WFH or telecommuting, is defined as one of the flexible work arrangements that make effective use of time and place using ICT (information and

¹College of Engineering and Design, Shibaura Institute of Technology (SIT), Tokyo, Japan
* E-mail: kkato@shibaura-it.ac.jp

communication technology). Other types of remote work include 1) “mobile work” that works while traveling or on the go and 2) “satellite office” work that works at a facility other than the home base (Ministry of Health, Labor and Welfare). Before COVID-19 in Japan, working remotely was a kind of unique work arrangement for workers who have to take care of children/elderly, salespersons working mostly outside their workplace, and engineers who can handle their tasks at home. For many others such as male full-time workers, working remotely is “non-typical” and is therefore the choice that they have never picked by paying the price.

This paper focuses on working remotely as “work from home” because this work arrangement has exploded in popularity due to the spread of COVID-19. According to a survey of companies conducted by Tokyo Shoko Research, the rate rose from 17.6% to 56.4% when the first state of emergency was declared. After that, although it decreased after the state of emergency was lifted, it rose again to 38.4% when the state of emergency was declared for the second time (Ministry of Internal Affairs and Communication, 2021). In other words, more than 8 out of 10 companies either had never experienced work from home before COVID-19, or it only applies to some employees (e.g. short-time employees or mothers raising children). It means that it was a way of working.

It can be said that the change in work style due to COVID-19 was a very big (and possibly painful) change in Japanese companies, where the value of “going to work itself” is widespread. In particular, for many male full-time workers, who themselves were not eligible, this change is thought to have had a significant impact not only on their work but also on their lives outside of work.

As remote work has been spread out, more issues are pointed out issues related to the “work style” itself (e.g., how to evaluate invisible subordinates, diversity and personnel evaluation, handling of transfer/weekly holidays, side jobs/side jobs, etc.) which have long been potential concerns in Japanese companies. According to a survey conducted by the Japanese Trade Union Confederation (Rengo) in June 2020, it can be seen that work from home includes issues in items such as communication, work efficiency, time management, personnel evaluation, progress management, and information security. For example, working from home tends to result in a lack of communication between employees and their superiors. In addition, working from home tends to lead to long working hours because it is difficult to distinguish between working hours and other hours. Managing hours of work becomes more difficult for companies since employees with children may have their work interrupted to take care of them. Furthermore, performance evaluation is recognized as the biggest challenge for the introduction of work-from-home for many companies.

Research Objective

Whether we like it or not, COVID-19 as an external factor has had a tremendous impact not only on the businesses of all Japanese companies but also on individual workers, especially their attitude toward “how they work” and “how to live”. Especially for major male workers, it is speculated that the new work style has a great impact on how they look at their work and life since the majority of male workers in Japan have never thought that remote work is included in their work arrangement options. Therefore, this paper focuses on male full-time workers to understand their attitude toward work-life balance (hereinafter WLB) that may be influenced by these changes mentioned above. More specifically, this paper tries to find out how remote work changes their awareness of WLB by conducting in-depth interviews.

Literature Review

1. Work-Life-Balance (WLB)

Cabinet Office (2007) defines work-life balance (WLB) as a balance that everyone, regardless of age or gender, wishes to achieve for themselves in various activities such as work, family life, community life, and personal self-development. The reason why the Japanese government is actively working on WLB is that conventional work styles (e.g. regular/ lifetime work arrangement) and male regular workers have still dominated the majority of workplaces in Japan, which makes the government hold a sense of danger to the future Japanese society.

In Japan, where the population is declining and is aging, how to secure a labor force is a major issue (Iki, 2012). However, historically WLB has been introduced to society in order to promote a female workforce in Japan, so most of the HR practices such as childcare leaves are mainly targeted at female workers. As a result, there is a deep-rooted perception that the concept and system are “for female workers”.

As a result of these female-biased systems and policies, ironically, there is still a large gap between men and women in both work and home, in terms of the ratio of labor market participation, working hours, wages, time spent on housework, and the ratio of taking childcare leave (see the Ministry of Health, Labor and Welfare “2014 Equal Employment Basic Survey”, etc.). Regarding this gender gap, the size of the gap is by far the largest in comparison to other countries, and it has become a long-standing social problem in Japan that the gap has not been reduced for many years.

According to the latest data released by the Ministry of Health, Labor and Welfare in 2022, the utilization rate of the childcare leave system, particularly the rate of women taking childcare leave is 85.1%. In contrast, 13.97% of men took childcare leave, which is a slight increase from the previous year’s 12.65%, but we can see that there is still a large gap between male and female childcare leave acquisition rates. Looking at the reasons why male employees did not use the childcare leave system, “I did not want to reduce my income”, The atmosphere in the workplace made it difficult to take the childcare leave system, or the company, boss, or workplace “Because I didn’t understand” and Because there was a job that only I could do or was in charge of (Ministry of Health, Labor and Welfare, 2022a).

In Japan, female full-time/regular workers who are applicable to utilizing various HR practices such as childcare leave are about 25% of the total workforce, while male full-time/regular workers account for more than 40%. Since more than 90% of managers (section chiefs and above) are male workers (Gender Equality Bureau, Cabinet Office, 2014) and therefore “majority workers” in the workplace are male workers, it is easily assumed that their awareness and behavior have a great impact on the awareness and behavior of other workers in the workplace. Clarifying the attitudes of these male workers regarding WLB, will be a great clue when thinking about how to implement (use) not only WLB but also work-style systems in the workplace.

Research on work-life balance has a long history, and in Japan, research focusing on the impact of corporate WLB policies on individual WLB realization and workplace performance and achievements has accumulated over the past several decades. These studies have proven its effectiveness for companies as well as individuals. For example, a survey conducted by the Cabinet Office (2010) reported that companies and workplaces that actively work on WLB have better business performance. Wakisaka (2007) created the “Family Friendly Index”, which is calculated based on factors such as the presence or absence of a system and the utilization of female workers. His index later influenced the recognition and recognition of family-friendly corporations by governments and private organizations. After

that, the flow of research shifted from the analysis of the system to the analysis of the operational situation. As for the reason for the transition, it is often said that policymaking alone does not lead to implementation and that the awareness of managers in particular has an impact on WLB policy implementation. For example, Hopkins (2005) states that managers' interest in WLB and their favorable attitude have a large impact. Carlson et al. (2011) published research results showing that workplaces, where superiors achieve WLB have a positive impact on their subordinates (Spillover).

2. Work from Home (WFH)

When it comes to where-to-work issues, especially 'work from home' or 'remote work', a large number of Japanese workers have been directly affected by COVID-19. In Japan, work from home or remote work is considered a form of telework, a flexible working style that makes effective use of time and place using ICT (Information and Communication Technology). Other types of telework include mobile working while traveling or on the go, and satellite office working at a facility other than the home base (Ministry of Health, Labor and Welfare, 2022a).

In Japan, the working form of work from home is originally considered to be a work arrangement that is used only by specific workers (e.g., working mothers, etc.) and/or specific industries (e.g., information communication, consulting, etc.). As of March 2020 (just before COVID-19 hit Japan), the penetration rate was only 33.7%. However, as a result of the "forced" introduction by many companies due to the impact of COVID-19, although there are fluctuations, it has risen to 67.2% in March 2021 (Ministry of Health, Labor and Welfare, 2022b).

Regarding the impact of working from home on workers, even before the COVID-19 pandemic, many studies have been conducted to examine its impact on satisfaction, work-life balance, working hours, productivity, income, and so on. In addition, the results of research on working from home during the COVID-19 crisis are gradually accumulating. For example, Angelucci et al. (2020) used individual data from a panel survey in the United States to show that people who did not work from home had a higher probability of unemployment and tended to be in poorer health. On the other hand, Morikawa (2020) uses original questionnaire survey data to verify the subjective productivity of telecommuting answered by workers and the possibility that productivity decreases to about 60 to 70% of that of office work. According to a study by Jiang, Ishii, and Oyama (2022), in telework introduced with the COVID-19 epidemic, clearly defining the work hours and not clearly defining the workplace is beneficial. It was shown that a good work-life balance leads to workers' mental health. In addition, consistent with previous findings, it was shown that even in the COVID-19 situation, the impact of work-life balance on mental health is stronger in women than in men.

As mentioned above, the survey shows more than 30% of workers have challenges working from home. Because working from home has never been the choice for the majority of workers before COVID-19 in Japan, it is easily assumed that challenge has a significant impact on how they live as well as how they work. Especially for male people, the impact of change in terms of work style must have a significant impact on their WLB. Therefore, this paper focuses on male full-time/regular workers, finds out the influence and changes that telecommuting due to COVID-19 has on their WLB awareness, and explores how they are generated. Specifically, in this paper interviews were conducted for male full-time/regular workers about WLB issues, mainly asking questions about taking childcare (and elderly care) leave, etc., and clarifying how they affect each other (e.g., how new work styles (work styles) affect your life outside of work). Inoue, Ishihata, and Yamaguchi (2021) examined the effect of working from home on participation in childcare for male workers.

Results of the regression regarding percentage change in time for housework and time with family indicated that that work from home increased the time for house chores and being with family, while they found no evidence that it reduced working hours or self-perceived productivity.

Past research introduced above indicates that a good work-life balance is extremely important not only for corporate performance but also for individuals. Also, managers' awareness of WLB and their own WLB experience, in addition to the introduction of the WLB policy itself, have a positive impact on the management and performance of their subordinates. For many male workers, working from home has become a completely new work-life balance experience, so it can be inferred that working from home has some impact on their WLB awareness. In addition, it can be inferred that the change in WLB awareness affects not only their own performance but also the performance of their subordinates and the workplace.

Methodology

The series of interviews were conducted between March 20 and April 11, 2022. Interviewees were male regular workers regarding their work-life balance (WLB). Initially, I contacted 14 out of 17 workers who were previously interviewed between December 12, 2014, and February 9, 2015, for the same topic using Internet mail, Social Network Services (e.g. Facebook), and other media (3 people could not be contacted at the moment). At the point of May 15, 2022, 11 out of 14 responded, and 8 people were interviewed. This paper introduces 6 people (A to F) who proceeded with the initial interview this time. The method of extracting a sample of the original 17 candidates was based on the roster of the graduate school to which they belong. Interviews were conducted in cases where consent was obtained. The demographics of the interviewees are shown in Table 1.

Table 1: Demographics of Interviewees

ID	Age	Industry	Firm Size	Position
A	early 30s	IT	Small	Manager & Self-Employed
B	early 40s	IT Consulting	Large	Manager
C	early 50s	Auto Parts Manufacturing	Large	Floor manager
D	early 40s	IT	Small	Managing Director
E	late 40s	Construction	Large	Deputy Manager
F	late 50s	IT	Large	General Manager

Results

In this section, the results of interviews with six male workers (A to F) are described based on 1) their current workplace situation, 2) their views on work, and 3) their views on life (family).

Mr. A - IT Engineer

He is an IT engineer and has been a sole proprietor since before the Corona period, mainly working at a small IT company. Currently, he divides his energy into 50% working at the company and 50% working as a co-founder (technical advisor) in 2019. Businesses of the company have been hit hard by the virus, while the co-founded company was able to greatly improve its performance because the products it handled were in line with the times. He has been practicing so-called “parallel work” even before the Corona period, but he now has the impression that the level of understanding and recognition of this work style has increased dramatically after the virus hit the world.

Work Side: Before the Corona period, almost all meetings and discussions in the company he worked for were done face-to-face, but they have shifted to online, and they are still active in that state. The job as the co-founder was fully remote at the beginning. So now he has more time to work remotely. Since now he has a lot more freedom in how he uses his time, and therefore chances are also increasing in terms of finding new business opportunities as a co-founder. While the style of working (= remote working) is increasing in the IT industry, it is becoming more difficult to build good/personal communication networks, which may affect the level of understanding customers. Because of the reason above, he tries to doubt his own perceptions and tries to increase the frequency of confirmation. In the case of managing/ evaluating subordinates, there is no big difference between face-to-face and remote (originally managed numerically). We strive to nurture young people by checking the results at a fixed point every day and measuring the transition.

Life side: He got married in 2017 and had their first son in 2019. His partner (wife) worked as a full-time employee in the public relations department of a transportation company until she gave birth, but returned to work in April after taking a leave of absence. When working remotely (at home), there are times when he can't concentrate on work because his children are crawling around. There are also issues such as how to deal with the fact that the decrease in income due to adjusting work for vacation and childcare is stressful for his wife. Overall, however, he feels that childcare and work have something in common. In the work of project management, it is important to know how to deal with problems when they arise, but childcare is the same. Monitor daily progress, talk to them, and deal with any problems that arise. Carrying out the work by repeating this process overlaps with childcare, which is interesting.

Mr. B - IT Consultant

He started his career as a System Engineer (SE), then changed jobs at a major Japanese consulting company, and is currently working as a consultant at a major IT company. In 2019, He started living in two bases in Tokyo and Nagano by choosing a “fully remote” type job. Due to Coronavirus, while the performance of the core business of the company has increased significantly, the improvement in the performance of the current business has had a negative impact on the attitude of the business transformation and new business initiatives that have been promoted for several years.

Work side: The work style system at the workplace has improved significantly. If you apply for remote work, you can move. The company currently has a remote rate of 70 to 80% (as of April 2022) when the state of emergency is declared. Job types are also changing to be more in line with actual work patterns and job types (=appropriate remuneration), which indicates that the company is aiming to get out of the business as a simple system integrator.

Life side: He started working from home all day, spending time with his three children (ages 12, 10, and 7) to pick them up from school, and see their homework after returning home. This makes it possible to grasp the children's daily progress, which greatly affects the depth of communication with them. The role at home that he is assigned (mentioned above) makes his work life change too. For example, all meetings are arranged during the day, meaning children are gone to school. This type of time management has a positive effect on the consciousness of how to work and how to manage subordinates. In 2020, his partner (wife) passed the entrance exam of the long-awaited veterinary school. Her first year was completely online, and the number of face-to-face classes increased in 2022. However, his way of working at home makes it possible for his partner to go and take classes in person.

Mr. C - Engineer at an Automotive Parts Manufacturing

Floor manager of the technical position at a major auto parts manufacturer (assistant floor manager in 2015). At the beginning of Corona, the atmosphere in the company was that "WFH is impossible", but when the government requested it under the declaration of emergency, WFH progressed at once. For a while, he was working fully remotely, but now is working remotely three days a week on a reporting basis (as of April 2022). Initially, he was somehow surprised that WFH was possible even in his department (developing dept.). Regarding diversity in the workplace (especially women's empowerment), the awareness and structure have changed significantly compared to that seven years ago. However, there is also an impression that the numbers are still ahead of the promotion of female workers. Currently, the average number of days of childcare leave for male workers is only 10 days (FY2020).

Work Side: Trial and error are still going on as to how to deal with subordinates as a floor manager remotely. When WFH had just started, he held short meetings every day, but now he is reducing the frequency because it is not cost-effective. Originally, there was a lot of outside work, and there was not much resistance within the department to proceed with work in the absence of a floor manager. He sometimes feels sorry for young people (especially new employees from 2020) because they have few opportunities to receive direct guidance from seniors.

Life Side: Communication with family members has increased dramatically due to the increased time spent at home due to remote work. When he is at home, I can finish work much earlier than usual, so he uses it for picking up children from cram school and lessons. Since he can take care of small house chores such as taking in the laundry (especially when raining) or switching on the rice cooker, his partner (wife) can go out and enjoy her time without concerning those house chores. His wife quit full-time work due to childbirth and childcare several years ago but recently she has been helping her father's tax accountant's office. Because of the part-time work, she decided to go back to school and learn tax accounting and accounting. Now she commutes to school for several days on weekdays, but this is also possible thanks to his remote work.

Mr. D - Managing Director

Managing Director of a small IT company. The position, which has not changed since seven years ago, is to look at the overall management while also looking at the floor. He feels that diversity in the company has progressed considerably. The awareness of managers has also changed, and there are no people who show rejection. From the perspective of securing a labor force, the company has been focusing on promoting gender participation and health management, and the turnover rate has been considerably low. His company also actively employs people with disabilities and foreigners mainly from Southeast Asia.

Work Side: After the COVID-19 hit Japan, the ratio of working at home and working face-to-face has become about 7:3. Currently he only comes to work once a week (as of

April 2022). Regarding online work, at first, there were problems with the communication environment at home, but now they have been resolved. The frequency of informal communication has declined, as interactions at eating out and drinking parties have disappeared. Also, the fewer days he commutes, the fewer days that he feels tired. Interestingly, the number of meetings increased dramatically, since we no longer have to think about the time spent traveling to visit customers. Such time used to be, in a sense, rest time, but no now such time is gone. Nonetheless, with the establishment of online meetings, it is significant that communication with overseas and local communities has become much more familiar.

Life Side: He has decided to shift to a work style of working from home six days a week, but there are no particular problems at home. My partner (wife) takes on occasional and one-time jobs (designing children's clothing) but basically concentrates on housework and childcare. The time that he used for commuting and overtime can now be used for time with children. He is doing a drop-off and pick-up for cram school and practice. During the period of the declaration of emergency (all schools are closed), he had a wonderful time with his son by waking at 5:30 to practice soccer, which now became his warmest memory.

Mr. E - Engineer (Architecture)

Deputy Manager at a corporate planning department at a major general contractor. The problem of shortage of human resources common to general contractors is also a serious situation in the company. The company's population pyramid is distorted, and there are very few people in their 30s and 40s who have physical strength and intelligence. Mid-career recruitment did not proceed as expected, and since the company is not popular, there are many problems with the quality of human resources. This month, we established a division specializing in Diversity & Inclusion as part of our medium-term plan. To receive certification for promoting women's participation in the workplace, there are some glimpses of the intention to improve even just the form. Online is spreading at once under the Coronavirus, and management meetings are also held online. Currently, the rate of attendance at work is set at 70% (about 2-3 days a week: as of April 2022), and adjustments are being made to clear the rate. Even if the Coronavirus is completely settled, this shape will not change. Since most of the employees working in the office are online, he certainly feels the lack of communication.

Work Side: After becoming a deputy manager, he continues to be the first to leave the office because he thinks it is important to show his subordinates to leave early. The number of socializing events such as drinking and dinners with coworkers has decreased, so there may be unconscious changes in communication within the department. However, at the moment he doesn't feel any particular problems so far. However, there are times when he feels sorry for the evaluation of his subordinates because it is judged only by the output (=the amount of effort they put into the process may not be reflected in the results).

Life Side: He had a baby girl in 2017, but at that time he didn't take childcare leave. The company was in a period of transition both institutionally and culturally regarding how to think about employees' work-life balance, and certainly affected his decision-making on whether he took leaves or not. Since the time for commuting has decreased and he can finish work almost on time under remote work, his physical fatigue has decreased significantly. Consequently, his energy toward work has improved greatly. In addition, he deeply enjoyed having dinner with his child, which had never done before doing remote work. He feels that being able to spend a moment in my child's life with me is a big plus for the way I approach my work.

Mr. F - General Manager of an IT company

Mr. F is a general manager of an IT company that is a group company in a major manufacturing industry in Japan. The current staff under his management is about 200. He is told that there are three years left until retirement. As with other companies, the shortage of human resources is a problem, and it becomes gradually difficult to make it in time unless hiring new graduates with a humanities (not technology or science) background. What has changed in the past several years is that the number of female employees has increased, probably more than 40% of all employees at this point. The rate of returning to work after taking (childcare) leave is quite high, so it's a good environment for them. In the case of employees with in-house marriages, there are cases where husbands and wives take turns taking leave. Women are often involved in software development and have high communication skills, so he feels that they are excellent as managers.

Work Side: Mr. F doesn't feel much about the impact of COVID-19 on the business side since he himself doesn't face difficulty in adopting remote work. He does it even before COVID-19 and is suited to him. Since his son left home after graduation, he uses his son's room for working. When he is at home all day, he sometimes works in a hotel room rented by the hour in the neighborhood, which becomes somehow a break for him as well as the whole family at home. There is however an impression to him that "time has stopped" in terms of socializing. Originally, interacting with people outside the company was part of his responsibility (as a manager of new product development), so he has fewer opportunities to be stimulated from outside and satisfy his intellectual curiosity. He has tried several online brainstorming sessions with clients, but he was not happy with the results.

Life Side: As mentioned, his son left home, and now he lives with his wife and his daughter. The three of them sometimes enjoy traveling together. His wife got her Financial Planner license about 10 years ago and is still working, so now he is in charge of preparing dinner when he is at home. There have been no major changes in family composition or lifestyle other than those mentioned above.

Below is Table 2 shows several key findings summarized from the interviews by interviewees.

Table 2: Key Findings from the Interviews by Work- and Life Sides

ID	Age, Industry, Sze	Work Side	Life Side
A	The early 30s IT (Small)	Hybrid (main job)/ Fully remote (side job) No problem in managing & evaluating subordinates under work from home. However, sometimes feel difficult to build and maintain the social network that is crucial for doing business.	Paying attention to keeping a good partnership with his wife who decides to reduce working hours b/c of childcare. As a new father (since 2019), taking care of his baby has some similarities to managing projects.
B	The early 40s IT Consulting (Large)	Fully remote No problem in managing & subordinates subordinate under work from home	His wife is currently a full-time medical student since 2020 - making it better how to manage time for work and house chores than before. Taking care of children gives him a hint to managing subordinates.
C	The early 50s Auto Parts Manufacturing (Large)	Hybrid (3 days at home) Trial and error are still going on as to deal with subordinates remotely. Feel sorry for newcomers (esp. since 2020) b/c few On-the-Job experiences.	His wife is currently a full-time student (accountant) - taking care of children and doing some house chores while she is out.

Table 2: Key Findings from the Interviews by Work- and Life Sides (Con.)

ID	Age, Industry, Size	Work Side	Life Side
D	The early 40s IT (Small)	Hybrid (office 3: home 7) the Frequency of “informal” communication & interaction is declined. Fewer days to be tired b/c fewer commuting working hours seems more concentrated. Work from home expands the possibility to do business outside of Japan.	No particular problems & challenges at home due to working from home Taking care of children’s commuting to cram school and practice.
E	late 40s Construction (Large)	Hybrid (office 3: home 7) Recently promoted to a deputy manager socializing events and interactions are declined. Feel sorry for subordinates b/c he has to evaluate them with their output, not processes.	Enjoy having time with his child (never had dinner with her before COVID-19) Can put more time & energy into his child and home b/c fatigue from work is reduced.
F	late 50s IT (Large)	Mostly remote Doesn’t face difficulty to WFH. Much fewer opportunities to be stimulated from outside and satisfy his intellectual curiosity.	His son left home (after graduating). After COVID-19, he is in charge of preparing dinner when he is at home. No significant change in life b/c of COVID-19, but definitely impact on his way of thinking about career/life in future.

Discussion

Though the results described in the above section are derived from the first stage (rough) interviews and cannot be generalized because of the characteristics of the sample, there are several interesting points that could be worth pointing out to discuss.

First, interviewees who do WFH generally see the impact of this work style on their “life (especially at home)” positively. The most frequent responses were to use the saved commuting time and overtime hours for taking care of their children (e.g., bringing them back from school, supervising homework, and playing with them). In addition, when the partner (wife) is away from home, they are responding to calls from their school and doing small household chores (e.g., taking in laundry and futons, preparing dinner, etc.). There was also a case in which an interviewee was in charge of making dinner himself when he was at home. Shortening (or reducing) commuting time not only saves time but also reduces mental and physical burdens, so it is presumed that they were able to actively face this role at home. Interacting with various family members also seems to have a positive effect on attitudes and awareness toward work.

On the other hand, the influence of work from home on “work” was mixed positive and negative. The most positive impact has been reduced commuting time and overtime work. Also, the physical and mental burden has been reduced due to the relatively shortened working hours. Reduction of commuting and overtime work however leads to the daytime schedule becoming busier and more congested. Working “away” from home also makes it apparent that there are problems with evaluating and supervising subordinates. More strictly speaking, they seem to feel sorry for the newcomers who have no chance to meet and be taught face-to-face, rather than seeing it as a problem. It indicates that interacting face-to-face holds several elements that make their business more efficient and effective and that cannot be replaced by ICT technologies.

Although it cannot be generalized from the nature of the sample and from a quantitative point of view, there seems to be a relationship between generations of interviewees and levels of change regarding WLB awareness after COVID-19. In many cases, interviewees in upper generations tend to mention very little about their “life side”, especially about their children and families. This may be partly due to the levels of their

involvement in their families. That said, they are not uninterested in “life”, and it seems that they have an awareness of issues specific to their age group. For example, Mr. F (and another interviewee not covered in this paper) repeatedly mentioned their career after retirement as a big issue. Ms. F seemed to be trying and eroding how to draw a future plan itself. It is interesting to see how the design of the later stage of their work career is directly linked to the subsequent “life” itself.

Among the interviews, it was found that the skills and knowledge generated by facing children and families are being applied to reviewing work processes, improving communication with subordinates, and developing human resources at their workplace. For example, by facing children’s homework every day, they learned that they were able to 1) grasp their child’s level of understanding from the daily homework, which enabled them to improve the quality of communication and 2) know what their child was good at or what they stumbled, which makes it possible to predict future troubles. They then found that the examples above can be applied when supervising subordinates. In addition, they said that there are many commonalities between dealing with various troubles and issues that occur in daily work processes as a project manager and dealing with various troubles that occur daily in the process of raising children.

Conclusion

This paper describes a series of interviews with male full-time workers asking about their attitude toward WLB after COVID-19, especially focusing on how WFH affects their attitude toward WLB. The results from the analysis cannot be generalized due to the nature of the samples, and all the results in this paper are from preliminary interviews which are neither well-structured nor organized. For this reason, additional interviews are necessary to further surveys. With these limitations in mind, this chapter presents a discussion of the results of the study.

First of all, it was found that the transition from person-to-person to WFH had a significant impact on interviews regarding WLB awareness. Especially for interviewees with younger children the awareness of both the work side and the life-side changes as they carry out working remotely. Also, changes in a life side affect their work side and vice versa: For example, to save commuting time and overtime and for spending more time with children, applying the ability to watch over a child’s learning while watching homework to the ability to manage the performance of subordinates in the workplace.

An interesting point is that, whether they like it or not, as they are able to spend a certain amount of time with their families through remote work, their attitude toward family and their roles seem to change. More interestingly, the process of changing WLB awareness caused by WFH due to COVID-19 is very similar to the process of changing WLB awareness caused by changes in work styles faced by male expatriates in the United States that the author previously investigated (Kato, 2011). Even if these are not necessarily the changes that they desired, new “experiences” have some (mostly positive) impact on their outlook on work and life. From this fact, it can be inferred that accumulating various experiences allow individuals to consider the positions of diverse human resources.

On the other hand, it cannot conclude from the interviews whether changes in awareness necessarily lead to concrete actions. If it is important to reduce the physical burden on the partner by changing the person’s consciousness and influencing the person’s specific actions, then in a sense, it can be said that focusing only on consciousness is one-sided. However, as mentioned above, it is not the purpose of this research to investigate behavior or specific time, and in this research, “changes in consciousness born from experience” itself is an important element. In other words, WFH due to COVID-19 will allow people to use their time in a different way than before, and the ability to apply the positive emotions they

experienced there to thinking about people other than themselves is what is important for managers in the workplace.

For example, if there are more managers like Mr. B and Mr. E who experience irreplaceable time spent with their children while at home, they will have a different perspective when thinking about childcare and nursing care leave for their subordinates. As evidenced by case studies and statistics, in Japan, even if there is a system, the actual utilization rate is low. For example, in the case of childcare leave in Tokyo, 36.3% and 35.2%, respectively, said that “the atmosphere at the workplace was not conducive to taking childcare leave” and “there was no replacement staff at the workplace” (multiple answers: Business Labor Trends, 2022). The atmosphere of the workplace will change greatly if people in management positions have the experience mentioned in the interviews. Having a positive atmosphere in the workplace is also helpful when thinking about replacement staff for male childcare leave. For example, this can be used as an opportunity to review the division of work, eliminate the dependence of work on individual skills, and visualize and standardize work.

Also, as touched upon in the analysis, some interviewees found opportunities and hints for work through childcare and house chores. Both workplaces and homes are essentially organizations in a sense, and they all have in common that they are established under management. In terms of meeting the needs of the members of the organization and planning various ways to move toward the goals of the organization, there are many areas where the know-how and knowledge gained at work can be utilized at home. Also, it can be true that finding common ground between one's daily work and home may reduce feelings of reluctance and guilt about engaging in “life”.

WLB, as defined by the Cabinet Office (2007), is “a state in which men and women of all ages can engage in a variety of activities, including work, family life, community life, and personal self-development, in the desired balance”. However, because of the process of its introduction, it seems that the awareness that systems such as women's utilization and childcare leave are “systems for specific human resources” has taken root. A survey by Fujisawa (2020) also cites examples of companies that are trying hard to ensure that the theme of encouraging men to take childcare leave is not seen as a matter limited to a small number of employees. Lowering the level of resistance to awareness rather than increasing the number of male employees who find common ground is also important from the point of view of fostering the awareness that childcare and nursing care are not for some but for all workers.

As mentioned, this study focused on the results of 6 of the 10 subjects who had completed the preliminary interview. Full-fledged analysis and consideration will be left after conducting all preliminary interviews as well as more structured interviews. In fact, these preliminary interviews spent too much time catching up with the seven years, rather than collecting information about the changes after COVID-19. For future interviews, it is necessary to do a comparative analysis among interviewees possible by semi-structuring the content and asking questions that can be quantitatively analyzed as much as possible. In addition, regarding the “flexibility” of time that was mentioned in the preliminary interviews, the ripple effect of that flexibility can be visualized qualitatively and quantitatively and can be considered as one of the indicators of how to use time in the future.

In addition to the limitations mentioned above, there are several points that should be described at the end. First, the subjects of this interview are voluntary participants and are former graduate students and therefore do not represent full-time male workers in Japan. In addition, the findings from the interviews cannot be generalized due to the industry bias that interviewees belong. However, all interviewees are in managerial positions, and from this point of view, carefully tracing their changes in awareness will provide an opportunity to

learn how the experience of working from home will be utilized in the future at work and at home. There is no doubt that it has become a valuable opportunity for WLB research.

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The Impact of the Korean Wave on Korean Food Consumption of Thai Consumers

**Pithoon Thanabordeekij^{1*}, Benjapon Prommawin², Teeritsara Laungsan³,
and Ananya Klinhom⁴**

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Abstract

As a result of globalization and rapid growth in technological progress over the past decades, Korean cultures have received much attention and expanded globally. “Hallyu” or “Korean Wave” has generated a soft power in Korea mainly through entertainment media, arts, fashion, language, and food. Among these, Korean food usually displayed and provoked by Korean dramas are among the most prominent ones that directly affected Thai consumers. This paper examines how the Korean Wave impacts Korean food consumption in Thailand. Our objectives are to study how the Korean Wave has influenced the Korean food consumption of Thai consumers and to provide useful empirical evidence for businesses so that the right consumer groups can be targeted. We collected primary survey data of Thai consumers in Chiang Mai and employed an Ordinary Least Squares (OLS) method to estimate the impact of the Korean Wave.

Keywords: Korean Wave, Korean Food, Hallyu, Consumption Behavior, Theory of Planned Behavior

Introduction

Over the past few decades, the rise of globalization has made the world become more connected and interdependent in various economic, social, and cultural aspects. People, trade, investments, goods, ideas, cultures, and even diseases have become mobile across borders of different countries and continents and have done so in greater numbers and with increasing speed mainly due to the advancement in technology (Chareonwongsak, 2002). With technology continuously driving globalization and economic growth, one crucial thing that clearly has benefited from this is “culture”. During the 21st century, Korean culture has received much attention and expanded worldwide. The term “Hallyu”, which means “Korean Wave” has arisen. In the aftermath of the 1997 Asian Financial Crisis, the Korean government began to develop and support the Korean entertainment industry strategically labeling it as a way to promote the growth and soft power of the country. Hallyu has then become increasingly prominent (Chandee, 2020). In just over a decade, Korean culture has subsequently become a global trend (LA Film School, 2021).

The Korean Wave has traveled to Thailand since 2001, starting with the first waves of Korean dramas such as “Autumn in my Heart,” a K-Pop star “Rain,” and an online game “Ragnarok” (Thandee, 2008). After that, localized versions of popular dramas were developed and broadcast in Thailand, notably “Dae Jang Geum” in 2005.

^{1, 2, 3, 4}Faculty of Economics Chiang Mai University, Thailand
*E-mail: pithoon.th@pim.ac.th

Among these Korean Waves, Korean food usually displayed and provoked by Korean dramas are among the most prominent ones that directly affected Thai consumers. When “Dae Joung Gum” was the first broadcast in Thailand, a majority of Thai fans became interested in trying Korean food as appeared in the drama. Korean roasted pork, BBQ, kimchi, bibimbap, dumplings, instant noodles (ramyun), and dessert-like bingsu are among the most popular. As a result, Korean food businesses in Thailand started to grow and expanded rapidly during the beginning of the Korean Wave (Saleepoch, 2009). The sales volume of Korean food in Thailand increased by 20-30% during 2004-2005, and in 2009, there were about 80 Korean food stores in Bangkok. Fifty percent of the food stores in 2009 were established after the Korean Wave, most of which are in the Korean Town of Sukhumvit Roads (Saleepoch, 2009).

The Korean Wave still possesses an important effect on Thai consumers nowadays. Researchers are interested in studying the factors related to the Korean Wave across different generations of Thais. This allows us to analyze whether and how different age groups have different consumption patterns and cultural adoptions. Because Korean foods are usually promoted through series, music videos, and movies and have become widespread among Thai consumers, they are likely to affect their decisions and choices. In this paper, we, therefore, aim to examine how Hallyu impact Thai people's consumption of Korean food. Our research question is therefore whether and how Hallyu (Korean Wave) has impacted each generation of Thai consumers (generations X, Y, Z) in terms of their Korean food consumption. Our assumption is that Hallyu (Korean Wave) has influenced Korean food consumption differently across different generations of Thai people.

We collected primary survey data of Thai consumers in Chiang Mai and employed an Ordinary Least Squares (OLS) method to estimate the impact of the Korean Wave. The result of this research can serve as empirical evidence of the impact of Hallyu on Korean food businesses. Businesses can also use the information to target the right consumer groups. Ultimately, restaurants or companies can use this result to build their business strategies. Thailand's food industry also benefits as we learn the behaviors and choices related to Korean food across different generations of consumers.

Literature Review

This chapter presents relevant variables and theories employed to examine the influence of Hallyu (Korean Wave) on Korean food consumption. As we primarily aim to explore consumer behavior, we first outline the theory of planned behavior (TPB), which consists of attitude, subject norm, perceived behavioral control, and intention. Then, we describe the relevant variables central to our study.

Theory of Planned Behavior

The theory of planned behavior (TPB) is a psychological theory designed to predict and explain human behavior over which individuals have the ability to exert self-control (Ajzen, 1991). The theory posits that an individual's behavioral achievement depends jointly on intention and behavioral control. The model consists of five variables: attitude towards the behavior, subjective norm, perceived behavioral control, intention, and behavior. The first three 'motivational' variables together shape an individual's behavioral intentions, which are then performed to influence behavior. As an individual has behavioral control, the intention is usually expected to impact the behavior or performance, which in turn should increase with behavioral control. Behavioral achievement is a basis for many theories, for example, animal learning (Hull, 1943), level of aspiration (Lewin et al., 1944), performance on psychomotor and cognitive tasks (Fleishman, 1958; Locke, 1965; Vroom, 1964), and person perception and attribution (Heider, 1944; Anderson, 1974).

This study applies the theory of planned behavior (TPB) to understand factors that affect Thai consumers to consume Korean food because this theory explains that the social behavior of an individual is related to intention and behavior (Ha, 2019).

Relevant Variables

1. Economic Value

Economic value is the measurement of benefits from any goods or services to people in society. It can also refer to the maximum price the consumer is willing to pay for a good or service and therefore can be higher than the market value (Banton, 2020).

2. Quality Value

Quality value refers to the social performance of a product or service. The quality value of the cognitive paradigm is developed by examining its deficiency to present alternative solutions (Allaire, 2018).

3. Emotional Value

Emotional value can impact human reasoning in one way or another. It can shape judgment and behavior, and thus can influence customer reasoning, customer judgments, and customer behaviors (Martin et al., 2008).

4 Epistemic Value

Epistemic value relates to cognitive successes: true beliefs, justified beliefs, knowledge, and understanding. True beliefs with justified beliefs will help make any action positive and consistent with the social context, but false beliefs may lead to mass destruction. The knowledge and understanding will help things to be more consistent and will help foster the true and justified beliefs that were there in the first place (Bondy, 2015).

5. Familiarity

Familiarity, in terms of the economic aspect, is the thing that can affect consumer behaviors, such as preference, trust, perceived risk, confidence in a decision, and behavioral intention (Flavián, Guinalíu, & Gurrea, 2006).

6. Subjective Norm

Subjective norm is imposed by comprehending social pressure from external factors, such as people in society, for an individual to behave in a certain way and their motivation to comply with people's views (Ham, Jeger, & Frajman Ivković, 2015).

7. Perceived Behavioral Control

Perceived behavioral control can be defined in two significant aspects, which are on a conceptual basis and a practical basis. A conceptual basis is similar to self-efficacy, but a practical basis is often assessed by the ease or difficulty of the behavior (Wallston, 2001).

8. Intention to Consume Korean Food

Intention to consume Korean food refers to the individual's intent to purchase or consume foods in the Korean style. Behavioral intention is considered to narrate values and identity more clearly than actual past behavior (Qasim et al., 2019).

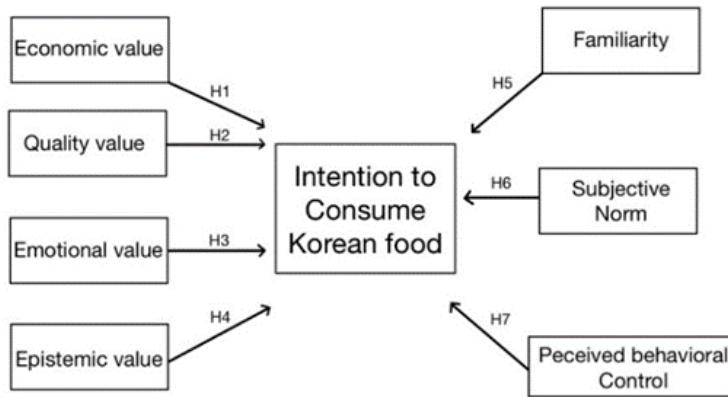


Figure 1 Conceptual Reserve Model

Research Methodology

This paper studies the impact of the Korean Wave on the Korean food consumption of Thai consumers by using primary survey data of consumers in Chiang Mai and multiple regression analysis.

In this section, we describe the population and sample, tools and data, data analysis, and research methods. The target population of this study is Thai consumers in Chiang Mai who have experienced or consumed Korean food. According to Sangkakorn and Suwannarat (2013), Chiang Mai is a major tourist destination in Thailand because of its unique culture and various tourist attractions. The tourism industry is the main Income that nourishes Chiang Mai—resulting in income distribution, employment, and the development of many industries. Therefore, Chiang Mai is considered one of the important provinces in terms of the economy and cultural diversity of Thailand. For this reason, Chiang Mai has a diverse food industry and thus justifies our use as a sample area. The Taro Yamane formula is used to calculate the sample size (Yamane, 1973).

Population and Sample

The target population of this study was Thai people in Chiang Mai province who have experienced Korean food. Chiang Mai Provincial Public Health Office reported that the population in Chiang Mai province in 2020 was 1,629,434. Using Taro Yamane's sample size calculation, our minimum sample size required is 400 respondents.

Tools and Data

We launched survey questionnaires to collect data from the sample. The method that we used to collect the data is convenient random sampling. Elements in the questionnaire were derived from the literature, and we modified some elements to be suitable for our research. We adopted the five-point Likert scale with the range of “strongly disagree” (1) and “strongly agree” (5) for respondents to rate each factor that may affect them to consume Korean food. Sample questions from the survey are shown in Table 1.

Table 1 Sample Questionnaires

Variable	Survey Questions	Source
Personal information	Q1 Age Q2 Gender Q3 Level of education Q4 Work situation Q5 Income per month Q6 Have you ever experienced Korean food?	Kraus and Cazlan, (2019) Fujita, Shiono, and Maki (2014)
Economic value	Q1 The price of Korean food, in general, is expensive. Q2 Korean food could be approximated with the market price of food from other nationalities. Q3 Costs incurred in dining at a Korean restaurant can be a proxy for luxury food. Q4 The price of Korean food varies from restaurant to restaurant, depending on the restaurant's service. Q5 The good atmosphere of Korean restaurants results in the willingness to pay higher prices for Korean food.	Kyophilavong (2011) Saka, Gujja, and Alkali (2019)
Quality Value	Q1 I can easily access Korean food according to the price based on ingredients and services. Q2 The atmosphere in Korean food restaurants is displayed harmoniously. Q3 Korean food provides a good experience in consuming good ingredients. Q4 Korean food restaurants provide impressive services. Q5 Korean food restaurants provide cleanliness and food safety. Q6 The ordering problem hardly occurred when I choose to consume in Korean restaurants, and even if the problem occurred, the Korean restaurants could instantly cope with it.	Kuo, Wu, and Deng (2009)
Emotional value	Q1 I am happy when consuming Korean food. Q2 When I am feeling optimistic, I tend to go to eat Korean food. Q3 Watching K-drama can make me crave Korean food. Q4 Consuming Korean food reminds me of the warm and romantic feeling of K-drama. Q5 Consuming Korean food makes me feel romantic/warmed towards my partner or family. Q6 Korean food makes me feel that I am a part of Korean culture.	King and Emmons (1990) Becerra et al. (2019)

Table 1 Sample Questionnaires (Con.)

Variable	Survey Questions	Source
Epistemic value	<p>Q1 Consuming Korean food satisfies my new experience.</p> <p>Q2 Consuming Korean food makes me feel the atmosphere of Korean culture.</p> <p>Q3 Consuming Korean food makes me reminisce about the K-dramas that I watched.</p> <p>Q4 Consuming Korean food makes me learn the cultural differences between South Korea and my home country.</p>	Saka, Gujja, and Alkali (2019)
Familiarity	<p>Q1 I am familiar with the taste of Korean food.</p> <p>Q2 I am familiar with the name of Korean food.</p> <p>Q3 Korean foods in K-dramas are familiar to me.</p> <p>Q4 I consume Korean food quite often compared to food from other cuisines.</p>	Turetken, Ondracek, and IJsselsteijn (2019)
Subjective norm	<p>Q1 My friends support my consumption of Korean food.</p> <p>Q2 My parents support me in consuming Korean food.</p> <p>Q3 My boyfriend/girlfriend supports me in consuming Korean food.</p> <p>Q4 My favorite Korean idols encourage me to consume Korean food.</p> <p>Q5 Our society (trend) supports my consumption of Korean food.</p>	Ertmer (2016)
Perceived behavioral control	<p>Q1 If I wanted to, I could buy Korean food instead of buying Thai food.</p> <p>Q2 I think it is easier for me to buy Korean food rather than other cuisines.</p> <p>Q3 I tend to buy Korean food even though other types of food look more worthy.</p>	Wong, Hsu, and Chen (2018)
Intention to Consume Korean food	<p>Q1 When deciding to consume food, I prefer to consume Korean food.</p> <p>Q 2 When deciding to consume food, I mostly intend to consume Korean food.</p> <p>Q 3 I will still consume Korean food in the future if given a chance.</p> <p>Q 4 I expect to consume Korean food in the future.</p> <p>Q 5 Assuming I have to go for dinner with my family/friends/ boyfriend/girlfriend, I intend to choose a Korean restaurant.</p> <p>Q 6 If I go to a restaurant with Korean food, I want to consume it as much as possible.</p>	Islam, Karia, and Khaleel (2019) Khidzir, Ghani, and Guan (2017) Sarlan, Ahmad, Ahmad, and Dominic (2012)

Regression Analysis

The variables shown in the research equation consist of Intention to consume Korean food (ICK), Personal information (PI), Economic value (ECV), Quality

value (ETV), Epistemic value (EPV), Familiarity (FM), Subjective norm (SN), Perceived behavioral control (PBC). We estimate the impact of these variables on the intention to consume Korean food using a multiple linear regression equation:

$$ICK = \beta_0 + \beta_1 PI + \beta_2 ECV + \beta_3 QV + \beta_4 ETV + \beta_5 EPV + \beta_6 FM + \beta_7 SN + \beta_8 PBC + u$$

where β_0 denotes the fixed effect on the different consumers. $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7$ and β_8 represent the coefficient of each variable, and u denotes the error terms. PI is added as a demographic control variable. All the other coefficients are expected to have a positive sign. Hence, we expect economic value, quality value, emotional value, epistemic value, familiarity, subjective norm, and perceived behavioral control to positively affect the intention to consume Korean food.

Results

Demographic Profiles

The survey collected general information about the respondents, including age, gender, level of education, and career. Out of 550 respondents, there are 400 respondents of whom we can take the information into the analysis of the research as these are individuals who were both familiar with Korean food and the atmosphere of Korean food restaurants. These respondents can be classified into generation X (5 percent), generation Y (10 percent), and generation Z (86 percent). In terms of gender, 11 percent are men and 78 percent are women, and 11 percent are LGBTQ+. For the level of education, 14 percent are with a lower bachelor's degree, 82 percent with a bachelor's degree, and 4 percent have a qualification higher than a bachelor's degree. 81 percent of our sample are students.

Relationship in Relevant Variables and Research Hypothesis

We first conduct the reliability test of each variable using Cronbach's Alpha for the sample size of 400. The results are presented in Table 2. The value of Cronbach's Alpha greater than 0.7 suggests that the data is not unidimensional (Tavakol & Dennick, 2011). Based on this scale measure, almost all our variables possess sufficient variations with the value exceeding 0.7.

Table 2 Cronbach's Alpha Scale Reliability Results

Variable	Cronbach's Alpha (n=400)	Item	Mean
Economic Value	0.723	EcoV1 EcoV2 EcoV3 EcoV4	4.165 3.430 4.125 4.130
Quality Value	0.758	QuaV1 QuaV2 QuaV3 QuaV4 QuaV5 QuaV6	3.860 4.1325 3.8925 3.825 4.0275 3.850
Emotional Value	0.774	EmoV1 EmoV2 EmoV3 EmoV4 EmoV5	4.335 3.355 4.4075 3.6325 3.900
Epistemic Value	0.768	EpisV1 EpisV2 EpisV3 EpisV4	4.2725 4.025 4.110 4.2475
Familiarity	0.794	FamiV1 FamiV2 FamiV3 FamiV4	3.660 3.675 4.0875 3.105
Subjective Norm	0.722	SubV1 SubV2 SubV3 SubV4 SubV5	3.0975 2.2275 2.480 3.815 3.7275
Perceived behavioral control	0.829	PerV1 PerV2 PerV3	2.6075 2.8550 2.6100
Intention to consume Korean food	0.860	IntenV1 IntenV2 IntenV3 IntenV4 IntenV5 IntenV6	2.825 2.6575 3.9525 4.1275 3.1425 3.0475

Table 3 Summary of Hypotheses Testing

No.	Hypothesis Path	Beta (β)	t-value	p-value	Hypothesis supported
H₁	Economic Value → <i>Intention to consume Korean food</i>	0.049	1.611	0.108	NO
H₂	Quality Value → <i>Intention to consume Korean food</i>	0.101	3.125	0.002	YES
H₃	Emotional Value → <i>Intention to consume Korean food</i>	0.319	6.939	0.000	YES
H₄	Epistemic Value → <i>Intention to consume Korean food</i>	-0.074	-1.847	0.066	NO
H₅	Familiarity → <i>Intention to consume Korean food</i>	0.186	4.753	0.000	YES
H₆	Subjective Norm → <i>Intention to consume Korean food</i>	0.025	0.732	0.464	NO
H₇	Perceived behavioral control → <i>Intention to consume Korean food</i>	0.453	12.420	0.000	YES

Source: R²=0.691, a significant level at 0.05, p-value < 0.05

In Table 3, we perform the multiple regression analysis to test seven hypotheses on different potential factors that may affect the intention to consume Korean food. A p-value lower than 0.05 suggests that there is sufficient evidence from data to support that the factor in consideration has a significant effect on the intention to consume Korean food (Filho, Paranhos, & da Rocha, 2013). Based on the estimates in Table 3, quality value ($\beta = 0.101$ and $p = 0.002$), emotional value ($\beta = 0.319$ and $p = 0.000$), familiarity ($\beta = 0.186$ and $p = 0.000$), and perceived behavioral control ($\beta = 0.453$ and $p = 0.000$) are the independent variables that have a significant impact on the intention to consume Korean food. Although we do not find economic value, epistemic value, and subjective norm to have a statistically significant impact on the intention to consume Korean food, the estimates of economic value and subjective norm are of the expected positive sign.

Conclusion and Policy Recommendation

The study's main objectives are to study how Hallyu or Korean Wave has influenced Thai people's consumption of Korean food and to recommend businesses to target the right consumer groups, especially for businesses related to Korean food and culture. Our results reveal that quality value had an essential impact on Thai consumers' intention to consume Korean food. Consistent with this, Choe and Kim (2018) also found that quality value positively affects attitudes toward food consumption. In order to attract the intention of consumers, businesses should try to create harmony in the Korean atmosphere. The business owners of Korean food restaurants may decorate their stores to represent Korean cultures or popular trends.

Emotional value also has an impact on the intention to consume Korean food. Most Thai consumers agreed that watching K-dramas made them want to consume Korean food, and when they consume Korean food then, they tend to be happy. In the previously published research, Choe and Kim (2018) also found that emotional value positively affects attitudes toward the selection to consume some food. Therefore, to attract the attention of consumers of Korean products, businesses could present or relate their food or products to K-dramas or K-series that are viral among consumers.

In addition, familiarity is another significant factor that impacts the intention to consume Korean food. Soliman (2021) also found that familiarity significantly and positively affects the image and intention to consume. Therefore, creating familiarity with Korean-related products in terms of their appearance, names, and tastes or textures is also very

important to generate the intention to consume. For instance, a business owner may select a pastel color used by many K-dramas settings for their products or for the decoration of their store. Naming the product or their store related to Korean trends such as Gong Yoo fried chicken (Gong Yoo is a South Korean actor who is best known in the K-dramas films), or I-purple-you store (Purple is the color that stands for love and is used among the ARMY or fan club of the most popular K-pop idol (2022) named BTS) could also raise revenues.

Lastly, perceived behavioral control is also a factor that impacts the intention to consume Korean food. Some Thai consumers agreed that it is easier to buy Korean food than other cuisines, and they tended to buy Korean food even though other types of food looked more worthy. Islam and Khaleel (2019) also found that perceived behavioral control is the a vital factor in the intention to consume. Thus, creating beliefs in Korean terms that will affect the behavior of Thai people is also essential. One strategy is to create compelling advertisements. Large businesses may hire a presenter that is trending at that time, while small businesses may create a package that has connections with the concurrent Korean trend.

Hence, it is essential to target the right consumer groups so businesses can effectively make profits. Besides, increasing the intention to consume in many ways suggested by the research is also crucial.

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The Influence of Celebrity Endorsement on Purchase Intention of Smartwatches in Cambodia

Chetana Chey^{1*} and Sunida Piriayapada²

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Abstract

The objectives of the research are to investigate the relationships between celebrity endorsement, the attitude toward the advertisement, the attitude toward the brand, and purchase intention, to examine the effects of the influence of celebrity endorsement on the purchase intention of the Smartwatches in Phnom Penh, Cambodia, and to develop a marketing strategy to influence the Cambodian consumer behavior.

The convenience sampling survey was used to collect the data from 233 respondents aged between 18 and 45 living in Phnom Penh, Cambodia by online Google Surveys. Multiple Regression Analysis was also used to analyze the relationships between variables in this research.

This study shows that celebrity credibility, celebrity attractiveness, and product match-up are found to have positive influences on both attitudes toward the brand (38.70%) and purchase intention (46.20%) because all factors are significant in each relationship. As a result, the credibility and attractiveness of the celebrity endorsers significantly and positively affect the brand attitude and the brand credibility, and the purchase intention of the endorsed product/brand. The trustworthiness of the celebrity also has a positive impact on the brand attitude. This study also finds that the expertise and trustworthiness of the celebrity endorsers strongly influence the endorsed product/brand. Therefore, the main focus of the attention will be on hiring a celebrity endorser who has the expertise and trustworthy looks when the celebrity endorsement is used as a marketing strategy.

Keywords: Celebrity Endorsement, Purchase Intention, Brand Attitude, Brand Credibility

Introduction

A well-known, interesting method of marketing communications is an advertisement. In the world of intense competition for attracting customer attention and launching new products, advertisers are compelled to employ celebrities that easily catch the public's attention. Celebrities can make advertisements turn heads and stand out from the rest; therefore, it improves the ability to effectively convey the message in the communication process (Muda, Musa, & Putit, 2012). Moreover, endorsements by celebrities are found to easily conjure up a brand name (Friedman & Friedman, 1979; Petty, Cacioppo, & Schumann, 1983). Lots of studies also reveal that celebrity endorsers positively have an influence on significant advertising effectiveness measures such as attitude toward the ad, attitude toward the brand, and purchase intention (Atkin & Block, 1983; La Ferle & Choi, 2005; Petty,

^{1,2}International College, Panyapiwat Institute of Management, Thailand

*E-mail: 6171104014@stu.pim.ac.th

Cacioppo, & Schumann, 1983). In order to get these advantages, companies willingly pay celebrities to endorse their brands in advertisements. For this research, the effects of the influence of celebrity endorsement on the purchase intention of smartwatches in Cambodia will be explored in order to determine the factors that impact Cambodian consumers' attitudes toward the purchase intention and develop a marketing strategy to influence their behavior.

Research Purposes/Objectives

1. To understand the concept of celebrities by investigating the effect on attitudes toward the advertisement, the attitude toward the brand, and purchase intention.
2. To explore the effects of the influence of celebrity endorsement on the purchase intention of Smartwatches in Phnom Penh, Cambodia.
3. To develop a marketing strategy to influence the conduct of Cambodian consumers of Smartwatches.

Literature Review

In this study, the five variables: 1) celebrity credibility, 2) celebrity attractiveness, 3) product match-up, 4) attitude toward the brand, and 5) purchase intention is used to examine the effect of celebrity endorsement on customers' attitude and purchase intention. Accepted models in celebrity endorsement are celebrity credibility, celebrity attractiveness, and product match-up (Ermec Sertoglu, Catli, & Korkmaz, 2014). Attitude toward the brand and purchase intention are two traditional elements to measure the effectiveness of advertising. This research will use these elements to represent the responses of consumers to advertisements endorsed by celebrities. Generally, former studies find that these elements are interrelated and have an impact on consumer purchase behavior. Therefore, they are considered helpful measures of advertising effectiveness. Shimp (1981) finds that the content of the advertisement has a strong impact on attitude toward the brand, purchase intention, and the action of buying. Because celebrities are hired by lots of companies to act for their brand, it is important that they know the aspects influencing the attitude of the consumers toward the advertisement endorsed by celebrities.

Celebrity Credibility (CC)

Wang, Kao, and Ngamsiriudom (2017) define celebrity credibility as a promotional tool that normally examines trustworthiness and expertise, and the information from a credible source can influence the beliefs, opinions, attitudes, and behavior of the customers. It is commonly utilized to evaluate endorsement effectiveness (Taghipoorreyneh & de Run, 2016). Specially, a credible endorser usually has a positive effect on consumers' perceptions (Goldsmith, Lafferty, & Newell, 2000). Till and Busler (2000) emphasize that expertise positively affects attitude and purchase intention. Trustworthiness symbolizes the dignity, believability, and honesty of an endorser (Erdogan, 1999). Metzger et al. (2003) mention that an endorser regarded as greatly trustworthy and expert will make customers indifferent to the advertisement message, which causes them to unconsciously and highly accept the delivered message. Noticeably, celebrities are considered highly trustworthy and expertise can strongly influence the behavior of their followers.

Celebrity Attractiveness (CA)

Celebrity attractiveness is a form of advertising that puts emphasis on the physical features or characteristics of an endorser (Erdogan, 1999). Noticeably, the physical attractiveness of celebrities causes a high rate of acceptance of the advertisement. Previous

studies have found that there is a positive correlation between relationships among celebrity attractiveness, consumer attitude, and purchase intention (Petty, Cacioppo, & Schumann, 1983; Erdogan, 1999). Celebrity attractiveness has a direct influence on endorsement effectiveness (McGuire, 1985). An attractive celebrity can positively effect consumers. Till and Busler (2000) also stress that attractive endorsers with positive attitudes are able to have a positive influence on customers' purchase intention. Celebrities who have wonderful physical features are likely to grab the attention of their followers.

Product Match-Up (PMU)

Product match-up is construed as investigating the congruence between an endorser and the brand (Kamins, 1990). To achieve desired outcomes of advertisement, fitting together well between an endorser and the product is crucial. Till and Busler (1998) add that this congruence is able to bring about success in the marketing strategy. An important match-up relationship frequently results from a strong connection between an endorser and the product (Misra & Beatty, 1990); that is, celebrities as brand endorsers need to closely match the features of the product. Kamins and Gupta (1994) emphasize that a perfect match-up will arouse a positive attitude toward the endorsed brand. The primary objective to obtain the purchase intention of the consumers is a perfect match between an endorser and the brand (Shimp, 2000). The ideal match between celebrities and the product, therefore, will produce good, satisfactory advertising results.

Attitude toward the Brand (ABR)

Attitude toward the brand is defined as a person's internal evaluation of the brand (Mitchell & Olson, 1981), and it is a relatively enduring, unidimensional summary evaluation of the brand's presumably energizing behavior (Spears & Singh, 2004). Furthermore, it is a tendency to reflect upon the positive or negative impact of a certain brand after customers have seen an advertisement for that brand (Phelps & Hoy, 1996). It is their emotional reaction associated with their feeling toward an advertisement of a product/brand, which makes their intention of purchasing the product/brand either positive, negative, favorable, or unfavorable. The customers' attitude toward the brand also has a positive influence on the purchase intention of that brand (Qurat & Mahira, 2012; Aycha & Kaouther, 2010; Mazzini et al., 2014).

Purchase Intention (PI)

Purchase intention is the conscious plan of a person to try to purchase a brand (Spears & Singh, 2004). Morwitz (2014) construes purchase intention as a marketing instrument that is broadly used to evaluate the effectiveness of a marketing strategy in order to forecast sales and market share.

Conceptual Framework and Research Hypotheses

The proposed conceptual framework of this study is in figure 1.

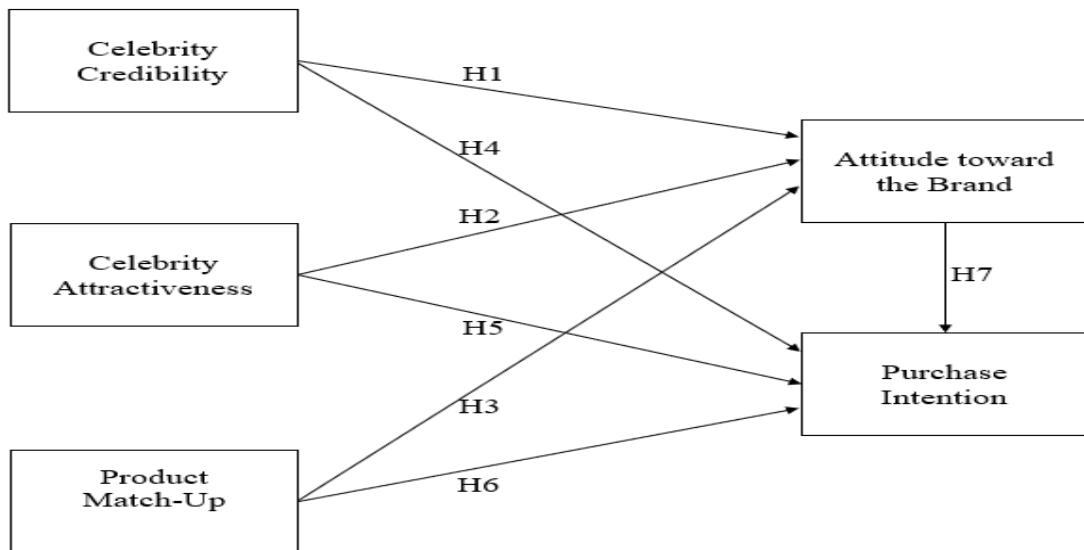


Figure 1 Conceptual framework adapted from Lim et al., (2017) and Muda et al., (2014)

The hypotheses in this research are proposed as follows:

- H1: Celebrity credibility has a positive influence on attitude toward the brand.
- H2: Celebrity attractiveness has a positive influence on attitude toward the brand.
- H3: Product match-up has a positive influence on attitude toward the brand.
- H4: Celebrity credibility has a positive influence on purchase intention.
- H5: Celebrity attractiveness has a positive influence on purchase intention.
- H6: Product match-up has a positive influence on purchase intention.
- H7: Attitude toward the brand has a positive influence on purchase intention.

Research Methodology

Sampling and Data Collection

Non-probability sampling is used in this research in the form of convenience sampling. With this sampling technique, the samples will be chosen with subjective judgment instead of random selection. This study uses quantitative research to analyze the main determinants of smartwatch users in Phnom Penh, Cambodia by using survey questionnaires conducted on previous studies, modified for this study, and designed with a 5-point Likert scale from 1 to 5 (strongly disagree to strongly agree) to examine each variable and the convenience sampling survey. The Indexes of Item-Objective Congruence (IOC) were used to evaluate the content validity of each item of the questionnaires rated either -1 (Irrelevant), 0 (Unclear), or +1 (Relevant) to evaluate how closely it met the objectives of the research. The items lower than 0.5 were either revised or left out, while those higher than or equal to 0.5 were reserved. The population of the study is all smartwatch users aged between 18 and 45 in Phnom Penh, Cambodia. The sample size for this study was calculated by Green (1991), and the minimum required sample was at least 82 respondents. However, the target sample size of this research was 150 respondents. The pilot test of 30 sample respondents was collected for primary data, and the first draft questionnaire was tested by Google Surveys to ensure the reliability and validity of the scale items. Based on the results of the pilot test, Cronbach's alpha values of the five variables were all over 0.80, so all of the scale items were

satisfactory. With a few minor adjustments, the final questionnaires were finally given out online by Google Surveys to 233 respondents in Phnom Penh, Cambodia, via E-mail, Facebook Messenger, and Telegram for the data collection. With the results of the final test, Cronbach's alpha values of each variable were above 0.80. Thus, all of the scale items were good and fulfilled the criteria, requirements, and standards of the reliability and validity of the collected data for this study.

Data Analysis

Descriptive statistics were used to analyze the demographic factors of the questionnaires. The reliability analysis was made to measure the internal consistency of all scale items in the questionnaire. Pearson Correlation Coefficient Analysis was used to measure the relationship between variables. Multiple Regression Analysis was employed to explain the relationships between a dependent variable and independent variables.

Research Results

Descriptive Statistics for the Demographic Factors

The data for this study were collected online from 233 anonymous questionnaire respondents aged between 18 and 45 living in Phnom Penh, Cambodia, and the demographic profile of the respondents in Table 1.

Table 1 Demographic Profile of the Respondents

Personal Information	Respondent	Frequency	Percentage (%)
Gender	Male	78	33%
	Female	114	49%
	Other	41	18%
		233	100%
Age	18-26	60	26%
	27-35	89	38%
	36-45	84	36%
		233	100%
Education	Below bachelor's degree	55	24%
	Bachelor's degree	122	52%
	Above bachelor's degree	56	24%
		233	100%
Occupation	Student	3	1%
	Government Employee	34	15%
	Private Company	41	18%
	Employee	41	18%
	Banker	41	18%
	Non-organization	77	33%
	Employee	27	11%
	Freelance	6	2%
	Business Owner	4	2%
		233	100%

Table 1 Demographic Profile of the Respondents (Con.)

Personal Information	Respondent	Frequency	Percentage (%)
Monthly Salary	Under USD180	2	1%
	USD181-USD430	48	21%
	USD431-USD680	80	34%
	USD681-USD930	64	27%
	Above USD930	39	17%
		233	100%

Reliability Analysis

The reliability analysis is performed to test the reliability of the questionnaires to ensure whether or not the collected data are reliable and consistent. Cronbach's alpha is used to assess the internal consistency reliability of the scale items, and the coefficient alpha values illustrated by Tavakol and Dennick (2011) are as follows:

Table 2 Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Adapted from Tavakol & Dennick (2011)

A pilot test was done to check the validity and reliability of the scale items. After that, the final test of the study was performed to find Cronbach's alpha values that validate the reliability of all scale items.

Table 3 Reliability Statistics

Construct Name	Number of Scales	Alpha Value (n=233)
Celebrity Credibility (CC)	5	0.843
Celebrity Attractiveness (CA)	5	0.832
Product Match-Up (PMU)	3	0.843
Attitude toward the Brand (ABR)	5	0.852
Purchase Intention (PI)	3	0.838
Total	21	-

Based on Table 3, the values of Cronbach's alpha were above 0.80. Therefore, all of the scale items in this study were valid and reliable.

Pearson Correlation Coefficient Analysis

CC: Celebrity Credibility

CA: Celebrity Attractiveness

PMU: Product Match-Up

ABR: Attitude toward the Brand

PI: Purchase Intention

Pearson correlation coefficient analysis is used to measure the relationship between variables. Table 4 finds a positive correlation between all independent variables and the dependent variable. It shows that 0.642 is the highest value of the correlation between celebrity credibility and celebrity attractiveness among the four independent variables. All correlation values are less than 0.8 (Shrestha, 2020), which means there is no multicollinearity problem. This indicates that the independent variables and the dependent ones have no relationship with one another in this research study.

Table 4 The Correlation Matrix of all Variables

Variable	CC	CA	PMU	ABR	PI
CC	1	-	-	-	-
CA	0.642**	1	-	-	-
PMU	0.573**	0.606**	1	-	-
ABR	0.509**	0.560**	0.530**	1	-
PI	0.562**	0.596**	0.591**	0.592**	1

** Correlation is significant at the 0.01 level (2-tailed)

Multiple Regression Analysis

Multiple Regression Analysis (MRA) is used to predict the relationships between the independent variables and dependent ones and to test the hypotheses whether are accepted or rejected in the research study. Variance Inflation Factor (VIF) is employed to determine the strength of the correlation amongst the multiple independent variables in the model of the MRA and to check their multi-collinearity. It is also run to make an adjustment to the data not specified in the study and used to measure a variable error compared to the standard one in the model. Salmerón, Pérez, López, and García (2015) reveal that to accurately present the data, the VIF is used to find the collinearity error and to analyze the correlations among different variables, and Stephanie (2015) emphasizes that the VIF value between 1 and 5 among is interpreted as moderately correlated, which means it is acceptable.

For this study, each variable is analyzed in three important steps. Firstly, the relationship between celebrity credibility, celebrity attractiveness, product match-up, and attitude toward the brand is tested. Secondly, this research examined the relationship between celebrity credibility, celebrity attractiveness, product match-up, and purchase intention. Lastly, a test was done on the relationship between attitude toward the brand and purchase intention. The results of the analysis are as follows:

Table 5 The Regression Analysis of CC, CA, PMU, and ABR

Model	Coefficients						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	1.673	0.203		8.248	0.000**		
CC	0.142	0.057	0.175	2.478	0.014*	0.535	1.871
CA	0.268	0.066	0.295	4.045	0.000**	0.503	1.988
PMU	0.193	0.052	0.251	3.683	0.000**	0.575	1.738
R Square	0.387	Adjusted R Square		0.379	F	48.281	Sig.
							0.000

Source: Dependent variable: ABR, **p < 0.01, *p < 0.05

According to Table 5, the results ($F = 48.281$, $R^2 = 0.387$, $**p < 0.01$, $*p < 0.05$) proved that the variance in the ABR was 38.70% in Cambodia. Thus, the regression model of this study research was good as Minitab (2013) mentioned that the R-Squared values would be lower than 50% when the prediction of human behavior was attempted. This was because it was not easier to predict human beings than physical processes. It was noticed that there were highly significant relationships between three elements among CC, CA, and PMU — that is, CC, CA, and PMU had positive influences on ABR.

The highly significant relationship between CC and ABR at the Significant Level = 0.05 was at $p = 0.014^*$ and Beta = 0.175, the highly significant relationship between CA and ABR at the Significant Level = 0.01 was at $p = 0.000^{**}$ and Beta = 0.295, and the highly significant relationship between PMU and ABR at the Significant Level = 0.01 was at $p = 0.000^{**}$ and Beta = 0.251.

The above showed CC, CA and PMU significantly explained ABR. It meant that the ABR relied upon the trustworthiness and expertise of celebrity endorsers, the physical attractiveness of celebrity endorsers, and the congruence and strong connection between a celebrity endorser and the brand. The CA of 29.50% with the Standardized Coefficients was the main element followed by PMU of 25.10%, and the CC of 17.50%.

Based on the results above, Hypotheses H1, H2, and H3 were acceptable.

Table 6 The regression analysis of CC, CA, PMU, and PI

Model	Coefficients						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.		
	B	Std. Error	Beta					
Constant	0.942	0.225			4.177	0.000**		
CC	0.202	0.064	0.210	3.175	0.002*		0.535 1.871	
CA	0.301	0.074	0.279	4.082	0.000**		0.503 1.988	
PMU	0.274	0.058	0.301	4.710	0.000**		0.575 1.738	
R Square	0.462	Adjusted R Square	0.455	F	65.623	Sig.	0.000	

Source: Dependent variable: PI, $**p < 0.001$, $*p < 0.01$

Based on the results in Table 6 ($F = 65.623$, $R^2 = 0.462$, $**p < 0.001$, $*p < 0.01$), it indicated that 46.20% was the variance in the PI in Cambodia. This meant it was a good model according to Minitab (2013). The positive, significant relationships were found among all of the three elements, that is, CC, CA, and PMU had positive influences on PI.

The significant relationship between CC and PI at the Significant Level = 0.01 was found at $p = 0.002^*$ and Beta = 0.210. Another significant relationship between CA and PI at the Significant Level = 0.001 was exactly at $p = 0.000^{**}$ and Beta = 0.279. The other significant relationship between PMU and PI at the Significant Level = 0.001 was at $p = 0.000^{**}$ and Beta = 0.301.

The above-mentioned results explained that CC, CA, and PMU significantly influenced PI. This clarified that these elements were related to one another and had an effect on the purchase behavior of the consumer. The Standardized Coefficients of PMU of 30.10% was the most important element followed by CA of 27.90% and the CC of 21%.

Therefore, Hypotheses H4, H5, and H6 were acceptable.

Table 7 The regression analysis of ABR and PI

Model	Coefficients							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
Constant	1.169	0.259		4.521	0.000*			
ABR	0.702	0.063	0.592	11.159	0.000*	1.000	1.000	
R Square	0.350	Adjusted R Square		0.347	F	124.529	Sig.	0.000

Source: Dependent variable: PI, *p < 0.001

According to results of the Table 7 (F = 124.529, R² = 0.350, *p < 0.001), the variance in the PI was 35%. Based on Minitab (2013), this was a good model because positive, significant relationships were found between these variables. As a result, ABR had a positive influence on the PI.

The significant relationship between ABR and PI at the Significant Level = 0.001 was located at p = 0.000* and Beta = 0.592.

The result indicated that ABR significantly had an impact on the PI. It explained that these two elements were interconnected. The Standardized Coefficient of ABR was 59.20%.

Hence, Hypothesis H7 was acceptable.

Table 8 The Summary of the Hypothesis Testing

Hypothesis	Path	Beta	t	Sig.	Result
H1	CC \Rightarrow ABR	0.175	2.478	0.014	Accepted
H2	CA \Rightarrow ABR	0.295	4.045	0.000	Accepted
H3	PMU \Rightarrow ABR	0.251	3.683	0.000	Accepted
H4	CC \Rightarrow PI	0.210	3.175	0.002	Accepted
H5	CA \Rightarrow PI	0.279	4.082	0.000	Accepted
H6	PMU \Rightarrow PI	0.301	4.710	0.000	Accepted
H7	ABR \Rightarrow PI	0.592	11.159	0.000	Accepted

In this study, CC, CA, and PMU were found to have positive influences on both ABR and PI.

Discussion

H1: Celebrity Credibility Has a Positive Influence on Attitude Toward the Brand.

Hypothesis H1 is supported as celebrity credibility has a significant relationship with attitude toward the brand at the Significant Level = 0.05 with p = 0.014* and Beta = 0.175. The result of Hypothesis H1 indicated that the attitude toward the brand relied on the trustworthiness and expertise of celebrity endorsers as Wang, Kao, and Ngamsiriudom (2017) point out that credibility consists of trustworthiness and expertise. Moreover, celebrities who are considered trustworthy and experts have a big influence on their followers' behavior (Metzger et al., 2003). Celebrities who have expertise in the brand/product are deemed to be trustworthy, so they become credible and have a positive influence on the endorsed brand. Based on this finding, an advertiser should hire a celebrity with levels of expertise in the brand because this makes people have trustworthiness in the brand endorsed by the celebrity.

H2: Celebrity Attractiveness Has a Positive Influence on Attitude Toward the Brand.

Hypothesis H2 is also supported because celebrity attractiveness has a positive relationship with attitude toward the brand at the Significant Level = 0.01 with $p = 0.000^{**}$ and Beta = 0.295. According to the result of Hypothesis H2, the attitude toward the brand depends upon the physical attractiveness or characteristics of a celebrity endorsing the brand. A previous study by McGuire (1985) shows that celebrity attractiveness has a direct influence on endorsement effectiveness. The finding of Hypothesis H2 suggests that a marketing expert should hire an attractive celebrity to promote the brand as the celebrity endorser with an attractive look makes people's attention positively associated with the brand, recall of advertising messages easy, and purchase intentions formed.

H3: Product Match-Up Has a Positive Influence on Attitude toward the Brand.

Product match-up has a highly significant relationship with attitude toward the brand at the Significant Level = 0.01 with $p = 0.000^{**}$ and Beta = 0.251, so Hypothesis H3 is supported. The result of Hypothesis H3 reveals that the attitude toward the brand relies on the congruence and strong connection between a celebrity endorser and the brand. When a celebrity brand endorser has a strong connection with the product features, it results in a perfect match-up relationship (Misra & Beatty, 1990), and the endorser's congruence with the brand makes the marketing strategy successful (Till & Busler, 1998). Kamins and Gupta (1994) also add that the perfect match-up has a positive impact on the brand/product endorsed. The finding of this hypothesis recommends that an advertiser should hire celebrity endorsers who greatly resemble the brand, customers will associate it with the celebrity, and the advertisement messages will reside in their minds.

H4: Celebrity Credibility Has a Positive Influence on Purchase Intention.

Celebrity credibility has a positive relationship with purchase intention at the Significant Level = 0.01 with $p = 0.002^{*}$ and Beta = 0.210. This proves that Hypothesis H4 is supported. Based on the result of Hypothesis H4, celebrity credibility has an effect on the purchase behavior of the consumer, for trustworthiness and expertise are the main elements of credibility (Wang, Kao, & Ngamsiriudom, 2017). In addition, Metzger et al. (2003) state that celebrities considered trustworthy and expertise strongly influence the behavior of their followers. As the result of this hypothesis implies, consumers of smartwatches form their purchase intention based on the endorsement of celebrities with trustworthiness and some levels of expertise in the product/brand. These two conditions make celebrities become credible and strongly influence the purchase intention of smartwatch consumers. Therefore, a marketing strategist should hire a celebrity endorser who fulfills these two conditions to influence consumers' purchase intention.

H5: Celebrity Attractiveness Has a Positive Influence on Purchase Intention.

Celebrity attractiveness statistically has a positive relationship with purchase intention at the Significant Level = 0.001 with $p = 0.000^{**}$ and Beta = 0.279. It means that Hypothesis H5 is supported. The finding of this hypothesis confirms that celebrity attractiveness influences consumers' purchase behavior. This is because an attractive celebrity directly influences the effectiveness of the endorsement (McGuire, 1985). Furthermore, the attractiveness and positive attitudes of the celebrity endorsers positively influence customers' purchase intention (Till & Busler, 2000). Therefore, an advertiser should engage pretty and attractive celebrities to promote the product/brand as they can make the advertising messages more striking and attractive, and they attract the customers' attention toward the endorsed product/brand and purchase intention.

H6: Product Match-Up Has a Positive Influence on Purchase Intention.

Product match-up has a significant relationship with purchase intention at the Significant Level = 0.001 with $p = 0.000^{**}$ and Beta = 0.301. Thus, Hypothesis H6 is also supported. According to this hypothesis' result, product match-up also affects the purchase behavior of the consumers since the ideal match between the celebrity endorser and the product leads to consumers' attitudes toward advertisement and purchase intention (Shimp, 2000). The result of Hypothesis H6 also proves that the match-up congruence of the celebrity endorser with the brand/product has a positive influence on customers' attitudes and purchase intention. As a result, a marketing expert should involve a relevant celebrity in advertising a brand/product with a message or image resembling the brand/product that is positive and suitable because it inspires customers' confidence in the brand/product.

H7: Attitude Toward the Brand has a Positive Influence on Purchase Intention.

Attitude toward the brand has a significant relationship with purchase intention at the Significant Level = 0.001 with $p = 0.000^{*}$ and Beta = 0.592. It means that the H7 Hypothesis is supported, and the hypothesis result shows that the attitude toward the brand and purchase intention are interconnected. Phelps and Hoy (1996) indicate that attitude toward the brand is a predisposition to place a focus on positive or negative effects on a particular brand when customers get themselves exposed to the brand advertisement. This influences customers' purchase intention toward a brand/product positively, negatively, favorably, or unfavorably because their emotions and feelings reflect reactions to the advertisement of the brand/product. Studies by Qurat and Mahira (2012), Aycha and Kaouther (2010), and Mazzini et al. (2014) also confirm that the customers' attitude toward the brand has a positive impact on the purchase intention toward the brand. The result of this hypothesis proves that the previous studies are correct, and attitude is used to predict customers' intentions and behavior. When customers' attitude toward the brand becomes more positive, it will probably make them intend to purchase the brand. To positively influence the attitude toward the brand of the customers, marketing managers should create a message that is both meaningful and suitable for the celebrity endorsing the brand/product. The advertisers need to choose the right celebrity for their brand/product along with an advert message that they wish to transfer in order that the customers better perceive the advertisement and take a positive attitude toward the brand/product.

Based on the findings mentioned above, this study makes significant contributions to the existing research as follows:

1. An attractive celebrity who has expertise and trustworthy looks has a positive effect on Cambodian smartwatch users.
2. The match-up congruence of the celebrity endorser with the brand/product has a positive influence on Cambodian consumers because it inspires their confidence in the endorsed brand/product.
3. The positive attitude toward the brand that causes a customer to understand and evaluate the brand subconsciously and favorably has a positive effect on the purchase intention of the brand.

As a result, this research offers marketing experts the following practical considerations.

1. Smartwatch advertisers should hire a celebrity endorser who is familiar with the brand and has a big impact on consumers' attitudes to establish a trustworthy brand that leads them to actively seek to purchase the brand.
2. Smartwatch managers may show information certified by a reliable organization to show the technical quality of production.

3. Smartwatch marketing experts should involve classy, beautiful, attractive, and sexy celebrities with expertise and trustworthy look in the brand campaign to effectively improve the credibility of the brand and to best influence the customers' attitude as they make people's attention positively associated with the brand, recall of advertising messages easy and purchase intentions formed.

4. Smartwatch managers should hire celebrity endorsers who greatly resemble the brand because customers will associate it with the celebrities, the advertisement messages will reside in their minds, and it inspires their confidence in the brand. Therefore, this will trigger customers' purchase intention.

5. Smartwatch marketing managers should choose the right celebrity for their brand along with a meaningful advert message that they wish to convey, so the customers better perceive the advertisement and take a positive attitude toward the brand.

6. This study brings considerable benefits to a brand advertisement by using celebrity endorsement to raise brand awareness among the target customers and get a better understanding of the customers' behavior toward the celebrity endorsement.

7. The findings of this research give smartwatch marketers considerable knowledge of how to win wider recognition and create a positive perception of the products in Cambodian competitive markets.

Conclusion

In conclusion, all hypotheses are found to be supported, and the findings show that the effect of celebrity endorsement has a positive impact on the brand/product and purchase intention. The elements such as celebrity credibility, celebrity attractiveness, and product match-up play an essential role in an advertisement in the present-day competitive markets to win wider recognition and create a positive perception of the products.

Theoretical Implication

The findings prove that attitude toward the brand and purchase intention are both interconnected and depend on the celebrity endorsers' expertise, trustworthiness, physical attractiveness, and brand congruence. This study illustrates that attitude toward the brand has a significant influence on purchase intention and that celebrity endorsement causes a positive attitude toward the brand that subconsciously triggers a customer to favorably understand and evaluate the brand, which has an impact on the purchase intention of the brand. It also brings considerable benefits to a brand advertisement by using celebrity endorsement to raise brand awareness among the target customers and get a better understanding of the customers' behavior toward the celebrity endorsement.

Managerial Implication

From the perspective of the managerial implication, the advertisers should pay much attention to the celebrity's credibility and attractiveness. To effectively improve the credibility of the product/brand and to best influence the customers' attitude, they should make an investment in an attractive celebrity endorser that the customers consider trustworthy. Moreover, they should hire a celebrity who has the expertise and trustworthy looks because these source characteristics of the celebrity endorser have positive impacts on the attitude toward the brand, the credibility of the brand, and the purchase intention of the brand that is endorsed by the celebrity.

Recommendation for Future Research

One of the limitations in this research is the sample size of 233 respondents that which was not big enough to generalize the research results. Another is that it cannot be fully used

to form a marketing strategy to target the whole country as it only focused on Cambodian people living in Phnom Penh. The other is that it was conducted online only, so it was unable to properly and timely address the issues encountered by the respondents when they did not understand the questionnaires fully. This can affect the research results in spite of their cost-effectiveness. For future research, the study should target other groups of people in other areas of Cambodia to get different views of Cambodian people about celebrity endorsement, and it should be conducted both online and offline to get better results. New variables for the celebrity endorsement on purchase intention are recommended because they can provide new insights about the effectiveness of celebrity endorsement in the customers' purchase intention, so the research results become more accurate and valid.

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Panyapiwat Institute of Management (PIM)
85/1 Moo 2, Chaengwattana Rd.,
Bang Talat, Pakkred, Nonthaburi 11120, Thailand
Tel. +66 2855 1560
<https://so06.tci-thaijo.org/index.php/aseanplus>
E-mail: aseanplus@pim.ac.th