

CUSTOMER EXPERIENCE VALUE IMPACT ON BRAND LOYALTY IN VIRTUAL BRAND COMMUNITY AND ITS IMPLICATION ON THAILAND PRIVATE UNIVERSITIES CONSTRUCT BRAND LOYALTY TOWARD CHINESE STUDENTS

คุณค่าประสบการณ์ของลูกค้าที่ส่งผลต่อความภักดีของตราสินค้าในกลุ่มตราสินค้าที่เสมือนจริง
ของมหาวิทยาลัยเอกชนในประเทศไทยในการสร้างความภักดีต่อตราสินค้าของนักเรียนชาวจีน

Youkai Song¹ Prin Laksitamas² and Rungroje Songsraboon³

¹Graduate School of Siam University and Hechi University, P.R.C.

^{2,3}Graduate School of Siam University

Received: September 12, 2018 / Revised: November 8, 2018 / Accepted: November 16, 2018

Abstract

This study aims to explore: 1) the impact of different customer experience values on community loyalty and brand loyalty in virtual brand community, and 2) its implication on the private universities of Thailand in constructing brand loyalty for Chinese students. This is a quantitative research. The employed instrument was a questionnaire. The research sample consisted of 538 Chinese students from different private universities in Bangkok, obtained by multi-stage random sampling technique. Path analysis was employed as the hypothesis testing. The structural equation modeling (SEM) was used to test the brand loyalty model in virtual community.

The results showed that: 1) in virtual brand community, community loyalty was positively influenced by practical value, social value, but negatively influenced by entertainment value; and 2) brand loyalty was positively influenced by practical value, social value, and entertainment value and community loyalty had positive influence on brand value.

Keywords: Thailand private university, Brand loyalty, Chinese student

บทคัดย่อ

การศึกษาค้นคว้าครั้งนี้มีวัตถุประสงค์เพื่อศึกษา 1) คุณค่าประสบการณ์ของลูกค้าที่แตกต่างกันที่ส่งผลต่อกลุ่มของความภักดีและกลุ่มความภักดีของตราสินค้าที่เสมือนจริง และ 2) ความหมายของมหาวิทยาลัยเอกชนในประเทศไทยในการสร้างความภักดีให้กับนักศึกษาชาวจีน การวิจัยครั้งนี้เป็นการวิจัยเชิงปริมาณ เครื่องมือที่ใช้คือ แบบสอบถามกลุ่มตัวอย่าง ประกอบด้วยนักศึกษาชาวจีน จำนวน 538 คนจากมหาวิทยาลัยเอกชนในกรุงเทพมหานคร เก็บข้อมูลโดยใช้เทคนิคการสุ่มตัวอย่างแบบหลายขั้นตอน การทดสอบสมมติฐานใช้การวิเคราะห์เส้นทางแบบจำลองสมการโครงสร้าง (SEM) ใช้เพื่อทดสอบรูปแบบความภักดีของตราสินค้าในกลุ่มเสมือนจริง

ผลการวิจัยพบว่า 1) ในกลุ่มตราสินค้าที่เสมือนจริงและกลุ่มความภักดีมีอิทธิพลทางตรงต่อคุณค่าทางการปฏิบัติและคุณค่าทางสังคม แต่มีอิทธิพลทางลบต่อคุณค่าทางความบันเทิง 2) ความภักดีของตราสินค้ามีอิทธิพลทางตรงต่อคุณค่าทางการปฏิบัติคุณค่าทางสังคมและคุณค่าทางความบันเทิง และกลุ่มของความภักดีมีอิทธิพลทางตรงต่อคุณค่าตราสินค้า

คำสำคัญ: มหาวิทยาลัยเอกชนในประเทศไทย ความภักดีของตราสินค้า นักศึกษาชาวจีน

Introduction

Virtual brand community has become an important platform of value creating and sharing between companies and customers (Porter & Donthu, 2012; Li, 2014). In the virtual platform, companies marketing, customer's experience sharing, communications between companies and customers to get value of customer and sustainable profit of companies, respectively. From the point view of customer, value of customer needs is the value sharing and creating, as per companies, supply value option to customer is the condition to develop sustainable, furthermore, to set high quality relationship between customers and companies, gaining the customer loyalty (Lemke, Clark & Wilson, 2011). In perspectives of customers, creating and sharing value in virtual community is customer experience value, which is a kind of "Communicative, relative and preferred experience (Holbrook, 2006)". (Prahalad &

Ramaswamy, 2004) argued that value creating and sharing is the communication process between companies and customers, a type of personality process, virtual brand community becomes customer value creating and sharing platform, obviously, experience value not only be the value of customer get in virtual brand community, but also be the key factors to develop company sustainably. (Jin, 2007; Huang, Liao & Zhou, 2015) studied customer loyalty in virtual community, in terms of defines and measurement index, Some researchers discussed the reasons why the customer loyalty was set up in virtual brand community, for instance trust (Casalo, 2012), user engagement, online community promise, customer experience and community recognition (Huang, Liao & Zhou, 2015) but no study focused on value creating and sharing drives to customer loyalty. Although customer value is one of the important factors influencing to customer loyalty has been

tested (Blackwell, Szeibach & Barnes, 1999; Ryan, Rayner & Morrison, 1999), customer's experience value is differ from customer value.

Research Objectives

In light of the introduction and literature review, this study aims at: 1) to study the different customer experience values impact on community loyalty and brand loyalty in virtual brand community, and 2) it's implication on the private universities of Thailand construct brand loyalty toward Chinese students.

Literature review

Customer experience value in virtual community

Virtual brand community value is the classical value creating and sharing platform; customer is the core of value creating and sharing, experience value. Researchers have different arguments to virtual brand community: five perspectives: information, financial, and social communication value and entertainment value (Jin, 2007); four perspectives: function, knowledge, society and mood value (Wei, 2013); three perceptions: function, society and entertainment value (Ma & Yang, 2014); two perceptions: practical value and virtual value (Zhang & Ren, 2012). Customer experience value was defined in different perceptions; but it is easy to get common conceptual contents from different definitions, for instance: function, practice and information value, knowledge and, emotional value, entertainment value. Virtual brand community, as the belt between

customer and companies, different customers, the value creating and sharing in virtual brand community supplies knowledge, information, furthermore, constructs internet relationship, information sharing, emotion communication in social value, and supply entertainment value. Therefore, this study adapts three perceptions as the research perceptions, to define customer experience value into practical value, entertainment value and social value.

Customer experience value influence to community loyalty and brand loyalty

The influence of customer experience value to community has been verified, for instance, Wang (2011) studied the non-trade virtual community which has reflected that the perceived value of customer in virtual community has positive influence to community loyalty. For the non-limited in space and time, it is easy that users take part in and take off from virtual community, therefore, their creating and sharing value experience and perceiving in virtual community influence to their loyalty to community. The virtual brand community features in the themes of brand, which has become the platform to build customers loyalty to brand, furthermore, customer experience value is the key to drive brand loyalty. Kim, Chang & Hiemstra (2014) argued customer have loyalty to the internet web community on condition getting information value and practical value. Positive entertainment experience drives entertainment value in virtual brand community positively influence to brand loyalty (Huang, Liao & Zhou, 2015) so, it is assumed entertainment

has positive influence to brand loyalty. Virtual brand community was set up on the common interests of customers, which features in non-time and non-space limitation.

Relationship between brand loyalty and community loyalty

As an important media of non-visual word of mouth, virtual community is influencing more and more customer brand attitudes, it is efficiency to influence customer's attitude and behavior to brand by promoting brand and products in the platform. (Kim, Chang & Hiemstra, 2014) studied at an internet store for researching

the customer loyalty, which shows that the customer who has higher position in community can organize activities in the platform, becoming the users who have deep loyalty to the community which transfer to brand loyalty. This kind of higher community recognition and community loyalty means that the community user keep same value with community value (Won, Wang & Kim, 2011), which transfer to the emotion and recognition of the brand loaded on the community (Zhou, 2013), finally, becomes the brand loyalty. So, customers' loyalty to community influences the loyalty to brand.

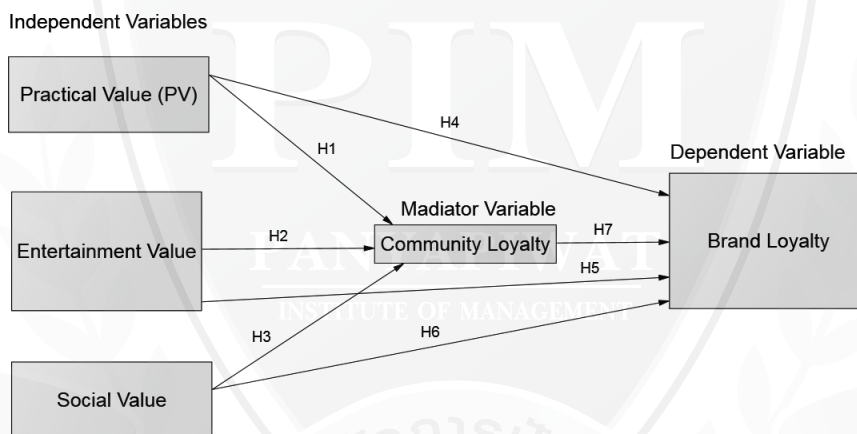


Figure 1 The conceptual research framework

Therefore the hypotheses of this study are developed as following:

H1: Practical value (PV) has positive influence to community loyalty (CL)

H2: Entertainment value (EV) has positive influence to community loyalty (CL)

H3: Social value (SV) has positive influence to community loyalty (CL)

H4: Practical value (PV) has positive influence to Brand loyalty (BL)

H5: Entertainment value (EV) has positive influence to Brand loyalty (BL)

H6: Social value (SV) has positive influence to Brand loyalty (BL)

H7: Community loyalty (CL) has positive influence to brand loyalty (BL)

Measurement design

This study aims at the virtual community of Chinese students registered in Thailand private universities. The data was collected through questionnaire and in-depth interview. In light of reading and referring to abundant of academic literature, 9 questions related to customer experiences value and 7 questions related to customer loyalty are finalized (See table 1), 0.884 (see table 2), which means the

measurement table and the results are reliable.

The depth interview was made to 6 members in different virtual community, 4 of them are from Siam University, 1 of them comes from Assumption University, and 1 of them comes from Bangkok University. Likert 5 scales measurement was employed to measure and take data of customer experience value and customer loyalty in this study, 1=Very disagree, 2=Less disagree, 3=Agree, 4=More agree, 5=Very agree.

Table 1 Questionnaires

| Factor | Questionnaires | |
|--------|----------------|--|
| PV | PV1 | I gain information and knowledge from other members in community. |
| | PV2 | The commentaries by community members help me. |
| | PV3 | I get solutions to my problem and difficulties in community. |
| EV | EV1 | I get entertainment after engaging in the community in my free time. |
| | EV2 | I am free from pressure in the community |
| | EV3 | I get happy mood in the community. |
| SV | SV1 | I made new friendship in the community. |
| | SV2 | I feel fruitful by involving in the community. |
| | SV3 | I improve self-image in the community. |
| CL | CL1 | I'd like to make positive commentary to the community. |
| | CL2 | I'd like to be the loyal customer of this community. |
| | CL3 | This community is my priority participation. |
| BL | BL1 | Comparing with other same types of product and services brands, I prefer this brand. |
| | BL2 | I'd like to recommend this brand to others. |
| | BL3 | I feel close to this brand. |
| | BL4 | I will buy this brand continuously and repeatedly. |

Table 2 Summary of Cranach's alpha

| Variables | Number of items | α |
|---------------------|-----------------|----------|
| Practical value | 3 | 0.890 |
| Entertainment value | 3 | 0.883 |
| Social value | 3 | 0.888 |
| Community loyalty | 3 | 0.831 |
| Brand loyalty | 4 | 0.892 |

Data collection

The data collection was started in duration March 1st to August 30th, 2018. The measurement table of this study was designed on “Questionnaire star Website”, and distributed to students who registered in different private universities in Bangkok, for reasons that the quantities of customer are abundantly, and the users in virtual community of different private universities who have different backgrounds, so that the samples can be response the features of customer in virtual brand community. In order to get correct and real data, the questionnaire of this study was distributed in two ways: first, taking part in the social media, WeChat and QQ plat form, secondly, putting the questionnaire on the web forum, and members of virtual brand community answer it freely. The missing items of sample through online questionnaire were deleted, in order to ensure the quality of the data, this study tested and kept track the time of answering the questionnaire, average

4.5 minutes for answering the questionnaire, after deleted ineffective questionnaires, finally, 538 samples were kept, the characteristics of the sample: gender, marriage, educations, hours of surf on internet per week, times in virtual community per week, details are as indicated in table 3.

Statistical analysis

The statistical techniques employed in this study are descriptive and explanation. Structural equation modeling (SEM) was used to examine the conceptual model and associated hypothesis under the literature review, software NO. 22 version SPSS and NO. 22 version AMOS were employed as the tools of measurement in this study, maximum likelihood estimation (ML) method was employed for theory testing and development the conceptual model and hypotheses and an overall test of model fit.

Table 3 Characteristics of respondents

| Characteristics of sample | | Frequency | Percent | Valid percent | Cumulative percent |
|---|---------------|-----------|---------|---------------|--------------------|
| Gender | male | 260 | 48.3 | 48.3 | 48.3 |
| | female | 278 | 51.7 | 51.7 | 100 |
| Age | <23 | 246 | 45.7 | 45.7 | 51.3 |
| | 23-27 | 196 | 36.4 | 36.4 | 87.7 |
| | 27-35 | 66 | 12.3 | 12.3 | 100 |
| | >36 | 30 | 5.6 | 5.6 | 5.6 |
| Marriage | Married | 195 | 36.2 | 36.2 | 36.2 |
| | Single | 327 | 60.8 | 60.8 | 97 |
| | Others | 16 | 3 | 3 | 100 |
| Hours of surfing on internet per-week (hours) | <5 | 118 | 21.9 | 21.9 | 21.9 |
| | 6-15 | 263 | 48.9 | 48.9 | 70.8 |
| | 16-25 | 125 | 23.2 | 23.2 | 94.1 |
| | >26 | 32 | 5.9 | 5.9 | 100 |
| Education backgrounds | undergraduate | 211 | 39.2 | 39.2 | 39.2 |
| | graduate | 173 | 32.2 | 32.2 | 71.4 |
| | postgraduate | 154 | 28.6 | 28.6 | 100 |
| Times in virtual community per-week | < 3 | 237 | 44.1 | 44.1 | 44.1 |
| | 4-8 | 246 | 45.7 | 45.7 | 89.8 |
| | >8 | 55 | 10.2 | 10.2 | 100 |
| | Total | 538 | 100 | 100 | |

Study Results

Structural equation modeling fitting

Confirmatory factor analysis (CFA) was employed to test the measurement model that set of observed (indicator) variables identified the hypothetical latent construct and confirming theory generated model (Brown, 2006). The hypothesis model for brand loyalty in virtual brand community in perceptions of customer's experience value was measured with 5 latent variables (practical value, entertainment value,

social value, community loyalty and brand loyalty) and 16 observed variables. All indices exceed acceptable standards of model showed a good fit to the data:

Chi-square = 262.233; $p = 0.741 > 0.05$; $DF = 101$; $RMSEA = 0.055 < 0.08$; $GFI = 0.924 > 0.90$; $AGFI = 0.943 > 0.90$; $NFI = 0.948 > 0.90$; $IFI = 0.967 > 0.90$; $CFI = 0.967 > 0.90$; $TLI = .961 > 0.90$; $CN = 257 > 200$; $PGFI = 0.701 > 0.050$; $PNFI = .798 > 0.50$; $CMINDF = 2.596$ (See figure 2 and table 4).

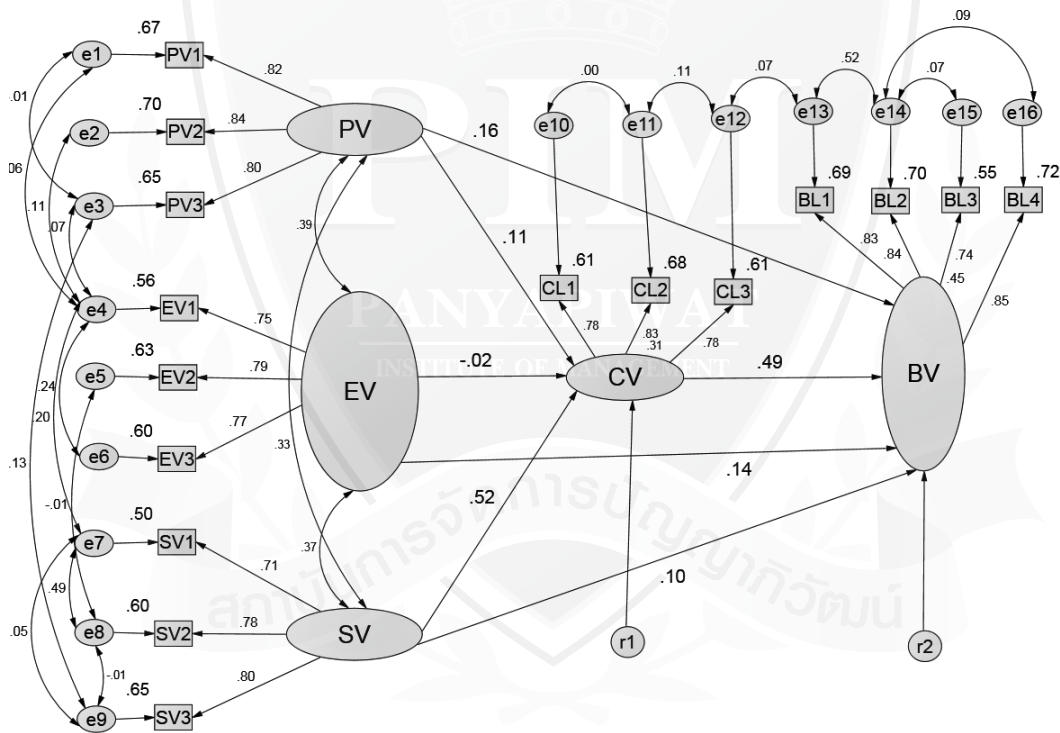


Figure 2 Measurement model for brand loyalty in virtual community

Table 4 Structuring equation modeling fitting

| Model goodness-of-fit statistics | Acceptable levels Criteria | Hypothesis model |
|--|----------------------------|------------------|
| Chi-square statistic | - | 262.233 |
| df | - | 101 |
| CMINDF | <3 | 2.596 |
| p-value | >0.05 | P = 0.741 |
| GFI | >0.90 | 0.943 |
| AGFI | >0.90 | 0.924 |
| RMR | <0.08 | 0.050 |
| RMSEA | <0.08 | 0.055 |
| NFI | >0.90 | 0.948 |
| IFI | >.90 | 0.967 |
| CFI | >0.90 | 0.967 |
| TLI | >0.90 | 0.961 |
| PGFI | >0.50 | 0.701 |
| PNFI | >0.50 | 0.798 |
| CN | >200 | 257 |
| Note: * t-value > 1.96 had significant at.05 level (* p < .05, ** p < 0.001) and supported the hypotheses | | |

Factor loading

The results of the study showed practical value, social value that customers gain in virtual brand community have factor loading of 0.111, 0.519 to community loyalty, and practical value, social value have factor loading of 0.155, 0.098 to brand loyalty, which represented the

important factors in virtual brand community, entertainment value has factor loading of -0.019 to community loyalty but 0.137 to brand loyalty, finally, community loyalty has factor loading of 0.492 to brand loyalty, more details see table 5.

Table 5 Factor loading for the measurement model of brand loyalty in virtual community

| Factors | | Factor Loading: λ | | | |
|---|------------------------------------|---------------------------|------|---------------|---------|
| Unobserved, Endogenous variables | Unobserved, Exogenous variables | b | S.E | Beta: β | t |
| Community loyalty | Practical value | 0.133 | .060 | 0.111 | 2.208* |
| | Entertainment value | 0.588 | .063 | -0.019 | 0.728 |
| | Social value | -0.025 | .072 | 0.519 | 9.304** |
| Brand loyalty | Practical value | 0.165 | .047 | 0.155 | 3.477** |
| | Entertainment value | 0.161 | .047 | 0.137 | 2.850* |
| | Social value | 0.098 | .058 | 0.098 | 0.032* |
| | Community loyalty | 0.434 | .050 | 0.492 | 8.689** |
| Significant ** $p < 0.001$, * $p < 0.05$ | | | | | |

Total direct, direct and indirect effects

In total, direct and indirect effects of predictors and mediating factors were presented in table 6. It was found that 45.4% ($R^2 = 0.454$) of its total variation can be explained by the regression model consisting of exogenous variables: practical value, entertainment value, social value, and endogenous variables: community loyalty and brand loyalty. The results showed: the direct effects, indirect effects and total effects were examined. The practical value had positive direct effects to community loyalty (0.111) and positive total effective to brand loyalty (0.210), entertainment had negative direct to community loyalty (-0.019) but positive direct to brand loyalty (0.137), social value had positive direct to community loyalty (.519) and positive

effective to brand loyalty (0.353), community loyalty had positive direct effective to brand loyalty (0.492).

Results of Hypotheses testing

The hypotheses mode for this study fitted data well as above. All structural paths shown in the model were statistically significant at $p < 0.05$. Structural paths and their estimates were summarized in table 7 with results of hypotheses tests. The result showed: community loyalty positively impacted by practical value and social value, but negatively impacted by entertainment value, brand loyalty positively impacted by practical value, entertainment value, and social value, finally, brand loyalty was positively impacted by community loyalty.

Table 6 Total, direct and indirect effects

| Exogenous variables | Endogenous variables | | | | | | | |
|---------------------|----------------------|-------|---------------------|----------------|---------------------|-------|---------------------|----------------|
| | Community loyalty | | | | Brand loyalty | | | |
| | DE | IE | TE | R ² | DE | IE | TE | R ² |
| Practical value | 0.111 [*] | 0.000 | 0.111 ^{**} | 0.312 | 0.155 [*] | 0.054 | 0.210 [*] | 0.454 |
| Entertainment value | -0.019 | 0.000 | -0.019 | | 0.137 ^{**} | 0.009 | 0.128 [*] | |
| Social value | 0.519 ^{**} | 0.000 | 0.519 ^{**} | | 0.098 ^{**} | 0.255 | 0.353 ^{**} | |
| Community loyalty | | | | | 0.492 ^{**} | 0.000 | 0.492 ^{**} | |

DE = Direct effect, IE = Indirect effect, TE = Total effect, Significant at
^{**} p < 0.001, ^{*} p < 0.05

Table 7 Summary of structural paths and hypothesis testing results, standardized estimates (n = 538)

| H | From | to | Brand loyalty model | | Hypotheses support |
|----|------|----|-----------------------|---------------------|--------------------|
| | | | Standardized estimate | t-value | |
| H1 | PV | CL | 0.111 | 2.208 [*] | Accepted |
| H2 | EV | CL | -0.019 | -0.348 | Rejected |
| H3 | SV | CL | 0.519 | 9.304 ^{**} | Accepted |
| H4 | PV | BL | 0.155 | 3.477 ^{**} | Accepted |
| H5 | EV | BL | 0.137 | 2.850 [*] | Accepted |
| H6 | SV | BL | 0.098 | 1.688 [*] | Accepted |
| H7 | CL | BL | 0.492 | 8.689 ^{**} | Accepted |

^{*} P < 0.05, ^{**} P < 0.001

Conclusion

The final structural model which is equipped with a good fit with observed data, statistically supported by major goodness-of-fit indices. The results of this study showed in virtual brand community, the three dimensions of customers' experience value, namely practical

value, entertainment value and social value, firstly, can positively construct brand loyalty, secondly, practical value, and social value can positively construct community loyalty but entertainment value can negatively construct community loyalty, thirdly and last, the community loyalty can construct brand loyalty

positively in virtual brand community. From point views of education, practical value, and social value were the focuses of Chinese students. In light of the results of this study, an integrated model with the empirical testing should be developed by the private universities of Thailand, focus on practical value and social value in virtual brand community, in order to construct brand loyalty toward Chinese students.

Implication

The private universities of Thailand plays an important role in higher education of Thailand, meanwhile, the research results can be a contribution to practice and theory for private universities of Thailand, firstly, the practical value, social value should be put in

the priority in the virtual brand community, secondly, in light of the results of this study, the entertainment value has negative impact to the community loyalty, so that, private university of Thailand should focus on the core-value of higher education: education is for equipping knowledge to students not for funny activities, thirdly, community loyalty in virtual brand community should be gained by promoting practical value and social value; last not the least, in virtual brand community, constructing brand loyalty of private university of Thailand toward to Chinese students can be reached on condition that the practical value, social value and community loyalty were concentrated.

References

- Amine, A. & Sitz, L. (2014). *How does a virtual brand community emerge? Some implications for marketing research*. Research Paper, Institut de Recherche en Gestion, Université Paris XII, Créteil.
- Blackwell, S. A., Szeibach, S. L. & Barnes, J. H. (1999). The antecedents of customer loyalty. *Journal of Service Research*, 1(4), 362-375.
- Brown, T. A. (2006). *Confirmatory factor analysis for applied research*. New York: Guilford press.
- Casalo, L. V. (2012). Promoting Consumer's participation in virtual brand communities: A new paradigm in branding strategy. *Journal of Marketing Communications*, 14(1), 19-36.
- Holbrook, M. B. (2006). Consumption experience, customer value, and subjective personnel introspection: An illustrative photographic essay. *Journal of Business Research*, 59(6), 714-725.
- Huang, M. X., Liao, J. & Zhou, N. (2015). Community Experience Promote Customers' Brand Loyalty—Study to different system of different element function. *Nankai Management Theory*, 18(3), 151-160. [in Chinese]
- Jin, L. (2007). The value Perspective of Virtual Brand Community to Community Sense, Loyalty and Action of Member. *Science of Management*, 20(2), 36-45. [in Chinese]

- Kim, W. C., Chang, L. & Hiemstra, S. H. (2014). Effects of an online virtual community on customer loyalty and travel products purchase. *Tourism Management*, 25(3), 343-355.
- Lemke, F., Clark, M. & Wilson, H. (2011). Customer experience quality: An exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science*, 33(6), 846-869.
- Li, C. (2014). *A study to value creating and sharing in virtual brand community in perspective of customer's participation*. Doctoral Dissertation, Bei Jing Post University. [in Chinese]
- Ma, Y. J. & Yang, D. J. (2014). Intercommunication affect to experience value in service—the adjust function of brand value. *Economic Management*, (6), 86-89.
- Muniz, A. M. & O'Guinn, T. C. (2011). Brand community. *Journal of Consumer Research*, 27(4), 412-432.
- Porter, C. E. & Douthu, N. (2012). Cultivating trust and harvesting value in virtual communities. *Management and Science*, 54(1), 113-128.
- Prahalad, C. K. & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5-14.
- Ryan, M. J., Rayner, R. & Morrison, A. (1999). Diagnosing customer loyalty drivers. *Marketing research*, 11(2), 19-26.
- Sehau, H. J., Muniz, A. M. & Arnould, E. J. (2009). How brand community practices create value. *Journal of Marketing*, 73(5), 30-51.
- Wang, F. (2011). Study to non-trade virtual community customer loyalty influencing elements. *Journal of Management*, 8(9), 1339-1344. [in Chinese]
- Wei, Q. (2013). A theory research and practical analysis to Customer experience value creating and sharing influencing. *Hebei Industry Science*, 30(6), 407-413. [in Chinese]
- Won, M. H., Wang, H. A. & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, 49(7), 1194-1213. [in Chinese]
- Zhang, M. L. & Ren, S. X. (2012). The study to the customer involvement influencing to customer loyalty. *Virtual Economic Research*, 3(1), 36-46. [in Chinese]
- Zhou, Z. (2013). *Study to customer loyalty in perspective of social network*. Doctoral Dissertation, Bei Jing Post University. [in Chinese]



Name and Surname: Youkai Song

Highest Education: Candidate of DBA in marketing, Siam University

University or Agency: Siam University, Thailand; Hechi University, P.R.C

Field of Expertise: Marketing, consumer behavior

Address: 38 Phet Kasem Rd., Bang Wa, Phasi Charoen, Bangkok 10160



Name and Surname: Prin Laksitamas

Highest Education: DBA in marketing, USIU, USA

University or Agency: Siam University

Field of Expertise: Consumer Behavior, global marketing, sales & marketing

Address: 38 Phet Kasem Rd., Bang Wa, Phasi Charoen, Bangkok 10160



Name and Surname: Rungroje Songsraboon

Highest Education: DBA in marketing, Siam University

University or Agency: Siam University

Field of Expertise: Marketing

Address: 38 Phet Kasem Rd., Bang Wa, Phasi Charoen, Bangkok 10160