



MISG 2024

8th International Conference on Multidisciplinary Innovation For Sustainability and Growth

December 14-15, 2024

**Paramount Gallery Hotel
Shanghai, China**

8th International Conference on “Multidisciplinary Innovation for
Sustainability and Growth”
(MISG- December 14-15, 2024; MISG© 2024 Shanghai, China)
Global Illuminators, Kuala Lumpur, Malaysia.

MISG- 2024

Conference Proceeding

Book of Abstracts

**8th International Conference on “Multidisciplinary
Innovation for Sustainability and Growth” (MISG-2024)**

Venue: Paramount Gallery Hotel, Shanghai, China

Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



8th International Conference on “Multidisciplinary Innovation for Sustainability and Growth” (MISG-2024) serves as a platform that aims at helping the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face, and interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and

helping the participants in publishing their research in affiliated journals. Also, special thanks to all the session chairs from industry, academia, and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as keynote speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We, the scholars of this world, belong to the elite educated class of this society and we owe a lot to return to this society.

Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of MISG Papers

For this year, MISG has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the Empirical studies is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policymakers and professionals and are reviewed on the basis of high practical standards. The objective of the Insight is to identify the real-world problems and how they can be solved with the help of information systems.

Reviewing Criteria

In MISG, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Empirical papers and the Insight papers.

Relevance: Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to empirical papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

Clarity: Papers are according to the format, and language is easy and understandable by the audience in the conference.

Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
45	35	2	08	70.4%

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Acknowledgment

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee, and representatives of the MISG board and their helpers. We also want to thank all the Track Chairs and reviewers, as well as all the members of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the MISG tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.),
Muhammad Abbas (Ph.D.)

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Engineering & Technology Studies

Jing-Fa Tsai (Professor)

MISG-2024 Key Note Speakers



Dr. Sedigheh Moghavvemi

Associate Professor

Dr. Sedigheh Moghavvemi is an Associate Professor of Technology Management and Entrepreneurship at the Faculty of Business & Economics at the University of Malaya Kuala Lumpur, Malaysia. Dr. Sedigheh worked on different projects and collaborated with many researchers across the Globe. Her research experience includes business and management, Payment Apps, mobile payment, technological capability in IR4.0, technology adoption, innovation management, smart tourism, and social media. Her work has circulated internationally, bringing a distinction with 3804

citations with H-Index 31 and i10 index 46. She has excellent exposure to academic research and development activities while working in the competitive environment of World top 100 Ranked universities. Her keynote speech on “CIRCULAR ECONOMY FOR SINGLE-USE FLEXIBLE PLASTIC PACKAGING INDUSTRY” is expected to generate enormous debate and scholarship among the audience and scholars of ETAR-2022 Bali, Indonesia.



Prof. Dr. Yayat Ruhiat, M.Si.

Professor

Prof. Dr. Yayat Ruhiat, M.Si. is a Professor Physics of Climatology at Sultan Ageng Tirtayasa University (Untirta), Serang, Banten Indonesia. Prof. Dr. Yayat has worked on different projects and collaborated with many researchers across the Globe. His research experience includes, Physics, Physics Education, Statistic, Mathematical Physics, Quantum Physics. His keynote speech on “Physics of Climatology; Forecasting Rainfall and Potential for Repeated Events to Predict Flood Areas” is expected to generate enormous debate and discussion for the audience and scholars related to geo political and

environmental changes in society.

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Editor

Dr. Ahmad Saddam (Ph.D.)

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CONFERENCE PROGRAM

DAY 01 Saturday (December 14, 2024)
Venue: Paramount Gallery Hotel, Shanghai, China

9:00 am – 09:20 am	Welcome Reception & Registration
09:20 am – 09:30 am	Opening Speech – Ms Petrel Coordinator, Global Illuminators
09:30 am – 09:40 am	Introduction of Participants
09:40 am – 09:50 am	Group Photo & Award Ceremony

Grand Networking Session and Tea Break (09:50 am – 10:10 am)

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DAY 01 Saturday (December 14, 2024)

Session 1 (10:10 am – 01:00 pm)

Track A: Business, Management Economic, Social Sciences and Humanities

MISG-DEC-2024-101	The Effect of Messages and Products in Sustainable Healthcare Marketing Campaigns Toward Brand Loyalty Among Thai Gen Z Consumers	Janista Satitsahakorn, Maxim Gouardères
MISG-DEC-2024-102	Influencing Sustainable Consumption On Customer Purchases Intention (Adidas)	Nopparut Artsanatong, Tadchai Supapakorn, Suwan Kornkirati
MISG-DEC-2024-103	The Impact of Sustainable Marketing Practices of 3M Company on Consumer Purchasing Decisions	Rujiphas Nawakarnchaidit, Tanjan Taweekijanutkul
MISG-DEC-2024-104	Sustainable Ecotourism Management: A Case Study of Srinakarin Dam National Park, Kanchanaburi Province	Supavith Leelaloekiat, Kittipoom Jantharat
MISG-DEC-2024-105	The attitude toward Sustainable Strategies in Pop Mart	Mareen Jamsri, Pathaphoompob Supornpradidchai
MISG-DEC-2024-106	Customer attitude towards gmos and gmos labeling among different characteristics in Thailand	Parin Thammakijjawat, Nutnicha Tulakupt
MISG-DEC-2024-107	The Relationship between Sustainability Awareness level and Consumer Purchase Intentions Toward Nvidia	Setthanon Hongthai, Jirath Stienswasdi
MISG-DEC-2024-108	The Sustainability Fashion - The Impact of Product and Price on Customer Purchasing Decision	Tan Hongboonry, Warinthorn Wanitnuttada
MISG-DEC-2024-109	Attitude toward CSR practice among different consumer demographics and behavior, the case of IKEA Company	Thanyarat Khan, Auttakorn Tunboonyuen
MISG-DEC-2024-110	An Observe the Behavior in Waste Separation Practices Among Demographic Segmentations	Wayu Ratanapitpronchai, Norravit Bungcharee, Methavee Rachapong
MISG-DEC-2024-132	The Impact Of Social Media On Elderly’s Quality Of Life In Malaysia	Sedigheh Moghavvemi
MISG-DEC-2024-133	Does Unconscious Bias Affect Psychological Well Being in Ideological and Political Education? Moderating Effects of Self Regulation and Mind Awareness	Suhaib Khalid AL-Takhayneh
MISG-DEC-2024-130	Teachers' Views on the Effect of Gamified Teaching Approach on Improving Saudi EFL Students' Grammar	Mohammad H. Al-khreshesh
MISG-DEC-2024-135	Forming Student Character Through Clean And Healthy Life Behavior In Schools	Vina Oktiarina

Lunch Break (01:00 pm to 02:00 pm)

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DAY 01 Saturday (December 14, 2024)

Session II (02:00 am – 03:30 pm)

Track B: Business, Management Economic, Social Sciences and Humanities

MISG-DEC-2024-111	The Relationship Between the 7Ps Marketing Mix and Customer Loyalty in the Organic Food Industry: A Case Study of Ohkajhu Restaurant	Pasutan Yossakda, Pimyada Klinthong
MISG-DEC-2024-112	The impact of green marketing mix 4Ps and environmental consciousness on green purchase intentions: the empirical study of sustainable products FREITAG brand among Generations Z in Thailand	Kornkanok Kusakul, Titapa Suvanrat, Phunkorn Wilailertpongpan
MISG-DEC-2024-113	Consumer Buying Behavior Towards Point-of-Sale Material of Green Cosmetic Products	Penphichcha Lertrathakarn, Ornsiri Veerapradit
MISG-DEC-2024-114	The impacts Customer sustainable events experience on customer sustainable consumption	Siparntharath Chanroonglert, Subia Santiphithak
MISG-DEC-2024-115	Consumer Environmental Awareness and Preferences For Biodegradable Snack Packaging and Its Impact on Purchasing Decision	Pachara Jitprawat, Papatchara Yongyod
MISG-DEC-2024-116	Consumer purchases intention on Plant-based Cat Food from food loss	Nakkid Nivatsilp, Trisana Sutiphphan
MISG-DEC-2024-117	The Effect of Environmental Awareness and Green Packaging on Consumers’ Purchase Intention toward Products within Thailand’s Local Markets	Vichetleaphea Kham, Chulawan Yimsombun,
MISG-DEC-2024-118	The Impact of Sustainable Packaging and Environmental Consciousness on Coca-Cola Consumer Purchase Decisions	Techatham Bunnaburee, Nonthawat Lichtensteiger
MISG-DEC-2024-119	The impact of value-based pricing strategy of BYD electric vehicle on consumer perceived quality and brand image in Thai market	Tanaphum Yoosuk, Vorathon Visahapanich,
MISG-DEC-2024-120	Factors Affecting Green Purchasing Intention in the Case of Origins Brand Skincare of Consumers in Bangkok	Rapeepat Wanitcharath , Farida Sriwaree
MISG-DEC-2024-137	Vibration Analysis Of Carbon Steel Pipes In Oil Industry	Dr. Musaab Zarog
MISG-DEC-2024-136	Looking From A Window: A Critical Analysis Of The T'boli's Worldview Through Their Oral Traditions	Carlo Domingo Casinto
MISG-DEC-2024-131	Impacts Of Brand Experience, Brand Satisfaction And Brand Trust With Brand Loyalty: Mediate Role Of Brand Love	Ma. Vu Xuan Truong
MISG-DEC-2024-134	How Entrepreneurial Attitude, Motivation, and Intention is Affected by Growth Constraints? Evidence from Women Entrepreneurs in Gulf Countries	Prof. Dr. Ahmad Raza Bilal

Tea Break (03:30 pm to 04:00 pm)

8th International Conference on “Multidisciplinary Innovation for Sustainability and Growth”
(MISG- December 14-15, 2024; MISG© 2024 Shanghai, China)
Global Illuminators, Kuala Lumpur, Malaysia.

Session III (04:00 pm – 04:30 pm)

Track B: Engineering, Technology, Computer and Applied Sciences

MISG-DEC-2024-138	Evacuation-route Navigation System with Non-linguistic Interfaces	Shinya ABE
MISG-DEC-2024-139	Model Tests of TaidaFloat Semi-submersible Floating Offshore Wind Platform for Typhoon Environments	Fu-Cheng Su
MISG-DEC-2024-140	The Relationship Between Situation Judgment And Gaze Movement In The Visual Interface Screen	Lee, Yejin

(Closing Ceremony)

List of Conference Attendees

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1.	MISG-DEC-2024-121A	Dr. Benjarut Chaimankong	Faculty Of Business Administration, Kasetsart University, Bangkok, Thailand
2.	MISG-DEC-2024-122A	Assistant Professor Thirarut Worapishet	Faculty Of Business Administration, Kasetsart University, Bangkok, Thailand
3.	MISG-DEC-2024-123A	Assistant Professor Chonlada Sajjanit	Faculty Of Business Administration, Kasetsart University, Bangkok, Thailand
4.	MISG-DEC-2024-124A	Assistant Professor Paitoon Chetthamrongchai	Faculty Of Business Administration, Kasetsart University, Bangkok, Thailand
5.	MISG-DEC-2024-125A	One Staff	Faculty Of Business Administration, Kasetsart University, Bangkok, Thailand

DAY 02

Sunday, (December 15, 2024)

**“Workshop on “How to Improve Quality of Research Paper
to get Published in Scopus / Web of Science Journals”.**

By

Dr. Farooq Ahmed Jam (Ph.D.)



Available online at www.globalilluminators.org

Global Illuminators

Abstract Proceeding Book
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TRACK A: BUSINESS, MANAGEMENT, SOCIAL SCIENCES AND ECONOMIC STUDIES



The Effect of Messages and Products in Sustainable Healthcare Marketing Campaigns Toward Brand Loyalty Among Thai Gen Z Consumers

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Abstract

This study investigates the effect of messages and products in sustainable healthcare marketing strategies and brand loyalty among Thai Gen Z consumers. As a generation with strong social and environmental responsibility values, Gen Z presents both a challenge and opportunity for healthcare brands seeking to leverage sustainability to foster brand loyalty. This research explores how key elements of sustainable marketing—transparency in communication, customer engagement, eco-friendly products, and ethical practices—affect brand loyalty outcomes, specifically repeat purchase intention and brand advocacy. A quantitative research design was employed, utilizing surveys administered to 400 Thai Gen Z consumers exposed to sustainable healthcare marketing campaigns. The study used regression analysis to assess the influence of each independent variable on the dependent variables. The findings highlight that transparency in messaging and customer engagement significantly positively impact brand loyalty. At the same time, eco-friendly product offerings and ethical practices enhance brand loyalty. This research provides actionable insights for healthcare marketers aiming to connect with the sustainability-driven Gen Z demographic. It underscores the importance of clear and transparent communication, engaging marketing activities, and responsible product offerings in fostering long-term customer loyalty. Future research could explore demographic factors, longitudinal changes, and the influence of emerging sustainability trends on consumer behavior.

Keywords: Sustainable Healthcare, Sustainable Marketing, Customer Engagement, Product Offerings, Ethical Marketing, Brand Loyalty

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The Impact of Green Marketing Mix 4Ps and Environmental Consciousness on Green Purchase Intentions: The Empirical Study of Sustainable Products FREITAG Brand among Generations Z in Thailand

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Abstract

In the present trend, the population is aware of how decisions affect or impact society and the economy. Sustainable trends are viral in society, encouraging people to be aware and have the environment concerned by changing their awareness toward sustainable products to be more used currently, leading to more environmental consciousness. Therefore, this research assumes that a sustainable product can lead to green purchase intentions to show the extent to which customers are willing and inclined to buy a product or service from you within a certain period, typically within 6 months. The Freitag bag is considered one of the sustainable items made from used truck tarps and fully compostable textiles that is fashionable with a unique style that can attract customers especially for those who have intention to green product material. Therefore, this research aims to find the factor that influences the green purchase intention of people in sustainable products. For this study, this research aims to measure the impact of green marketing mix 4Ps and environmental consciousness toward green purchase intention. This research will observe the survey of 400 respondents (N=400) of generation Z in Thailand and bring it to analysis by multiple regression, which consists of a P value. Adjusted R square and coefficient value. The result of this research will find that which factor in the green marketing mix (4Ps) and environmental consciousness has the most impact on the green purchase intention and then use the result to suggest or increase the green purchase intention of customers in generation Z in Thailand.

Keywords: Multiple Regression, Green Product, Green Price, Green Place, Green Promotion, Environmental Consciousness.

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The Impact of Social Media on Elderly's Quality of Life in Malaysia

Sedigheh Moghavvemi^{1*}, Kwang Lee Chen²
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Abstract

Quality of life has become a concern for the elderly, as their physical and mental health issues become more serious as they get older. Research shows that usage of social media helps the elderly in improving cognitive functions such as inhibitory control and reduces negative feelings such as depression, loneliness, and isolation. This study investigated the impact of social media usage on elderly wellbeing. Ten elderly (6 females and 4 males) aged 60 and above who have had at least one year of experience, using social media participated in the interview sessions. The results of the study shows that Facebook had the highest population among participants at 26%. This is because Facebook has a user-friendly interface, allowing the elderly to connect with their friends and family, read news from around the world, and share their daily photos or videos to their friends. There are many advantages of using social media for the elderly – it is convenient, easy to be connected to the world, reduces feelings of depression, loneliness, and isolation, and enables them to find a great deal of information and knowledge. The elderly can control their use of social media; therefore, it does not affect their sleep quality. Some do, however, feel excited when playing online games. The elderly also have positive feelings towards social media use and feel connected to the world. They are also able to stay connected with their friends and family who are far away from them. Social media also provides news features that allow the elderly to stay updated on the news. They can seek needed information such as health information.

Keywords: Elderly, Social Media, Quality Of Life, Impact, Qualitative

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Teachers' Views on the Effect of Gamified Teaching Approach on Improving Saudi EFL Students' Grammar

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Northern Border University, Saudi Arabia

Abstract

One of the most challenging aspects of language learning is teaching grammar. There has been an uptick in the number of studies investigating the potential of using games to instruct grammatical concepts. This study intends to assess how gamified instructional methods affect students' grammatical development. For this purpose, a five-point Likert scale questionnaire was distributed to 134 randomly selected EFL teachers. The findings indicated a positive view toward using games in grammar teaching. This positivity stemmed from their belief that games provide a fun learning environment. They can create opportunities for students to learn English meaningfully and offer supportive activities and practises that enable students to connect and communicate. Moreover, games can be pleasant and provide a helpful setting for learning English. They stimulate interaction and communication among students. They offer a purposeful setting within which language is used. Limitations and recommendations were made in light of these findings.

Keywords: EFL Teachers, Games, Gamified Teaching Approach, Grammar, Perspectives, Saudi EFL Students.

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The Attitude toward Sustainability Strategies in PopMart

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Abstract

This report examines the implementation of sustainable strategies by Pop Mart, a Chinese toy company, within the Thai market. The objective is to identify respondents' green level of customers and measure the attitude toward sustainable strategies in Pop Mart. The study employs a quantitative research design, using an online survey distributed via social media platforms to gather data from 400 respondents in Thailand who have prior experience with POP Mart products. The survey explores consumer attitudes toward Pop Mart's sustainable practices, including the green marketing strategies. Correlation analysis will be applied to assess the relationship between green level of customer, and customer's attitude toward sustainable strategies in Pop Mart, while Descriptive statistics will help identify significant predictors of consumer cognitive, affective, and behavioral aspects. The expected benefits of this research include the impact of the green marketing level of Pop Mart's consumer that is related to the Pop Mart's sustainable product and new eco-friendly strategies by Pop Mart, focusing on sustainability, aim to create a new segment of art toys for customers. This insight will enable Pop Mart to create new, sustainable strategies that resonate with environmentally conscious customers, ultimately enhancing the company's market position and contributing to broader environmental sustainable effort.

Keywords: Sustainable Strategies, Green Marketing, Consumer Attitudes, Environmental Sustainability, Correlation Analysis

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Forming Student Character Through Clean And Healthy Life Behavior In Schools

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³Bhakti Kencana University, ⁴Faletehan University, ⁵SMAN 3 Kota Serang

Abstract

Schools consist of a set of behaviors practiced by students, teachers and the community, which are expected to be able to raise awareness as a result of learning so that they can independently prevent disease, improve health, and play an active role in creating a healthy environment. Schools need to be supported by UKS (School Health Business) activities which have the scope and objectives of clean and healthy living practices (PHBS) in schools. This paper aims to explain the significance of the habituation of clean and healthy living behavior in schools for students with strong character. The research was conducted on students in the upper secondary education area of Serang City with a sample of 300 people. Data analysis uses a SWOT analysis approach. The research concluded that education on a clean and healthy lifestyle needs to be promoted together, especially in schools with the aim of broadening the horizons of teachers, increasing the enthusiasm and work productivity of teachers, and facilitating effective communication. Some of the things that teachers do so that children are interested in adopting a clean and healthy lifestyle are disposing of trash in its place, getting used to washing hands after activities, and bringing food supplies to school.

Keywords: Student Character, Healthy Life, Behavior

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Does Unconscious Bias Affect Psychological Well Being in Ideological and Political Education? Moderating Effects of Self Regulation and Mind Awareness

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Educational Sciences, Mu'tah University, Karak, Jordan

Abstract

Psychological well-being is a necessary element for the success of students in any education system, and this aspect needs the researcher's focus. Hence, the present article investigates the impact of the unconscious bias of teachers on the psychological well-being of ideological and political education students in Jordan. The study also examines the moderating impact of self-regulation and mind awareness among the unconscious bias of teachers and the psychological well-being of ideological and political education students in Jordan. The article used survey questionnaires, the primary data collection approach, to gather the data from selected students. The study also used the SPSS-AMOS to check the data and variables' reliability and association with the variables. The results indicated that the unconscious bias of teachers has a negative link with the psychological well-being of the ideological and political education students in Jordan. The results also indicated that self-regulation and mind awareness significantly moderate among unconscious bias of teachers and the psychological well-being of the ideological and political education students in Jordan. This study guides the policymakers in establishing the regulations related to improving the students' psychological well-being by eliminating teachers' unconscious bias.

Keywords: Unconscious Bias, Psychological Well-Being, Ideological and Political Education, Self-Regulation, Mind Awareness

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Influencing Sustainable Consumption On Customer Purchases Intention (Adidas)

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Abstract

In recent years, the increasing focus on sustainability has significantly shaped consumer preferences, prompting a shift toward environmentally friendly footwear and encouraging brands to adopt eco-conscious practices. As environmental responsibility becomes a priority for consumers, companies like Adidas have responded by launching sustainable product lines, such as plastic-based shoes made from recycled ocean waste in collaboration with Parley for the Oceans. This study aims to explore three key areas: 1) the impact of brand awareness on consumers' purchase intentions for Adidas' plastic shoes, 2) the role of environmental concern in shaping consumer decisions about sustainable footwear, and 3) how perceptions of Adidas' sustainability initiatives influence consumer behavior. Among these factors, environmental concern has the strongest impact (coefficient: 0.469), followed by perceptions of sustainability (coefficient: 0.428) and brand awareness (coefficient: 0.103, $p = 0.019$). While Adidas enjoys strong brand recognition and consumer trust, awareness of its specific sustainability practices remains relatively low. Despite this, consumers demonstrate a strong willingness to support eco-friendly products, driven by their environmental values and concerns about pollution and resource conservation. These findings offer valuable insights into the relationship between sustainability priorities and consumer behavior, providing practical implications for companies seeking to strengthen their sustainability initiatives and engage more effectively with environmentally conscious consumers.

Keywords: Sustainability, Consumer Behavior, Environmental Concern, Purchase Intention, Eco-Friendly Products

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Vibration Analysis of Carbon Steel pipes in Oil industry

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Abstract

The repeated motion of a particle about its mean position is termed vibration. Vibration Analysis of piping elements in Oil & Gas industry is very crucial since it might lead to fracture and leakage which considered to be significant threat to plants and might cause a shutdown, besides threatening the safety of the employees as well as the surrounding environment. This study aims to investigate and analyse the flow-induced vibration in the piping system within Mina' Al Fahal, in Oman. Direct measurements of vibration (both magnitude, and frequency) were conducted for this purpose, and at different locations on different sizes of carbon steel pipelines within the Mina' Al Fahal with different sizes (40, 30, 24, 12, 8, and 4 inch pipes). The effects of size, location of vibration were examined. Measurement of vibration frequency and amplitude of vibration were carried out for all pipes' sizes. The results shows great dependency of the location of dampers on the level of vibration as opposed to the negligible effect of pipe size. The study also propose further investigation of the oil flow rate on the level of vibration.

Keywords: Vibration, Pipelines, Flow, Resonance, Condition monitoring

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Customer Attitude towards GMOs among Different Characteristics in Thailand

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Abstract

This research focuses on Genetically Modified Organisms (GMOs) products, which have the genetic material altered or changed by using technologies to enhance the specific organism. In Thailand, notification No. 432 states that "GMOs products must be labeled if the products contain GM ingredients that equal or exceed 5 percent of the total weight with detectable GMOs." This notification has raised public awareness about GMO products and sparked significant debate between "Anti-GMOs" and "Pro-GMOs" groups that have different thoughts over whether GMO labels in food are necessary or not, as these labels may significantly influence consumer attitudes, either potentially increasing or decreasing aversion towards GMO products. The objective of this research is to analyze attitudes that individuals have towards GMO products, examine how GMO products affect individuals with different characteristics, and identify varying attitudes across different segments in 2024. The researchers collected data from Thailand residents using online questionnaires containing quantitative questions through Google Forms. The researchers used cluster analysis to analyze the data. This study considered consumer characteristics in terms of demographics and psychographics, as well as attitude theories encompassing three stages including cognition, affection, and behavior. The findings are expected to provide valuable insights into consumer behavior concerning GMO products, offering guidance for policy development of any GMO-related institutions and marketing strategies within Thailand in the future. Ultimately, this research seeks to inform stakeholders about the effectiveness of GMO labeling and its broader implications for consumer choices in the Thai market.

Keywords: GMOs, Specific Organism, GMO Labeling, Public Awareness, Demographics, Psychographics, Cognition, Affection, Behavior, Attitude

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Looking From A Window: A Critical Analysis Of The T'boli's Worldview Through Their Oral Traditions

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Abstract

This study analyses a collective worldview through the values embodied in the oral traditions of the T'boli, an indigenous tribe in Lake Sebu, the Philippines. Utilising ethnographic method, data collection is made primarily through informants' in-depth interview and literary criticism of the oral traditions. The study records, transcribes, translates, codes and classifies the T'boli's oral traditions according to their genre. Framed under Carl Jung's Archetypal Criticism's perspective, it identifies T'boli's religious, human, and cultural values in the mythical characters and in the recurring motifs and themes of their oral traditions. The prominent motifs in T'boli's oral traditions are the controlling imageries of a deity and a body of water. The recurring didactic teachings in the themes are devotion, altruism, and deference. The embodied values are faithfulness, generosity and respect and obedience to authority. These values shape the T'boli's worldview in terms of their cultural and religious practices and traditions.

Keywords: Archetypal Criticism; Ethnographic Research; One-Generation Horizontal Spread Test; Oral Traditions

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Consumer Buying Behavior Towards Point-of-Sale Material of Green Cosmetic Products

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Abstract

The Thai beauty market is projected to reach 2.81 trillion baht by 2024, driven by rapid growth in e-commerce and increased consumer demand (Trade Policy and Strategy Office, 2023; Bangkok Biz News, 2024). However, this growth presents environmental challenges, particularly the reliance on plastic packaging and non-recyclable materials (Keter Environmental Services, 2023; Thairath, 2023). Although many consumers are increasingly seeking eco-friendly alternatives, such as green cosmetics, the adoption of these products remains limited due to concerns about their price and performance (Joshi & Rahman, 2015; Shimul et al., 2021). These challenges underscore the necessity for strategic marketing to raise awareness of the benefits of green cosmetics and to promote their adoption (Shi, 2023). The purpose of this research is to investigate the influence of point-of-sale materials (POSM), including free coupons, free samples, buy-one-get-one (BOGO) offers, and discounts, on consumer buying behavior toward green cosmetics in Thailand. A quantitative research method was employed, with data collected from 100 respondents who had prior experience using green cosmetic products. Multiple regression analysis was conducted to examine the relationships between each POSM strategy and consumer buying behavior. The findings revealed that free coupons and BOGO offers significantly impact consumer buying behavior, while free samples and discounts do not. These results highlight the effectiveness of certain point-of-sale materials in promoting sustainable consumption. Additionally, the study underscores the importance of optimizing POSM strategies to enhance consumer engagement and sales, particularly in the green cosmetics market.

Keywords: Sustainable, Consumer Buying Behavior, Point of Sale Materials (POSM), Green Cosmetics

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Impacts Of Brand Experience, Brand Satisfaction And Brand Trust With Brand Loyalty: Mediate Role Of Brand Love

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Thuongmai University, Vietnam

Abstract

Brand loyalty of customers plays important role in the success of enterprises. Based on the theory of customer and brand relationship, authors analysed impacts of brand experience, brand satisfaction, brand trust, and brand love on brand loyalty. The structural equation model was used to verify the proposed hypotheses by analysing the data of 250 people who use smart phones in Hanoi city. Results of the study proved the importance of brand experience, brand satisfaction, brand trust in building brand love, and brand loyalty. In practice, enterprises should increase opportunities to experience products of consumers, specially, customers can try enterprises' products. Moreover, enterprises should build a community of users in order to permit users to share their feelings with enterprises' products.

Keywords: Brand experience; Brand satisfaction; Brand trust; Brand love; Brand loyalty

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Factors Affecting Green Purchasing Intention in the Case of Origins Brand Skincare of Consumers in Bangkok

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Abstract

Nowadays sustainability drives demand for eco-friendly skincare products, prompting brands to adopt greener practices. As consumers prioritize natural, ethically sourced, and low-impact products, companies focus on sustainable sourcing, packaging, and production to meet these expectations and align with environmental responsibility trends. The objective of this research is 1) To study the effect of environmental consciousness on consumers' attitudes towards green products. 2) To study the perceived effect of consumer effectiveness on consumers' attitudes towards green products. 3) To study the Attitudes towards green products' effect on consumer purchase intention. The research integrates multiple theories on environmental consciousness, perceived consumer effectiveness, planned behavior, and purchase intention. Origins, a brand under Estée Lauder Companies, is recognized for its commitment to natural ingredients and environmental sustainability. The data were analyzed using multiple regression and simple regression techniques. The findings of this research reveal that through multiple regression analysis, both Environmental Consciousness and Perceived Consumer Effectiveness were found to have a statistically significant impact on attitudes toward green products. Among these factors, Perceived Consumer Effectiveness was identified as the most influential, with a coefficient of 0.562, underscoring its critical role in shaping positive consumer attitudes toward sustainability. Additionally, a simple regression analysis demonstrated that attitudes toward green products significantly affect purchase intention, with a coefficient of 0.674, indicating a strong and positive relationship. These results highlight the importance of empowering consumers with the belief that their actions.

Keywords: Green Product Attitudes, Eco-Friendly Skincare Products, Purchase Intention, Environmental Consciousness

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The Impact of Sustainable Marketing Practices of 3M Company on Consumer Purchasing Decisions

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³Assistant Professor Paitoon Chetthamrongchai Ph.D.
(Advisor)

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Abstract

The growing emphasis on sustainability and environmental responsibility has led many corporations worldwide to shift their focus toward ethical and eco-friendly business practices, driving positive change across various industries, including fashion, healthcare, personal goods, and construction. Among these forward-thinking companies is the Minnesota Mining and Manufacturing Company, commonly known as 3M. Over the decades, 3M has demonstrated its commitment to sustainability by setting environmental goals and adopting practices such as reducing carbon emissions, integrating renewable energy, and minimizing waste. These initiatives underscore 3M's dedication to responsible corporate behavior and long-term positive growth. However, a critical question arises: how do these sustainable practices influence consumer purchasing decisions? This research seeks to address this question by investigating the impact of 3M's sustainable manufacturing practices on consumer behavior. Specifically, it aims to examine the relationship between sustainable marketing practices—also known as the Green Marketing Mix (green product, green price, green place, and green promotion)—and consumer purchasing decisions. Drawing on theories of sustainability and consumer decision-making, the study employs a qualitative survey of 400 potential consumers in Thailand. The data will be analyzed using correlation coefficient analysis to determine the relationships and impact between sustainable marketing practices and consumer purchasing decisions.

Keywords: Sustainability, Green marketing Mix, Consumer Purchasing Decisions

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The Relationship between Sustainability Awareness level and Consumer Purchase Intentions Toward Nvidia

¹Setthanan Hongthai, ²Jirath Stienswasdi , ³Asst. Prof Thirarut Worapishet, Ph.D

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Abstract

The Sustainability program represents one of the most significant and innovative options within the current trends. It not only emphasizes the creative reuse of materials but also aligns with a broader environmental goal by reducing waste and promoting resource efficiency additionally it can significantly enhance the brand's image by demonstrating a commitment to sustainability and environmental responsibility. This research is meant to find the relationship between Sustainability Awareness and consumer purchase intention toward sustainability programs. This data will provide insight for managers to view Thailand citizen's sustainability awareness and purchase intentions on sustainability programs as a whole which will create opportunities to create or adapt products or services to the market. Not only that this will reduce the risk of investment on creating sustainability programs in certain markets and will create opportunities for innovators and the company to consider making more sustainability programs. It employed a quantitative survey of methodology to collect data from consumers and we will use correlation analysis for our data analysis method.

Keywords: Sustainability Programs, Consumer Purchase Intention, Sustainability Awareness, Resource Efficiency

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The Impacts of Customer Sustainable Event Experience on Customer Sustainable Consumption

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Abstract

Nowadays, people from all over the world are becoming more interested in and concerned about the environment than they were in the previous generation. To quickly satisfy the needs of their target markets, many industrial sectors start to modify themselves for the prevailing "eco-friendly trend" of the new century. This research aims to study the customer sustainable event experience to observe which factors influencing customer sustainable consumption, focusing on 6 dimensions: Affective, Cognitive, Physical, Relational, Sensorial, and Symbolic. The sample group for this study consists of 400 respondents from university students in Thailand who have participated in sustainable events. This study is quantitative research that uses a questionnaire as the research instrument. Convenience sampling was employed, and the data were analyzed using percentage, mean, and regression analysis to test the hypotheses by considering through the p value, adjusted R square, and coefficient to see the statistical level. The variables of customer sustainable event experiences and customer sustainable consumption highlight the growing global interest in environmental concerns. As customers become more aware of sustainability issues, their expectations for events and consumption patterns shift toward eco-friendly options.

Keywords: Customer Sustainable Event Experience, Customer Sustainable Consumption, And Regression Analysis.

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Sustainable Ecotourism Management: A Case Study of Srinakarin Dam National Park, Kanchanaburi Province

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Abstract

This research explores sustainable ecotourism management through a case study of Srinakarin Dam National Park in Kanchanaburi, Thailand. Ecotourism has become increasingly vital for sustainable development, offering a pathway to preserve biodiversity while promoting local economic growth. Sustainable ecotourism seeks to balance environmental conservation with economic benefits to local communities, encouraging responsible tourism practices. The quantitative component of the study involves surveys conducted with 398 tourists visiting Srinakarin Dam National Park to assess their perceptions of ecotourism and awareness of sustainable practices. Statistical analyses were performed to uncover patterns and correlations between tourists' behaviors and their environmental impact. Complementing this, the qualitative component features in-depth interviews with local stakeholders, including park management, local business owners, and community leaders, to understand the challenges and opportunities associated with managing ecotourism sustainably. The findings underscore the critical role of local communities in maintaining ecological integrity while deriving economic benefits from tourism. By integrating quantitative and qualitative data, the study offers strategic insights to enhance tourism management at Srinakarin Dam National Park. The research concludes that community participation and environmental awareness are essential for the success of sustainable ecotourism in the region. Additionally, it proposes a model that can serve as a framework for other national parks seeking to balance tourism development with ecological preservation.

Keywords: Sustainable Ecotourism, Environmental Conservation, Community Participation, Tourism Management, Quantitative And Qualitative Analysis.

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The Sustainability Fashion - The Impact of Product and Price on Customer Purchasing Decision

¹Tan Hongboonry, ²Warinthorn Wanitnunttada, ³Asst. Prof Thirarut Worapishet, Ph.D (Advisor)

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Abstract

This research investigates sustainable choices within the slow fashion industry, concentrating on the rising perceived product attributes and perceived price. As sustainability gains prominence, this study explores its integration into traditional marketing frameworks, focusing specifically on perceived product attributes and perceived price, which are based on the marketing mix. By examining how sustainable practices influence and affect the decision-making purchasing process, the research aims to uncover key insights. This study comes with the primarily data that was collected through a survey, which has been taken from the related research topics. The main questions address consumer decision making towards slow fashion. These objectives explore through survey data that have been collected. In conclusion, this research also defines discussions, implication, limitation and the future research. The methodology in this research also analyzes the data through Mean, Standard deviation, and Multiple linear regression. Therefore, all of the methodology processes are for improving the variables in the research.

Keywords: Fast Fashion, Sustainable Practices, Perceived Product Attributes, Consumer Decision-Making, Multiple Linear Regression

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The Impact of Value-Based Pricing Strategy of BYD Electric Vehicle on Consumer Perceived Quality and Brand Image in Thai Market

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Abstract

As the global trend toward sustainability increasingly influences Thailand's automotive industry, BYD as a leading electric vehicle (EV) manufacturer, has strategically positioned itself to penetrate this market by leveraging pricing as a key tool for expansion. In an environment marked by growing demand and intense competition, where consumers are increasingly discerning about the value and technological advancements of EVs. This study explores the impact of BYD Company Limited's value-based pricing strategy on consumer-perceived quality and brand image within the Thai market (Bangkok). Through a quantitative survey of 100 representative samples and subsequent multiple regression analysis, the study examines how pricing influences consumer perceptions of the quality and brand image of BYD in Thailand. The research provides new insights into the role of pricing in shaping consumer attitudes toward eco-friendly technologies and contributes to theoretical discussions on brand positioning and market segmentation. It deepens the understanding of consumer responses to sustainable automotive innovations. Furthermore, this research offers actionable insights into how pricing strategies can effectively enhance consumer-perceived quality and reinforce brand image in a competitive market. By aligning prices with the perceived quality and technological attributes of their EVs, BYD can strengthen its market presence and differentiate itself from competitors. This approach can also foster consumer trust and loyalty, critical for sustaining long-term success in the Thai market.

Keywords: Sustainability, Electric Vehicles (Evs), Value-Based Pricing, Consumer-Perceived Quality, Brand Image

*All correspondence related to this article should be directed to Assistant Professor Chonlada Sajjanit, Ph.D., Faculty of Business Administration, Kasetsart University, Bangkok, Thailand



The Impact of Sustainable Packaging and Environmental Consciousness on Coca-Cola Consumer Purchase Decisions

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Abstract

In today's business, adopting environmentally friendly practices is increasingly crucial for ensuring a sustainable future. As one of the world's largest beverage manufacturers, Coca-Cola has implemented several sustainability measures, including water conservation initiatives and the use of renewable energy. Recently, the company introduced sustainable packaging featuring PET bottles, a plastic made of polyethylene terephthalate, as a replacement for traditional plastic bottles, reflecting its commitment to reducing environmental impact. This development raises an important question: Do consumers' intentions to purchase Coca-Cola products change when the company adopts greener practices to their packaging? This research explores the impact of two independent variables, sustainable packaging and environmental consciousness on consumer purchase decisions, with a specific focus on how these factors affect the likelihood of purchasing products from companies that adopt eco-friendly practices. These independent variables are examined to understand their effect on the dependent variable consumer purchase decisions. The study will employ a quantitative research approach, utilizing structured surveys to collect data from a sample of 100 coca-cola consumers. Multiple regression analysis will be used to assess the impact of the independent variables on the dependent variable. The outcomes of this research aim to provide insights into how businesses can effectively influence consumer behavior by integrating environmental considerations into their product strategies. The study will contribute to the growing literature on sustainable marketing and offer practical recommendations for companies seeking to appeal to environmentally conscious consumers.

Keywords: Sustainable Packaging, Environmental Consciousness, Purchase Decision

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Attitude toward CSR practice among Different Consumer Demographics and Behavior, The Case of IKEA Company

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Abstract

Multinational home furnishing from Sweden, IKEA is a worldwide retailer of home furnishings. Globally, people are familiar with IKEA brands. Nevertheless, IKEA started integrating a sustainability strategy into its operations after the UN unveiled its sustainability plan. However, there are certain issues with carrying out the sustainability strategy, such as the use of illicit trees, furniture with extremely high formaldehyde emission levels, and racist advertising. This research is about Attitude of customers toward CSR practice among different consumer demographics and behavior of IKEA. In order to address the issue of unfavorable news regarding deforestation. With the objective of studying customer satisfaction with IKEA, an online survey form was used. To distribute it through Facebook, Instagram, Line, Discord, etc. 400 people in Bangkok who have experience purchasing, selling, and utilizing IKEA via Facebook, Instagram, Line, Discord, and other platforms. This trial form will take 1 month before their attitudes are examined through analysis. Which type of CSR practice do customers have the most to solve problems for IKEA Company.

Keywords: Corporate Social Responsibility (CSR), Customer Satisfaction, Consumer Demographics, Sustainability Strategy, Consumer Behavior

*All correspondence related to this article should be directed to Asst. Prof Thirarut Worapishet, Ph.D., Faculty of Business Administration, Kasetsart University, Bangkok, Thailand



The Effect of Environmental Awareness and Green Packaging on Consumers' Purchase Intention toward Products within Thailand's Local Markets

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Abstract

Packaging has a great impact on environmental sustainability. Despite growing awareness of environmental issues in Thailand, many local market vendors continue to use plastic packaging, which contributes to substantial environmental degradation due to its slow decomposition and the high greenhouse gas emissions associated with its production. This ongoing reliance on plastic goes against the current realization of the global community on environmental issues that have made consumers begin to factor in the sustainability of the packaging material in their purchasing decisions. This research aims to examine the effect of environmental awareness and green packaging on the intention to buy green packaging products within Thailand's local market. By integrating various theories related to green packaging, environmental awareness and consumer decision-making, this study seeks to understand the factors that drive consumers' green packaging products purchase intention. The research employs a quantitative methodology, collecting data through an online survey distributed via Google Forms, with a sample size of 100 participants. The findings aim to offer valuable insights for potential Thai market vendors, highlighting opportunities to enhance the adoption of sustainable packaging solutions understanding their influence on consumer purchasing behavior, and contribute to the broader discourse on environmental sustainability in emerging markets.

Keywords: Green Packaging, Environmental Awareness, Purchase Intention, Local Markets

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An Observe the Behavior in Waste Separation Practices Among Demographic Segmentations

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Rachapong, ⁴Asst. Prof Thirarut Worapishet, Ph.D

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Abstract

This study analyzes waste separation practices in Bangkok and its vicinity, with a focus on consumer behavior. The research adopts an exploratory design, focusing on Bangkok and its vicinity, using a random convenience sampling method with a sample size of 10-20 participants. Data collection is conducted through interviews with residents. The study aims to identify the demographic segmentation of waste separation practices and to analyze how different demographic groups engage in these practices. Content analysis is employed to examine the behaviors associated with waste separation, particularly how consumer behavior varies across different demographic segments. The findings are expected to offer recommendations for waste separation company and community leaders to improve waste management systems to enhance the efficiency and effectiveness of waste management practices in the region.

Keywords: Waste Separation Practices, Consumer Behavior, Demographic Segmentation, Content Analysis, Waste Management Systems

*All correspondence related to this article should be directed to Asst. Prof Thirarut Worapishet, Ph.D., Faculty of Business Administration, Kasetsart University, Bangkok, Thailand



Consumer Purchases Intention On Plant-Based Cat Food From Food Loss

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Abstract

As environmental concerns and sustainability become increasingly central to consumer purchase intention, the pet food industry is experiencing a shift towards plant-based products. This study aims to acknowledge whether product factors including packaging, nutrients, and environmental impact drive consumer purchases intention in the pet food market and how it affects them. By using quantitative surveys, the study examines key variables including environmental factors, nutrients, and packaging design. This research used simple regression to calculate the result from the conducted survey. Previous research shows that consumers are increasingly willing to support plant-based cat food if it contributes to reducing food waste and meets ethical standards. However, barriers such as uncertainty about nutritional adequacy and new product reliability remain questioned. This research focuses on providing knowledge related to new green product development as well as a newly approaching way to reduce food loss. This study provides insights for manufacturers and policy makers aiming to promote sustainable practices in the pet food industry.

Keywords: Consumer Purchase Intention, Plant-Based Pet Food,
Sustainable Practices, Packaging Design, Green Product Development

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The Relationship Between 7Ps Marketing Mix and Customer Loyalty at Ohkajhu Restaurant

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Abstract

This research examines the relationship between the 7Ps marketing mix and customer loyalty within the organic food industry, with a focus on Ohkajhu Restaurant. Known for its commitment to sustainability and eco-friendly practices, Ohkajhu has established itself as a leader in the market. Despite this, the restaurant faces significant competition from a growing number of new entrants in the industry. A quantitative descriptive approach will be used to gather data through an online survey targeting 400 respondents who are current or past consumers of Ohkajhu. Upon survey finished, the data will be analyzed using correlation analysis to explore the relationships between the 7Ps and customer loyalty. This methodology aims to offer actionable insights that can help Ohkajhu refine its marketing strategies to boost customer retention and reinforce market leadership.

Keywords: Marketing Mix, Customer Retention, Organic Food Industry, Sustainability Practices, Quantitative Descriptive Approach

*All correspondence related to this article should be directed to Asst. Prof Thirarut Worapishet, Ph.D., Faculty of Business Administration, Kasetsart University, Bangkok, Thailand



Consumer Environmental Awareness and Preferences For Biodegradable Snack Packaging and Its Impact on Purchasing Decision

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Abstract

Sustainability has become a key driver of consumer behavior and industry strategies. In the snack industry, concerns over single-use packaging have increased demand for eco-friendly solutions, particularly biodegradable options. This study examines the effects of environmental awareness and biodegradable packaging design on purchasing decisions in Thailand's snack market, aiming to identify factors shaping consumer preferences for sustainable packaging. The primary goal of this research is to examine how environmental awareness impacts consumer motivations and to evaluate how biodegradable packaging design influences perceptions of product quality and usability. Using a quantitative methodology, data were gathered through structured questionnaires from a sample of 100 respondents. This study seeks to analyze the interaction between these variables and their collective influence on purchasing behavior. The findings are expected to contribute to both academia and industry. Academically, the study addresses gaps in the literature on sustainable consumer behavior and packaging design in the snack sector. For industry, it provides practical insights for aligning products with consumer values and adopting sustainable packaging strategies. This research aims to promote sustainability and reduce environmental impacts within the snack industry.

Keywords: Biodegradable Packaging, Sustainability, Environmental Awareness, Packaging Design, Consumer Behavior, Purchasing Decisions

*All correspondence related to this article should be directed to Assistant Professor Chonlada Sajjanit, Ph.D., Faculty of Business Administration, Kasetsart University, Bangkok, Thailand



How Entrepreneurial Attitude, Motivation, and Intention is Affected by Growth Constraints? Evidence from Women Entrepreneurs in Gulf Countries

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¹Superior University Lahore, Pakistan, Indonesia, UTM Malaysia²

Abstract

The contribution of women to economic development has received considerable attention in recent years. We argue that influential impediments affect women's sustainable entrepreneurial intention to start and run a business, and contribute to national economic growth. This study aims to investigate the impact of social networking, family support, and access to finance on entrepreneurial intention by using entrepreneurial motivation and attitude as mediators between growth constraints and entrepreneurial intention among women in the Gulf countries. Stratified sampling method will be used to collect data from 5,600 women in Gulf countries including the United Arab Emirates, Bahrain, Kuwait, Iraq, Oman, Qatar, and Saudi Arabia. The latest available version of the Statistical Package for Social Science (SPSS) software 25 and AMOS version 22 will be used to analyse the data and find information to respond the proposed research hypotheses. Based on the results, important recommendations will be suggested for policymakers and regulators to provide appropriate support to empower women in Gulf countries. This study would offer novel theoretical strand in entrepreneurship literature and extends valuable insights for academicians and women practitioners.

Keywords: Entrepreneurship; Women Empowerment; Gulf Countries; Entrepreneurial Intention; Motivation.

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**TRACK B: COMPUTER, ENGINEERING,
TECHNOLOGY & APPLIED SCIENCES**



Evacuation-route Navigation System with Non-linguistic Interfaces

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Abstract

Japan is a country prone to natural disasters such as earthquakes and typhoons. Japan has also seen a recent increase in the number of inbound foreign tourists, so it is increasingly important to communicate information to foreigners in the event of a disaster. However, language barriers remain an issue in disaster-time communications. Although there are existing multilingual systems for disaster-time communications, it is difficult to accommodate a large number of languages. Therefore, in this study, we develop a system that communicates evacuation routes and provides evacuation guidance without the use of language. The system is characterized by its ability to communicate evacuation routes through the use of only non-linguistic information, including geographic information, pictograms, and Arabic numerals. We conduct demonstration tests in areas affected by the Great East Japan Earthquake and demonstrate that the system can provide prompt evacuation guidance.

Keywords: Evacuation-route Navigation System, Non-linguistic Interface, Language-barrier-free, Response Performance.

*All correspondence related to this article should be directed to Shinya Abe., 1Tokyo Metropolitan Industrial Technology Research Institute, Japan



Model Tests of TaidaFloat Semi-submersible Floating Offshore Wind Platform for Typhoon Environments

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NTU, Taipei, Taiwan

Abstract

A semi-submersible platform, TaidaFloat with a mooring system was designed as a floating offshore wind platform concept for hosting a 15 MW wind turbine in typhoon environments. The semi-submersible consists of three asymmetrical hexagonal columns connected by three pontoons. A 3x3 catenary mooring system, i.e. 3 lines for each column, was designed to withstand 50-year sea states. A 1/100 scale model of the semi-submersible platform with its mooring system was built. Free decay tests were conducted to obtain the natural frequencies and damping ratios of heave, surge, pitch and roll motions. Sea keeping tests will also be conducted to obtain the response amplitude operators of the floating wind platform with a mooring system in surge, heave, pitch and roll motion under different wave conditions. The free decay test results confirm that the platform motions match well with those computed from software analyses in the design process. The TaidaFloat semi-submersible floating wind platform is one of the design concepts that may be used in the third stage of the Taiwan offshore wind energy program in water depths of around 70 meters and deeper.

Keywords: Floating Offshore Wind Turbine (FOWT), Semi-submersible, Free Decay Test, Sea keeping Test, Response Amplitude Operator.

*All correspondence related to this article should be directed to Jing-Fa Tsai, Department of Engineering Science and Ocean Engineering, NTU, Taipei, Taiwan



The Relationship between Situation Judgment and Gaze Movement In The Visual Interface Screen

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^{1,2}Korea University of Technology and Education, ³Korea Atomic Energy Research Institute, South Korea

Abstract

This study was conducted for the purpose of analysing the gaze movement according to the situation judgment on the visual interface screen. An EID-based accident response support system was used as the visual interface screen, and Tobii Glass Pro II was used to measure the gaze movement. In this study, heat map entropy was used to represent gaze movement as a quantitative measure. According to the experimental results, both the situation judgment time and the heat map entropy showed statistically significant differences according to the problem type, and the heat map entropy showed a tendency to increase in the problem type with a long judgment time. And in the analysis according to the success or failure of the judgment, both judgment time and heat map entropy showed significant differences, and the judgment time and heat map entropy in the case of successful judgment of the problem situation were larger than those in the case of failure. From this analysis result, it can be seen that as the heat map entropy increases, the situation judgement time also increases, and this result was confirmed through correlation analysis. Therefore, it is possible to predict the operator's situation judgment time from the heat map entropy, which means that it can be used as a measure to evaluate the suitability of the visual interface design.

Keywords: Visual Interface, Situation Judgement, Eye-tracking, Heat map Entropy

*All correspondence related to this article should be directed to Lee, Yejin, Korea University of Technology and Education, South Korea

FUTURE EVENTS

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**9th International Conference On
“Global Issues In Multidisciplinary Academic Research”
(GIMAR-2025)**



Date: February 15-16, 2025

Venue: Hotel Mystays Ochanomizu Conference Center
Tokyo, Japan

Email: gimar@globalilluminators.org

Abstract Submission Date: February 01, 2025

Full Paper Submission Date: February 05, 2025

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

Conference Main Tracks

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

**11th International Conference On
“Trends In Multidisciplinary Business & Economic
Research” (TMBER-2025)**



Date: April 05-06,2025

Venue: Mercure Hotel Amsterdam City, Netherlands

Email: tMBER@globalilluminators.org

Abstract Submission Date: March 16, 2025

Full Paper Submission Date: March 16, 2025

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

Conference Main Tracks

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

**8th International Conference On
“Multidisciplinary Innovation In Academic Research”**

(MIAR-2025)



Date: April 26-27, 2025

Venue: The Howard Plaza Hotel Taipei, Taiwan

Email: gimar@globalilluminators.org

Abstract Submission Date: April 6, 2025

Full Paper Submission Date: April 6, 2025

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

Conference Main Tracks

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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CSR



Charities

Environment

Public Health



Growth and
Development



Sustainability



CSR

CSR Activity Conducted by Global Illuminators: Sports Activation for Children against Negative Impact of Internet & Technology

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sports Facility Provider in Bandung, initiating an event with the theme:



The Objectives of this event were:

1. Media of education for parents and children to be aware of the digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be an alternative activity for children against the negative impact of the internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of the Company to contribute to the society, especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home

Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single-parent children. Their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counseling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children, such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by Global Illuminators.



Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphan, and dhuafa). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





MISSION

Our mission is to persistently nurture the values to promote the human rights , institutional and academic development through quality research contributions. Our unique human capital with constructive attitude is committed to bring change in all spheres of life by using innovative research and promote the development, prosperity and transparency across the globe without any discrimination.

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