

Opinions of Thai University Students Towards Sneaker Experiential Advertising ความคิดเห็นของนักศึกษามหาวิทยาลัยไทยที่มีต่อการโฆษณารองเท้าผ้าใบแบบประสบการณ์

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Abstract

This research aims to examine personal and psychological factors ,composed of beliefs, values, learnings, motives perceptions, reference groups and influence groups, opinions towards sneakers experiential advertising of Thai university students and compare opinions among groups with differences in personal and psychological data. A campus intercept survey was conducted at Rajamangala University of Technology Thanyaburi, with 328 students who voluntarily completed questionnaires in the first semester. Both descriptive statistics; frequency; mean, standard deviation and inferential statistics; independent t-test and one-way ANOVA were employed for data analysis.

Findings were: 1) highest mean scores; learning that product well before purchasing, motive of purchasing was necessity, 2) students seemed to favor much on sense experiences higher than others. 3) comparisons showed statistically significant difference of mean scores of opinions towards experiential advertising between groups with different personal and psychological data.

This research contributes to the literature on experiential advertising and also on unique characteristics of Thai university students on sneaker experiential advertising. Practical implications for advertising agents in Thailand, suggesting that they should concern more on these uniqueness characteristics of Thai university students in creating experiential sneaker advertising.

Keywords: Thai University Students, Sneaker, Experiential Advertising.

บทคัดย่อ

การวิจัยนี้มุ่งศึกษาปัจจัยบุคคลและปัจจัยทางจิตวิทยาประกอบด้วย ความเชื่อ ค่านิยม การเรียนรู้ แรงบันดาลใจ การรับรู้ กลุ่มอ้างอิง กลุ่มอิทธิพล ศึกษาความคิดเห็นของนักศึกษามหาวิทยาลัยไทยที่มีต่อการโฆษณารองเท้าผ้าใบเชิงประสบการณ์และการเปรียบเทียบความคิดเห็นนั้นในกลุ่มที่มีปัจจัยส่วนบุคคลและปัจจัยทางจิตวิทยาที่แตกต่างกัน เก็บข้อมูลจากตัวอย่างจำนวน 328 คนที่เป็นนักศึกษาที่ลงทะเบียนเรียนภาคการศึกษาที่ 1 ของมหาวิทยาลัยราชภัฏวชิรเวศน์ วิเคราะห์โดยจำแนกตามร้อยละ ค่าเฉลี่ย สถิติเชิงอ้างอิง t-test และ ANOVA

ผลการวิจัยพบว่า 1) คะแนนเฉลี่ยสูงสุดคือ การเรียนรู้เกี่ยวกับผลิตภัณฑ์เป็นอย่างดีก่อนซื้อ สำหรับแรงบันดาลใจในการซื้อคือ ซื้อเมื่อจำเป็นต้องใช้ รับรู้เกี่ยวกับผลิตภัณฑ์ราคาแพงต้องมีคุณภาพดี 2) นักศึกษาชอบประสบการณ์ทางประสาทสัมผัสสูงกว่าด้านอื่น ๆ 3) การเปรียบเทียบความคิดเห็นของนักศึกษาพบว่า กลุ่มที่มีปัจจัยส่วนบุคคลและปัจจัยจิตวิทยาต่างกันมีความคิดเห็นต่อการโฆษณารองเท้าผ้าใบเชิงประสบการณ์ต่างกันอย่างมีนัยสำคัญทางสถิติ ผลงานวิจัยเชิงประจักษ์นี้เพิ่มเติมความรู้เกี่ยวกับการโฆษณา แนวปฏิบัติจากผลงานวิจัยสามารถเป็นประโยชน์ต่อบริษัทตัวแทนโฆษณาในประเทศไทยที่ควรให้ความสำคัญต่อเอกลักษณ์ของนักศึกษามหาวิทยาลัยไทยในการสร้างสรรค์โฆษณารองเท้าผ้าใบ

คำสำคัญ : นักศึกษามหาวิทยาลัยไทย รองเท้าผ้าใบ การโฆษณาเชิงประสบการณ์

Introduction

Sneaker is a sport attire that made wonder culture of the wearer of their own. “You’re what’s on your feet: men and the sneaker subculture” (Cunningham, 2008) expressed clearly that how sneakers mean to those wearers. Sneaker wearers could communicate their identities through their sneakers (MacInnis, Parle and Priester, 2009). Worldwide acceptance of sneakers, worldwide sneakers marketing expands with huge amount of sales. “20 years ago kids were chasing sneakers, but today sneakers are chasing kids” words from McCarthy, presidents of Asics America (Lefton, 2017) tell us how sneakers marketing situations change. Traditional marketing has been transformed into experiential marketing and experiential advertising (Schmitt, 1999). Consumer-centric marketing approaches are world widely accepted. Marketers put great emphasis on consumers. Competitions on advertising are great and chasing their consumer closely. Knowing and getting familiar with customers become keys techniques in advertising. Interaction, experiences, dialogues are key activities of advertising.

University students are target group of all brands of sneakers because of their purchasing powers. Their unique lifestyle are challenging factor for sneaker brands to overcome. Their

unique lifestyles are the reflection of unique personal and psychological factors (Kotler and Armstrong, 2010)

Personal and psychological factors of consumers play significant roles in consumer-brand relationships. These factors are also known as attitudes of consumers. Keller (2003) elaborated that attitudes of consumers are “summary judgements are overall evaluations of any brand related information”.

Fournier (2009) proposed three principles of consumer- brand relationships which the third principle emphasized these relationships as process phenomena, Brand relationships developed and changed through various stages of development and response to changes of context.

It can be concluded that the consumer-brand relationships is truly about attitudes of consumers. Then attitudes of consumers link to all every related concepts of brand relationships.

This why this research’s aims emphasize the examination of personal and psychological data or attitudes of consumers prior to the study of consumers’ opinions towards Schmitt (1999)’s experiential advertising. Moreover, emphasis is also on comparisons of those opinions among groups with different personal and psychological data. Hopefully, findings of these comparisons might reveal some insights for the research consumers.

Objectives were to examine personal and psychological data of Thai university students, to explore opinions towards Schmitt’s five experiences of experiential advertising, and to compare opinions towards five experiences of experiential advertising among groups with different personal and psychological data.

Definition of Terms

- **Thai university students** were students who enrolled in the first semester of the academic year of 2018 at the Rajamangkala University, Prathumthani Campus.
- **Personal and psychological factors** included beliefs, values, learnings, motives, perceptions, reference groups, and influence groups.
- **Experiential advertising** was advertising that composed five experiences; sense, feel, act, think, and relate those advertisers had to emphasize to create experiences of adventure, fantasy and fun to their customers.
- **Students** were Thai university students

Literature Review

Sneakers not only today, but also historically have remained as a popular form of footwear; dating back to the industrial revolution when rubber was cheap and readily available, this was the time when sneakers were produced on a mass scale quite efficiently. However, one sneaker company which overshadows all other brands is Converse, the brand revolutionized the definition of sneaker, and made them a part of the popular American culture. Even after so many years sneakers still continue to nostalgic part of the past (Cunningham, 2008). In a recent study conducted by D'Adamo, (2016) it was determined that the total worth of sneakers market in USA is somewhere around \$34 billion, amongst which major contributors are the millennials that are predicted to contribute around \$21 billion to the category. A major aspect which has helped in boosting the growth of the product category is the highly effective and compelling marketing strategy, which has been adapted by some of the leading sneakers brands like Nike, Under Armour, and Adidas.

Personal and Psychological Factors of Customers

According to Kotler, & Armstrong, (2010) the buying behavior of consumers are influenced by social, cultural, personal as well as psychological factors. Understanding of consumer behavior enables firms to determine where the select, purchase, utilize and consume products or services.

Callwood, (2013) stated that there are various psychological factors that influence the decision making process of consumers, these includes perceptions, motivations, belief, attitudes and learning.

Experiential Marketing and Advertising

Traditional marketing simply refers to the conventional method of marketing, which have been used by the marketers ever since the concept of marketing emerged. Todor, (2016) stated that traditional marketing is basically a broad category which consists of various form of marketing, most of the traditional marketing strategies fall under the following categories; direct mail, print, telephone, and broadcast.

Experiential marketing on the other hand intends to create a more personalized experience of the customers, through providing them the opportunity of using their senses while at the same time providing them the opportunity of interacting with the product itself (Katrine, &Harini, 2018; Nugraha, 2017). When it comes to traditional marketing, marketers

usually devise and promote messages which conveys the essential information with respect to the product, this is basically a one-way communication (Chen et al., 2015); where potential consumer can listen to, read, or view the message either in a television advertise, newspaper or billboard ad.

Schmitt, (1999) stated that experiential marketing intends to elicit a response from the consumers, experiential campaigns are more engaging and compelling due to the fact that they appeal directly to the senses through smell, taste, touch, sight and sound. Thus, experiential marketing plays with the consumers senses, and it touches the consumers on a more emotional level.

It has become essential for brand to focus of audience based advertising, therefore brands must seek to understand the benefits, lifestyle and preference of consumers, which they seek from a product or service. Based on these aspects the brand must distribute consumers in to different segments which could be either based on their location, gender, age, occupation, social status, inferred motivation or consumer's personal intent towards a product or service reflected within their search queries (SpotXer., 2018). Thus, this in turn will enable the marketers for determine which segment best match the features of their brands, enabling them to design and implement the most suitable marketing strategy, and as well as the selection of the most appropriate media channels to reach their target market.

The research gap which the researcher intends to fill through this study is to determine the opinions of university students in Bangkok metropolitan toward experiential advertising for the sneakers. Although various studies have been conducted with respect to experiential advertising and its impact over consumer behavior, but there are very few studies focusing over sneaker brands and their experiential advertising campaigns. Thus, this study will certainly prove to be beneficial for sneaker brands like Converse and Nike, in order to determine the impact which experiential advertising have over Thai students.

Research Methodology

1. This research is explanatory quantitative research.
2. Population: 26,492 students of the Rajamangkala University, Pathumthani Campus who enrolled in first semester of the academic year of 2018
3. Sample: 328 students who were intercepted in campus and voluntarily filled out the questionnaires

4. Questionnaire development: questionnaire was developed based on:

a.) Concepts of personal and psychological factors of the consumers by Kotler and Armstrong, 2010: beliefs, values, learnings, motives, perceptions, reference groups, and influence groups.

b.) Concepts of five experiences of experiential advertising by Schmitt, 1999: sense, feel, act, think, and relate.

c.) Items of questionnaire were derived and developed from constructs from both concepts above. Then questionnaire was tried out with 30 students who were not use as sample again.

d.) Cronbach's alpha-coefficient was employed to examine the internal consistency reliability of the questionnaire.

Questionnaire		α -coefficient
○	Personal and psychological items	0.878
	5 experiences of sneaker experiential advertising items.	0.854
	Overall	0.900

5. Data analysis: data were statistically analyzed by SPSS

a.) Descriptive statistics; frequency, mean, standard deviation for describing data.

b.) Inferential statistics; independent t-test and one-way ANOVA for means comparisons.

Results

I. Demographic Data: respondents were approximately half and half of female and male students (45.7% and 54.3% respectively), almost half of them (44.5%) spent 5,000 – 10,000 baht per month and one-third (36.6%) spent 5,000 baht

Table 1 Respondents' demographic data: frequency and percentage.

Demographic data	freq. (N=328)	%
Gender		
Female	150	45.7
Male	178	54.3
Age		
20 years and less	165	50.30
21 - 25 years	147	44.83
26 - 30 years	13	3.96
31 years and more	3	0.91
Monthly expense (฿)		
5,000 and less	120	36.6
5,001 - 10,000	145	44.5
10,001 - 15,000	39	11.9
15,001 - 20,000	10	2.7
20,001 and more	14	4.3
Residing		
Lived with parents	81	24.7
At dormitory	247	75.3
Transportation to university		
Public transportation	79	24.1
Private motorcycle	174	53.0
Private car	44	13.4
Other kinds of transportation	31	9.5
Place to have meals		
University canteen	187	57.0
Well-known food services	24	7.3
Street foods	74	22.6
Other kinds of food services	43	13.1

II. Personal and psychological data:

4 items of highest mean score;	<u>mean</u>
a.) You always get to know that product well before purchasing.	3.86
b.) You always purchase any product only when it is necessary.	3.85
c.) You always perceive products from social media and advertising.	3.66
d.) Quality of expensive product is always good.	3.59
4 items of lowest mean score;	
a.) You always use the luxury product	2.50
b.) You want to act and behave like celebrities	2.54
c.) Celebrities have the most influence to you on your purchasing decision	2.54
d.) You always purchase any product after the celebrities and close friends	2.61

Table 2 Personal and psychological data of the respondents: mean and standard deviation.

Item	Mean	S.D.
Belief		
1. Quality of luxury product is always good.	3.52	0.94
2. Quality of expensive product is always good.	3.59	0.95
Values		
3. You always use the latest model of product.	2.65	0.99
4. You always use the luxury product.	2.50	1.10
Learnings		
5. You always get to know that product well before purchasing.	3.86	0.95
6. You have learnt that information of the product from advertising is always true.	3.46	1.00
Motives		
7. You always purchase any product only when it is necessary.	3.85	1.00
8. You always purchase any product after the celebrities or your close friends.	2.61	1.1
Perception		
9. You always perceive a product from your close friends.	3.13	0.91
10. You always perceive a product from social media and advertising.	3.66	0.90

Table 2. (Continue)

	Item	Mean	S.D.
Reference group			
People you want to act and behave like			
11.	your peer group	2.78	1.13
12.	your parents	3.15	1.18
13.	celebrities	2.54	1.23
Influence group			
People who have the most influence you on your purchasing decision			
14	your peer group	2.82	1.16
15	parents	3.09	1.18
16	celebrities	2.54	1.23

III. Opinions towards 5 experiences of sneaker experiential advertizing;

4 items of highest mean score;		<u>mean</u>
a.)	I want to try on a sneaker to see how it fits me well.	3.94
b.)	I like sneaker advertising that expresses durability of sneaker.	3.65
c.)	I like sneaker advertising that use direct communication and stimulate thinking .	3.65
d.)	I like sneaker advertising that express it softness of sneaker sole while wearing.	3.58
4 items of lowest mean score;		
a.)	Exclusive member club events should be created for dialogues and sneaker exchange.	3.27
b.)	I like sneaker advertising that make feel spiritually high for example, man who devote himself for goodness of public.	3.28
c.)	I like sneaker advertising that use questions to raise consumer thinking.	3.32
d.)	I like sneaker advertising that make me surprise at the end.	3.34

Table 2 Five experiences of experiential advertising, mean, and standard deviation.

Item	Mean	S.D.
Sense	3.72	0.72
1. I like sneaker advertising that expresses its softness of sneaker sole while wearing.	3.58	0.72
I like sneaker advertising that expresses a durable of sneaker.	3.65	0.86
3. I want to try on a sneaker to see how it fits me well.	3.94	0.95
Feel	3.39	0.83
1. I like sneaker advertising that make feel spiritually high e.g. man who devote himself for goodness of public.	3.28	0.98
2. I like sneaker advertising that make feel responsible for environments.	3.42	0.90
3. I like sneaker advertising that make feel confident.	3.47	0.88
Act	3.42	0.79
1. I like sneaker advertising that shows actions of muscular.	3.38	0.90
2. I like sneaker advertising that express sneaker wearer actions on the public devoting and the public reservations.	3.42	0.93
3. I like sneaker advertising that express sneaker wearer has his authentic lifestyle.	3.46	0.95
Think	3.43	0.77
1. I like sneaker advertising that uses questions to raise consumer's thinking.	3.32	0.95
2. I like sneaker advertising that uses hidden contents to communicate.	3.65	0.90
3. I like sneaker advertising that make an ending surprise.	3.34	0.98
Relate	3.41	0.85
1. Sneaker company should create events that provide opportunities for consumers to join activity without charge. Exclusive member club events should be created for dialogues and sneaker exchange.	3.38	1.03
As sneaker consumer, opinions toward: sneaker should be exchanged with others through brand providing channels including via social media.	3.27	1.03
	3.56	0.96

Overview of opinions results showed Comparison of opinions toward 5 experiences of sneaker experiential advertising among groups with different demographic data.

Demographic data were gender, years of age, monthly expense, residing, transportation to campus, place to have meals.

By inferential statistics, independent t-test and one-way ANOVA there was no statistically significant difference of means of opinions towards 5 experienced of sneaker experiential advertising except gender and place to have meals.

IV. Comparisons of opinions towards sneaker experiential advertising among groups with different personal and psychological data.

Likert scale, 1 to 5 of each item of personal and psychological data was transformed into more manageable dichotomy of “disagree” and “agree” groups by recording scales 1-2 into “disagree” group and scale 3-5 into “agree” group.

By inferential statistics, independent t-test was employed. Findings showed the same patterns of every item of personal and psychological factors.

There were statistically significant differences of mean scores of every item with higher mean score rated by “agree” group.

Discussion

5.1 Finding in Part 2: personal and psychological factors were very interesting. The first highlights were two items with the first and second highest mean scores.

<u>Item</u>	<u>Mean</u>
you always get to know that product well before purchasing (Learnings)	3.86
you always purchase any product only when it is necessary (Motives)	3.85

These finding highlights were going to be discussed by the Thailand King Rama 9's the Philosophy of Sufficiency Economy (PSE). Therefore, an elaboration of the PSE theoretical framework would help to understand these discussions thoroughly.

“Sufficiency Economy” (SE) was addressed by His Majesty King Bhumibol Adulyadej. SE was developed to PSE which aimed to create a balance and stable development by supporting people's ability to manage all risks arising from drastic changes such as globalization, materialism, then people can live their lives happily.

Three principles (moderation, reasonableness, and self-immunity) with two supporting conditions (knowledge and morality) are framework of PSE for organization and people successfully conduct “the middle path” activities and avoid extreme.

Principle 1: “moderation” within reason, not too much or not too little.

Principle 2: “reasonableness” justifiable choices with accumulated information and experiences.

Principle 3: “self-immunity” ability to manage any uncontrolled problems.

Condition 1: knowledge, accumulating information with insight to understand its meaning and put it to use.

Condition 2: morality both ethics and virtues to foster humanness. (Mongsawad, 2010; and the Chaipattana Foundation, 2017)

According to Principle 2 of PSE (Mongsawad, 2010 and the Chaipattana Foundation, 2017), “reasonableness” make people always have smart choices in everyday consumption as a result of an accumulated information and experience that is in line with the highest mean score of all (3.86) that “Thai university students always get to know that product well before purchasing” which is the item of “Learning” factor also can be said that Thai university students are high in the factor of “Learning” and as a result, also have “reasonableness” to make smart choices in purchasing product and smart choices in living as well.

For the item under the factor of “Motives”: “you always purchase any product only when it is necessary” with mean score 3.85 which is the second highest mean score could be understand that Thai university students adopt both PSE principle 1: moderation, and principle 2: reasonableness. Moderation is not too much or too little therefore purchasing only when it is necessary. Moreover, reasonableness that making smart choice knowing that it is necessary to purchase.

Finally, this can be considered by two folds: Thai university students adopt PSE in their living: a balanced way of living, a safe way of living in today crisis, and happy living.

The Thai Government, academics and agencies efforts have been putting for decades now show some good results.

5.2 Values: Table 2, the two items were asked the students if they always use the latest model of product and if they always use the luxury product to see whether they were materialism. Finding showed that the mean scores of both items were quite low as 2.65 and

2.5 respectively. Low mean scores in these two items could be interpreted that they held low values in materialism which was desirable as Solomon (2011) agreed that people who are highly materialism would be less happy individual.

5.3 Motive: Table 2, item 8 “you always purchase any product after the celebrities or your close friends” was a statement to see whether their motives to purchase product were reasonable or just followed celebrities and close friend. Finding mean score was the score lowest (2.61) which can be interpreted as low in materialism. Therefore, they would not be less happy individual. (Solomon, 2011)

5.4 Reference group and Influence group: Table 2, item 11 – 16. Findings of both reference group and influence group were in line. Parents as reference group and influence group were rated the highest mean score (3.15 and 3.09 respectively). Peer groups were rated second mean scores (2.78 and 2.82 respectively). Celebrities were rated with the lowest mean scores (2.54 and 2.54 respectively). These findings about reference group and influence group of Thai university students might be very interesting and useful information for further research in the future.

5.5 Comparisons of opinions toward 5 experiences of experiential advertising (Schmitt, 1999) by groups of different personal and psychological data Every comparison showed the same patterns of findings that students with differences in personal and psychological data had different opinions toward 5 experiences of Schmitt, 1999 experiential advertising. These findings were in line with concept of Kotler (2000) that personal and psychological factors have effects on consumers’ behaviors.

Recommendations from this Research

Though findings revealed that students hold positive values “not to always use both the latest model and the luxury product” This University could at least maintain or even strengthen these positive values, as well as, motives factor.

Highlights of this finding of personal and psychological factors were that concerning both reference group and influence group. Parents were higher than both peers and celebrities. Recommendations for these findings are in line with the previous one.

Findings of opinions toward 5 experiences showed that all three items of “sense” experience were more favorable than others might be useful point of view in designing experiential advertising with mix activities with in line with the importance of sensory-emotive

desires of customers as the main factor of experiential marketing and advertising (Schmitt, 1999).

Recommendations for Future Research

With limitations of this research that choose only one Thai university as research population, future research could study other Thai universities to cross-check their findings with this research.

As Blackston (1992) argued that consumer-brand relationships were interactions between brand and consumer's attitudes. Moreover, consumer-brand relationship was constituted by all cognitive, affective and behavior processes throughout attitude development. Future research may choose the same population and add some other brand relationships as the top-up research from this research.

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