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Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
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THE INFLUENCE OF PRODUCT NOVELTY COMBINED WITH LOCAL WISDOM ON CONSUMER ATTITUDES AND PURCHASE INTENTIONS: SINGBURI PROVINCE

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ABSTRACT

This research was aimed to study 1) to develop and examine a causal relationship model between novelty, attitude and purchase intention of products mixed with local wisdom. 2) Investigate the relationship between novelty, attitude, and purchase intention of products infused with local wisdom, including direct and indirect effects as well as the overall influence. And 3) to create a tool for measuring product conformity, contaminated with local wisdom, that displays the relevant components and indicators. The researcher collects data from consumers of products mixed with local wisdom in Singburi Province using a survey and descriptive research method. The original sample of 400 people was reduced to 385 for the actual analysis. Personal factors such as gender, age, education level, status, and average monthly income have been divided.

The path analysis hypothesis testing results, both direct effect, indirect effect, and total effect, revealed that novelty variables had a direct influence on attitudes. It was found that the consumer's level of novelty had a direct positive influence on the consumer's attitude toward local wisdom products. The hypothesis was accepted at the statistical significance level of 0.05, with a p-value of 0.001 and a factor weight of 0.812. This explains why, the higher a product's level of novelty, the higher the level of consumer attitude. The level of novelty among consumers had a direct positive influence on their purchasing intentions for local wisdom-added products. According to the test results, the hypothesis that was rejected at the statistical significance level of 0.05 had a p-value of 0.946 and a factor weight of -0.008, which was inconsistent with the reviewed literature. And the level of positive attitude of consumers had a direct positive influence on the level of purchase intention of consumers toward products mixed with local wisdom. The hypothesis was rejected at the statistical significance level of 0.05 with a p-value of 0.001, indicating that the higher the level of consumer attitudes toward a product, the higher the demand for it. As a result, the community's marketing strategy should focus on increasing the level of liking and positive attitude toward cracker products in the community.

Keywords: The Influence of Novelty, Local Wisdom, Attitude, Purchase Intentions

INTRODUCTION

Nowadays, the commercialization of cultural resources occurs in marketing, as evidenced by the literature of Eunju Ko et al. in 2011 and 2013, the literature of Qin et al. in 2019, as well as the literature of Qin and Ng in 2020 or Fan and Zhou's work in 2020, all of which incorporate art or culture in local areas at the community or national level in product and fashion design.

When considering the cultural elements in any social group, it was discovered that there were a total of 9 elements, namely education or socialization, medicine, arts, politics, and governance (Ngamphit Satsa-nguan, 2015). amusement and recreation Communication and use of technology between social groups, family systems, economic systems, and religions and beliefs. All of these are cultural components of anthropological studies in any social group.

In terms of local wisdom, it can be viewed as a cultural component. This local wisdom or concept was studied by Qin et al. in 2019 in the context of incorporating it into new things to add value to traditional products that have been improved by using local wisdom as raw materials. Furthermore, Fan and Zhou's 2020 literature investigated how traditional cultural resources can be used to create a brand that can be useful in marketing.

Sing Buri is a lowland area suitable for farming. With an area of approximately 18,526 rai and a total population of 4,153 people, agriculture employs the majority of the population in the area as opposed to other occupations. The majority of the villagers are impoverished and in need of economic rehabilitation within the community.

According to a review of pertinent literature, including works by Lin et al. in 2007 and Shin, Cassidy, and Moore in 2011, Eunju Ko et al. in 2013, and Qin et al. in 2019, using cultural resources or the traditional predominance in a social community area can be a successful marketing strategy. This is the "process of turning culture into a commodity", as we refer to it (Cultural Product). In the writings of Qin et al., or tales to be used in order to create something new and incorporate it with goods that correspond to the response of the market at the time. This fosters the desire to buy goods that have evolved from culture or goods that incorporate traditional cultural resources (Traditional Cultural Product (TCPs). Workplace spirituality can create a desirable work environment based on spiritual values that strengthens the sense of transcendence through meaningful work, alignment of values and sense of community. Chattrarat, Hathaipan et al. (2021)

According to Qin et al. (2019), the novelty effect of a product after incorporating cultural resources into its composition is mentioned. It was discovered that innovating through traditional cultural perspectives resulted in product acceptance and want to support and foster a positive attitude toward the product, whether it is a new taste, smell, or sound that results from such combinations. This novelty is thought to be well supported by literature in terms of marketing and tourism, resulting in a desire to support both from the social groups themselves and from other social groups who are aware of the creation of available products. Cultural hybridization or traditional cultural resources.

According to the literature review, the research team was interested in studying "the novelty of products developed from local wisdom raw materials: a case study of local herb crackers of the Sa Chaeng community." The Influence of Product Novelty Combined with Local Wisdom on Consumer Attitudes and Purchase Intentions: Singburi Province" in order to obtain a marketing model that was appropriate for the community's local context for strategic application to products developed from local traditional cultural resources.

RESEARCH OBJECTIVE

1. To develop and examine a causal relationship model between product novelty, attitude, and purchase intention, using products contaminated with local knowledge.
2. To investigate the direct, indirect, and overall influence of novelty, attitude, and purchase intention of products contaminated with local wisdom.
3. To develop a tool for measuring product consistency, products contaminated with local wisdom, and related indicators.

RESEARCH METHODOLOGY

The population used in this study was general people who used to consume snack foods, which had to be snack foods that contained local wisdom which cannot ascertain the true population size.

This study only used one sample, which was used for confirmatory component analysis. (Confirmatory Factor Analysis) and Structural Equation Modeling. In this study, 400 subjects were assigned for exploratory analysis. According to Hair et al. (2010), the appropriate sample size should be between 200 and 400 samples. Natthaya's Pattarapisetwong (2013) stated that in the case of statistical analysis, the structural equation model has been set as a guideline for a total of 6 sample sizes, namely 50 samples (very low), 100 samples (Low), 200 (sufficient), 300 (good), 500 (very good), and 1000 samples (best). In this study, 385 samples were collected that were deemed to be good to very good for studying and analyzing the structural equation model. Furthermore, the conditions of the sample size determination criteria based on the concept of structural equation model analysis and path analysis were investigated in this study. The sample size was determined using Bollen's (1989) analytical approach, which states that the sample size should be calculated based on the number of independent parameters to be estimated. The sample size should be increased if there are a large number of independent parameters. As a result, the researcher determined the sample size based on the ratio of sample units to the number of parameters or variables measured, aiming for at least 10- 20 per parameter (Hair et. Al., 2010). Moreover, if the variable is an analytical model based on a single observable variable, the sample size between sample units should be set at 15-20 to 1. The researcher chose to collect 430 genuine samples. if there is an error in the information returned by the questionnaire Following sample collection, the researcher screened the net complete questionnaires to determine the sample size used in the actual analysis. and will be used in a statistical analysis of 385 people.

The researcher collected samples that exceeded the specified sample size when collecting the actual samples. Following sample collection, the researcher screened the entire questionnaire to determine the sample size used in the actual analysis. The researcher considered that the sample must be a person who has previously eaten and consumed snack products contaminated with Thai wisdom. as well as potential buyers who have frequently purchased this type of product using the selection questions on the first page of the questionnaire, which serves as a research tool. The 2019 Qin et al. questionnaire on novelty and consumer attitudes and purchase intent toward cultural resource products was developed from the research of Howard and Gengler (2001), Unger and Kernan (1981), and Dodds et al. (1991), respectively. The researcher then went back through the literature to increase the number of observed variables, raising more questions to increase resolution. of the gauge until all 15 questions were obtained.

The path analysis on the structural equation model generated by the structural equation modeling process of the confirmatory component analysis is used for variable correlation analysis. (Confirmatory Factors Analysis), which was the variable extracted from the literature

review to develop a relationship hypothesis. Then, in Table 1, various harmonic values were given based on the standard criteria provided by Hair et al.

Table 1 shows the overall model concordance statistics as well as the criteria for the level of concordance suggested by Hair et al (1998).

Fit Indices	Recommended Value	Conformity Level
CMIN/DF	<5 Loo & Thorpe (2000)	good consistency
Goodness of Fit Index (GFI)	≥0.8 Cheng, Shih-I (2011)	consistency
Normalised Fit Index (NFI)	≥0.9 Bentler (1999)	consistency
Relative Fit Index (RFI)	≥0.9 Bentler (1999)	consistency
Incremental Fit Index (IFI)	≥0.9 Bentler (1999)	consistency
Tucker Lewis Index (TLI)	≥0.9 Bentler (1999)	consistency
Comparative Fit Index (CFI)	≥0.9 Bentler (1999)	consistency
Root mean square error of approximation (RMSEA)	<0.08 Hair et al (1998)	Fairly consistent

The research team was working to improve the structure equation model created in order for it to be consistent with the empirical data collected from the consumer survey. The researcher then determines whether the model was suitable (Fit) or not. If the coherence values do not meet the criteria in Table 1, the researcher adjusts the model to correlate before analyzing the influence paths on the model.

When the research team found that the structural equation model influences consumer attitudes and purchasing intent when combined with local wisdom, it was consistent with the empirical data. The researcher is still investigating the path of influence (Path Analysis). The findings of this analysis were used to answer the research hypothesis and predict the level of influence between the variables.

FINDING

The researcher analyzed data from a sample of 400 people, reducing it to only those used in the actual analysis of 385 people to meet the sample size determined in this research process. The research findings are as follows;

When considering the factor analysis of the observed variables, which was originally considered in the consumer ethnicism questionnaire section, 15 variables were observed. When factor loading was considered, all 15 questions had a factor weight greater than 0.6. The observed variables were not excluded by the researcher.

The questionnaire in this study originally consisted of 15 questions derived from statistical analysis to determine Factor Loading higher than 0.6. (Chin, Gopal & Salisbury, 1997; Hair et. Al., 2006). A reliability test was also carried out by the researcher. (Reliability) by calculating the Composite Reliability for all variables, the results of which are shown in Table 2.

Table 2 Shows the statistics used in the tool quality analysis.

Latent Variables	#Items	Composite Reliability	AVE
Novelty	5	0.843	0.517
Attitude	5	0.842	0.589
Purchase Intention	5	0.852	0.610

Table 2 shows that the total composite reliability ranged from 0.836 to 0.856, which is the acceptable level for intra-variable coherence (Cronbach, 1970). It was found that the Average Variance Extracted (AVE) of each observed variable (Latent Variables) was between 0.506 and 0.600, all of which were higher than 0.50, indicating that the average of each questionnaire was comparatively higher than 0.50. The ability to measure variables with an acceptable level of precision (Fornell & Larcker, 1981).

Table 3 shows the result of the confirmatory factor analysis.

Goodness of Fit Index	Analytical Value	Statistics	Literature
CMIN/DF	3.668	under 5	Loo & Thorpe (2000)
GFI	0.890	more than or equal to 0.8	Cheng, Shih-I (2011)
NFI	0.906	more than or equal to 0.9	Bentler (1999)
RFI	0.917	more than or equal to 0.9	Bentler (1999)
IFI	0.922	more than or equal to 0.9	Bentler (1999)
TLI	0.906	more than or equal to 0.9	Bentler (1999)
CFI	0.922	more than or equal to 0.9	Bentler (1999)
RMSEA	0.073	less than or equal to 0.08	Hair et. Al. (1998)

According to the results of the first hypothesis test, "the level of consumer novelty has a positive direct effect on the consumer's attitude toward products mixed with local wisdom." According to the test results, the hypothesis was accepted at a statistically significant level. With a weight factor of 0.812, 0.05 has a p-value of 0.001. The results of the second hypothesis test, "The level of consumer novelty has a positive direct influence on the consumer's purchase intention towards products contaminated with local wisdom," revealed that the hypothesis was rejected at a statistically significant level. 0.05 has a statistical p-value of 0.946 and a weight factor of -0.008. The third hypothesis, "The level of consumer positivity has a positive direct influence on the level of consumer purchase intention toward products contaminated with local wisdom," was rejected at the significance level by the test results. In terms of statistics, 0.05 has a p-value of 0.001 based on the results of the hypothesis test. Shown in Table 4.

Table 4 shows the statistical hypothesis testing results as well as the level of statistical significance.

hypothesis	C.R.	p-value	Result
Novelty → Attitude	9.385	0.001**	Accepted
Novelty → Purchase Intention	-0.068	0.946	Rejected
Attitude → Purchase Intention	9.138	0.001**	Accepted

The researcher obtained a structural equation model for the influence of product novelty combined with local wisdom on consumer attitudes and purchase intentions: Singburi Provinces Figure 1 depicts the Sing Buri Province.

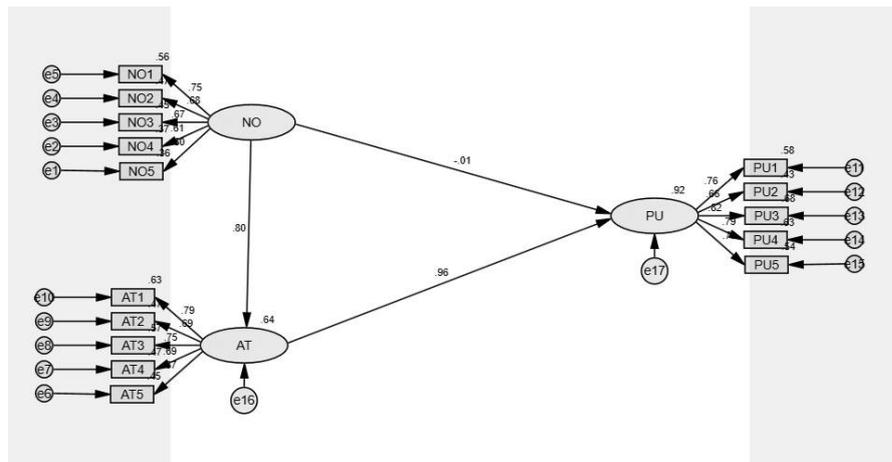


Fig. 1 Model for The Influence of Product Novelty Combined With Local Wisdom on Consumer Attitudes and Purchase Intentions: Singburi Provinces

For the path analysis findings (Path Analysis) Both direct effects (Direct Effect), indirect effects (Indirect Effect), and overall effects (Total Effect) found that the novelty variable directly influenced attitude with a factor weight of 0.803, with no indirect effect. The overall effect was 0.803. With a factor weight of 0.961, the attitude variable had a direct effect on purchase intent. There was no indirect effect. The overall effect was 0.961. Consumer ethnicity had a direct influence on purchase intention with a factor weight of -0.05 (not statistically significant) and an indirect influence on purchase intention with a factor weight of 0.772 (not statistically significant), the overall effect was 0.767 (not statistically significant), as shown in Table 5.

Table 5 shows the correlation pathway analysis.

Path Analysis	Direct Effect	Indirect Effect	Total Effect
Novelty → Attitude	0.803	-	0.803
Attitude → Purchase Intention	0.961	-	0.961
Novelty → Purchase Intention	-0.05	0.772	0.767

DISCUSSION AND CONCLUSION

The findings of the confirmatory component analysis of the structural equation model were found to be in good agreement with the empirical data. The results of hypothesis testing using the structural equation model method from all three assumptions can be summarized as follows:

The first hypothesis test concluded that consumers' level of novelty had a positive direct effect on their attitudes toward products laced with local knowledge. The hypothesis was accepted at a statistical significance level of 0.05 with a p-value of 0.001 and a weight factor of 0.812, which could explain why the higher the level of novelty of the product, the higher the attitude level. This was consistent with the 2019 Abdullah&Yu study and the 2019 Rachbini&Agustina study.

The second hypothesis test concluded that consumers' degree of novelty had a positive direct influence on their purchase intention toward products laced with local wisdom. The hypothesis was rejected at the statistical significance level of 0.05 with a p-value of 0.946 and

a weight factor of -0.008, which was inconsistent with the reviewed literature. Choi's Literature was published in 2017, Powrani & Kennedy in 2018, and Rachbini & Agustina in 2019.

The hypothesis test results were probably inconsistent with previous research because the community context and local context in Thailand already have a large number of similar products. Because of government policies aimed at increasing the processing of community products, exotic marketing of this type of product has no direct influence on purchasing intentions, causing the level of purchase to be reduced by monotony.

The third hypothesis test concluded that consumer positive attitude had a positive direct effect on consumer purchase intention toward products contaminated with local wisdom. The hypothesis was rejected at a statistical significance level of 0.05 with a p-value of 0.001, which could explain why the higher the degree of consumer attitude toward a product, the more demanding it would be, which was consistent with the literature of Meng and Choi in 2016. As a result, the community marketing strategy should focus on increasing the community's liking and positive attitude toward cracker products.

SUGGESTIONS

Suggestions based on research

1. A study of factors influencing the novelty of products in Sing Buri Province, combined with local wisdom, on consumer attitudes and purchasing intentions. A study was conducted only in Sing Buri Province. which makes it impossible to measure; and thoroughly detailing the factors that influence consumers' purchasing decisions. As a result, the next research should focus more on the section different regional areas in order to compare consumers in each region. To learn about the factors that influence the novelty, attitude, and purchase intention of products contaminated with local knowledge.

Suggestions for future research studies

1. Should study more thoroughly. As for the sample group to be studied, for example, studying only Gen Y or Gen X consumers, or studying populations from other provinces to see how they differ or how they are similar, etc. Determining the scope of the sample group in detail will be useful for the production of products contaminated with local wisdom. or useful to the business owner in understanding the needs of more customer groups

2. Marketing promotion factors must be investigated. This may have an impact on the impact of product novelty combined with local wisdom on attitudes and purchase intentions. This may lead to consumers opting for exotic products mixed with local knowledge. and to bring local wisdom up to international standards

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