

Proceedings
International Conference on Economics,
Business and Interdisciplinary Studies
ICEBIS2021



Siam University

18 March 2022

Thailand



Proceedings

International Conference in Economics, Business and Interdisciplinary Studies

18th March 2022

Siam University

Bangkok

Thailand

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International Program in Business Administration (IBBA)

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ISBN (e-book) xxxxxxxxxxxx (pending)

Proceedings of the International Conference on Economics, Business and Interdisciplinary Studies

Published by

International Program in Business Administration (IBBA), Siam University
38 Petchkasem Road, Phasi Chareon District, Bangkok 10160, Thailand
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Conference Schedule

International Conference in Economics, Business and Interdisciplinary Studies (ICEBIS 2021)

18th March 2022

Room No:2-205, Building 2, Siam University, Thailand

<i>Time</i>	<i>Description/Presentation Title</i>
Session 1	
9.00 – 9.30	Registration (Room 2-205 in Building 2)
9.30 – 9.45	Opening Ceremony - Welcome remarks and introduction to ICEBIS by Conference Chair – Dr. Duminda Jayaranjan - Remarks by Prof. Bongkosh Rittichainuwat, Dean of ICOSIAM
9.45 – 10.00	Keynote session: Keynote Speech I: Future of Higher Education for Sustainable Development by Dr. Pornchai Mongkhonvanit, <i>President, Siam University, Thailand</i> Keynote Speech II: Forces Behind in Emerging World Order: Challenges and Opportunities Ahead By Mr. Anil Sirimanna <i>Deputy Consul General, Consulate General of Sri Lanka Los Angeles</i>
	Photo session
Session 2: Session Chair: Dr. Suraphol Srivithaya Doctor of Law (LL.D.) and Master of Law (LL.M.) Programs, Former Dean of Faculty of Law, Rangsit University, Thailand Senior Lecturer, Director (Institute of Professional Development), Siam University, Thailand	
10.00 – 10.15	Paper 1: The Impact of Covid-19 Regulations on Supply Chains in The Automotive Industry By Nikolaus Moos
10.15 – 10.30	Paper 2: The role of Management Information System towards Maritime Logistics Management in Myanmar By Pyae Sone Ko
10.30 – 10.45	Paper 3: Factors Affecting Online Shopping Behaviour in Cambodia By Reachtheany Vang and Sumaia Farzana
10.45 – 11.00	Paper 4: COVID-19 Vaccine Hesitancy among International University Students: An Empirical Study at Siam University By Lucky Darlami and Rashminda Attanayake
11.00 – 11.15	Paper 5: Cashless Payment Acceptance Among Consumers in Thailand: A Case Study on Digital Wallets By Sabbir Hossain



11.15 – 11.30	Paper 6: Empirical Study on The Determinants of Financial Literacy and Association with Financial Wellbeing During the Pandemic among Thai Tertiary Level Students By Lipikar Wissawaswuansuk
11.30 – 11.45	Paper 7: A Study of Eco-Tourism Promotion in Phetchaburi Province By Sheela Devi and Sumaia Farzana
11.45 – 12.00	Paper 8: Online shopping intention among the international students in Thailand – an empirical study By Warinjinya Niamkham and Sumaia Farzana
12.00 – 12.45	Lunch Break
Session 3 Session Chair: Dr. Duminda Jayaranjan (D.Eng, M.Eng) Associate Dean, International College, Siam University, Thailand	
12.45 – 13.00	Paper 9: Online-Purchasing Behaviour of Thai-Millennials for Preschool-aged Toys in Bangkok By Veliath James Jain & Nutta Techatonyanon
13.00 – 13.15	Paper 10: The Strategic Management on Tourism Industry in Vietnam in the Next Normal By Thach Viet
13.15 – 13.30	Paper 11: Application of Good Governance for Implementing the United Nations’ Sustainable Development Goals: SDG Goal#16 in Afghanistan By Farid Hemmat, Suraphol Srivithaya and Tatree Nontasak
13.30 – 13.45	Paper 12: The New World Order under the New Balance of Power between the United States, China, and Russia in the Post-Cold War Era By Suraphol Srivithaya
13.45 – 14.00	Paper 13: Review on Students Engagement: The Factor Influencing Online Learning By Khwanchol Kampan and Kanokporn Hlaithong
Session 4: Session Chair: Dr. Suraphol Srivithaya Doctor of Law (LL.D.) and Master of Law (LL.M.) Programs, Former Dean of Faculty of Law, Rangsit University, Thailand Senior Lecturer, Director (Institute of Professional Development), Siam University, Thailand	
14.00 – 14.15	Paper 14: Curriculum Development of the Master of Arts in Peace Studies and Diplomacy (MAPD) Program and Program Learning Outcomes (PLOs) By Tatree Nontasak
14.15 – 14.30	Paper 15: Digital Transformation of Next Normal Education in the Post Covid Pandemic By Nan May Pwint Phoo
14.30 – 14.45	Paper 16: Consideration of Influencer Marketing on social media to Influence Generation Z’s Purchase Intention By Khomson Tunsakul
14.45 – 15.00	Paper 17: The Sustainable strategies for luxury product during COVID19 pandemic situation By Nway Zarchi Ko
15.00 – 15.15	Paper 18: The Agitation of The Indigenous People of Biafra (IOPB) And its Impact on Nigeria’s National Development By Emmanuel Chukwuemeka Nweke and Emmanuel Nweke Okafor



15.15 – 15.30	Paper 19: Understanding Humanitarian Interventions in the South – a New Prescription following the Cold War By Saif Ur Rahman
15.30 – 15.45	Paper 20: Effect of Employment Status and Drug Use on The Psychological Well-Being Among Youths By Chuka Ignatius Okuefuna and Emmanuel Nweke Okafor
15.45 – 16.00	Paper 21: Effect of mandatory sit -at-home Order by the Independent People of Biafra on the Socio-Economic activities in South Eastern Nigeria By Egenti Tochukwu Fabian and Emmanuel Nweke Okafor
16.00 – 16.15	Paper 22: Voters' Preferences during the 2011 General Election in Nigeria A Study of Oyi Local Government Area of Anambra State By Kingsley Obika Ebuka
16.15 – 16.30	Certificate Distribution/Award
16.30 – 16.45	Closing Remarks by Dr.Tatree Nontasak



FUTURE OF HIGHER EDUCATION FOR SUSTAINABLE DEVELOPMENT

Keynote Statement
of

PORNCHAI MONGKHONVANIT

President, Siam University, Thailand

The higher education is transforming from its traditional approach towards the modern approach for sustainable futures. For a sustainable future, universities must integrate all the relevant fields from political science, business, and even education sector where knowledge from various fields will be integrated to have a better decision-making process. Earlier, people were solely interested on one discipline and departmentalized knowledge which acted as a barrier of integration. In today's business environment, however, we must employ information technology to bridge the gap between the mass production and departmentalized eras and the integration era.

The world is going through the fourth wave of pandemic, and yet this is not the only crisis we are dealing with currently. Aside from economic and food crisis, the next wave would be the unavoidable impact of climate change and environmental unsustainability. In order to manage with these challenges, people require interdisciplinary and transdisciplinary education, as problems cannot be solved from single discipline and must connect business with others. For instances, information technology is causing a lot of disruption and companies such as Kodak, Agfa, and even Nokia have been put out of business as a result of this disruption. However, 30 years ago, no one predicted that these companies would disappear and usher into the Apple era. We also do not know whether Apple will go out of business and be replaced by some new technology. As a result, we are no longer the same, and our solutions to real-world problems will vary.

In the context of higher education, universities need to change. The pandemic has forced a paradigm shift in education system. The academicians must think and rethink about the stakeholders and students in the future. Earlier, universities were regarded as the knowledge industry and to be merely the place where knowledge providers were created. Things have changed since then, and in addition to universities, many industries, like tech firms, also produce a great deal of knowledge. Thus, universities need to change their business model and mindset. In addition, universities should not regard other businesses as competitors, instead it is time to collaborate with others and integrate the informal learning into the system. Meanwhile, in the new model, students should be given the flexibility to choose courses and professors rather of being forced to accept whatever the university offers in order to obtain the credentials necessary for employment. By allowing students the rights and freedom to choose, the university will have more choices in the future and professors will focus on the current knowledge and become experts. The university should change from being just a provider of knowledge, but to be the integrator and act as the supporting facility and the tool for the students. Likewise, the university should learn to collaborate with others and assist in gaining knowledge for the capacity-building industry. The university should not confine itself to becoming a small kingdom, instead we should open all our doors, collaborate with the others, recruit the best one, and provide the best possible support to student.



Therefore, everybody must change, including universities, and in order to have a good change, we have to listen to the students and all the stakeholders and need to think and rethink.



FORCES BEHIND IN EMERGING WORLD ORDER: CHALLENGES AND OPPORTUNITIES AHEAD

Keynote Statement
of

ANIL SIRIMANNA

Deputy Consul General, Consulate General of Sri Lanka in Los Angeles

Even we are citizens of the global village in the third decade of the Third millennium, we are still overwhelmed by anxiety, doubt, dissatisfaction and uncertainty in our lives; even it is tried to achieve the prosperity by generations on their lives, blood, sweat, tears and dedication. I believe that it is happening continuously, causes of today are being effects of tomorrow. Within this continuous struggle and so-called development, we have left behind things, we have destroyed things, we have changed things, we have challenged too many things and finally we have been challenged by ourselves in many ways; geographically, culturally, economically, politically and technically.

As we are citizens in a new world order after the second World War II, we have left behind so many things, some time we say development, but even after seven decades, some extent same reasons for the World War II are built up by ourselves. Some historians believes that reasons for the World War II are economic reasons, same way the world is pushing towards a world war today, by name it may be trade war or weaponized war. At present trade blocs, countries, groups and finally individuals use different arms or weapons in different forms, tangible or intangible, to control or destroy their enemies in geographically, economically, politically, culturally and technically.

Many trade related developments happen after the World War II in order to achieve the prosperity of people through trade with the theme "Trade for Development". The UN Charter, entered into force on 24th October 1945, mandates the UN and its member states to maintain international peace and security, uphold international law, achieve "higher standards of living" for their citizens, address "economic, social, health, and related problems".

The General Agreement on Tariffs and Trade (GATT), signed on 30th October, 1947, by 23 countries, was a legal agreement minimizing barriers to international trade by eliminating or reducing quotas, tariffs, and subsidies while preserving significant regulations. The GATT went into effect on January 1, 1948. The United Nations Conference on Trade and Development (UNCTAD) was established in 1964 as an intergovernmental organization intended to promote the interests of developing states in world trade.

The World Trade Organization (WTO) is an intergovernmental organization that regulates and facilitates international trade between nations. It officially commenced operations on 1 January 1995, pursuant to the 1994 Marrakesh Agreement, thus replacing the General Agreement on Tariffs and Trade (GATT). Governments use the organization to establish, revise, and enforce the rules that govern in international trade. Within this world order, the value of global trade reached a record level of about US\$ 28.5 trillion in 2021. It is estimated that world population in 1945 around 2.35 billion. It will be exceeded 8 billion in 2022.

There is a possibility to reach this figure nearly to 10 billion in 2055. There are so many factors for the increase of population.

The increase of population is considered as an economic opportunity, even it is an important factor for seeking international market, investing opportunities for investors, as well as it is considered as an important factor for production. Countries set up bilateral trade agreements, free trade agreements, economic partnership agreements, free trade area and common market regional trade agreements extending up to Mega Regional Trade agreements further expanding to comprehensive economic partnerships which covering trade, services free movement of labour and capital, investments and cooperation. Regional Comprehensive Economic Partnership (RCEP), North American Free Trade Agreement (NAFTA) and The African Continental Free Trade Area (AfCFTA) are few of them.

However, inequality of income and wealth of citizens within the country as well as national income and national wealth among countries are remained in high level even at present. Economic growth is at the heart of contemporary economic policy debates. Gross Domestic Product (GDP) in a given country is a measurement of development even it has criticism as an indicator. It has not addressed to environmental degradation, it poorly captures variations in human well-being, and ignores inequality. GDP per capita has been grown with all measures in the world. If we take an example, GDP per capita in Thailand has increased from \$570.86 to \$6,094.43, by +968% from 1960 to 2020 for 60 years. In contrast GDP per capita in the United States has increased from \$17,578.14 to \$ 53,748.97 by +206% during the same period, almost 9-fold as Thailand. Therefore, it seems that achieving the GDP level of United States by Thailand is a miracle. According to United Nations estimates, roughly 734 million people are remained in absolute poverty in the world.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

Our life is based on natural resources. Natural resources in the form of materials, water and energy, as well as the land availability to us on Earth, are the basis of all living beings on our planet. We, humans are also part of nature. Without the constant use of natural resources, neither our economy nor our society could function. Nature provides humans with all resources necessary for life: energy for heat, electricity and mobility; wood for furniture and paper products; cotton for clothing; construction materials for our roads and houses; food and pure water for a healthy diet.

However, the natural resources, base of our societies are built on, are in severe danger of overexploitation and collapse due to the growth of world population, continued high levels of resource consumption, and rapid industrialization of countries such as China, India and Brazil, increasing and promoting international trade for the sake of profit or increasing living standard or in other word GDP. Therefore, worldwide demand on natural resources and related pressures on the environment are steadily increasing.

As an example, crude oil is one of the most sought-after commodities in the world today. Its wide array of uses ranges from energy generation to its application as a feedstock for transportation fuels and petrochemical products such as plastics, solvents, pesticide, adhesives etc. Hence the oil industry is one of the most powerful branches in the world economy and changes in benchmark oil prices have great implications for most manufacturing sectors and consumers.

At present the global crude oil production came out to about 4.2 billion metric tons per annum. In order to achieve a substantial reduction of our resource use, we need a fundamental change in our economies deal with natural resources and the services they provide. We need to profoundly transform the way we produce and consuming products and services. There is, therefore, a real dilemma. On the one hand, our current system requires economic growth. On the other hand, surging environmental pressures are likely to put a severe constraint on future economic growth. However, low, zero or negative growth would be deeply problematic for the current economic system. Then we want to think about how we can create new models of development that can achieve lasting prosperity for all. We urgently need new ways of designing economies for sustainability, creating a transition to a resilient and sustainable economy.

The increasing worldwide competition for natural resources will potentially lead to serious conflicts related to access to resources. These conflicts will mainly affect those people who are not currently involved in the race for resources, even the poorest inhabitants of developing countries.

Within these scenarios we can expect two paths:

Destruction and rebuilding is one path, the other is changing the mindset.

If the world would easily select the destruction path, destruction of physical facilities, agricultural lands, resources then opportunities will come for the new construction, material requirement, market expansion etc. Again the outcome is more resource consumption, poverty and instability.

War destroys communities and families, and often disrupts the development of the social and economic fabric of nations. Wars against each other devastate lives, property, cultures. The effects of war include long-term physical and psychological harm to children and adults, as well as reduction in material and human capital. Death as a result of wars is simply the "tip of the iceberg".

The other path is changing the mind set of people.

Achieving sustainable patterns of resource use is a key part of achieving sustainable development. Resource consumption and material welfare are inseparably linked to global justice, and there is not – at the moment – a fair distribution of natural resources between everyone on our planet.

However, a new and different belief and evidence have emerged these days that while “competition” is an important driver in evolution in other hand “cooperation” is an alternative. Imagine the consequences if the belief that competition is the only real driver of development were replaced by the belief that “cooperation” is the key driver or at least equal



to “competition”! This change of narrative alone would have a major impact on business practices.

If we think to change the mindset, it means lowered trading, lowered consumption Changing the world to different economic patterns Changing technology, Trading pattern Transportation etc. Thailand as a country which rooted Buddhism, many sustainable thoughts in Buddhist philosophy could be applied. They will be pillars of emerging world order. The development approach, “Sufficiency Economy Philosophy” which introduced by the late His Majesty King Bhumibol Adulyadej would be more prominent and overwhelmed by the world.

We have to accept as a whole world, as the mankind, we have been facing enormous challenges in coming decades with the mind set of people which tend to market economy based current economic development. In the deal with the natural environment while we are increasing our living standards according to current norms and managing huge population, changing the world order is obvious challenge in coming decades.

If we think positively and progressively and as peace loving people, changing the world order will be happen by changing the mind set of people. Then many of current production, marketing, distribution, communication methods will be changed or obsolete. Accordingly, the mode of supportive services like education, law, health will be changed. There will be demand for leisure, spirituality and philosophical platforms.

Therefore, we want to think about requirements of such a society, more relax time will inherit, it may not benefit in modern day profits, definition of profit may change. New subjects will be emerged, new professions will be emerged. Communication methods may change, moral values of society may change, new resources, material, devices will be found. There may be physically as well as intellectually changes. We wish a peaceful, prosperous world by changing our mind set.



The Impact of COVID-19 Regulations on Supply Chains in the Automotive Industry

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ABSTRACT

The emergence of the coronavirus has changed many aspects in our lives. Some of them will probably remain. After two years, the pandemic is still not over. The governments have introduced strict regulations, especially in the beginning, in 2020 in order to stop the spread of the virus. Many regulations are affecting the international supply chains, especially the automotive supply chains, as they have many aspects of fragility, more than many other industries. In this paper the automotive supply chains and impacts of the international COVID-19 policies on them are analyzed. Afterwards advice is given on how supply chain managers can prepare better for such uncertainties in the future by literature review. The result is that supply chain managers should now rethink their supply chain structures. In the last years the automotive supply chains became more and more international, as trade barriers fell and transport costs sank. Now there is a turning point. Besides the pandemic regulations there are more influencing factors for this development, trade barriers are being rebuilt and transport costs are rising due to increasing carbon emission prices. The answer should be localization of supply chains to the markets, multiple sourcing for more (strategic) components and the introduction or increase of buffer stocks, to prevent possible supply chain disruptions. This is of course no overall advice to every company in the automotive industry, but the companies should rethink their strategies and revise their supply chain structures in the current situation.

Keywords: COVID-19 Regulations, Supply Chain, Automotive Industry

INTRODUCTION

The automotive industry has its origin in the USA in the 19th century (Larson, 2008), afterwards also the U.K., Germany, France, Italy and later Japan became big players (Michigan, 1996). Today the biggest players in the automotive industry are China, Japan, Germany, India, South Korea and the USA. Aspiring countries are furthermore Mexico, Spain, Brazil and Thailand (OICA, 2022). Supply chain activities involve the extraction of raw materials, the manufacturing of components, the assembling of products, warehousing and transportation (Kenton et al., 2021). Thereby the focus lies on the process flow, involved by the information flow. To classify the upstream of suppliers, the direct suppliers are called 1st tier suppliers and then dependent on the upstream grade, 2nd-, 3rd-, etc. -tier suppliers (Rogers, 2022). The coronavirus (Sars-Cov-2) was firstly discovered in China at the end of December 2019. The virus was estimated to be very deadly, with a high infection rate. So the



answers by the Chinese government were very strict. But unfortunately, the international outspread couldn't be prevented. So, more and more countries followed by introducing measures like China. Some countries implemented stricter measures, others less strict measures. This is applicable until today with the fact that most countries adjust their measures by changing infection rates (Ritchie et al., 2022).

The automotive supply chains are today very complex, that is due to several trends we had in the past years. Following they are summarized: globalization of the supply chains which led to more international interdependencies, transfer of the production mainly final assembly closer to the markets, which led to emerging production countries like China and Thailand, a growing up of car models on the markets and an increase of the number of components and part numbers built in the cars (Aichner, 2013; Pavlínek et al., 2015; Essentra Components, 2022; Swan, 2001). The automotive industry has been hit since the outbreak of the pandemics as one of the hardest. The worldwide car production went down from 91,786,861 in 2019 to 77,621,582 in 2020, which is a decline of 16% and 2021 there was only a slight recovery to 80,154,988 (OICA, 2022). Additional to the decrease of production, customers have to wait longer now for car orders than before the outbreak, While the average waiting time for a new car order was between 6 and 8 weeks before the Covid-19 crisis, afterwards by the end of 2021 customers waited up to 6 months for their new car orders (Evans, 2021). At the same time production and logistics costs have increased (Tan, 2021; Pertschy, 2022).

The aim of the paper is to describe how the different Covid-19 regulations have influenced the automotive supply chains, which regulations had the biggest impacts and how supply chain managers can prepare and react better for such situations in the future. The main focus lies on how the current situation should be a turning point for companies' supply chain strategies. The research includes the automotive industry in some of the biggest production countries, which partly are highly affected by pandemic regulations. As there are many more countries in the world with automotive industries, general advice for all countries and companies cannot be given. Also, not all effects of all Covid-19 regulations can be regarded, so the research focuses on the most important influencing factors.

RESEARCH METHODOLOGY

This paper tries to give answers on the question, how companies should prepare better for the occurrence of Covid-19 regulations or similar risks for supply chains. The paper is primarily a documentary research paper. The sources of information are mainly literature research, but also communication with experts and my own experience by working during the Covid-19 crisis as supply chain specialist at GKN, an international 1st tier automotive supplier. Literature research includes only high-quality references, like professional journals, professional books and primary sources from the official internet pages of internationally recognized organizations and governments. Sources of organizations include international associations and official business reports of big automotive manufacturers. Also, an important source are researches of the big business management consultancies like Roland Berger and Mc Kinsey. Most information is at least double researched to gain a high confidence of the findings.

In the literature review part, the topics automotive supply chain aspects, Covid-19 regulations and their impacts on the international supply chains are reviewed in detail. This is done by showing the structures and regulations in 4 of the biggest cars producing countries: China, Japan, Germany and Thailand. China has been chosen, as it is the biggest producer with also



very strict Covid-19 regulations, but with a low overall decrease in production. Japan, as it is the 2nd biggest producer measured by passenger cars and with much less Covid-19 regulations. Germany, as it was the number 4 biggest producer before the Covid-19 crisis, but with a very high decrease in production then in 2020 and 2021. And Thailand, as it was an emerging producer with a high decrease of production in 2020, but with a good recovery in 2021 (OICA, 2022; Ritchie et al, 2022).

In the results and discussion part, several studies about how supply chain managers should react now on the Covid-19 crisis are being discussed. In the conclusion and recommendation part the author is giving his own conclusion on the research question and an outlook for possible future research, so the research is inductive.

LITERATURE REVIEW

Supply Chain Aspects

As described in the introduction, today especially the automotive supply chains are very complex. This can be determined on the basis of the following facts. While in 1970 there were 140 different new car models in the market (USA), the number increased continuously to 240 car models in 1998 and 684 car models in 2012 (Aichner, 2013). The specialization of the companies progressed more and more. So, we have more and more participants and players, 1st-, 2nd-, 3rd-, etc. -tier suppliers today in the industry. Figure 1 is showing the structure exemplary. Due to the increasing specialization the share of value creation of the suppliers in the automotive industry has increased to up to 75 % now (Pavlínek et al., 2015). Furthermore, the supply chains are today very international, as trade restrictions have been reduced in the past (Pavlínek et al., 2015) and also most manufacturers and many suppliers are very huge and internationally represented by manufacturing sites today. And until today the common supply chain strategies are highly based on the “lean production”-principle. That means for the supply chains low inventories and just in time (JIT) or just in sequence (JIS) deliveries, to save process and inventory costs (Baker, 2019).

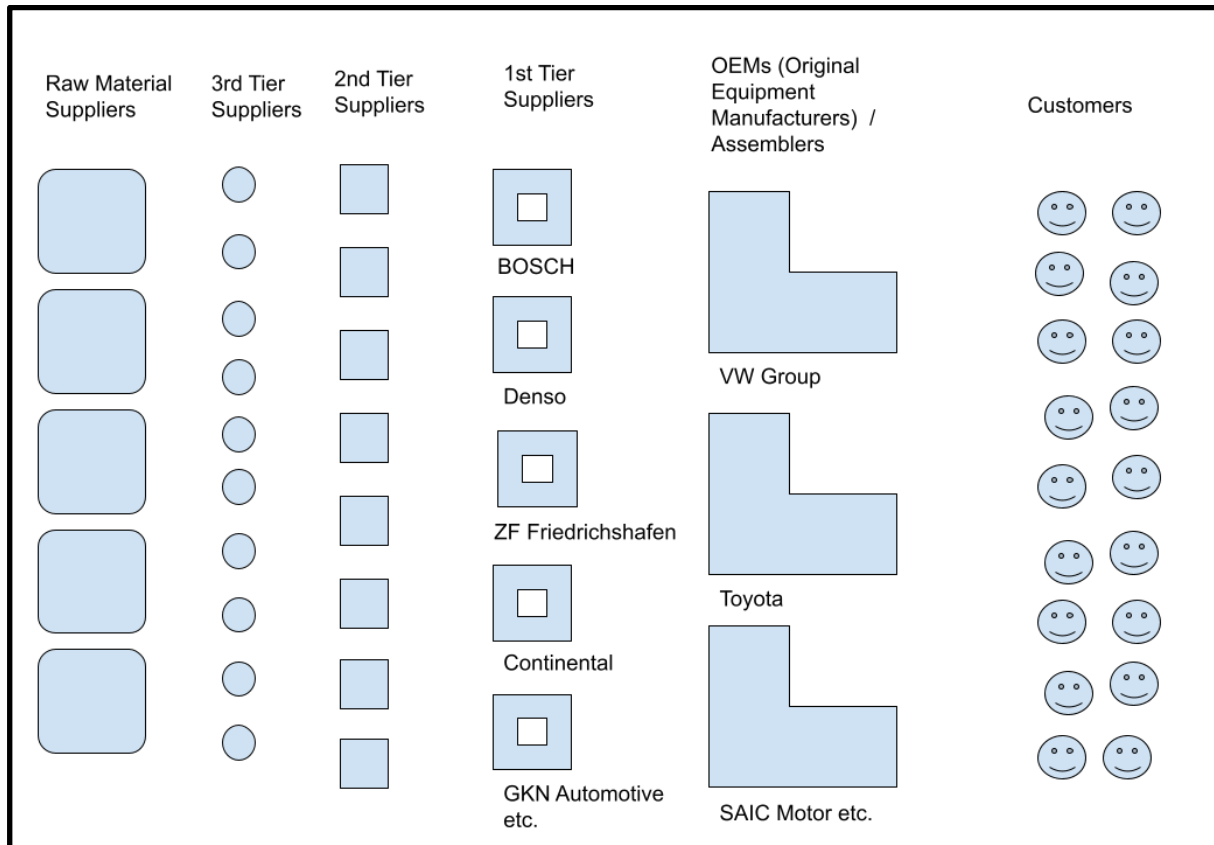


Figure 1: The Automotive Supply Chain Structure exemplary

In Table 1 the development of the annual automotive production worldwide and in the four considered countries China, Japan, Germany and Thailand is shown. Except in China, the decrease of production since the pandemics was very huge. It is also seen that there already has been a decline before, but not to that extent. While the automotive industry in Thailand recovered well in 2021 in Japan and especially in Germany the production further decreased.

Table 1: The automotive production in the selected countries and worldwide including commercial vehicles in thousand units rounded (source: OICA, 2022).

Year / Country	2018	2019	2020	2021
China	27 809 (-4%)	25 721 (-8%)	25 225 (-2%)	26 082 (+3%)
Japan	9 729 (+-0%)	9 684 (-1%)	8 068 (-17%)	7 847 (-3%)
Germany	5 120 (-9%)	4 661 (-9%)	3 742 (-24%)	3 096 (-12%)
Thailand	2 168 (+9%)	2 014 (-7%)	1 427 (-29%)	1 686 (+18%)
Worldwide	95 635 (-1%)	91 787 (-5%)	77 622 (-16%)	80 155 (+3%)

Since the outbreak of the pandemics the costs for production, warehousing and transports are highly increasing. In figure 2 the index of container freight is illustrated. The increase

between March 2020 and February 2022 equals 700 %. In the warehouses bullwhip effects can be seen (Honda, 2021). That is caused by uncertainties of deliveries, so the actors in the supply chains have to build up higher inventories to prevent further supply chain disruptions. Figure 3 is showing the international ocean schedule reliability, which dramatically declined in 2020 and is still at this low level of 30 % in January 2022. This low reliability is responsible not only for higher warehousing costs, also for higher production costs, as production plans have to be changed frequently and cannot be set up in the longer term. Furthermore, employee costs increased due to additional safety at work requirements and absenteeism.

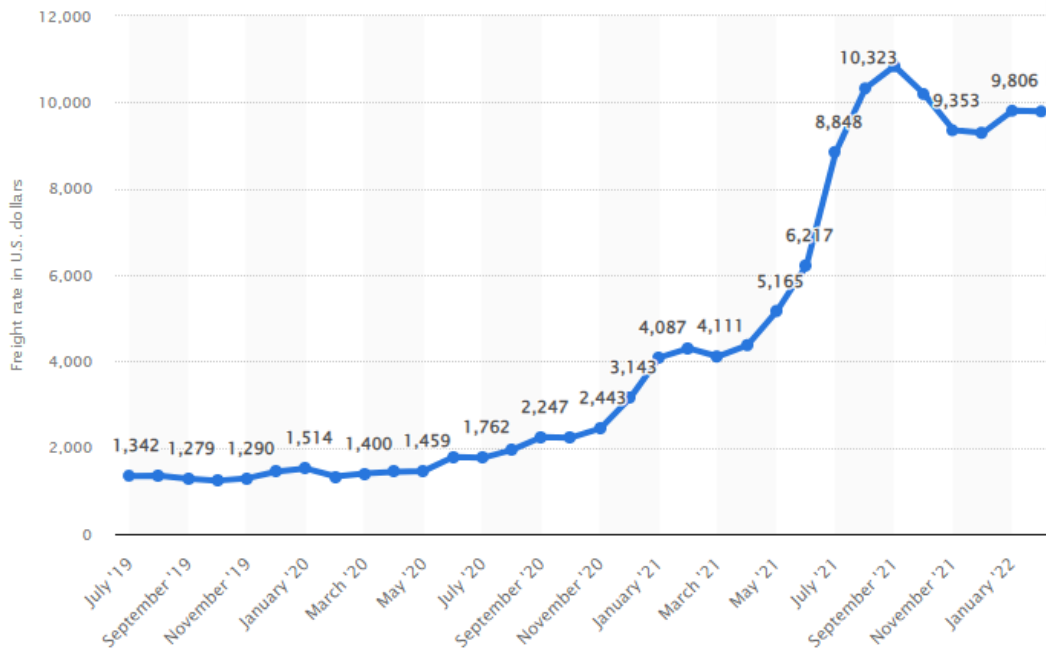


Figure 2: Global container freight rate index from July 2019 to February 2022, Source: Statista (Placek, 2022)

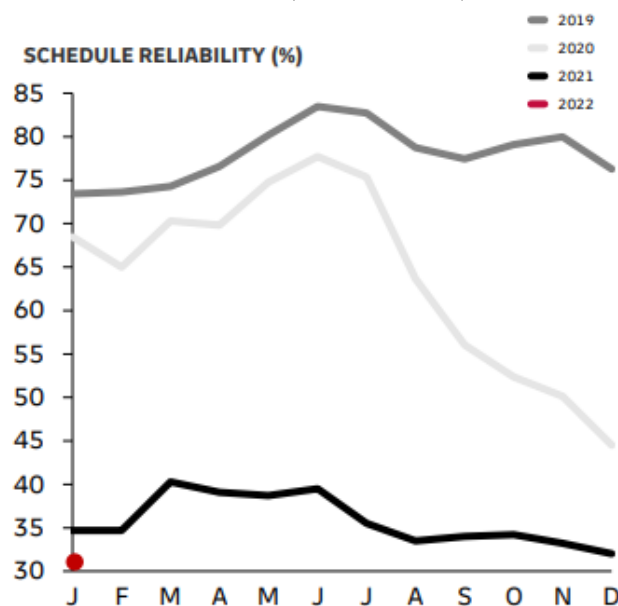


Figure 3: Ocean Schedule Reliability (Source: DHL, 2022)

The Automotive Industry and Supply Chains in China

The Chinese automotive industry is characterized by big state-owned manufacturers, foreign companies are only allowed to produce in joint ventures with local manufacturers (until January 2022). Chinese brands have a share rate of about 40 % of the sold cars (Noël, 2020). Imported cars play with 5% of the total number of sales, a relatively small role, so the foreign brands are mainly produced in China (ITA, 2022). SAIC Motor, Chang ‘an, Geely and Dongfeng are the biggest 4 dominating manufacturers, they are producing ca. 60 % of the whole volume (China Daily, 2021), they are producing both within joint ventures with foreign manufacturers and independently. A very new trend now is that the Chinese manufacturers are starting to export more and more cars, for 2021 the number exceeded the mark of 2 million units, ca. 8 % of the produced units (Global Times, 2022).

The supply chains are still in a developing phase. As the industry had huge growth rates in the past years (until 2017) with high focus on the main producers (OEMs), the supplying industry left behind. In many areas the manufacturers are dependent on foreign suppliers and many parts are not locally sourced (Pawlicki et al, 2017). But in 2020 the central government gave this matter a higher priority in its statement (Galea-Pace, 2020). So today the supply chains are improving, very well developed and relatively independent. That can be seen in the low production decline in 2020 and 2021.

COVID-19 Regulations in China and Impact on the Automotive Supply Chains

China was for a long time the first country with strict COVID-19 regulations, as the virus had its origin there. So, the way China responded to the outbreak became the benchmark for many countries. Also, the Chinese regulations were for a long time from the beginning until today in comparison to these in other countries one of the strictest (Hale et al, 2021). Also, China is until today one of the left countries still pursuing the so-called “Zero-Covid”-strategy. This strategy has the consequence of hard restrictions of free movement, freedom of travel and partly temporary company closures.

In the beginning of the pandemic, in February 2020 this strategy in China affected the international supply chains very hard, particularly the automotive supply chains, as the outbreak was in the Hubei province with many international automotive key suppliers (Zhan et al, 2021). As the strategy in general has not changed yet until today, we still see big effects on the international supply chains. These effects are caused by local lockdowns after local Covid-19 outbreaks and strikt test and quarantine rules at the international harbor docks. The international container crisis is supposed to be triggered by these lockdowns and quarantine rules, as they led to long jams at the harbors (Duhalde et al, 2022). Despite the huge impact of the Chinese policy on the international automotive supply chains, the production rate inside China barely decreased, the impacts hit mainly other countries.

The Automotive Industry and Supply Chains in Japan

The Japanese automotive industry is highly dominated by Toyota with ca. 40 % production share rate of the total country production. Additionally, there are 7 smaller producers named Daihatsu, Suzuki, Mazda, Honda, Nissan, Subaru and Mitsubishi. Also, a characteristic of the Japanese automotive industry is that it is highly export oriented, almost 50 % of the produced cars were exported in 2021 (Marklines, 2022). Imports, with ca. 6 % of the registered cars play a smaller role.

In the past, the supply chains were locally structured, but the globalization trend from the 2000ies led to more and more international connections and dependencies. The automotive supplier industry is highly developed and it is different to the industries of other countries partly in direct ownership by the manufacturers (Neely, 2017). The automotive industry is located throughout the country with a high focus on the southern Chubu region, close to Tokyo (Jama, 2021). A special characteristic of the Japanese manufacturers is that two thirds of their production volumes are produced overseas (Marklines, 2020). And also, the Japanese automotive industry is well known for its supply chain approach, called lean production which is now applied worldwide. This approach aims to keep inventories and buffers as low as possible, thus saving process and storage costs (Baker, 2019).

COVID-19 Regulations in Japan and Impact on the Automotive Supply Chains

Japan had since the beginning of the pandemic in international comparison relatively few Covid-19 regulations, especially for an industrial country. Only in some ways they became stricter over time, so there is still a strict travel ban from many countries (Hale et al, 2021). As the measures are relatively little, the impact from these regulations is low. But as the Japanese supply chains are very dependent on imported raw materials from east Asian countries (with strict Covid-19 regulations) and on the availability of containers and international trade, the Japanese automotive industry has also been hit hard by the pandemic (JETRO, 2020). The reduction of the annual car production in Japan was 17 % in 2020 and then more 3 % in 2021 (OICA, 2022).

The Automotive Industry and Supply Chains in Germany

The German automotive industry is highly dominated by the Volkswagen (VW) Group, which owns several brands like VW, Audi, Seat, Skoda and Porsche. 44 % of the domestic car production are VW brands (Volkswagen AG, 2021; OICA, 2022). Furthermore, there are Mercedes Benz and BMW with respectively ca. 20%, Ford with ca. 11 % and Opel with ca. 5 % share rate of the domestic production of cars¹. Like the Japanese automotive industry, the German is also highly export oriented, also ca. 50% of the produced cars were exported in 2020 (VDA, 2021; OICA, 2022).

The supply chains are very complex. Traditionally there is a high number of medium sized companies. But there are also big 1st tier suppliers like BOSCH, Continental and ZF Friedrichshafen (Gelowicz, 2020). In the supply chains there are many inter europe connections. The German automotive supply chain is considered as highly specialized by international benchmarks. OEMs have outsourced many competencies to specialized companies (Federal Ministry for Economic Affairs, 2022).

Even more than the Japanese car producers, the Germans producing overseas, the best example is the VW group with worldwide 9 Mio. produced cars in 2020, while the domestic car production was just 1.6 Mio (Volkswagen AG, 2021). VW group factories can be seen worldwide in many countries on all continents. The most German brand cars were sold in China in 2020 (Kerler, 2021).

¹ These share rates are calculated from the announced numbers of the manufacturers published on the official annual reports divided by the total country production number according to OICA (OICA, 2021).

COVID-19 Regulations in Germany and Impact on the Automotive Supply Chains

The COVID-19 politics in Germany is characterized by alternating relaxed and strict measures. In the beginning the government reacted relatively late, but then with very strict measures. After the infection rate went down the regulations had been relaxed and then after the infection rate increased again, the regulations became stricter again (Hale et al, 2021). Especially the first lockdown from March to May 2020 influenced the supply chains hard. On the borders to the neighboring countries long truck lines occurred, as the European countries closed them (Ankel, 2020). In March and April 2020 many car producers then shut down their factories. The following reasons led to these shut downs: supply chain disruptions caused by the China shutdowns and border closures, more difficult production conditions as employees fear of Covid-19, simplified legal situation for state wage reimbursement and a general excess production with surplus stocks since 2019. (Koellner, 2020; Federal Ministry of Finance, 2021; Perspektive Online, 2020). In total the German car production rate decreased since 2020 more than in most other countries, while the decrease in 2021 is mainly caused by the semiconductor shortage (Pertschy, 2022).

The Automotive Industry and Supply Chains in Thailand

The Thai automotive industry had in the past for a long time low economic significance. But since the millennium, after the "Asian Crisis" it has had a similar development like the Chinese, however with less growth in the 2010s years and less domestic shareholding (Warr, 2018). So until today the country got in the top ten automotive producing countries worldwide. The industry is highly dominated by both Japanese production companies and pick-up production (Rastogi, 2018). Contrary to the Chinese automotive industry, the Thai is very export oriented with a over 50% export rate in 2021 (Marklines, 2022a). Also very specific for the Thai automotive industry is its geographical concentration on the central area of Thailand between Bangkok and Rayong (Rastogi, 2018).

The supply chains are still in a developing phase. As the industry had big growth rates in the years from 2000 to 2013, driven by the big Japanese OEMs (Rastogi, 2018; Athukorala et al, 2009), the supplying industry left behind. Big automotive suppliers built up productions in the automotive industry areas in Thailand, however the share rate of foreign produced automotive parts is still very high with 65 % in 2018, most parts imports come from Japan (OECD, 2021)².

COVID-19 Regulations in Thailand and Impact on the Automotive Supply Chains

Thai governmental responses to Covid-19 can be seen as a mixing strategy compared to the responses to the previously described countries. The introduction of measures was relatively late. The authorities began mainly with strict travel bans and also other measures, which became later relaxed. As infection numbers rose then in 2021, there has been a period of strict regulations. Until 2022 these measures have been relaxed again (Hale, 2021). So, the Thai automotive industry got one of the hardest hits in 2020, mainly due to the strict travel regulations and demand decrease. Nevertheless, it experienced a good recovery in 2021 (Marklines, 2022a).

² Calculated from the OECD ICIO (Inter-Country Input-Output) table 2018 (OECD, 2021).

RESULTS AND DISCUSSION

Summarizing, we can say that Covid-19 regulations had huge effects on the automotive supply chains and the production rates. That on the one hand due to the strong international interdependencies but also due to the lean-production principle, which led to low inventories so that production stops occurred earlier. The high international interdependencies we have due to relatively low logistics costs and less trade barriers in the past.

However, besides the Covid-19 regulations there are also other influencing factors on the supply chains and production rates which influence logistics costs and international trade today. These factors include mainly the semiconductor crisis, a general increase of trade restrictions and the increase of carbon emission prices (Rueger et al, 2021). Crises, like the semiconductor crisis are actually not new, in the past there were for example the international supply chain disruptions due to the earthquake in Japan 2011 (Wheatley et al, 2011) and also the accident in the Suez Canal in 2021 had a strong effect on the international supply chains until now (Duhalde et al, 2022). All these factors would have less impacts on the supply chains, if they would be less internationally interconnected. So all these factors should perhaps trigger a general rethink in supply chain management now. Recent published articles of the big management consultancies are coming to this conclusion as well (Rueger et al, 2021; Hensley et al, 2022). Although they are not completely coherent in their findings. So the research “Rethinking Global Automotive Production Networks” written by Michael W. Rüger, Rolf Janssen and Wilfried Aulbur in 2021 claims a “glocalization” of the international automotive supply chains. This means that the long transports of components and parts should get less to avoid the high transport costs, counter uncertainties in the supply chains and tariffs. Local sourcing should get more and more important. The research of SNECI from 2021 comes to the same conclusion.

Other research like of McKinsey (Hensley et al, 2022) and Ideagen (Vjestica, 2021) are seeing the answer more in increasing the supply chain transparency. That would forecast difficulties earlier, so that the OEMs have more time for reaction. A better securing of the supply chains by increasing or introducing buffer stocks is however controversial in the research, as it impacts supply chain efficiency.

Furthermore, the following countermeasures in the current crisis are discussed in the literature. Short- and mid-term measures can be introduced fast, but they may be very costly in the longer term. Short and mid-term measures would be an increase of the safety stocks and an increase of the transparency in the supply chain. A good practice for reaching a higher transparency in the supply chain is the extension of EDI's (Electronic Data Interchanges) between companies. While the willingness before pandemics were lower, it is rising now as companies see the consequences of the crisis (Hensley et al, 2022). In the way of EDIs, not only the stocks and demand forecasts of the first-tier supplier and the next customer should be shared, also all the information along the supply chain. The introduction of a higher supply chain transparency is relatively easy as many companies are already using industry standard ERP-systems (ERP = enterprise resource planning) or standard EDIs are already existing, which only have to be implemented by the IT-departments. With an increase of the transparency along the supply chain, possible bottlenecks can be detected early, so the companies have more time for reaction. The increase of the (safety) stocks can be very costly in the long term, as it increases capital commitment, handling costs (process costs) and warehousing costs.

The long-term measures need more time and resources. The most important is a stronger preference for local respectively national sourcing, especially for strategic parts. As described above, the international interdependencies of the automotive supply chains are strong. One reason for this organization is the wide range of car models and variants today (Rueger et al, 2021). So, in order to keep efficiency high by localizing the supply chains, the manufacturers could reduce the number of car models and variants offered (or produced) in the regions. This is a basic requirement to operate cost efficiently but also with a local supply chain. As a result of a high variety of produced cars in a “small” factory, production scale effects would get lost. On the other hand, this decision could also lead to a decrease in market coverage. So in the end it is also dependent on the business concept.

The second long term measure could be an introduction or update of the sustainable risk management plans. This may result in preferably more multiple sourcing of parts and / or the introduction or increase of buffer stocks. These both measures could reduce the risks of production disruptions.

CONCLUSION AND RECOMMENDATION

Since the outbreak of Covid-19, we have a high increase of transportation costs and strict traveling rules, which led to terrible delivery performances (DHL, 2022). As also other research stated, the increase of transportation costs will probably remain after pandemics, due to the rising carbon emission prices. And also trading barriers continuously rising, now also seen after the shortly outbreak of the Ukrainian Russian war with its strong consequences for international trade.

There are many signs, which should company in the automotive industry now consider to rethink their supply chain structures. One effect, which is now affecting the europe automotive industry hardest is the semiconductor crisis. This crisis led to a further high decline of the automotive production in Germany in 2021, while many other countries' productions started to recover already. The semiconductor crisis hit Europe hardest, as there is no production of it. So, the localization and deglobalization of the supply chains is essential now.

Also, there is still after 2 years no end of the covid-19 crisis visible, who knows, which variants come next and how political deciders will react on them?

Trading barriers are rising and transport costs are increasing, especially now after the outbreak of the Ukrainian war.

Furthermore, we have a big change now towards electric vehicles (=EV), new mobility trends towards smaller personal carriers like e-bicycles, autonomous driving and the use of shared services (driven by digital features). The biggest impact on the automotive supply chains is the transition towards EV, but also the other trends will affect, so the demand for cars in the developed countries will probably further decrease in the long term. These trends enforce a fundamental restructuring of the supply chains. Companies should use this restructuring by localizing the supply chains and rethink their supply chain risk management.

This is also maybe the positive aspect of the Covid-19 crisis, that urgent changes now are easier to implement and that automatization may be pushed forward in certain areas.

As stated in the introduction, there has been already in the past a trend to shift productions



towards the demand markets. So, companies have partly already transferred productions to other countries than the traditional producing countries. Examples are seen in China, Thailand and Brazil. But despite these shifts the international automotive supply chain dependencies have still risen. So, more effort is required.

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The Role of Management Information Systems Towards Maritime Logistics Management in Myanmar

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ABSTRACT

Maritime transportation is a major mode of transportation and trade and Maritime logistics management is crucial for the nation to develop the economy. Better logistics management can reduce trade costs, help nations to compete globally and increase the competitive advantage as logistics is the backbone of the trade. Myanmar needs to improve its Maritime logistics industry for the country's economic growth as Asia becomes the focal point for economic growth, trade, and geopolitical transformation. Procedures for logistics management and port cargo handling in Myanmar are currently done by the conventional paperwork making significant delays and economic loss for the nation. Myanmar's Ministry of Transport and Japan cooperated and implemented the Port EDI System in Yangon Port. However, other ports of Myanmar are still lacking the information system to manage the maritime logistics processes and have negative effect on Maritime Logistics Management, Maritime Pilots and Maritime Security. The research investigated how Port EDI System of Yangon Port has benefited the port operation and maritime logistics industry of Myanmar. Based on the benefits and experiences of Yangon's Port EDI System, implementation of Management Information System is suggested. The research also highlighted possible benefits of implementing the system for maritime pilots, reducing corruption and maritime security. In addition, the research has recommended the implementation of National Single Window (NSW) System by integrating the various information systems and other stakeholders concerned based on the experiences of Japan, Korea, and Singapore.

Keywords: Management Information System (MIS), Maritime Logistics Management, Port EDI System, Myanmar

INTRODUCTION

Research Background

Nowadays, one of the transportation modes called maritime logistics becomes very crucial as trade mainly relies on maritime transport because this can carry the cargoes at the lowest cost, with maximum transport capacity, through free waterways, and optimize mass transportation of goods. Moreover, Maritime logistics dominate among other modes of transportation in international transport. Maritime transportation is the most profitable and cost-effective than other kinds of transportation (Kovačević, 2014). Besides, the Asia region has become an important region for global economic, trade, and geopolitical transformation. For this

transformation, the Indian Ocean has become a hub for maritime industry making transregional connectivity and China Myanmar Economic Corridor becomes one of the important parts of the Maritime Silk Road (Kharl et al., 2020).

To catch up with the global economic and geopolitical transformation in Asia, Myanmar needs to increase its capacity to mobilize its resources and improve both soft and hard infrastructure for the country's economic growth (Than, 2015). Myanmar is the largest country in Mainland Southeast Asia and has access to the Andaman Sea to its South and Bay of Bengal to its Southwest and adjacent to the Indian Ocean Region. Myanmar has a coastline of 2228 km (more than 1300 miles) stretching along the Bay of Bengal and the Andaman Sea. All ports of Myanmar are administered by a single and main organization known as Myanma Port Authority. There are altogether nine ports under the Management of Myanma Port Authority which is under the supervision of the Ministry of Transport and Communications (JICA, 2014). Yangon Port is the river port which is located in Yangon river and there are eight-out ports which are located along Myanmar's coastline. They are regionally grouped as Sittwe, Kyaukphyu, and Thandwe ports in Rakhine State; Patheingyi port in the Ayeyarwaddy Region; Mawlamyine port in Mon State; and Dawei, Myeik, and Kawthoung ports in Tanintharyi Region. Yangon port is the major port of Myanmar which handles more than 90% of the imports and exports of the country. Moreover, there are Deep Sea Ports in Myanmar. Dawei Deep Sea Port Project and Kyauk Phyu Deep Sea Port Project (*Port Information | Myanma Port Authority*, n.d.). All of these ports are critical for Myanmar's economic growth.

Having awareness of the importance of maritime trade and economic growth in Asia, the ten member states of the Association of Southeast Asian Nations (ASEAN) has the ambition to minimize delays and paperwork in trade by the use of the National Single Window (NSW) concept (ASEAN, 2006) that all members of ASEAN should introduce as part of the ASEAN Economic Community (AEC) (Walsh, 2015). In compliance with the progress of NSW, ASEAN countries are highly expected to develop information systems for port administrative procedures (Shibasaki, 2018). Myanmar is one of the Southeast Asian Nations and by the realization of the AEC blueprint to implement Single Market Production Base, the government decided to implement the Port EDI project in Yangon Port which will serve as the groundwork to join the ASEAN Single Window Initiative (About Port-EDI | Myanma Port Authority, n.d.). The information system that processes port administrative procedures which include port entry and departure, requests for berthing and other port related information between private and public sectors is called the port EDI system. The port EDI system provides a one-stop service for port administrative procedures. Therefore, the port EDI system can be a single window (SW) system when integrated with other management information systems in the maritime shipping industry (ASW, n.d.) (Shibasaki, 2018).

Moreover, Myanmar is also one of the seven-member states of BIMSTEC (The Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation) which was founded on the 6th of June 1997 with the signing of the Bangkok Declaration. The seven-member states are Bangladesh, Bhutan, India, Myanmar, Nepal, Sri Lanka, and Thailand. Myanmar joined BIMSTEC on the 22nd of December 1997. One of the major seven sectors for cooperation among the member states in BIMSTEC is the 'Connectivity' sector which is formerly known as the 'Transport and Communication' sector. The BIMSTEC master plan for Transport Connectivity represents a ten-year strategy and action plan from 2018 to 2028 and is supported by the Asian Development Bank (ADB). The reason is to improve the region's transport network and promote the well-balanced development of the waterfront



facilities (*BIMSTEC*, n.d.). Therefore, Myanmar has the responsibility to follow the BIMSTEC master plan for the ‘Transport and Communication’ sector.

The Problem to be Investigated

There is an urgent need to address the problems caused by not having an effective management information system in the maritime industry. The lack of a management information system in the maritime industry in Myanmar made its major setback in the maritime field. Presently, procedures for logistics management and port cargo handling in Myanmar are operated by the conventional paperwork and basic way of data processing resulting in the cargo staying in the port area for over one week or more making a significant economic loss for all the stakeholders. Moreover, most of these procedures and the documents application related to port arrival or leaving are done by passing by hand between the concerned parties. This kind of procedure takes time for the approver to get information and this would be one of the reasons for the delay. Before the arrival of a vessel at the port, some information is needed for preparation and it has to be obtained in advance. The information is transmitted by telephone, Fax, and email. However, the data entry work is duplicated and difficult for reusing data because the information is not gathered and saved in the database. To solve this problem, the Myanmar Ministry of Transport and Japan cooperated and the ministry asks for grant aid for the Port EDI system from Japan in August 2013 which would reduce the processing time of application and notification to be sent to the port authority. Implementing the Port EDI system in Yangon Port makes the processes of Maritime logistics management in Yangon port more effective and efficient than before. However, there is a Port EDI system in Yangon Port only and other ports of Myanmar are still lacking the system to manage the maritime-related processes (JICA, 2015).

There is increasing concern that maritime pilots are being disadvantaged by not having effective MIS. According to a survey by (Oldenburg et al., 2021), Maritime pilots need twenty-four-hour standby to navigate ships through challenging sometimes difficult waterways which is a very stressful working situation. Moreover, it is important to consider maritime pilots’ safety behavior such as maritime pilots’ mental health, psychological health consultation, and safety training which are maritime pilots’ risky behavior (Xu et al., 2021). Without effective management information systems, maritime pilots have to deal with stress and strain because of poor management in maritime logistics. As maritime pilots are also key stakeholders, it would be beneficial a lot for them if there is effective management by using MIS.

Another problem to be investigated is corruption. The maritime industry remains vigilant to corruption and there are still many corruption challenges in the maritime field. Many stakeholders exist in the transportation of cargo and so chances for corruption increase. In addition, numerous port calls, limited supervision of ports in developing nations, unfamiliar maritime laws, and different bureaucracies faced by ships, officers, crew, and agents lead to corruption in the maritime industry. Corruption can also occur in custom processes, chartering, and procurement processes (DiDomenico, 2021).

Maritime security is one of the most frequently stated problems with the maritime industry. Therefore, maritime security has already become one of the major areas to prioritize for many countries. The development and security of many coastal countries are challenged by piracy, trafficking, and environmental crime at sea (Bueger et al., 2020). Vessels information can be

tracked and traced in Port EDI systems and MIS. This could help identify the ships and help prevent the vessels from coming to port for their security. The system could also identify the ships which are in an emergency and prevent environmental crimes at sea.

Objectives of the Study

This research examines the emerging role of Management Information Systems in the context of Maritime Logistics Management. This study aims to contribute to this growing area of research by exploring Port EDI systems and various researched systems in the maritime industry.

The specific objectives of this study are:

- To introduce the Management Information System for Myanmar's ports and maritime logistics industry, based on the findings on Yangon Port and its Port EDI system benefits, to handle the maximizing demand of service.
- To help and assist in designing and developing the effective Management Information System in the future based on the findings and analysis of the study.

The Scope of the Study

This study is documentary research which is mainly based on journals, related websites from government bodies such as Myanmar Port Authority, articles, books, survey report papers relating to maritime industry and management information systems. In addition, the study aims to use primary data, online surveys, and previous research findings for the advantages of using technology in maritime logistics management. Moreover, the study will be based on the port surveys done by the agencies such as the Japan International Cooperation Agency (JICA), which has helped a great deal in the implementation of the Port EDI system in Myanmar's Maritime Logistics industry, to support the study.

Research Significance

The significance of this study is how information systems such as Port EDI Systems and Management Information System (MIS) can support Maritime Logistics Management in Myanmar. The importance and originality of this study are that it explores various Management Information Systems used in the field of Maritime Shipping Logistics and learns Port EDI Systems of the leading country in this field such as Japan, Korea, and Singapore for the development of Myanmar's Maritime Industry. Therefore, this study makes the contribution to research on MIS for Myanmar's Maritime Logistics by demonstrating the benefits of using Port EDI System in Yangon Port and decent literature review on information systems and the experiences of Maritime Logistics Management leading countries. The study also highlights the possible benefits for Logistics operations, Maritime Pilots, and Maritime Security because of introducing the Port EDI System and MIS in Myanmar. Moreover, the study should make a contribution to the future development of the Single Window (SW) System of Myanmar based on the findings of the study.

Literature Review

Maritime Logistics Management

The maritime logistics and shipping business have been essential to the development of economic activities because business transactions and trade rely on ships to transport cargoes. Hence, the movement of goods through maritime transportation is the economic lifeblood of many countries (Lun et al., 2010). According to (Yi, 2019), the port is the major center for maritime logistics being the focal point for modern commodity collection and scheduling transportation and ports efficiencies are important as it will affect the competitiveness of all the enterprises in maritime logistics and supply chain. Maritime logistics management directly indicates the status of a country's maritime transport. Shipping logistics enterprises can offer the satisfaction of customers by improving the logistics service systems (Zhao, 2020).

Maritime and shipping market is important to economic development that the two-way interaction between developments in shipping and developments in the world economy are intertwined and cannot be separated. Therefore, the strategic importance of the maritime and shipping industry cannot be underestimated as seaborne trade is at the apex of the world economy. Moreover, the maritime industry has supported an extraordinary growth of trade for international businesses and newly industrialized countries (Stopford, 2013).

From the strategic point of view, maritime transportation is the most important part of the logistics system because if maritime transport is not well integrated into the entire logistics stream, this may result in unnecessary waiting and additional costs. Besides, maritime transport serves as a bridge between all the units in the logistics network including customers, suppliers, other channels, and stakeholders. Maritime transportation is the most preferred and important type of logistic and global supply chain management under the influence of international trade and the global economy (Yorulmaz & Birgün, 2017).

Myanmar in Maritime Logistics Industry

Myanmar's logistics infrastructure needs to increase in investment vividly. The reason is most of the logistics infrastructure of Myanmar was established during the British colonial era. Myanmar also needs to have policy simulations proposed on its logistics infrastructure guaranteeing the effective use of limited resources to improve the national economy (Yamaguchi et al., 2021). To measure Trade Logistics, there are six key import components which are Customs, Infrastructure, Tracking and Tracing, Ease of international shipments, Logistics Services Quality, and Timeliness. Better logistics management can reduce trade costs, help nations to compete globally, and increase competitive advantage as logistics is the backbone of the trade (*Logistics Performance Index World Bank*, n.d.). According to the World Bank LPI ranking in 2018, Myanmar ranks 137th which is the lowest position among the neighboring countries such as China which was ranked 26th, India 44th, and Thailand 32nd globally. Other ASEAN member countries were ranked as Indonesia 46th, Cambodia 98th, Laos 82nd, Philippines 60th, Vietnam 39th, Singapore 7th, Malaysia 41st, and Brunei 80th respectively. Therefore, it can be said that Myanmar has poor performance in the Maritime Logistics Industry than other countries in the region (*Country Score Card: Myanmar 2018 / Logistics Performance Index*, n.d.).

Yangon Port Development

Improvements in port infrastructures are important to reduce maritime transport costs. Hence, with the help of local and foreign investment, port development at Yangon and Thilawa port area are carried out (S.N.S. Thein, H. L. Yang, 2019). Currently, international cargoes are handled at existing port facilities of Yangon Main Port which are Asia World Terminal, MIP Terminal, Sule Terminal, Bo Aung Kyaw Terminal, and Inland Container Depots. However, expansion of facilities in Yangon Main Port Area is not possible due to the limited land area. Therefore, to handle the future increasing cargo new port facilities are constructed at Thilawa Area Port in Yangon because it has got deep water and a wider land area (JICA, 2014).

Deep Sea Ports and Special Economic Zones Development

Deep-Sea Ports and Special Economic Zones development plays one of the strategic roles for Myanmar Maritime logistics industry development. In this part, strategic deep seaports of Myanmar Kyaukpyu Deep Sea Port, Kaladan Multi-Modal Transit Transport Project, and Dawei Mega Project are reviewed.

Kyaukpyu deep seaport is constructed by the Ministry of Energy and South East Asia Pipeline Company-CNPC of China are being taken Joint-Venture. The project is located in Made Island, Kyauk Phyu Township, Rakhine State. It starts construction on 31st October 2009. Moreover, the construction of the Crude Oil Terminal was implemented on 1st April 2011 and completed on 31st May 2013. Crude Oil Terminal can accommodate oil tankers of DWT 300,000 vessel with a draft of 22 meters, LOA 300 meter and 60-meter width (*Kyaut Phyu Port / Myanma Port Authority, n.d.*) (Hong, 2011).

Kaladan Multi-Modal Transit Transport Project is located Along the Kaladan River from Sittwe Port to Mizoram, India. The project objective is to facilitate the cargo transport to Mizoram through Rakhine State and the border of Myanmar and India. The project was signed in New Delhi, India on 2nd April 2008. Project execution includes the Development of Sittwe Port and Kaladan River, allocation of navigation aids along the Kaladan River from Sittwe to Paletwa, and construction of road link from Palatwa to India Myanmar border. The project cost is US\$ 117.38 Million. Progress of pre-engineering works includes a hydrographic survey for navigation Channel and Sittwe harbor. Construction of road link from Palatwa to India Myanmar border (*Ministry of Development of North Eastern Region, North East India, n.d.*).

Dawei deep seaport and special economic zone project is located in Tanintharyi Region, Dawei District, Yephyu Township, Nabule District, the mouth of Pantinn creek, near the Ngapitat village, Myanmar. The company for execution is ITALIAN THAI DEVELOPMENT PUBLIC CO., LTD. However, ITD was stripped of its position as the sole developer of the project in 2013 after failing to attract enough investment. Myanmar granted the contract led by ITD in August 2015 and March 2016 again. Thailand and Myanmar also asked Japan to become third-party investors in the project. Japan finally agreed to involve in the project as the equal partner with Myanmar and Thailand and pledge technical and financial support for the project (*Deep Sea Port / Myanma Port Authority, n.d.*) (*Thai PBS News, n.d.*).



Privatization Of the Port Sector

To modernize the logistics industry of Myanmar, MPA started transferring the construction and operation of terminals to the private sector in the late 1990s. The aim is to promote privatization of state enterprises in line with the government policy and to reduce the enterprises which are suffering from underutilization, lack of technological modernization, uneconomical use of inputs, etc. In Myanmar, privatization is done on a project basis and approved by the Privatization Commission. Therefore, several companies are operating the port terminals along the Yangon River (JICA, 2014).

Management Information Systems

Recently, researchers have shown an increased interest in Management Information Systems in the Maritime industry. Recent developments in the field of management information systems have led to a renewed interest in systems to apply in the maritime industry. Evaluation systems such as Analytic Hierarchy Process (AHP) can offer evaluation systems for shipping efficiency in logistics (Chen, 2019). Tracking and tracing systems become a fundamental component in the shipping and logistics sector. Constant supervision and management are needed in logistics tracking and tracing so that it would be effective for dynamic logistics management these days (Garg et al., 2021).

Systems such as Multi-ARPA (MARPA) concept can support the navigator onboard ship for safe headings while encountering other ships. Using adopting multi-level or binary classification, the system may evaluate and visualize safe heading (Ozoga & Montewka, 2018). Marine enterprise's information management system in (Levchenko, 2011) can do the high speed of data processing, keeping up a connection between events, reducing processed information volumes which are of great help. An automatic Matching System for Ocean-going Cargo can auto-match the cargo in international logistics based on fuzzy scheduling and wireless sensor communication networking technology (Liang, 2019). In addition, port emergency logistics distribution systems can reduce the adverse effects and impacts such as economic loss caused by emergencies that occurred in ports (Yang et al., 2020).

Information Management systems such as Financial Accounting system in (Lin, 2019) of a shipping company which is based on ERP and design the business flow in detail supporting more efficient information system aimed at the financial management of the shipping industry. Coastal line passenger traffic management systems (Rathman et al., 2016) can access and interact with the coastal transport service system and ensure the automatic data exchange and interaction and support to be efficient in transport service and the overall national economy. Logistics monitoring systems (Jiang et al., 2020) integrate the warehousing and distribution logistics process and based on the wireless sensor network software and hardware platform build a monitoring system framework combining sensor network and big data.

Port EDI System

Port EDI system is an electronic system that involves various application procedures for the management of Port Authority in the process of port arrival and leaving, allocation, billing, and statistics management (JICA, 2015).



In Port EDI System review, oversea Port EDI systems and local Port EDI system (Yangon's Port EDI System) are reviewed.

Oversea Systems Review

In the overseas systems review, the three countries Japan, Korea, and Singapore which have well-experienced port management systems are reviewed.

Japan

The Kobe Chamber of Commerce & Industry requested the Japanese Prime Minister to facilitate the port-related administrative procedures in 1996 and the Japanese government provided those procedures paperless in 1997. The Ministry of Transport established a port EDI in 1999. In 2003, the government of Japan introduced the single window (SW) make collaboration among the port EDI, the customs clearance system, and the immigration system. In 2008, it becomes a single system by integrating these systems with the import/export restriction systems. The system is called the Nippon Automated Cargo and Port Consolidated Systems (NACCS). The port EDI system can be called the NACCS Port Subsystem as the system became one feature of the NACCS after the system integration. The private sector can submit the data to multiple public offices by a single input and submission through the process of the port EDI system in Japan (Shibasaki, 2018).

Korea

Korea Customs Service (KCS) successfully implemented Electronic Data Interchange (EDI) system in 1998 after the long effort since 1992. The system can process electronically for all clearance-related applications and declaration documents with effective transportation management. The system is called UNI-PASS. It is connected and utilized by about 110 thousand businesses. The stakeholders who use the system include import-export companies, banks, and logistic businesses such as shipping companies, airlines, carriers, forwarders, and warehouse operators. The internet clearance portal system is established in 2004. The portal system also includes a Single Window System in which clearance-related applications can be assessed with just a single-entry point. The system is developed for the benefit of both the trading community and government agencies (Service, 2010).

Singapore

Singapore is home to one of the busiest ports in the world. To have better port management, Singapore has implemented the Port EDI system. To look back on how Singapore developed its Port EDI System, Trade Development Board (TDB) was established in 1983. TDB processed 10,000 documents daily in 1986. However, it has been found out that growing trade with paper-based administration was infeasible. Therefore, Singapore has done an institutional approach to developing the system. Firstly, a steering committee that includes all relevant CEOs of involved public agencies and associations is formed. Then, Singapore Network Services Pte Ltd which involve TDB, SingTel, PSA, CAAS shareholders) is established. It took two years to develop the system and SGD 50 million are launched in January 1989. By 1992, thirty public agencies are linked to the system. By 1994, 99 percent of trade declarations are taking place through the system (*Port Community System – Singapore Experience*, n.d.).

Local System Review

For local system review, the Port EDI system of Myanmar in Yangon port, which is the major port in Myanmar, is reviewed.

Myanmar

For a brief explanation for the Port EDI system background history, Myanmar is one of the Southeast Asian Nations which realizes the AEC blueprint for the implementation of a Single Market Production Base. Port EDI system will lay the groundwork for Myanmar to join the ASEAN Single Window Initiative, connecting the National Single Window to global economic integration. Therefore, Myanmar Government decided to implement the Port EDI Project with the help of the Japanese government. The Exchange of Notes (EN) between the Republic of the Union of Myanmar and the Government of Japan was signed on March 19, 2015. The Grant Agreement between MPA (on behalf of the Ministry of Transport of the Government of the Republic of the Union of Myanmar) and the JICA Myanmar Office (on behalf of JICA) was signed on March 26, 2015. As a consultant company of the Port EDI Project, Mitsubishi Research Institute Inc. (MRI) was chosen as a leading think-tank and consulting/IT solution Service Company. Myanma Port Authority (MPA) along with MRI carried out a preliminary study and a preparatory survey in August 2014. Afterward, Hitachi Solution Ltd., a globally leading technology company, was selected as the main developer. Since October 2015, MPA staff and experts from MRI have outlined the port EDI system with the best support of their experts. It was not an easy journey for the stakeholders to implement the Port EDI system in Yangon Port. After the hard struggle, the system launched successfully for Yangon Port (About Port-EDI | Myanma Port Authority, n.d.).

Benefits of Yangon's Port Edi System

According to the Myanmar Port Authority, the systems in Yangon's Port EDI System have many benefits. The berth allocation system enables information management relating to the vessels' arrival and departure status. The system helps make berthing arrangements for the arriving vessels by providing tidal information, pilot assignment, and information, berth allocation, vessels in wharves and expected vessels, etc. The system also helps to do Movement Orders for vessels and pilots based on real-time information. The invoice issuing system can help to manage the charges by various departments of Myanma Port Authority, terminal operators and shipping agents, etc. issuing invoices for both the charging side and charged side. Auditing can be done through the system according to the accounting procedures. The logistics monitoring system records the terminals' daily loading and discharging information, the status of cargo shifting, moving, and delivering and the cargo status can be checked by the consignee or shipper just by inputting container number and bill of lading (BL) number through the system. In port clearance procedures system of the Port EDI system, not only for the application procedures of incoming and outgoing vessels and calculating the estimated port disbursement account but also for the necessary inspections, issuing of port clearance certificates which are needed to be done by the Department of Marine Administration (DMA), Immigration Department, and Port Health Office can be done through the system. Moreover, the application for the inspection of cargoes, which needed to be done by the customs department for cargo loading and discharging, also can be accomplished once the vessel arrives in the territory of the port limit through this system. For the outgoing of the ship, the certificate for clearance will be automatically generated by the

system after the necessary inspection is done by the respective officer and that approved certificate can be sent to the responsible person through the system. The statics management system of the Port EDI System can retrieve regular and analytical reports based on the data in the system timely, monthly, and annually based on users' requirements. In addition, the system can generate key performance indicators (KPI) of terminals which is a great help in setting the policy for Myanma Port Authority. The terminal operation system can manage cargo handling for incoming and outgoing vessels, vessel planning, yard planning, and pass generation automatically in the system. Moreover, the system can manage cargo-related information, vessel information, container information, and billing information (*Port Electronic Data Interchange System | Myanma Port Authority, n.d.*).

METHODOLOGY

This study applied qualitative research and used the documentary research method. All the documentary data was collected from related research papers, survey reports done by the JICA, academic books relating to maritime logistics management, government websites such as Myanma Port Authority, and websites from international organizations such as ASEAN, BIMSTEC, Asian Development Bank (ADB) and the World Bank. All the collected documentary data were studied by the content analysis to achieve the research findings, conclusion, and recommendations.

RESULTS

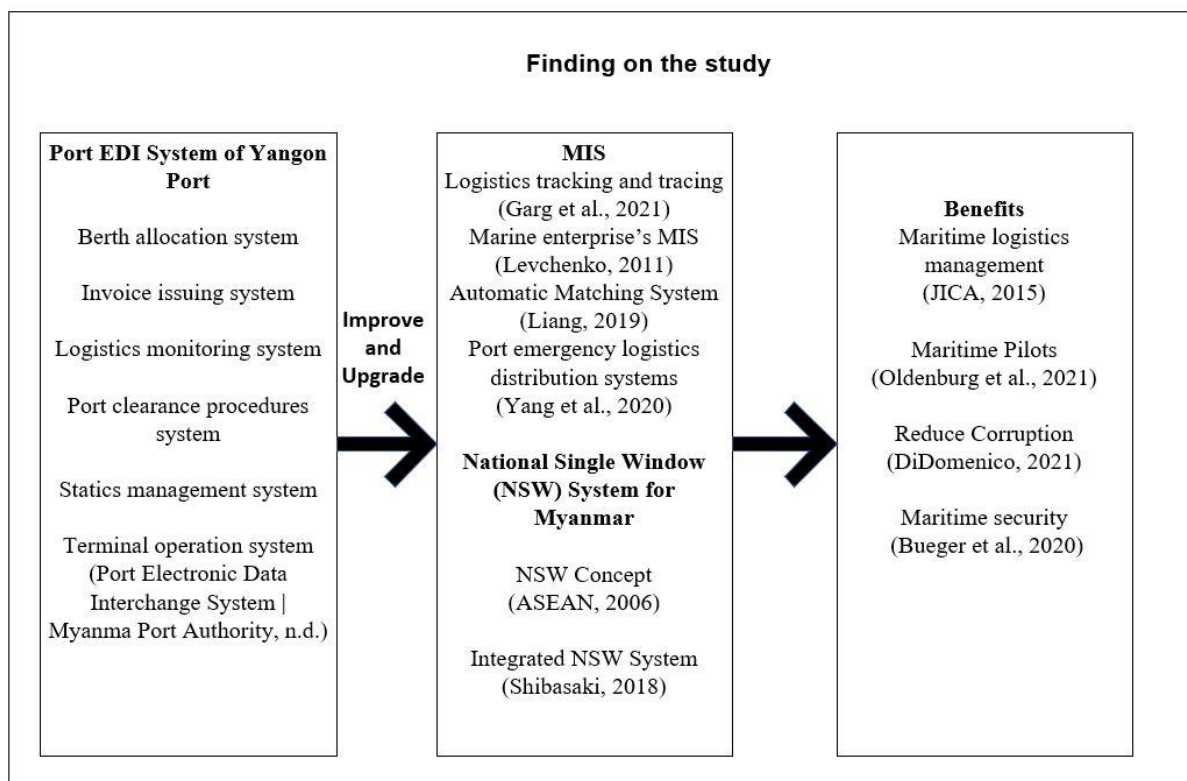


Figure 1: Finding on the study

The current study found that the various systems used in the Port EDI System of Yangon Port has benefited the Maritime Logistics Management of Myanmar. It is interesting to note from



the experiences of the well-developed nation such as Japan that Port EDI Systems can be upgraded into better information management systems by integrating with other systems and departments which could have benefits more on maritime logistics management and maritime pilots, reduce corruption and enhance maritime security. The most obvious finding to emerge from the analysis is that the Port EDI system and MIS can be further integrated and upgraded into the National Single Window (NSW) System which could greatly enhance the maritime logistics management of Myanmar.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

By using the management information system, staff productivity is increased by paperless processing. The system can provide the staff with accurate scheduling of ships' arrival and departures which can reduce turnaround times and congestion. The system can help to save the costs for the port management, businesses, logistics-related communities, and government associations. For example, saving the operating costs for traders and shippers. The system also helps for the smooth operation of logistics and boost economic growth. For example, it can reduce cargo delivery time and result in higher throughput of cargo, and optimize resource utilization. Moreover, important information can get from the system by retrieving real-time data from the system. That accurate information can help and support the stakeholders in decision-making and setting policies. Data exchange and communication between stakeholders through the system gives effective workflow, saving time and increasing efficiency for all parties.

Challenges likely to encounter when the Management Information System is implemented:

- Moving from paper documents to a “paperless” system would be tough to adjust.
- Adapting to the new system and integrating with other systems may require more budgets and data harmonization.
- Increasing user adoption and change management required customized training programs for different users of the community.
- A port community system is a ‘living’ system that needs to keep evolving with the changing times.
- Need to analyze the information and gather the Maritime Logistics Intelligence based on the information obtained from the system to enable the government to make decisions on policy matters.

Recommendation for Maritime Logistics Industry of Myanmar

Currently, there is only a survey report on Yangon Port done by the JICA, Japanese International Cooperation Agency (JICA, 2015). As there are research and survey limitations on other ports, decent research and survey on other ports rather than Yangon Port is recommended. This could be done by collecting primary data via the survey on the other ports and interviews with the related stakeholders so that can analyze whether the system can be implemented in these ports based on the data.

The suggested management information system needs to consider for integration and adding more features for other ports of Myanmar, which have not implemented the system, and related departments and government ministries. The reason is to have a connection and

synchronize among the ports and all related stakeholders. Moreover, the research has lacked the analysis on the development of a possible Single Window (SW) System. Therefore, the feasibility study for implementing the Single Window (SW) System should be carried out for the benefit of the Maritime Logistics Industry of Myanmar. The use of the Management Information System and implementing the Single Window (SW) System would greatly benefit for better logistics management (Shibasaki, 2018) and would help in developing the Logistics Performance Index (LPI) ranking of Myanmar (Zar & Htun, 2021).

Recommendation for the System Implementation

To solve the limitation of the lack of development features integrating with other departments and government organizations, more analysis and addition of suitable features and functions are recommended. The reason is the system needs to be compatible regardless of any organizations in the port and shipping logistics sector and compatible with Myanmar's Maritime Industry.

There is a lack of development for the mobile platform which is a mobile application in the current suggested system. Therefore, the study's future plan is to develop the system for the mobile platform so that the users can access it from their smartphones easily.

The recommendation put forward by this study is that further studies, research, and development are needed to evaluate the impact of the system when we intend to introduce the system to other ports in Myanmar. A feasibility study should be carried out for upgrading to the Management Information System (MIS) based on Port EDI System. The system should consider including features and more information for the benefits of maritime pilots and maritime safety as well.

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Factor Affecting Online Shopping Behavior in Cambodia

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ABSTRACT

The purpose of the study was to examine the factors influencing online shopping behavior among the Cambodian people who are living in Cambodia. The study also has an intention to explore the market segment for online shopping which result in benefit for current and future investor who are interested to be a part of e-commerce in Cambodia. The convenience sampling technique was adopted to collect the data. To understand the factors affecting on online shopping in Cambodia, self-constructed questionnaire has been formed and send via email, LINE, and Facebook, and a total number of 40 people participated in this survey. All of participants are experienced and at least used to shopping online once and considered as an important sampling frame. To analyze the relationship of the model, Pearson correlation and regression analysis was done to test the hypotheses. The results showed that the antecedents of online shopping; online advertisement, enjoyment, trust, promotion and web design have positive and significant relationship on attitude toward online shopping behavior in Cambodia. Additional research should be conducted with a broader population and more representative samples to investigate additional factors that influence attitudes regarding online shopping behavior.

Keywords: online shopping, online advertisement, enjoyment, trust, promotion and web design.

INTRODUCTION

In today's world, online shopping has become a convenient solution to a hectic lifestyle. In comparison to earlier days, there had been a significant shift in client shopping habits. Despite the fact that people continue to buy from physical stores, users or buyers find online shopping to be extremely convenient. Besides that as the internet has grown in popularity, online shopping has become a popular and fashionable activity (Botha et al., 2008). Nowadays individuals are so occupied that they have less time to spend on shopping, therefore online buying saves them time (Rahman et al., 2018). In the twenty-first century, trade and commerce became diverse that multichannel has emerged and online shopping has increased dramatically throughout the world (Johnson et al., 2001). Globally, e-commerce constituted about 2.29 trillion-dollar market and was expected to reach 4 trillion dollars by 2020 due to the double-digit worldwide growth in sales 15% and order 13% (*EMBRACING THE E-COMMERCE REVOLUTION IN ASIA AND THE PACIFIC*, 2018).

Online shopping has gained in popularity, exceeding brick-and-mortar stores and shopping



centers due to the vast range of selection, convenience, time-saving reviews, and price comparison among various alternative suppliers (Wolfinbarger & Gilly, 2001). Typically, the online shopping process begins with potential customers recognizing a need for a product or service, after which they go to the internet to look for information on the need (y Monsuwé et al., 2004). Often potential customers are sometimes drawn to information about items or services that are related to the perceived need rather than actively seeking (Li & Zhang, 2002). They next examine the options and choose the one that best meets their criteria for fulfilling the perceived need (Li & Zhang, 2002). Finally, a transaction takes place, and after-sales services are offered. Consumers' lives are made easier by the online shopping platform, which offers a wide range of options and information to seek and compare their desired items and services with a single click.

According to *e-Commerce report (2020)*, there is rapidly growth in eCommerce factor in Cambodia, the market is projected to reach US\$183m in 2020. Many online shops in Cambodia utilize advertising to advertise their products and the benefits they provide to customers. Since the number of people using the internet is growing, traditional advertising channels such as radio and television are being replaced by online marketing to reach young people. It has been documented that rising number of online shopping websites appeal to the modest number of urban consumers who have internet connection (Export.gov, 2019). In 2013, a turning point occurred when the introduction of smartphones coincided with a surge in Internet interest (Phong et al., 2016). The smartphone has become the primary mode of the internet access for the majority of consumers and by 2015, a third of Cambodia's population was primarily using smartphones on a regular basis (Phong et al., 2016). In developing economies, most Cambodians access the internet using smartphones. In early 2017, 94% of Cambodians had access to a mobile phone, 40% of which were smartphones (Luedi, 2017). Therefore, with the increase of internet, social media, such as Facebook and Instagram are increasingly used as a platform for online shopping and media space in Cambodia.

Due to the Covid-19 pandemic many firms have been forced to close causing severe disruptions in various industry sectors (Donthu & Gustafsson, 2020). In Cambodia, even though the number of cases is modest, but limitations on business activities due to pandemic have had a significant impact on some businesses, resulting in bankruptcy. In addition, selling things online and using delivery services to save money has become a popular technique for some businesses. Based on Yun Seo Choi's perspective about a local café in Cambodia "June Café", the business was forced to close temporarily due to pandemic and rely only on social media channels such as Facebook and Instagram to fulfill delivery requests. The feedback motivated the shop to improve the café and they have a plan to open more branches on other locations in Phnom Penh after receiving positive comments (VOICE OF YOUTH, 2020). Generally, in this competitive world, it is critical for firms or businesses to maintain good relationships with customers, and to remain competitive, businesses need to advertise new changes in various platforms like social media. Thus, the study aims to focus on the consumers attitudes in terms of enjoyment, trust, online advertisement and website design in Cambodia.

Purpose of the Study

The main purpose of the study is to explore and identify the influencing factors of online shopping behavior in Cambodia. The study wants to consider whether online advertisement and website design has any influence on Cambodian people during their online shopping or not. The study also has an intention to explore the market segment for online shopping which

result in benefit for current and future investor who are interested to be a part of e-commerce in Cambodia.

Objective of The Study

The study intends to achieve the following objectives by focusing on online shopping behavior among Cambodians:

- a. To examine the relationship whether online advertisement, trust and enjoyment have any relationship with online shopping attitude or not.
- b. To examine further if promotion and web design have any influence on consumers' attitude towards online shopping or not.

LITERATURE REVIEW

Online Shopping

The word "online shopping" refers to a process in which buyers can use the internet to directly search for, select, get, and/or purchase a product or service from sellers (Javadi et al., 2012). In general, purchasing goods and services over the internet is simple, and it has recently gained popularity among internet users (Bourlakis et al., 2008). The most significant benefit of online shopping is that customers can obtain adequate information and a range of choice, allowing them to properly compare products and prices (Burke, 2002). Consumers can receive a variety of product-related information and features from the internet by clicking on the necessary fields on websites and/or web pages. Additionally, these customers can choose from a variety of online platforms for enjoyment, delight, and enjoyment, in addition to purchasing their essential products (To et al., 2007). Furthermore, consumers are enticed to purchase online because they may choose from a large range of things while sitting at home, with delivery right to their door (Lynch & Beck, 2001; Ramayah & Ignatius, 2005). Therefore, the growing popularity of online shopping can be attributed to its ease, reasonable price range, and diverse product selection.

Online Advertisement

The internet is evolving into a unique platform for garnering consumer attention through online advertising (Rowley, 2001). In today's competitive environment companies and organizations are increasingly turning to online advertising to market their goods and services. The term online advertising is simply a term that relates to advertising online, or advertising over the Internet. According to Alaimo and Kallinikos (2018), online advertising is a type of marketing and advertising that involves promoting items and services to communities and network users via the Internet. Reddy (2003) claimed that online advertising establishes a cost-effective and continuous engagement with customers by allowing them to learn about products and services whenever and wherever they want, with the intent to buy or rebuy. Nizam and Jaafar (2018) argued that consumer attitudes can be influenced by online advertising aspects such as formativeness, enjoyment, awareness, and dissatisfaction. For example, Moreover, Consumer's attitudes towards advertising are crucial markers of its effectiveness (Mehta, 2000). Furthermore, Ducoffe (1996) also mentioned that online advertisement has a positive impact on consumer's attitude. From the above discussion, the following hypothesis is proposed:

H1: There will be a positive relationship between online advertisement and attitude towards online shopping in Cambodia.

Enjoyment in Online Shopping

Enjoyment refers to the consumer's psychological and emotional feeling when they purchase for the enjoyment (Abayi & Khoshtinat, 2016). Enjoyment is known as the consumer's view that purchasing online will be enjoyable (Cheema et al., 2013). In fact, purchases made for enjoyment demonstrate the possibility for buying emotion (Abayi & Khoshtinat, 2016). It has been documented that when consumers experience higher enjoyment that influence them enjoy shopping, and the likelihood of their behavior being stimulated by exploration, novelty, and wide range of options (Abayi & Khoshtinat, 2016). In general, when consumers search things online, they experience enjoyment (Cheema et al., 2013). Some studies documented that enjoyment has a significant impact on consumer's attitude towards online shopping (Childers et al., 2001; Thong et al., 2006; Van der Heijden & Verhagen, 2004). From the above discussion the following hypothesis is proposed:

H2: Enjoyment has a positive impact on attitude towards online shopping in Cambodia.

Trust in Online Shopping

The inherent uncertainty in economic and social interactions, the notion of trust emerges as a significant influencer in online shopping. Building trust in internet platforms is critical for online business success (Grabner-Kräuter & Kaluscha, 2003). Many academics have highlighted trust as a critical component of e-commerce operations (Palmer et al., 2000). Scholars have defined trust in a variety of ways, depending on the point of view of the user. Mayer et al. (1995) defined trust "as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (p. 709-734). Consumers will respond positively to a well-organized online shopping website with complete information, a diverse product variety, a sense of secure payment, and trust (Lim & Dubinsky, 2004). Moreover, increased trust leads to more positive purchasing attitudes, making it easier for businesses to retain loyal online clients (Gefen & Straub, 2004). From the above argument, the following hypothesis is proposed

H3: Trust has a positive influence on attitude towards online shopping in Cambodia.

Promotion in Online Shopping

Promotions are another essential indication for making cognitive product evaluations and buying decision (Raghubir, 2004). According to Park and Lennon (2009) to entice customers to their websites, online businesses provide a variety of sales promotions, such as free gifts, discounts, or free delivery. Some studies argued that a promotion is a one-time financial incentive to make a purchase (Honea & Dahl, 2005; Oliver & Shor, 2003). Promotions are necessary to notify customers about the availability of a product, to raise public knowledge about a retailer's marketing operations, to stimulate customer return visits, and to increase customer loyalty (Bagozzi et al., 2018). Therefore, consumers tend to have a positive attitude when online platforms provide promotion for online shopping. From the above discussion, the following hypothesis is proposed:

H4: Promotion has a positive on attitude towards online shopping in Cambodia.

Web Design

For any online store to attract customers, the quality of the website design is critical. Cho and Park (2001) have found in their study that the quality of website design has an impact on customer satisfaction in e-commerce. According to Ranganathan and Grandon (2002), the layout of the content on a website is referred to as website design. Wolfenbarger and Gilly (2003) further argued that customers that prefer to shop online interact with the technical interface rather than with a salesperson. Lee and Lin (2005) had empirically found that the appearance of a website has a beneficial impact on overall client attitudes and perceived service quality. Besides, Ranganathan and Ganapathy (2002) have empirically established that website design positively affects the consumer’s attitudes towards online purchase intention.

H5: Web design has a positive impact on attitude towards online shopping in Cambodia.

Attitude

According to Grandon and Mykytyn (2004) indicated that the attitude towards online shopping was evaluated as “the degree to which a person responds positively or negatively to an inquiry”. In addition, attitude towards on online shopping is related to the psychological state and customer’s feeling towards the products. Consumers’ attitudes towards online shopping can be influenced by various factors. Consumer attitudes regarding online purchasing are driven by trust and perceived benefits, according to the empirical findings, with trust referring to trust in perceived web quality (Al-Debei et al., 2015). According to Monsuwe, Delleart and Ruyter (2014), user’s personality, situational factors, characteristic of products, experience of online shopping, confidence in shopping online are basically the external factors for understanding consumer’s intention towards online shopping. In addition, demographics factors such as age, gender, income and education background influences consumers to shop online.

Conceptual Framework

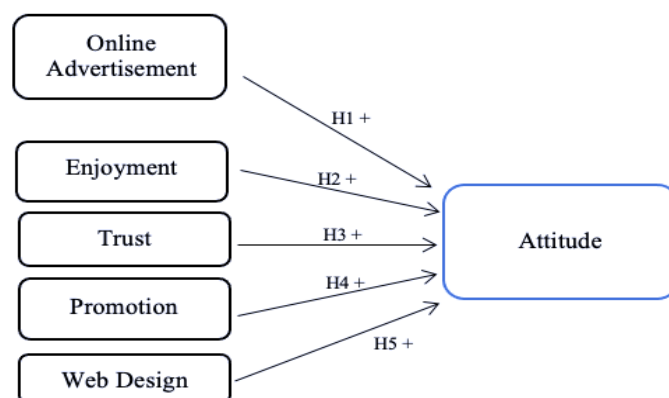


Figure 1: A conceptual framework of factors affecting on attitude on online shopping behavior.



METHODOLOGY

Research Design

To understand the factors affecting on online shopping in Cambodia, I have undertaken a descriptive study through a survey by forming a self-constructed questionnaire considering the research objective. A Likert five-point scale ranging from strongly agree to strongly disagree been used to collect a quick response from the respondents. Convenient non-probability sampling method has been adopted in this study to acquire data from respondents in Cambodia. The question comprised of the following; independent variables i.e., online advertising, enjoyment, trust, promotion, web design. On the other hand, online shopping behavior is the dependent variable and demographic information such as gender, age, education, occupation, marital status, and online shopping platform were considered for this study.

Sample And Participants

The survey was conducted online which were sent through online social media platform. The participants, who are Cambodian living in the provinces and city, are selected to collect data. Participants are from several provinces such as Poipet, Kompot, Kandal, Prey Veng and majority are from capital city, Phnom Penh. All of them are experienced and at least used to shopping online once and considered as an important sampling frame. A self-constructed questionnaire was sent via email, LINE, and Facebook, and a total number of 40 (n = 40) people participated in this survey

Data Collection

Primary data were collected to know the factors that influence consumers to purchase online. As our study, we feel it would be easy for us to distribute the questionnaire and then analyze the situation. The survey questionnaire was created through Google Forms because it is convenient and flexible in both receiving data and analyzing, as it is automatically generating all data and provide accurate result. Therefore, the result can be downloaded easily for calculate data in Microsoft excel and SPSS software.

RESULTS AND DISCUSSION

Demographic Information

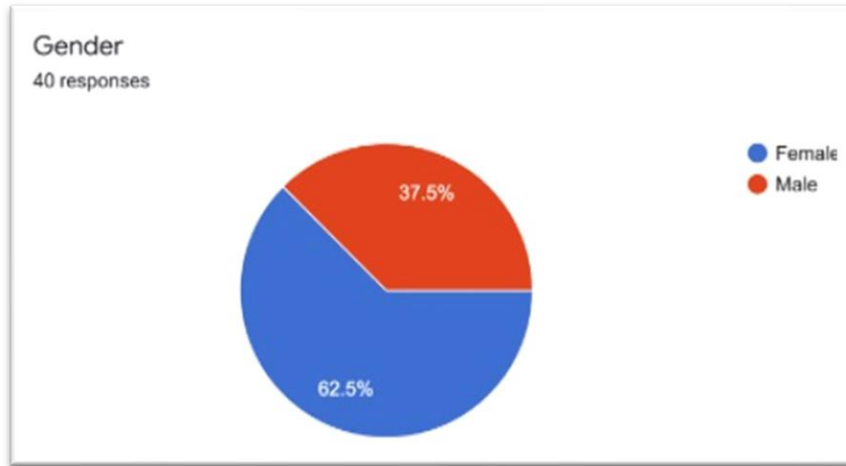


Figure 2: shows the number of respondents (n=40) who participated in the survey, are from Cambodia, majority are from capital city, Phnom Penh. Among the respondents there were 25 (62.5%) female and 15 (37.5%) are male.

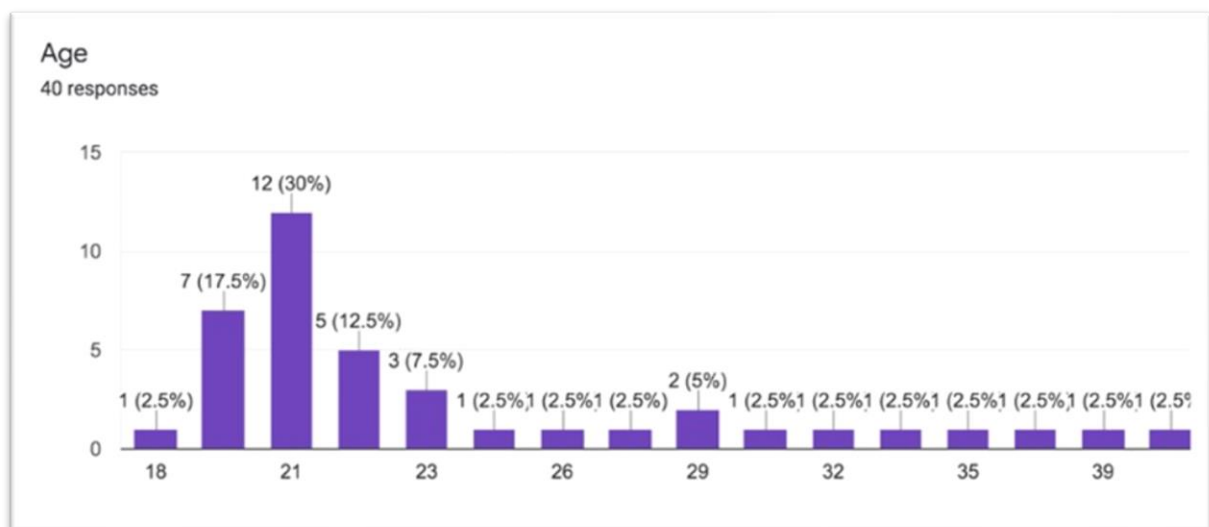


Figure 3: The graph shows the age range of online shoppers starting from 18 to 39 years old, most of them are 21 years-old equal to 30 percent.

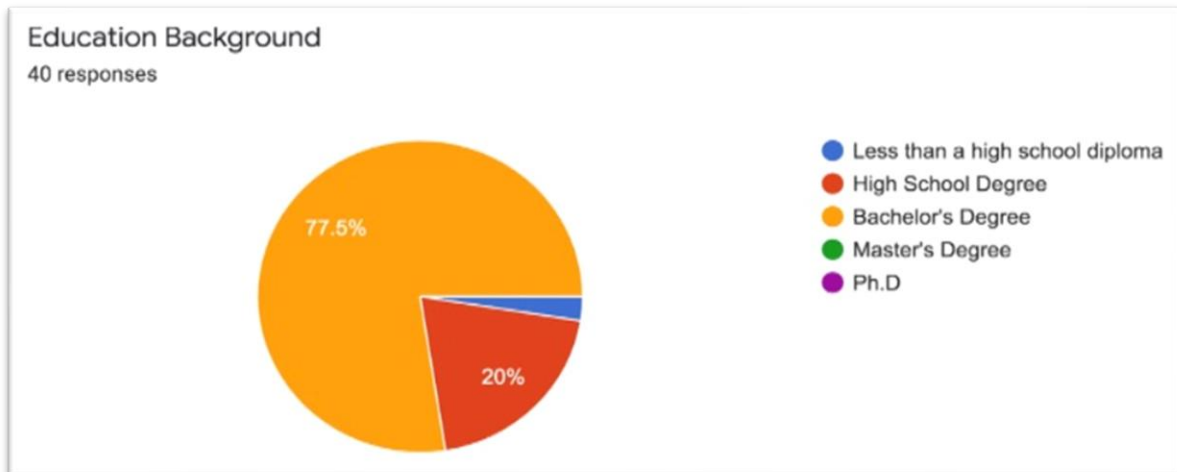


Figure 4: shows the education background of online shopper. The majority of participants 31 (77.5%) have Bachelor’s Degree, followed by 8 (20%) High School Degree and 1 (2.5%) less than a high school diploma respectively.

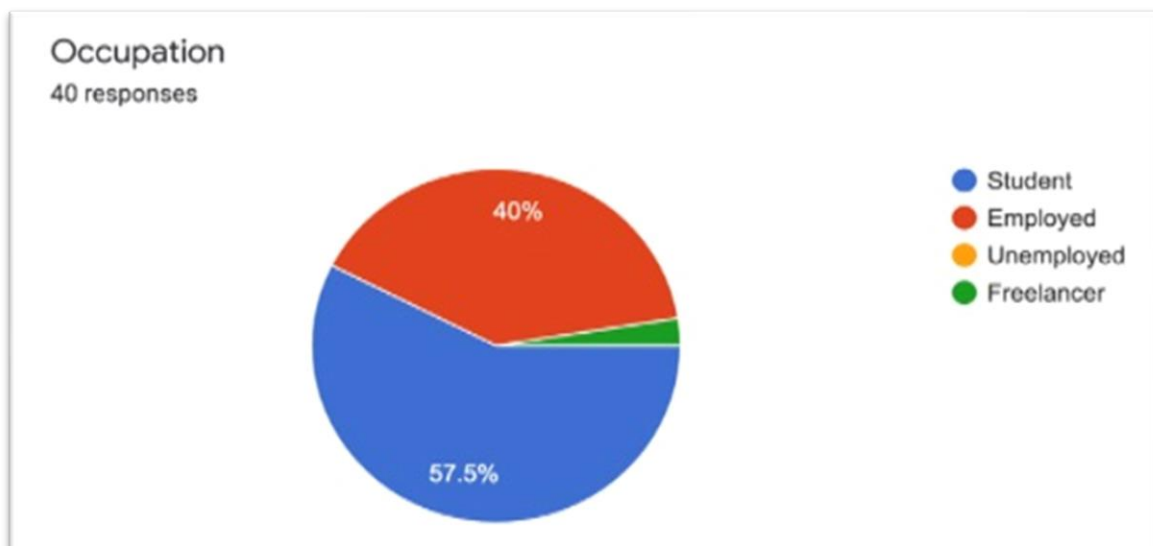


Figure 5: Among the participants, 23 (57.5%) were students, 16 (40%) were employed, and 1 (2.5%) were Freelancer. (Figure 4, 5)

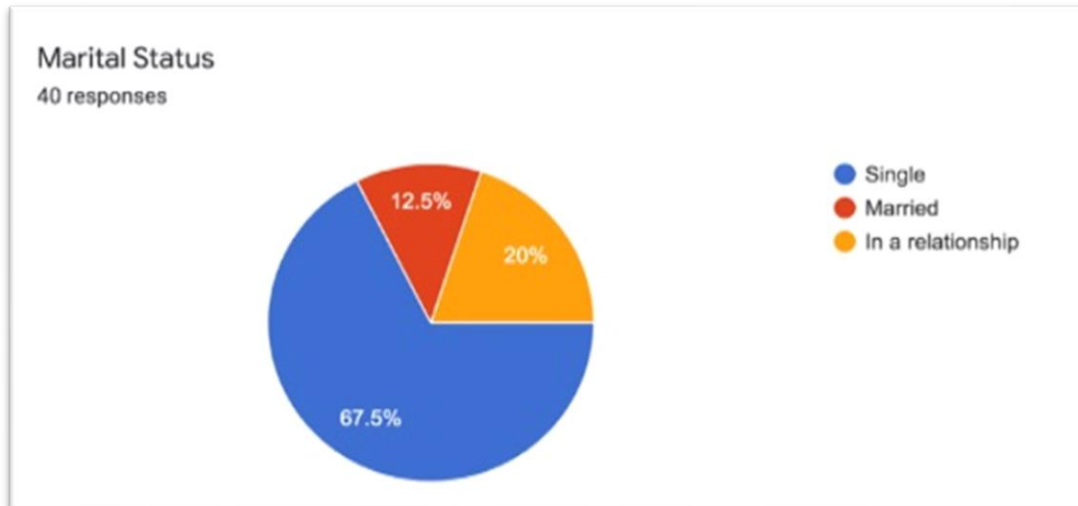


Figure 6: The participants responses are majority single 27 (67.5%), followed by in relationship 8 (20%) and 5 (12.5%) are married.

Correlation Analysis

Bivariate correlation was calculated between the variables. Online advertisement was positively correlated on attitude ($r = 0.501, p = 0.001$) as well as Enjoyment towards online shopping was positively correlated on attitude with ($r = 0.384, p = 0.014$). Trust towards online shopping was positively correlated with attitude ($r = 0.465, p = 0.003$). The result also mentioned that, Web design was positively correlated with attitude ($r = 0.512, p = 0.001$). It was also found that promotion was positively correlated with attitude ($r = 0.480, p = 0.002$). From the table below it was observed that most of the correlations were significant at 0.001 level (2-tailed) and some was at significant at 0.05 level (2-tailed).

Table 1. Pearson's correlations of the variables

		OA	ENJ	TR	WD	PRO	ATT
OA	Pearson Correlation	1	.589**	.577**	.345*	.463**	.501**
	Sig. (2-tailed)		.000	.000	.029	.003	.001
	N	40	40	40	40	40	40
ENJ	Pearson Correlation	.589**	1	.526**	.495**	.433**	.384*
	Sig. (2-tailed)	.000		.000	.001	.005	.014
	N	40	40	40	40	40	40
TR	Pearson Correlation	.577**	.526**	1	.610**	.669**	.465**
	Sig. (2-tailed)	.000	.000		.000	.000	.003
	N	40	40	40	40	40	40
WD	Pearson Correlation	.345*	.495**	.610**	1	.625**	.512**
	Sig. (2-tailed)	.029	.001	.000		.000	.001
	N	40	40	40	40	40	40



PRO	Pearson Correlation	.463**	.433**	.669**	.625**	1	.480**
	Sig. (2-tailed)	.003	.005	.000	.000		.002
	N	40	40	40	40	40	40
ATT	Pearson Correlation	.501**	.384*	.465**	.512**	.480**	1
	Sig. (2-tailed)	.001	.014	.003	.001	.002	
	N	40	40	40	40	40	40

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

* . Correlation is significant at the 0.05 level (2-tailed).

Regression Analysis

To test the hypothesis regression analysis was calculated. From the result it was shown that online advertisement has a significant positive relationship with attitude ($\beta = 0.501$, $p = 0.001$) with the Adjusted R square of 0.231 (23.1%) that H1 is supported. It showed that, enjoyment has a positive relationship with attitude ($\beta = 0.0384$, $p = 0.014$) with the Adjusted R square of 0.125 (12.5%) that H2 is supported. The result revealed that trust has positive relationship with attitude ($\beta = 0.465$, $p = 0.003$) with the Adjusted R square of 0.195 (19.5%) that support the H3. On the other hand, promotion has positive relationship with attitude ($\beta = 0.480$, $p = 0.002$) with the Adjusted R square of 0.211 (21.1%) that the H4 is supported. The result showed that web design also has a positive relationship with attitude of ($\beta = 0.512$, $p = 0.001$) with the Adjusted R square of 0.242 (24.2%) that support the H5.

Table 2. The result of regression analysis shows the relationship of variables with attitude.

	Standardized Coefficients Beta	P Value	Adjusted R Square
OA → ATT	0.501	0.001	0.231
ENJ → ATT	0.384	0.014	0.125
TR → ATT	0.465	0.003	0.195
WD → ATT	0.512	0.001	0.242
PRO → ATT	0.480	0.002	0.211

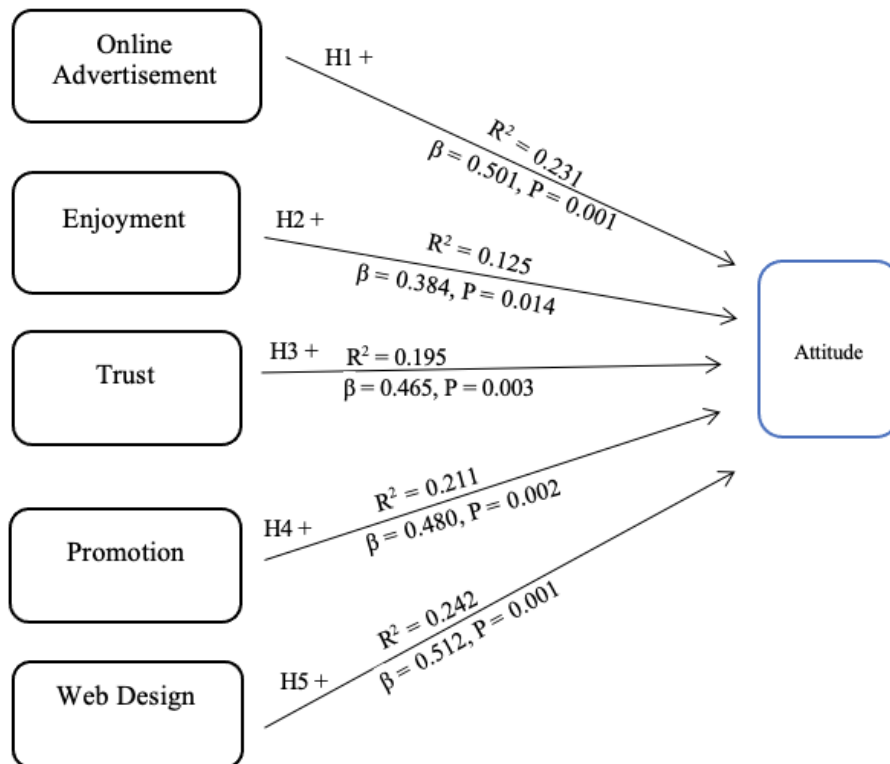


Figure 7: The regression model

DISCUSSION

This study was to examine the factors affecting attitude in online shopping of Cambodian people and factors were online advertisement, enjoyment, trust, promotion, web design. From the result it has been found the all the hypotheses are significantly supported, which means that online advertisement has a significant impact on attitudes towards online shopping. This is consistent with previous studies (Ducoffe, 1996; Mehta, 2000). The study also found a positive and significant association between enjoyment and attitude towards online shopping among Cambodian consumers. This is also consistent with prior studies (Childers et al., 2001; Thong et al., 2006). The study also found a positive association between trust and attitudes towards online shopping which is also consistent with prior studies (Gefen & Straub, 2004). From this study we saw the positive association between promotion and attitude towards online shopping. This is also consistent with earlier studies. Lastly web design was positively related towards the attitude of online shopping. This is also consistent with prior studies (Lee & Lin, 2005; Ranganathan & Ganapathy, 2002).

LIMITATION

The study has small participants which is not represented a whole Cambodian online shopping consumer. The geographical area for this study was in some part of Cambodia only. For this research concentration is a narrow target group and areas. Further research can increase wider places to provide wider view and to get more sample population on the real circumstance of the consumers' attitude (Khaing Thazin Aung, 2016). This study does not



show whether there is relationship between attitude and online shopping behavior. In the future, both online and offline survey should be applied as well as expand target group of participants to get more necessary information for further purpose.

CONCLUSION AND RECOMMENDATION

The main aim of the paper was to examine the factors affecting toward online shopping behavior in Cambodia. Based on the result of the analysis related to the purpose of this study, it can be drawn some conclusion of the research result that there is positive relationship between attitude with enjoyment, online advertisement, trust, promotion and web design significantly. As well as, all the hypothesis that proposed are supported, the variables have a positive relationship with the attitude which means that the selected factors significantly influence consumer's attitude toward online shopping. The result also shows experiences of consumers who are living in Cambodia toward online shopping. Understanding customer attitudes toward online buying, improving the elements that drive consumers to shop online, and working on the factors that encourage consumers to purchase online can help marketers achieve a competitive advantage over their competitors. Most Cambodian believe that shopping online is truly popular and the users are increased relatively from day to day.

There are some suggestions, for those who consider above factors that influence online shopping. To begin, online sellers must maintain and improve their offerings in order to gain client trust. This can be accomplished through giving accurate and up-to-date information to avoid misunderstandings, enhancing security, and building trust through good customer connections. So that consumers' trust in the seller can be increased. Consumer convenience when buying online can be increased by building good relationships with customers and responding quickly when they need product information. Second, create the website such that customers may shop and be satisfied more easily. Additionally, shoppers will be able to recognize and compare products more easily online. Third, management should take these findings into account when putting policies in place to boost productivity. This can help the organization reach some of its goals by increasing sales and production.

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COVID-19 Vaccine Hesitancy among International University Students: An Empirical Study at Siam University

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ABSTRACT

The COVID-19 pandemic is seen as a worldwide problem, with countries from all around the world cooperating to control it. Vaccine hesitancy is a barrier in controlling the covid-19 pandemic. This study aimed to determine the COVID-19 vaccine hesitancy among international university students utilizing the 5C psychological antecedents' model (confidence, constraints, complacency, calculation, and collective responsibility). This study adopted a cross-sectional research design. 50 responses were collected from international university students in Siam University, Thailand through an online survey (Google form).

Around 76% of international students are in favor with taking the vaccine. Moreover, around 80% of students are willing to encourage others (family and friends) to take the vaccine while the rest discourage their families or request them to delay on taking the vaccine. According to the simple linear regression, more substantial confidence ($\beta = -0.772$, $p < 0.05$) and collective responsibility ($\beta = -0.728$, $p < 0.05$) were significantly associated with reduced Covid-19 vaccine hesitancy, whereas increased complacency ($\beta = 0.755$, $p < 0.05$) significantly increased the vaccine hesitancy. However, Constraints (Academic Stress) and Calculation were non-significant predictors of covid-19 vaccine hesitancy. According to multiple regression analysis, 72% of the variation in hesitancy can be explained by the model containing 5C psychological antecedents. This is quite high so the predictions from the regression equation are fairly reliable.

These findings suggest that public confidence in the vaccine and health system that delivers the vaccination service are crucial. Widespread misinformation, conspiracy beliefs and superstitions regarding the covid-19 vaccine and its potential health hazards have been found to diminish public trust that need to be addressed through proper communication. This study also supported the fact that higher collective responsibility lowers vaccine hesitancy. So, it is important to educate the people about herd immunity and the importance of collectivism to eradicate the pandemic.

Keywords: COVID – 19, Vaccine Hesitancy, 5C Psychological Antecedents, International University Students

INTRODUCTION

Background of the Study

The COVID-19 pandemic is seen as a worldwide problem, with countries from all around the world cooperating to stop it from spreading. The World Health Organization (WHO) and a vast number of research teams and clinical experts across the world are spearheading initiatives and campaigns focused on illness prevention, early diagnosis, and medical treatment. Vaccine reluctance is defined as delaying or rejecting immunization despite the availability of vaccinations. Because herd immunity is required to flatten epidemic curves, vaccine hesitation impacts the hesitance of the person and therefore the whole community. International students, as compared to the general population, are increasingly considered as a susceptible group because they experience greater levels of anxiety and depression, are misled by social media, and have the capacity to disseminate incorrect information about the covid-19 vaccination. The coronavirus disease pandemic that began in 2019, has had an impact on university education across the globe. Additionally, in addition to the increased danger of mortality, the broad breakout of the COVID-19 virus has resulted in a significant increase in covid-19 vaccine hesitancy. However, no research has been conducted in Thailand to determine the Covid-19 vaccine hesitancy among undergraduate students. Until recently, the consequences of Covid-19 vaccine hesitancy among foreign university students were not taken into consideration. To determine why certain international undergraduate students at Siam University are reluctant to get the covid-19 vaccination while others are not, this research seeks to uncover the reasons for their differences.

Significance of the Study

The goal of this research is to evaluate undergraduate students' reluctance and acceptance of the COVID-19 vaccination at Siam University, with the premise that some students are hesitant to be vaccinated while others are getting vaccinated without voluntarily. This study can also help the university to understand why students are reluctant to the COVID-19 vaccine and what are the main reasons behind them. Collected data might also help the international college to organize awareness program of the importance of COVID-19 vaccine and why students should not refuse the vaccine or delay getting vaccinated.

Statement of the Problem

The coronavirus has revealed a substantial amount of information in recent months, and it is still being examined. For example, children and teens may be carriers of the virus but are unaware of it since they are asymptomatic and have not been tested. While the new vaccines were offered to select groups by the end of December 2020, they were not be available to the general public for several months beyond that date. It is hard to emphasize enough the importance of immunizations for children and adolescents when they are accessible. The worry is whether or not young people, particularly college students, will take advantage of community-based vaccination programs. Indeed, information has the capacity to transform perspectives. It is critical that early actions be made to determine whether or not college students will get the immunization in order to tailor awareness campaigns to them. In Thailand, the determinants affecting students' hesitancy for covid-19 vaccines has not yet been studied. Moreover, the studies connected to understand vaccine hesitancy-related Behaviour did not use 5C psychological antecedents.

The Objectives of the Study

1. To determine the effect of 5C psychological antecedents on Covid-19 vaccine hesitancy among international students at Siam University.
2. To assess the degree of Covid-19 vaccine hesitancy among international students at Siam University.

LITERATURE REVIEW

COVID-19 Pandemic

In December 2019, the World Health Organization (WHO) classified COVID-19 as a new infectious respiratory illness in Wuhan, Hubei province, China. The COVID-19 pandemic is described as the century's most significant global health disaster and humanity's biggest challenge since the 2nd World War. According to the report of the World Health Organization (WHO as of September 17, 2021), the current outbreak of COVID-19, has affected over 226,844,344 people and killed more than 4,666,334 people in more than 200 countries throughout the world. Coronavirus pandemic has not only had dramatic health impact but also disrupted national economies. Almost every country is attempting to stem the spread of the disease by testing and treating patients, quarantining suspects through contact tracing, banning big gatherings, and maintaining total or partial lockdown, among other measures, however these measures aren't sustainable to control this pandemic and allow economies to restart. For that reason, to end this pandemic, vaccines for covid-19 were developed under just 1 year time, which is quite remarkable. Normally any vaccines development process takes years to be complete. As of 14 September 2021, a total of 5,634,533,040 vaccine doses have been administered despite some population hesitance to the COVID-19 vaccines (WHO, 2020).

COVID-19 Vaccines

To control this pandemic, COVID-19 vaccines were developed rapidly and in a very short amount of time than any other vaccine. Normally any vaccine development process can take years before they can be successfully passing the safety standards, which might explain that many people are hesitant to receive these fastest made vaccines, fearing that these vaccines might not be very safe. Moreover, the hesitancy is also related to the manufacturers and their respective countries. According to a poll conducted by Suan Dusit Rajabhat University, or Suan Dusit Poll (Bangkok Post, 2021) the Pfizer vaccine (75.11%) is preferred more than other vaccines, Moderna (72.14%), Johnson & Johnson (68.52 %), AstraZeneca (65.89%), and Sputnik V (61.89 %). The published poll made no mention of Sinovac.

Around 119 million doses of Chinese made COVID-19 vaccines were supplied to Southeast Asia, making it the main region for China's strong diplomacy through vaccine, however the largely negative perception towards the likes of Sinovac and Sinopharm vaccines (Khairulanwar Zaini and Hoang Thi Ha, 2021) As mentioned above, Sinovac vaccine was not even mentioned in the pool of Suan Dusit Poll. Interestingly, according to a recent nationwide poll conducted by social weather station discovered that Sinovac biotech and Pfizer and biotech were the most preferred covid-19 vaccines among adults Filipinos. In the poll, carried out on 28 April 2021 and published on Monday 24 May 2011, 39% of adult Filipino people indicated they chose vaccination for Sinovac and 32% selected vaccine

(Tomagruz, 2021). These findings indicate that hesitancy towards COVID-19 vaccine is correlated to the type of vaccine people trust.

Covid-19 Vaccine Hesitancy

In the form of successful mass immunization programs, vaccines have saved millions of lives and improved health and wellbeing across the world. The World Health Organization has identified vaccine hesitancy as one of the top ten global health threats. The World Health Organization (WHO) defines COVID-19 vaccine hesitancy as "delay in accepting or refusing immunization notwithstanding the availability of vaccination services."

The COVID-19 vaccine hesitancy among Egyptian medical students shows that 46% had vaccination hesitancy (Saied et al., 2021) and medical students of Southeast Michigan shows 23% were unwilling to take COVID-19 vaccine (Lucia et al., 2021), whereas only 13.9% medical students in Italy were hesitant (Barello et al., 2020). Students who chose to receive the vaccination right away were more likely to trust public health officials, had fewer concerns about side effects, and support vaccine requirements. Fear of significant adverse effects was associated with a reduced likelihood of wanting to participate in a COVID-19 vaccination study (Lucia et al., 2021).

According to a poll of 1,900 colleges and institutions conducted by the New York Times, 321,000 college students in the United States have tested positive for the coronavirus since the outbreak began. 68,000 new instances were added in the last month. More than 65 universities have reported 1,000 cases since the outbreak began, with 540 colleges reporting around 100 cases (Smith M., 2020) .

According to Smith M., (2020), The New York Times stated that as of November 19, more than 80 people have died since the epidemic started, the majority of them workers, not pupils. However, at least four students have died in recent weeks as a result of the illness. Blanco & Courant (2020) stated that on November 13, 2020, the whole University of Connecticut Storrs campus was quarantined. On campus, a total of 62 confirmed or probable positive cases were isolated. This semester, 288 on-campus students and 181 off-campus students tested positive for the virus in instances was attributable to off-campus events when the weather improved.

According to Trimble (2019), "WHO defined vaccine hesitancy as the hesitation or refusal to vaccinate notwithstanding the availability of vaccinations." Additionally, she said, "Vaccination, the organization continued, is 'one of the most cost-effective methods of disease prevention,' adding that it saves between 2 million and 3 million fatalities each year. Around 1.5 million more deaths might be averted if immunization rates were raised globally." This hesitation is due to a variety of factors. For instance, some individuals are fearful about vaccines. The Internet, particularly social media, plays a significant role in instilling fear about vaccines.

Yang (2012) conducted a survey of 371 college students to ascertain why they were reluctant to get the H1N1 influenza vaccine. College students had one of the highest infection rates, yet just 8% got the H1N1 vaccination. Yang discovered that the majority of pupils lacked fundamental understanding about H1N1 and the H1N1 vaccination. They erred in their assessment of what they understood about the vaccination. They were persuaded to receive the vaccine when they sought information about the real dangers connected with vaccination.

Yang stated that communication with college students must emphasize the distinction between what they believe they know and what they really know.

Synnott, n.d. conducted a survey of 735 college students to ascertain their willingness to get the COVID-19 coronavirus vaccine. They discovered that 633 (86.1%) pupils said they would get vaccinated, whereas 102 (13.9%) indicated they would not or were unsure.

A significant lot of information on the coronavirus has come to light in recent months, and it is still being investigated. Children and teenagers, for example, may be carriers of the virus but be unaware of it since they are asymptomatic and have not been tested for it. Despite the fact that the new vaccinations will be accessible for some groups by the end of December 2020, they will not be available for all individuals for many months beyond that date. It is impossible to emphasize the significance of vaccinating children and adolescents when vaccinations are available. The issue is whether or not young people, especially college students, will take advantage of the vaccinations available in their communities. Information does have the ability to alter views. It is imperative that steps be taken immediately to identify whether or not college students will get the vaccination in order to create information campaigns specifically for them.

5C psychological antecedents of vaccination

It is important to understand the determinants of the individual decision-making process that result in delay or omission of vaccination. The vaccine hesitancy is predominantly the outcome of the individual decision-making process, which is influenced by individual's feelings about the vaccination or a particular vaccine, barriers and enablers to vaccinate. Thus, it is crucial to understand which psychological drivers determine to delay or refusal of the vaccination. Bestch et al. have incorporated and expanded existing vaccination Behaviour measures and proposed a framework of 5C psychological antecedents of vaccination. It includes confidence, complacency, constraints, calculation and collective responsibility.

Confidence

Confidence is defined as trust in (i) the effectiveness and safety of vaccines, (ii) the system that delivers them, including the reliability and competence of the health services and health professionals, and (iii) the motivations of policymakers who decide on the need of vaccines” (MacDonald, 2015). Individuals who lack confidence have negative attitudes towards vaccination (in contrast to the complacency and convenience types), which guide behavior. Misinformation, belief in conspiracies, and increased perceptions of vaccine-related risks contribute to the negative attitude. Therefore, we expect a positive correlation between confidence and attitudes toward vaccination (Askelson et al., 2010a), correct knowledge about vaccination (Zingg & Siegrist, 2012), trust in the health care system, beliefs about benefits of medicines, and a negative correlation with beliefs about harms of medicines (Horne et al., 2007) and conspiracy mentality (Bruder et al., 2013).

Complacency

Complacency “exists where perceived risks of vaccine-preventable diseases are low, and vaccination is not deemed a necessary preventive action” (MacDonald, 2015). Complacent individuals do not feel threatened by infectious diseases and thus have no impetus to change their prevention behavior (Schwarzer R, 1996). As there is low involvement, general

knowledge, awareness, and the level of active information searching are also low (Fischer et al., 2011). The preventive behavior is also not seen as the descriptive or injunctive norm in the society; therefore, we expect no relation to subjective norms (Askelson et al., 2010b). Complacency should, however, be negatively related to perceived risks of diseases (Brewer et al., 2007). As prevention is a future-oriented behavior, we also expect a negative correlation with the consideration of future consequences (Petrocelli, 2003). As consequences in the future are not relevant, individuals high in complacency should also have a positive general risk attitude, indicating a preference for risk-seeking behaviors (Petrocelli JV, 2003). This could also be related to feelings of invulnerability (Lapsley & Hill, 2009) and a positive subjective personal health status.

Constraints

Constraints are an issue when “physical availability, affordability and willingness-to-pay, geographical accessibility, ability to understand (language and health literacy) and appeal of immunization service affect uptake” (MacDonald, 2015). Thus, structural, and psychological barriers (access, a lack of self-control) are ‘gate-keepers’, impeding the implementation of vaccination intentions into behavior. Travel time or inconvenient procedures may also act as barriers. Perceiving constraints should therefore be related to a lack of perceived behavioral control (Askelson et al., 2010c) self-efficacy (Luszczynska et al., 2005) and empowerment (Marta et al., 2017). We expect positive correlations with perceived time pressure and daily hassles (Holm EJ, 1992), and a negative correlation with perceived access to health care (Cylus & Papanicolas, 2015).

Calculation

Calculation refers to individuals’ engagement in extensive information searching. We assume that individuals high in calculation evaluate risks of infections and vaccination to derive a good decision. Calculation should therefore be related to perceived vaccination and disease risks (Brewer et al., 2007). Engaging in cost-benefit calculations could be a sign of being risk-averse, thus, the correlation with risk-attitude should be negative (Johnson et al., 2004). Depending on the information sources that are used, high calculation can lead to non-vaccination due to the high availability of anti-vaccination sources, for instance, on the internet (Johnson et al., 2004; Kata, 2012). In general, we expect that the more information a person looks for, the more vaccine-critical sources will be obtained (Dubé et al., 2013), also supported by a false-balance effect in the media (e.g., by providing an equal number of pro- and contra-vaccination experts even though in total there are many more pro-vaccinations than contra-vaccination experts (Dixon & Clarke, 2013). Thus, we predict a positive correlation with perceived vaccination risks. Individuals high in calculation should be rather risk-averse, i.e., their conscious and controlled processing leads us to assume that avoiding risks may be an important motivator (Brewer et al., 2007). This should also be associated with a more deliberative cognitive style of decision making (Betsch, 2006) and less irrational thinking (superstitious beliefs; (Wiseman R, 2004). We will further explore the relation with numeracy (Cokely ET, 2012).

Collective Responsibility

Collective responsibility can be defined as the willingness to protect others by one’s own vaccination by means of herd immunity (Fine et al., 2011). The flipside is the willingness to freeride when enough others are vaccinated (Betsch et al., 2018; Fine et al., 2011) (Betsch,

2006). Collective responsibility should correlate positively with collectivism (Betsch et al., 2018; Shulruf B, 2007) communal orientation (Clark et al., 1987), and empathy (Spreng et al., 2009). It should correlate negatively with individualism (Shulruf B, 2007). Thus, people high in collective responsibility are willing to vaccinate in another person’s interest. Having low values can indicate that a person does not know about herd immunity or does not care or does not want to vaccinate for the benefit of others.

Development of Hypothesis

Based on the foregoing information, the following hypotheses are developed:

H₁: Higher confidence in COVID-19 vaccines will lower the covid-19 vaccines hesitancy among international students.

H₂: Complacency has a relationship with the covid-19 vaccines hesitancy among international students.

H₃: Academic Stress has a relationship with the covid-19 vaccines hesitancy among international students.

H₄: Calculation has a relationship with the covid-19 vaccines hesitancy among international students.

H₅: Collective responsibility has a relationship with the covid-19 vaccines hesitancy among international students.

Proposed Conceptual framework

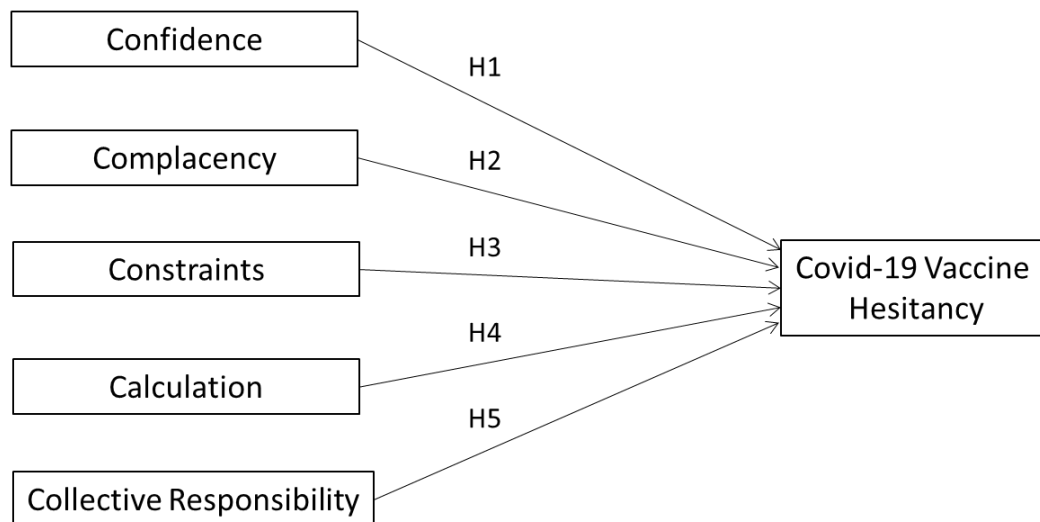


Figure 1: Proposed Conceptual Framework

METHODOLOGY

Research Design

To operationalize the variables related to Covid-19 vaccine hesitancy among international students, an online survey was conducted to obtain quantitative data to be able to examine the recommended hypotheses. To measure the Covid-19 vaccine hesitancy, an online survey is often used by the researchers (Alyami & Spiteri, 2015). An empirical study was adopted to understand the association between Covid-19 vaccine hesitancy and international students. The questionnaire for this study was considered from the previous literature. The instrument comprised of the following: independent variables from 5C psychological antecedents: Confidence, Complacency, Constraints, Calculations and Collective Responsibility; on the other hand, Covid-19 Vaccine Hesitancy is the dependent variable and demographic information like gender, age, nationality, educational background, income, employment, online shopping platform. The data will be analyzed to draw the inference and recommend ways forward for additional improvement. As the researcher is also an international student in Thailand that created the motivation to conduct this study. Further study is suggested on the issue with a broader purview to recognize pertinent issues in order to obtain in-depth outcomes and draw insightful interference.

Sample and Participants

An online survey was conducted at the International Colleges in a public and a private university located in Bangkok, Thailand. International students studying undergraduate program in English were considered as the sampling frame. Because of examining the certain population, purposive convenient sampling was used. 50 questionnaires were sent via email, line, WhatsApp, and Facebook, and a total number of 50 international students from Siam University participated in this survey. The participants from the Bachelor of Business Administration program were from the first, second, third and fourth year and Master of Business Administration and Doctoral program in Management respectively.

Scale Measurement

The scales used in this survey were adopted from previous literature. 5C Psychological antecedents used for the measurement. (1) Confident was measured by using 3 items, (2) Constraints was measured by using 1 item, (3) Complacency was measured by using 3 items, (4) Calculations was measured by using 3 items, and the last (5) Collective responsibility was measured by using 2 items, all of these items were adopted by Hossain et al. (2021). COVID-19 vaccine hesitancy was measured using two 6-points Likert-type items which was also adopted by Hossain MA & Mamun AA (2021) in their study. Demographic questionnaires covered age, gender, marital status, educational background, employment status and household income of the international students.

Data Collection

To conduct the survey online questionnaire was being adopted. The survey was carried out in English as the respondents chosen for this study are studying in an international program under international college at Siam University in Thailand. Cross-sectional data were collected via an online questionnaire through Google Form during the month of October 2021 to January 2022. The link of Google Form was sent via email, Line, and Facebook to the



target population. To keep the confidentiality personal data like names, email addresses were not collected, and participants were told that at any point, they can withdraw from the survey. Primary data was obtained from the international students who are currently studying at Siam University in Thailand. No financial incentives were given to the participants during the survey.

Operationalization of Variables

In the research, there are five independent variables i.e., Confidence, Constraints, Complacency, Calculations, and Collective Responsibility from the 5C Psychological Antecedents, and Covid-19 vaccine hesitancy is the dependent variable. At first, Exploratory Factor Analysis (EFA) was carried out to find out the validity of the variables by SPSS followed by Reliability test of each variable. To authenticate the internal consistency, Cronbach's alpha coefficient was examined. For testing the hypotheses, regression analysis was computed.

Data Analysis Technique

The data of international students who are hesitant to receive covid-19 vaccine were examined by Statistical Package for the Social Science (SPSS) version 25 was used to examine the data. The responses were inserted and saved in the (.sav) format for SPSS calculation. After that, the mean comparison was carried out using SPSS between independent variables. Pearson's bivariate correlation was also carried out to find the association between the independent, and dependent variables.

RESULTS AND DISCUSSION

Demographic Information

The total number of respondents were 51 undergraduates' students. According to Table 1 below, among the respondents there were 29 (56.90%) female and 22 (43.10%) are male international students. Mean age of the students' group is 24.22 with the standard deviation (SD) of 6.087 with the minimum and maximum age group of 16 and 45 respectively. The majority of participants 27 (52.90%) were from Bachelor program, followed by 21 (42.20%) and 1 (2.0%) were from Masters and 2 (2.90%) from Doctorate program respectively. Among the participants, 43 (84.30%) were students, 7 (13.70%) were employed full time, 1 (2.0%) were unemployed. There are 45 (88.20%) people who are single and 6 (11.80%) people who are married and 0 (0.0%) people who are divorced. As for the religion, the majority are Buddhist 16 (21.40%), followed by Christianity 10 (19.60%), Hindu 7 (13.70%), atheist 5 (9.80%), Islam 4 (7.80%) and others 9 (17.60%). There were 42 (82.40%) participants who never tested positive for COVID-19 whereas 9 (17.60%) respondents tested positive for the corona virus. The respondents prefer Pfizer vaccine 27 (52.90%) the most, followed by AstraZeneca 8 (15.70%), and Moderna 5 (9.80%). However, 6 (11.80%) respondents preferred none of the vaccines.



Table 1: Demographic Characteristics

Gender	Male: 22 (43.10%) Female: 29 (56.90%)
Age (in years)	Mean: 24.22; Standard Deviation: 6.087
Marital Status	Single: 45 (88.20%) Married: 6 (11.8%) Divorced: N/A
Educational Level	Below Bachelor's degree: 21 (41.20%) Bachelor's degree: 27 (52.90%) Master's degree: 1 (2.0%) Doctoral degree: 2 (3.90%)
Employment	Student: 43 (84.30%) Unemployed: 1 (2.0%) Employed: 7 (13.7%)
Religion	Buddhism: 16 (31.40%) Christianity: 10 (19.60%) Islam: 4 (7.80%) Hindu: 7 (13.7%) Atheist: 5 (9.80%) Others: 9 (17.60%)
Preferred covid-19 vaccine	AstraZeneca: 8 (15.70%) SinoVac: 2 (3.90%) Johnson and Johnson: 1 (2.0%) Pfizer: 27 (52.90%) Moderna: 5 (9.80%) Sinopharm: 2 (3.90%) None: 6 (11.80%)
Have you ever tested positive for Covid-19?	Yes: 9 (17.6%) No: 42 (82.40%)
Is there anyone in your close contact who tested positive? (Example: Family, friends, work)	Yes: 37 (72.50%) No: 14 (27.50%)

Mean and Standard Deviation

The results obtained from the survey were compiled and calculated. Step by step was documented and all the sub-factors were duly measured. Table 2 exhibits the variable's mean and standard deviation used in this study.

Table 2: Mean and Standard Deviation

		Statistics					
		Confidence	Constraints	Complacency	Calculation	CollectiveR	Hesitancy
N	Valid	51	51	51	51	51	51
	Missing	0	0	0	0	0	0
Mean		3.16	2.78	2.39	3.98	3.85	2.08
Std. Deviation		1.042	1.064	1.061	.732	1.045	1.305

It shows that mean of all the psychological antecedents of 5C scale are fluctuating significantly, "Calculation" (Mean = 3.98, SD: .732) and "Collective Responsibility" (Mean: 3.85, SD: 1.045) are higher among international students during COVID-19 pandemic in Thailand followed by "Confidence" (Mean: 3.16, SD: 1.042), "Constraints" (Mean: 2.78, SD: 1.064), "Complacency" (Mean: 2.39, SD: 1.061).

Table 3: Vaccine Hesitancy among Students I

		Hesitancy1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surely, I will take it	27	52.9	52.9	52.9
	Probably I will	13	25.5	25.5	78.4
	I am not sure what I will do	5	9.8	9.8	88.2
	Probably I will not take it	1	2.0	2.0	90.2
	Surely, I will not take it	5	9.8	9.8	100.0
	Total	51	100.0	100.0	

According to Table 3, the dependent variable "Hesitancy1" illustrates that 52.9% of international students are in favor with taking the vaccine, followed by probably I will at 25.5%, I am not sure what I will do at 9.8%, surely, I will not take it at 9.8% and lastly probably I will not take it at only 2.0%. Overall, majority of the students are not hesitant to take the vaccine.

Table 4: Tendency to encouraging Family and Friends

		Hesitancy2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly encourage them	18	35.3	35.3	35.3
	Encourage them	23	45.1	45.1	80.4
	Ask them to delay getting the vaccine	2	3.9	3.9	84.3
	I will not say anything about it	6	11.8	11.8	96.1
	Discourage them to take vaccine	2	3.9	3.9	100.0
	Total	51	100.0	100.0	

As for the dependent variable "Hesitancy2", 45.1% of students are willing to encourage others to take the vaccine, followed by 35.3% of students who are willing to strongly encourage others, 11.8% students prefer to not say anything, and only 3.9% of students both for ask others to delay and discourage for taking vaccine. Overall, majority of students are willing to encourage others to take the covid-19 vaccine.

Correlation Analysis

Bivariate correlation was calculated between independent variables of psychological 5C model of Confidence, Constrains, Complacency, Calculation, Collection Responsibility, and dependent variable "Covid-19 vaccine Hesitancy". According to Table 5, It was observed that "Confidence" was negatively correlated with "Hesitancy" ($r = -0.772, p < 0.05$), and followed by "Collective Responsibility" was negatively correlated with "Hesitancy" ($r = -0.728, p = -0.05$). Whereas "Complacency" is positively correlated with "Hesitancy" ($r =$

0.755), $p = .000$). As for ‘‘Constrains’’: academic stress ($r = 0.340$, $p = 0.162$) and ‘‘Calculation’’ ($r = 0.340$, $p = 0.162$) there was almost no relationship with the ‘‘Hesitancy’’. Bivariate correlation was calculated between independent variables of psychological 5C model of Confidence, Constrains, Complacency, Calculation, Collection Responsibility, and dependent variable ‘‘Covid-19 vaccine Hesitancy’’. It was observed that ‘‘Confidence’’ was negatively correlated with ‘‘Hesitancy’’ ($r = -0.772$, $p < 0.05$), and followed by ‘‘Collective Responsibility’’ was negatively correlated with ‘‘Hesitancy’’ ($r = -0.728$, $p = -0.05$). Whereas ‘‘Complacency’’ is positively correlated with ‘‘Hesitancy’’ ($r = 0.755$), $p = .000$). As for ‘‘Constrains’’: academic stress ($r = 0.340$, $p = 0.162$) and ‘‘Calculation’’ ($r = 0.340$, $p = 0.162$) there was almost no relationship with the ‘‘Hesitancy’’.

Table 5: Pearson’s Correlations of the variables

		Correlations					
		Confidence	Constrains	Complacency	Calculation	CollectiveR	Hesitancy
Confidence	Pearson Correlation	1	-.028	-.665**	-.203	.628**	-.772**
	Sig. (2-tailed)		.847	.000	.154	.000	.000
	N	51	51	51	51	51	51
Constrains	Pearson Correlation	-.028	1	-.067	.131	.079	.034
	Sig. (2-tailed)	.847		.643	.358	.583	.813
	N	51	51	51	51	51	51
Complacency	Pearson Correlation	-.665**	-.067	1	.130	-.654**	.755**
	Sig. (2-tailed)	.000	.643		.363	.000	.000
	N	51	51	51	51	51	51
Calculation	Pearson Correlation	-.203	.131	.130	1	-.034	.162
	Sig. (2-tailed)	.154	.358	.363		.811	.255
	N	51	51	51	51	51	51
CollectiveR	Pearson Correlation	.628**	.079	-.654**	-.034	1	-.728**
	Sig. (2-tailed)	.000	.583	.000	.811		.000
	N	51	51	51	51	51	51
Hesitancy	Pearson Correlation	-.772**	.034	.755**	.162	-.728**	1
	Sig. (2-tailed)	.000	.813	.000	.255	.000	
	N	51	51	51	51	51	51

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

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) & Bartlett’s Test

A Kaiser-Meyer-Olkin (KMO) test is used in research to determine the sampling adequacy of data that are to be used for Factor Analysis. Social scientists often use Factor Analysis to ensure that the variables they have used to measure a particular concept are measuring the concept intended. The KMO test allows us to ensure that the data we have are suitable to run a Factor Analysis and therefore determine whether or not we have set out what we intended to measure.

It is a measure of how suited your data is for Factor Analysis. The test measures sampling adequacy for each variable in the model and for the complete model. The statistic is a measure of the proportion of variance among variables that might be common variance. The lower the proportion, the more suited your data is to Factor Analysis. The statistic that is computed is a measure of 0 to 1. Interpreting the statistic is relatively straightforward; the closer to 1, the better. The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. Kaisen (1974) recommend 0.5 as

minimum (barely accepted), values between 0.7-0.8 acceptable, and values above 0.9 are superb.

Table 6: KMO & Bartlet's Test

Variable	KMO*	Sig.
Confidence	0.720	0.000
Constraints	-	-
Complacency	0.653	0.000
Calculation	0.594	0.000
Collective Responsibility	0.500	0.000
Hesitancy	0.500	0.000

According to Table 6, all KMO values are greater or equal to 0.5 and significance values is less than 0.05.

Reliability Test with Cronbach's Alpha

Cronbach's alpha measures internal consistency between items in a scale. It is most commonly used when you have multiple Likert questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable. Cronbach's Alpha ranges from 0 to 1, with higher values indicating greater internal consistency (and ultimately reliability).

Common guidelines for evaluating Cronbach's Alpha are:

- .00 to .69 = Poor
- .70 to .79 = Fair
- .80 to .89 = Good
- .90 to .99 = Excellent/Strong

Table 7: Cronbach's Alpha

Variable	Cronbach's alpha	No of Items
Confidence	0.897	3
Constraints	-	1
Complacency	0.748	3
Calculation	0.717	3
Collective Responsibility	0.804	2
Hesitancy	0.842	2

Table 7 shows the reliability of total factors analysis from the Cronbach coefficient alphas in each group of questionnaires. All Cronbach's alphas of all variables are larger than 0.70. Thus, it could be concluded that all questions related in this study are relevant and reliable and applicable for research scales instruments.

Multiple Linear Regression Analysis

A multiple linear regression using Enter Method was fitted to explain the Covid-19 Vaccine hesitancy (dependent variable) based on 5C psychological antecedents (independent

variables): Confidence, Constraints, Complacency, Calculation and Collective responsibility. Table 8 contains the coefficients for the regression equation (model), tests of significance for each variable and collinearity statistics.

Table 8: Coefficients of Regression Model

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.583	1.008		3.556	.001		
	Confidence	-.461	.138	-.368	-3.354	.002	.470	2.128
	Complacency	.394	.136	.321	2.892	.006	.462	2.165
	Calculation	.049	.139	.027	.350	.728	.929	1.076
	CollectiveR	-.363	.134	-.291	-2.715	.009	.494	2.023
	Constraints	.079	.094	.064	.841	.405	.965	1.036

a. Dependent Variable: Hesitancy

Table 9: Significant Predictors of the Model

Predictor	Standardized Coefficients	P Value	Remark
Confidence	-0.368	0.002	p < 0.05 Confidence is a significant predictor of hesitancy
Constraints	0.064	0.405	p > 0.05 Constraints is not a significant predictor of hesitancy
Complacency	0.321	0.006	p < 0.05 Complacency is a significant predictor of hesitancy
Calculation	0.027	0.728	p > 0.05 Calculation is not a significant predictor of hesitancy
Collective Responsibility (CR)	-0.291	0.009	p < 0.05 CR is a significant predictor of hesitancy

According to Table 9, confidence is the strongest determinant of Covid-19 vaccine hesitancy (beta = -0.368, p < 0.05). Complacency and Collective responsibility also significantly affect the hesitancy. However, the impact of constraints and calculation on hesitancy is negligible.

Based on the standardized beta coefficients, the linear regression equation can be written as follows.

$$\text{Hesitancy} = -0.368 * \text{Confidence} + 0.321 * \text{Complacency} + 0.027 * \text{Calculation} - 0.291 * \text{CollectiveR} + 0.064 * \text{Constraints} + 3.583$$

The standardized beta coefficients give a measure of the contribution of each variable to the model. A larger value indicates that a unit change in this predictor variable has a large effect on the dependent variable. A larger absolute t value and small p value suggest that a predictor variable is having a larger impact on the dependent variable.

All VIF values are less than 10; Thus, there is no collinearity between independent variables. Collinearity is the correlation between independent variables. Correlation between two or more independent variables makes it difficult to determine the separate effects of individual variables. Larger VIF (variance inflation factor) – 10 or above OR small tolerance value (0.10 or below) indicates high collinearity.

Table 10: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.745	.716	.695

a. Predictors: (Constant), Constraints, Confidence, Calculation, CollectiveR, Complacency

According to Table 10, the adjusted R square value is $0.716 = 72\%$

The overall model explains 72% variation of hesitancy, OR Taken as a set, collectively, the independent variables account for 72% of the variance of hesitancy, OR 72% of the variation in hesitancy can be explained by the model containing 5C psychological antecedents. This is quite high so the predictions from the regression equation are reliable. It also means that 28% of the variation is still unexplained; so, adding other independent variables could improve the fit of the model.

Table 11: ANOVA Table

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.440	5	12.688	26.256	.000 ^b
	Residual	21.746	45	.483		
	Total	85.186	50			

a. Dependent Variable: Hesitancy

b. Predictors: (Constant), Constraints, Confidence, Calculation, CollectiveR, Complacency

According to Table 11,

$$F(5,45) = 26.25, p < 0.05$$

The overall regression model is significantly useful in explaining the covid-19 vaccine hesitancy (DV).

Hypothesis Testing

Simple linear regression was carried out to check the relationship of each individual variable with dependent variable.

Table 12: Results of Simple Linear Regression

Predictor	R Square	Sig.	Beta coefficient	Sig.
Confidence	0.596	F (1,49) = 72.14, p < 0.05	-0.772	p < 0.05
Complacency	0.570	F (1,49) = 64.97, p < 0.05	0.755	p < 0.05
Academic Stress	0.001	F (1,49) = 0.057, p > 0.05	0.034	p > 0.05
Calculation	0.026	F (1,49) = 1.324, p > 0.05	0.162	p < 0.05
Collective Responsibility	0.530	F (1,49) = 55.21, p < 0.05	-0.728	p < 0.05

According to Table 12, more substantial confidence ($\beta = -0.772$, $p < 0.05$) and collective responsibility ($\beta = -0.728$, $p < 0.05$) were significantly associated with reduced Covid-19 vaccine hesitancy, whereas increased complacency ($\beta = 0.755$, $p < 0.05$) significantly increased the vaccine hesitancy. These findings are supported by other studies in Covid-19 and other contexts. However, Constraints (Academic Stress) and Calculation were non-significant predictors of covid-19 hesitancy. This was supported by previous research work.

These findings suggest that public confidence in the vaccine and health system that delivers the vaccination service are crucial. Widespread misinformation, conspiracy beliefs and superstitions regarding the covid-19 vaccine and its potential health hazards have been found to diminish public trust that need to be addressed through proper communication.

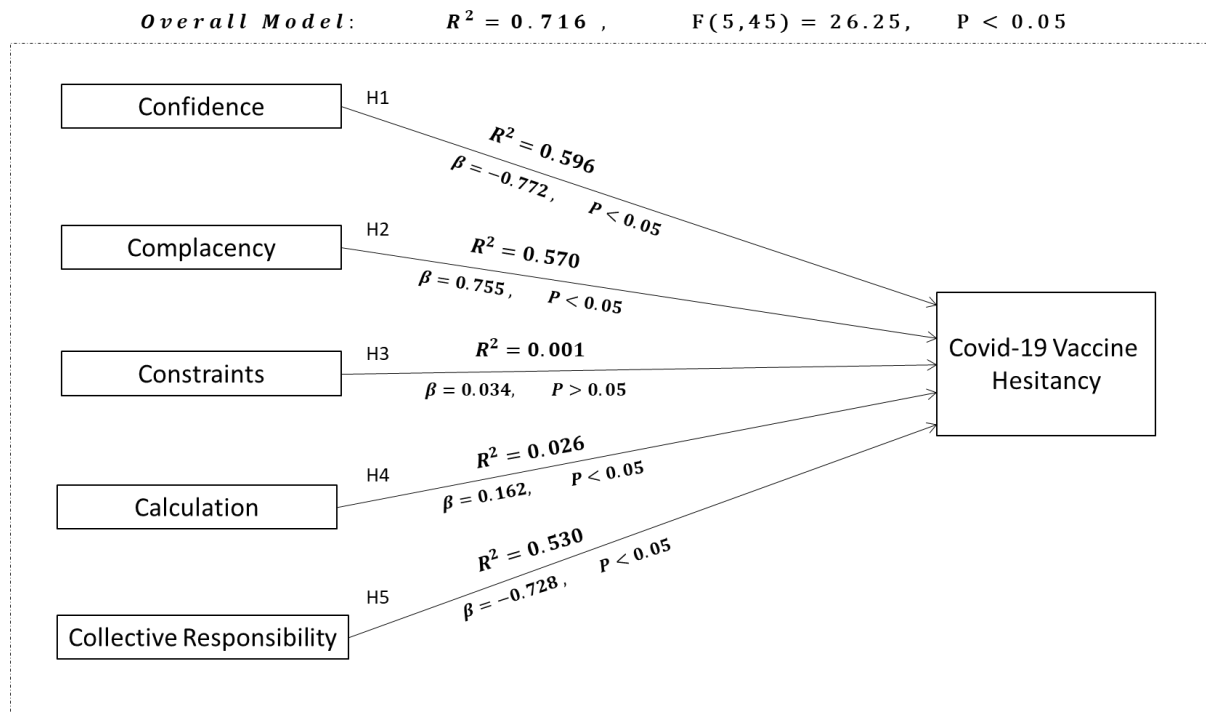
Table 13: Hypothesis Testing

#	Hypotheses	Pearson correlation		Beta coefficient		Results
		r	Sig.	beta	Sig.	
H ₁	Confidence ----> Hesitancy	-0.772	0.000	-0.772	p < 0.05	Support
H ₂	Complacency----> Hesitancy	0.755	0.000	0.755	p < 0.05	Support
H ₃	Academic Stress----> Hesitancy	0.034	0.813	0.034	p > 0.05	Not Support
H ₄	Calculation ----> Hesitancy	0.162	0.255	0.162	p < 0.05	Not Support
H ₅	Collective responsibility ----> Hesitancy	-0.728	0.000	-0.728	p < 0.05	Support

Note: Correlation is statistically significant at 0.05 level

According to Table 13, Hypotheses 1,2 and 5 were supported and 3 and 4 were not supported. Table 14 depicts the overall model with respective R², beta coefficients and P values of each independent variable.

Table 14: Overall Model



CONCLUSION AND RECOMMENDATIONS

Conclusions

An empirical study from a sample of 50 respondents using multiple linear regression analysis was implemented in examining the relationships between 5C psychological antecedents and covid-19 vaccine hesitancy among International University Students at Siam University, Thailand. According to the analysis of the dependent variable ‘Hesitancy’, approximately 76% of international students are in favor with taking the vaccine while the rest are not sure or reluctant to take the vaccine. Overall, majority of the students are not hesitant to take the vaccine. Moreover, around 80% of students are willing to encourage others (family and friends) to take the vaccine while the rest discourage their families or request them to delay on taking the vaccine. Overall, majority of students are willing to encourage others to take the covid-19 vaccine.

According to the simple linear regression, more substantial confidence ($\beta = -0.772$, $p < 0.05$) and collective responsibility ($\beta = -0.728$, $p < 0.05$) were significantly associated with reduced Covid-19 vaccine hesitancy, whereas increased complacency significantly increased the vaccine hesitancy. These findings are supported by other studies in Covid-19 and other contexts. However, Constraints (Academic Stress) and Calculation were non-significant predictors of covid-19 vaccine hesitancy. This was supported by previous research work.

Confidence and collective responsibility were the strongest determinants of covid-19 vaccine hesitancy, whereas constraints and calculation were non-significant predictors of covid-19 vaccine hesitancy. These findings suggest that public confidence in the vaccine and health system that delivers the vaccination service are crucial. Widespread misinformation, conspiracy beliefs and superstitions regarding the covid-19 vaccine and its potential health

hazards have been found to diminish public trust that need to be addressed through proper communication.

Collective responsibility which is defined as the willingness to protect others by one's own vaccination by means of herd immunity. Thus, people high in collective responsibility are willing to vaccinate in another person's interest. This study also supported this fact that higher collective responsibility lowers vaccine hesitancy. So, it is important to educate the people about herd immunity and the importance of collectivism to eradicate the pandemic.

Recommendations

This study can be extended to other universities in Thailand and further into general public. Thus, the findings can be used to craft targeted interventions to reduce vaccine hesitancy and increase vaccine uptake. Thus, it will steer Thailand's vaccination campaign and thereby paving the way for successful prevention of Covid-19 pandemic.

Limitations of the Study

This empirical study was limited to international students at Siam University, Thailand. And this research used a cross-sectional study design which cannot establish causality. The study's limitations include the use of just foreign undergraduate students and data gathering at a single international institution, which may limit generalizability. Another limitation of this study is the only use of the 5C psychological antecedents because there are many methods (models) available to measure the COVID-19 vaccine hesitancy.

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Cashless Payment Acceptance among Consumers in Thailand: A Case Study on Digital Wallets

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ABSTRACT

This paper focuses on the digital wallets as an alternative payment method that has been rapidly emerging in Thailand's cashless society. On December 22, 2015, the government launched a national electronic payment plan which aims to transform the country into a cashless society. The cashless payment in Thailand consists of credit cards, direct debit, mobile/Internet banking, True wallet, Rabbit Line Pay, Air Pay, M-Pay, Grab Pay, PromptPay, and QR code. Moreover, Cashless payment assists users to make financial transactions more transparent and efficient while also assisting the government with tax collection accuracy. However, the purpose of the study is to find the preference of university students from Thailand for digital payment methods over cash in their average daily expenditure and also to determine the reason behind digital wallets usage, its impact on Thailand's cashless society trend, and what areas to be improved for digital wallet to promotes its usage, which ultimately promote cashless society in Thailand as a whole, bringing economic benefits and national development. Moreover, during this Covid-19 Pandemic time consumers became more familiar with the cashless payment method over cash transaction.

However, from a managerial perspective, this study could help businesses to better understand university students' perception toward digital wallets payment application and recognized what critical factors affected to the adoption of digital wallet payment application. The result of this study could be utilized to develop a consumers' payment experience in order to expand digital wallet payment applications.

Keywords: Cashless society, Digital wallet, True wallet, Rabbit Line pay, ease of use

INTRODUCTION

At present, the world has entered the digital era and it is undeniable that the global economy, Thailand economy included, is being driven by technological advancements and shifting consumer behavior toward the use of online platforms (Thailand Board of Investment, 2016). Cashless society has been the sole goal of all countries around the world, and research on the implementation of cashless transactions have been widely carried out. (Olusola, Oludele, Chibueze & Samuel, 2013) Moreover, Government is promoting "Thailand 4.0" as a national development plan, which pursues to promote the adoption and innovation of cashless payment and digital wallets among SMEs, manufacturing companies and the formal and informal service sector in all over Thailand. Consumers are adopting online platforms rapidly allowing Thailand to achieve the highest percentage in the online C2C or customer-to-customer market in the world (Booasang, 2017). Online payment systems are more

convenient because the recipient can get money and manage money in real time (World Bank Development Research Group, 2017). According to the central bank, cash usage will continue to decline in the long run and will be replaced by e-payment eventually. In 2030, cash usage is projected to decrease by 4% or 25 billion baht from 2020, by 15% or 108 billion by 2040. Moreover, Millennials and Generation Z who are currently studying in the Universities, quite familiar with the modern technologies which actually help them to adopt online payment through various digital wallets. Cashless transactions have increased significantly in the last decade, not just in developed countries but also in many developing countries.

If we consider Sweden as an example, then we can observe the country is going to become cashless society. In Sweden, majority of retailers are willing to spend less cash. They usually use Swish and mobile payment methods like iZettle to make it easier for small and medium business owners to operate cash-free. However, People in Thailand are increasingly using mobile phones and tablets to conduct financial transactions at any time and from any location. Online account management, online money transfers, and the QR code "scan-and-pay" system are all popular apps here in Thailand. Despite this, some stores still require cash payment, and the truly cashless society has yet to emerge. According to the central bank, cash usage will continue to decline over the long term, replaced by e-payment. In 2030, cash usage is expected to dip by 4% or 25 billion baht from 2020, then fall by 15% or 108 billion in 2040. In recent years, the financial industry has observed the so-called "Fintech revolution." The traditional financial industry has undergone significant changes. Many banks, all around the world are shutting down cash machines and branches since they need to cut costs to boost profits. Branches require staff. (Scott, 2018). Alipay has become the world's largest mobile payment system. Together with WeChat Pay, they dominate China's \$5.7trn mobile payment sector. Alipay has an existence in over 70 countries including the United Kingdom, United State of America, Japan, South Korea, and Australia. Due to the popularization of mobile payment facilities, many Chinese cities have become a cashless society, as 40% of Chinese people carry almost no cash when going out (Lu, 2018).

However, the objectives of this paper are to determine the reason why consumers use digital wallet as a payment method and also which digital wallets has been used mostly by consumers at present. It is quite common that the shift toward digital payment systems is particularly common among students in higher education institutions. They are familiar to these payment options by their simplicity, offers, and the fact that they are cheaper and faster payment methods. The educational institution itself seems to play a significant in training the younger generation to adopt the ideas needed for complete adoption a truly cashless and digitized society Moreover, to identify the areas of improvement to promote digital wallets usage and also finding the scope whether digital wallets can be used in formal and informal sector which ultimately helps promote cashless society in Thailand as a whole.

In this paper, the main focus is on eWallets, its usage, functionality and how its influences the trend on cashless society in Thailand. The scope of the study is to focus on the major digital wallet service providers in Thailand based on its popularity and downloads. The major digital Wallet service providers are Rabbit Line Pay, True Money Wallet, PromptPay, Blue pay etc.

LITERATURE REVIEW

A literature study is conducted to gain a better knowledge of the areas in which research has already been conducted as well as to shed light on potential areas that have yet to be explored. With this in mind, an attempt has been made to conduct a quick study of the work being done in the field of cashless economy. According to Woodford (2003), Cashless economy is defined as one in which there are assumed to be no transactions frictions that can be reduced through the use of money balances, and that accordingly provide a reason for holding such balances even when they earn rate of return. Some researchers already assessed the impact of different methods of digital payment systems. Davies (2017), in his work, sought to find out how technological development over time affected transactions changes. In addition to this, he investigated the attitudes and perspectives of university students regarding cashless transactions and examined the disadvantages of cashless payments. A number of research shown that technological advancement is playing a role in the upcoming cashless society. One being Tee & Ong (2016) who believes that the development of the cashless payments will be driven by the evolution in information technology. This view is also taken by Oginni et al. (2013) who indicated technological innovation has changed the perspective of payment systems, showing that they are now drifting more towards an electronic world. Thailand Business News (2018) reported that most large Thai banks such as Siam Commercial Bank (SCB), Kasikorn (KBANK), Bangkok Bank (BBL), Bank of Ayudhaya (BAY), and Krungthai Bank (KTB) has begun to emphasize and adapt their digital strategy to their operating models in 2018 due to the dynamic change in demand conditions and the disruptive changes in information technology. In particular, Kbank, for instance, reported 7.3 million users on its mobile banking channel, which registered 3billion transactions by the end of 2017, which represents ten times increase from 2014. Similarly, the Krungsri Bank expressed that it would invest 20 billion baht in developing a digital banking platform and improving its technological infrastructure. Simultaneously, Siam Commercial Bank (SCB) confirmed investing 40 billion baht for its digital banking strategies (Chaimankong, B., Chaimankong, M., Jernsittiparsert, K., & Chetthamrongchai, P. (2021). According to Thailand E-Payment Trade Association (TEPA), Electronic transactions will be part of the Thailand 4.0 initiative, helping businesses reduce operating costs, increase consumer confidence and make it more convenient for consumers to pay for products and service fees. In addition, it becomes one of the hottest centers of attention for Thailand in 2010s due to strong deny from Bank of Thailand (BOT) for the Bitcoin Co. Ltd.'s proposal about legalization of Bitcoin in Thailand in the year of 2013 and strong support from General Prayuth Chan-o-cha's government on the usage of Prompt Pay in the year of 2017 for achieving her "Thailand 4.0" policy (Bitcoin Co. Ltd., 2013; Bunyamane, 2017).

However, mobile payment means a regulated payment services that runs only through mobile devices. Whether it's mobile money transfers, digital wallet, or SMS payment, these all belong to the term of mobile payment. (Kim, Mirusmonov & Lee, 2010; Schierz et al., 2010; Yang, Liu, Li & Yu, 2015; Zhou, 2013) There are some digital wallet payment applications have been introduced in the market in order to accelerated the movement of the cashless societies. These have been launched by Government and private organization to support the cashless movement. Among all these digital wallets, few have been using by most of the consumers. So, from this study we would like to see why digital wallet is quite popular among students and how to introduce these digital wallets among other consumers to follow the Government Thailand 4.0 initiative. We were therefore keen to learn that what factors lead the consumers to use digital wallets and what factor leads them not to use electronic payment services. However, the literature review postulated an overview of digital wallet

payment application and also different framework that had been used to study the digital wallet payment perception towards cashless society which used to develop the research methodology for this study

RESEARCH METHODOLOGY

The research is descriptive in nature. As it rigorously evaluates the process of digital wallet in Thailand, this study used a descriptive research method to investigate the digital wallet payment system and its current limitations, as well as make recommendations for future improvements in the area that can be expanded for better economic development. It is important to know that descriptive research depends on available literature documents, peer-reviewed journals, genuine databases (Euromonitor, Worldpay Annual Report), news articles, etc. This study, reviewed according to literature reviews, describes the potential consequences of digital wallet systems in a cashless economy. The research provides general information of digital wallet payment application, global trend of using digital wallet payment application, and an overview of digital wallet payment applications that commonly use in Thailand.

DISSCUSSION & RESULT

Advancing towards Cashless Society

Cashless topic has been in the news for some time. The introduction of digital payment systems is progressing rapidly in many countries. Credit and debit card payments began to replace cash many years ago. Recently, new electronic payment platforms such as digital wallets and other mobile applications have become widespread. In some countries, a completely cashless society may soon emerge. The first thing we observe in Thailand's trend towards a cashless society is that more and more merchants are turning to online payment services. Online payments are usually widely used in restaurants in malls, but now they are everywhere, and street carts can also offer online payment services and scan QR codes. At present "COVID" is another major drive for Thailand's rapid transition towards a cashless society, as everyone prefers not to handle cash directly. Therefore, small and medium enterprise need to adapt digital wallets in order march with the Thailand Cashless society. If the store can allow customers to pay online (including selling e-commerce), there is an opportunity to attract more customers. Another thing we see this year is the development of a national electronic payment system supported by the government. Thailand has been in a cashless society for some time, so without government support, a cashless society is hard to imagine. Today we can see that the Government is encouraging people to spend more money online. For example, the Government launched cash handout for the needed through electronic payment systems like the Paotang app. In the future, access to public welfare may lead to more online payments. In addition, the state also encourages the use of electronic cards such as: BMTA bus ticket that can be paid through electronic cards. However, in near future electronic payment will be using by the mass people in the informal sectors as well to be considered as one of the fewest cashless countries in the World.

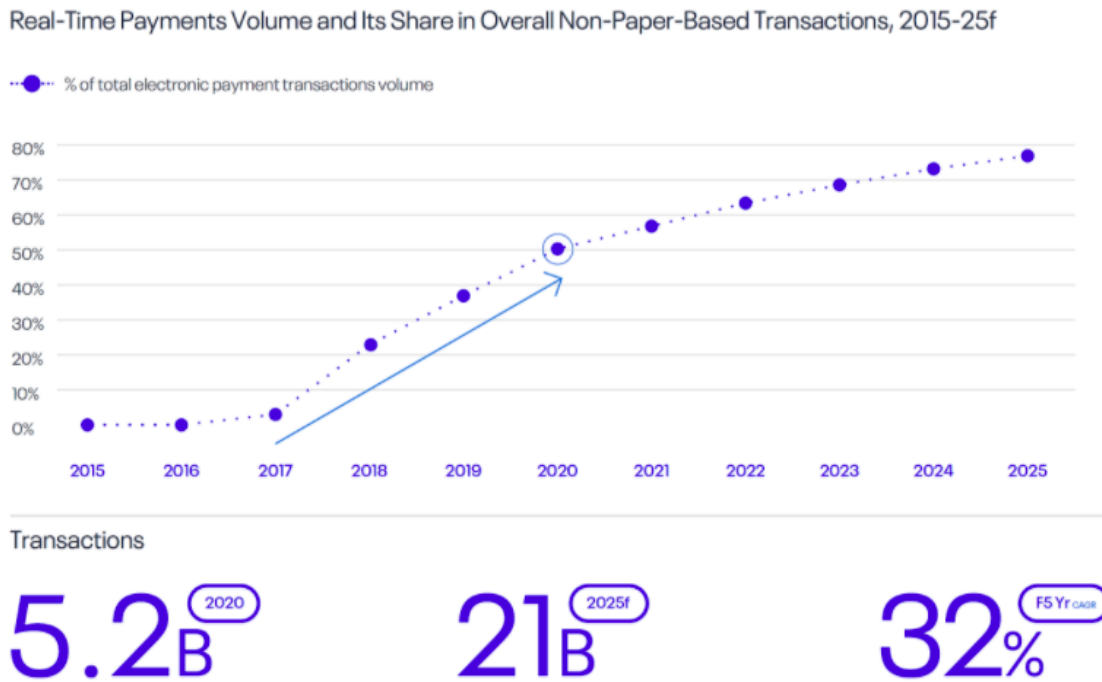


Figure 1: Electronic Payment transaction value in Thailand. Source: Nation Multimedia.

However, following figure shows that large number of populations are using internet here in Thailand.

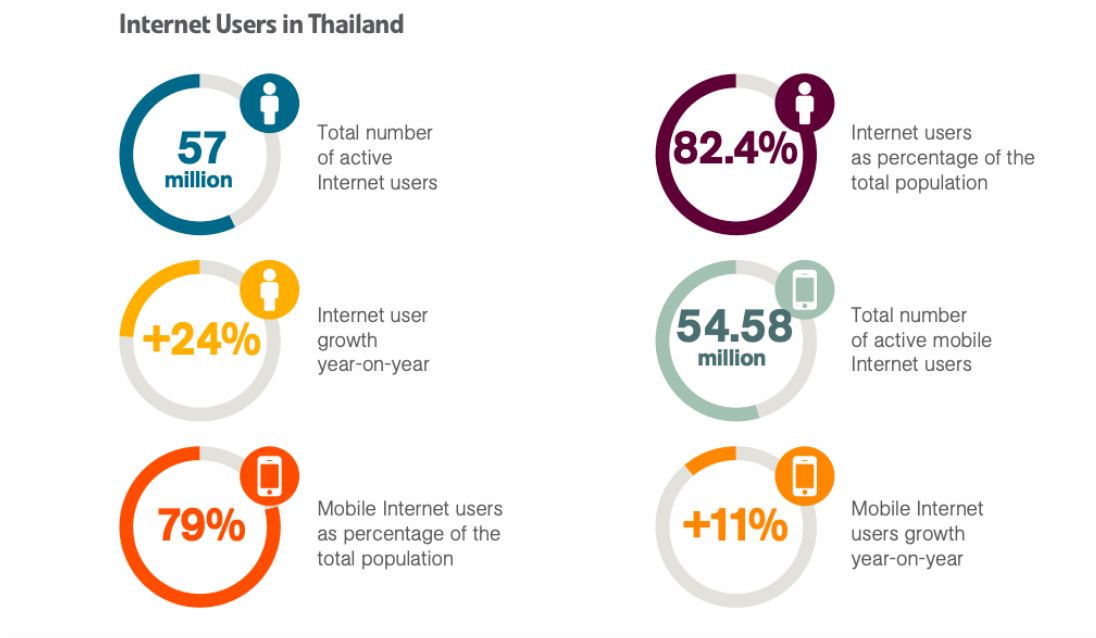


Figure 2: Internet users in Thailand. Source: e-commerce in Thailand: A guide for Australian Business.

From the above-mentioned data, we concur that it is possible for Thailand to become cashless society by 2023 (reference). However, current observation indicates that it is highly unlikely to achieve by that given time because of:

- It not widely introduces in the retailing section
- Small scale business
- Street vendors
- Other informal sectors in regional of Thailand.
- Lack of government initiative to popularize
- Lack of use of the smart devices.

However, it is noteworthy that the government and the Ministry of Finance have assigned the Bank of Thailand to implement a national e-payment strategy and reform the infrastructure of the domestic banking system (Lamsam, 2018).

Paripunyapat and Kraiwanit (2019) noted that Transactions with banks that are processed over the Internet include many terms such as e-banking, cyber banking, digital banking, and Internet banking (IBanking). These trading services are provided over the internet and customers do not require to go to the bank. The term "mobile banking" refers to various financial transactions performed via a dedicated mobile phone application. This has been popularize in South Asian and in African region. Besides the tech companies, Thailand's government has been actively promoting digital payments by launching their own initiatives. A major one is the electronic interbank transfer system are:

- Rabbit LINE pay
- true wallet
- Prompt pay
- Grab pay

Research results show that the COVID 19 crisis poses new challenges and opportunities in the Thai banking industry, as related research shows Abeam consulting (2020). Banks need to adapt the way they provide financial services especially in the face of intensifying competition with new entrants and the resulting pressure on profitability. Current marketing and sales efforts to build a bank's digital image and keep it digital customers before they escape seem to be able to improve the situation in the short term. Nevertheless, much remains work that needs to be done to ensure the protection of profits in the future. According to the Bank of Thailand, electronic payment has recently gained popularity in Thailand as Internet and mobile banking transactions have increased by more than 72% and PromptPay transfers have reached up to 28.6 million per day (April 2021). With the ongoing pandemic and growing consumer familiarity with electronic payments in the current situation, the use of electronic payments is expected to continue to grow strongly this year as well. This is in line with international data published in the Digital Global Overview Report 2021, Thailand is one of the first countries in the world to adopt mobile making users in 2020, which has increased almost 70% compared to 2019. According to the Hironari Tomioka, President and CEO of NTT DATA (Thailand) Co., Ltd., "When investing in electronic payment systems to increase business opportunities, we need to develop the entire ecosystem to enable secure digital payment innovation. From structural design to system development planning and promotion. You need to be careful because you can actually meet your needs, up to the strategy to do it. Flexibility to system upgrades with new technologies that will continue to fit your lifestyle and create a better payment experience for your customers.

Digital Wallet in the Market:

Digital wallet is a similar way to carry credit or debit card information in digital format on mobile devices. Instead of shopping with a physical plastic card, you can pay with your smartphone, tablet, or smartwatch. This is the main purpose of cashless society. Currently, few electronic wallets are making great strides in the market, and the government is adopting the Thailand 4.0 initiative to make society cashless as soon as possible. Over the last two years, Southeast Asia has gained more than 70 million online shoppers. Thailand is one of the fastest growing mobile payment countries in the region. Mobile payment transaction volumes are expected to increase by 30% each of the next four years. Some digital wallets are discussed below:

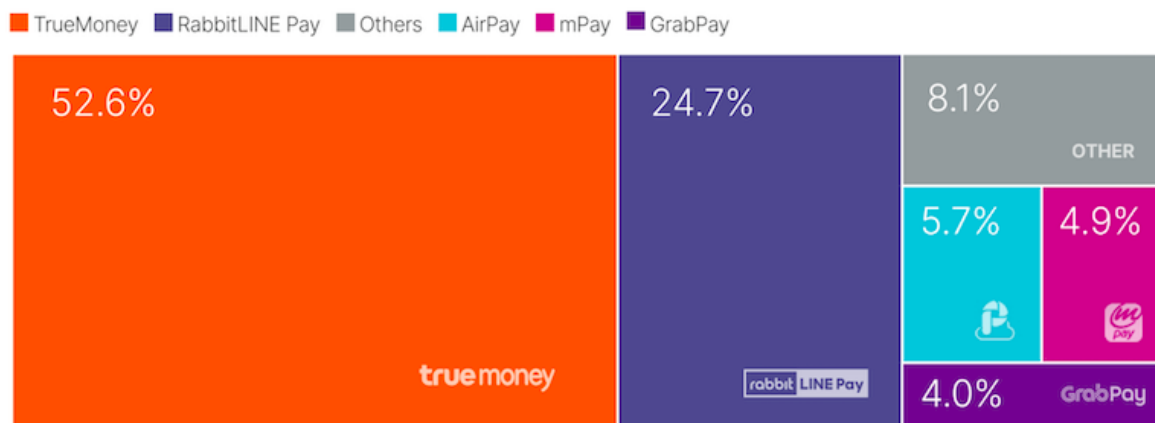


Figure 3: Digital wallet market share in the market. Source: fortumo.com

True Money Wallet

TrueMoney wallet is 16.8% and is at the top of the list of recommended payment methods in Thailand. With an acceptance fee of only 1% of the transaction amount, compared to about 1.52.8% for debit and credit card transactions, it is cheaper for merchants than accepting a card.

According to Nirun Fuwattananukul Deputy Director and Head of Commercial at TrueMoney Thailand “TrueMoney Wallet is a payment solution for the young, tech-savvy generation of consumers, including: College students, young professionals, non-credit cardholders. The True Money Wallet allows users to scan and pay bills, top up phone credit and make purchases. It also provides the wallet infrastructure for the hugely popular 7-Eleven app. Moreover, True Money has launched a remittance service that facilitates cross-border remittance from Myanmar and Cambodia to Thailand. This provides an easy way for Thailand’s 3 million migrant workers — many of whom are unbanked — to transfer cash home to their families, without the need for a traditional banking transaction. True Money is accepted at 200,000 locations nationwide. The company will expand its partnership with merchants who provide offline payment services compatible with True Money.

Rabbit Line Pay:

Rabbit LINE Pay is the most famous mobile payment application like PayPal in USA and Alipay in China and positioning themselves as one of the biggest players in the cashless society in Thailand. They also merged with Rabbit and turned out as Rabbit-Pay – a way for

commuters pay for BTS train fares. The company then teamed up with LINE — to take advantage of its 41 million users — and expanded into offering several other services. According to Line, the two become three in 2018 (appsynth online, 2018). LINE Thailand has contributed to the tremendous growth of the fintech sector in recent years. One of the good examples of Rabbit LINE pay is that they collaborated with Samitivej hospital. The hospital has an official LINE account. This enables its customers to access useful information when inside the hospital, book appointments, ask doctors questions about healthcare, and pay bills (through the LINE app) (appsynth online,2018). Apparently, they try to make the smooth life for its consumers. Rabbit LINE Pay, aims at bringing payment in the hands of all Thai people, as a part of their daily lives, taking Thailand into the cashless society era.

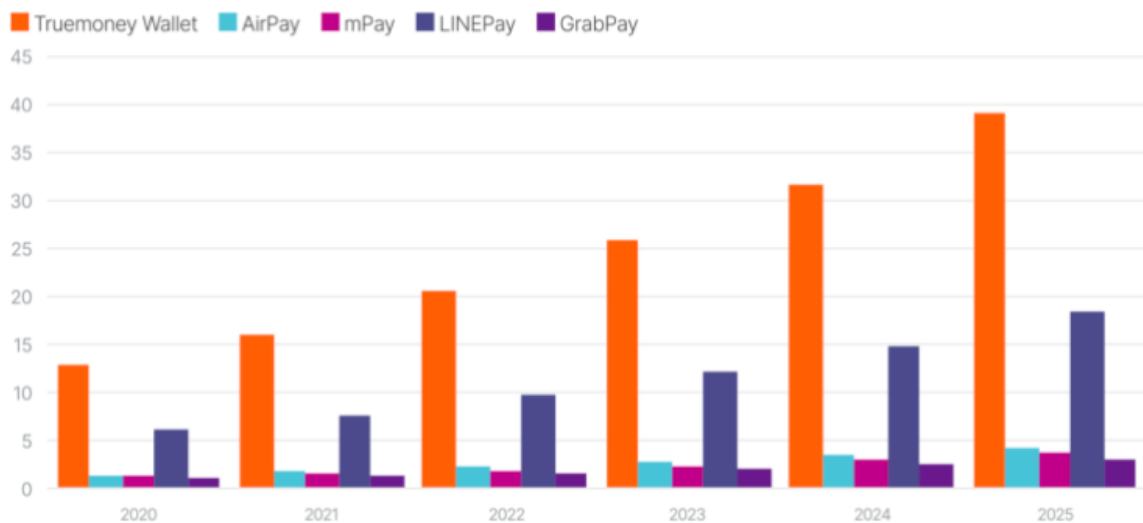


Figure 4: Digital wallet users Source: fortumo.com

Prompt Pay:

PromptPay is a real-time proxy payment service developed by Thai bank and Mastercard company Vocalink. As one of the fastest growing instant payment services in the world, PromptPay has helped SMEs expand their opportunities and create a more comprehensive economy for the Thai people. In 2021, Thai customers used Prompt Pay for an average of about 800 million transactions each month (Bank of Thailand). Thailand has a total population of just over 70 million, but up to 80% of the population said they used payment providers. ID number, Entity registration number and digital wallet ID act as a central platform to link between various payment service providers. Make payments and transfers more convenient and faster and has a lower fee structure. The government can use it as a tool to receive - pay with flexibility. to the recipient directly, accurately and transparently, including the service provider can expand the customer base providing services to the target group. PromptPay is therefore a game changer that modernizes Thailand's digital payments, providing services that offer to the digital lifestyles of people and entrepreneurs who rely more on technology in their daily lives or running their businesses. Whether online shopping, using mobile banking or e-Wallet applications to conduct financial transactions instead of going to a bank to pay.



Figure 5: Prompt Pay source: Bank of Thailand.

Air Pay:

AirPay has advanced from simply facilitating online transactions for the Garena gaming community to providing a wider range of payment services for both physical and digital goods and services including utility bills, phone credit, movie tickets, and ecommerce (appsynth online, 2018). This golden era of cashless society has captured the needs of Thai SMEs, and thus Air Pay fills in the gap and facilitates the needs for online transactions and a complete service of the online platform. AirPay is expecting the tide to shift to ecommerce with a goal of one million AirPay Card owners in Thailand by the end of this year (ecommerceiq.asia, 2017). Air pay is also come up with new services which is a virtual prepaid card called AirPay Card in partnership with MasterCard. So, it would be the best for Thai consumer who do not possess any Credit card. AirPay to recently announcing a campaign that offers a reward up to 1 million THB (\$29,463) for users who adopt cashless transactions (ecommerceiq.asia, 2017). This app mainly created to focus on urban millennials who does all types of transactions directly through their phones,” The AirPay Counter, on the other hand, is a more traditional payments option that allow users to top up their AirPay e-wallet through cash payment at an internet café or convenience store.

mPay:

mPAY Wallet is a mobile wallet provided by Thai telecommunications company AIS. Customers link their mPAY wallet to their mobile number and load money into it or connect to their bank account. You can pay online by selecting the mPAY logo and entering your phone number, or you can pay via your bank account and redirect to mobile / online banking.

Adoption of Digital wallet in Thailand:

The number of smartphone users in Thailand is expected to reach 61.76 million by 2025, and has been growing at full speed since 2015. This high mobile penetration has led to the exponential growth of digital payment systems, especially digital wallets. According to JP Morgan global payment trends, this shows that nearly 37 million people in Thailand, or 71%

of all internet users, made online purchases using mobile devices. Of this number, one in five customers using e-wallets prefer mobile wallets for payments on e-commerce platforms. According to the same report, digital Wallets has already overtaken card transactions, making it the fourth most popular payment method in Thailand, after internet banking, cash and over-the-counter payments. The surge in mobile payments in the country is mainly due to the surprisingly high mobile penetration rate of 63.9%. The Thai mobile operator has a customer base of 91 million, AIS has 40.1 million subscribers, DTAC has 20.6 million subscribers, and True Move has 30.6 million customers.

However, in near future, we can expect that so many digital wallet apps will pop up and more business (formal and informal) sectors will accept the digital wallet payment.

Reason behind using Digital wallet:

- **Digital wallets are the most ideal payment method:** There are more than 52 million smartphone users in Thailand, of which nearly 37 million shopping online using their mobile phones. Of these numbers, one in five customers prefer to pay for digital wallets, making digital wallets the fourth most popular payment method in the country. In addition, Thailand is also the second fastest growing mobile payment country in Southeast Asia. As for the merchant, one can take advantage of this tremendous popularity of mobile payments by providing the ability to pay directly from your prospect's smartphone using their preferred payment method.
- **Digital wallets are affordable payment method:** There is almost nothing that enables mobile payments for your business costs. However, not necessary to have an expensive electronics gadgets or registration fees just to set up payments for your electronic wallet. All you need is a QR code sign and a mobile phone to accept e-wallet payments. All of these are provided by the acquirer or wallet issuer. If you already have a paid point-of-sale device, you can easily enable mobile wallet payments.
- **Digital wallet payments provide a smooth checkout experience:** The smooth and convenient checkout process is one of the many reasons why many Thai customers prefer to pay with an electronic wallet. Not only is the electronic wallet integrated with the smartphone, but the transaction is completed in just seconds, reducing the need for traders to wait. In addition, unlike cash and card payments, mobile contactless payments require less physical intervention, giving sellers a secure experience for their customers.
- **Digital wallets are secured:** From a security perspective, digital wallets have a better infrastructure that benefits both customers and merchants. Whether you use an NFC or QR code for all payments, you can be assured that your customers can deal with you with the confidence.

CONCLUSION AND RECOMMENDATION

Digital wallets are one of Thailand's rising technologies; that serve as the foundation of cashless society. The direct relationship between individual daily expense and digital wallets have made users easier to familiar, positive perception and intention to use digital wallets. Thus, digital wallets are the assumption to prove the readiness of cashless society's trend in Thailand. In order to popularize in this form of economy all the e-wallet providers should have come with a strategic vision to reach those people who have significant contribution in Thai economy. Thailand has an ecosystem that makes digital payments the best

recommended choice for all industries. Digital payments make it easier and better efficiency of transactions between both the public and private sectors. It is important to note that most of office goers and middle-class people are not comfortable keeping cash in the wallet. Lately, swapping, inserting and tapping have been more popularize concept in the world. So, it is high time to advance this digital wallet process into the important economic sectors in Thailand. Author have suggested some of the major initiative can be taken into account are given below:

- Government should introduce a regulatory regime for retailers and informal sectors to mandatory use of e-wallet payment systems and this can improve to combat tax evaders.
- Government should increase facility and reliability on digital transactions.
- Provide incentive for using to popularize the digital wallet system such as supply the e-items, reduce the transaction fees etc.
- Propose awareness workshop among the consumers and also in informal sectors
- Educate people with the security and the risk factors of digital wallets.

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Empirical Study on the Determinants of Financial Literacy and Association with Financial Well-Being During the Pandemic Among Thai Tertiary Students

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ABSTRACT

The ongoing pandemic crisis has impacted people's financial spending at the global level. This research was conducted among Thai students at the tertiary level and there were 166 respondents. The research population was young bachelor's degree students. The study aims to identify the effect of demographic factors on financial knowledge, financial behavior, and financial attitude and to examine the relationship between financial literacy and financial wellbeing among tertiary-level students in Thailand. Data were analyzed using correlation and the ordinary least squares regressions. Questionnaires were taken from OECD report to determine financial literacy and financial wellbeing among samplings. The result presented that education is an indirect effect on financial well-being via financial behavior during the financial crisis. Higher financial behavior and education levels lead to higher scores of student's total financial well-being based on the context of Thailand.

Keywords: Financial Well-being, Financial Behavior, Financial Attitude, Financial Knowledge, Pandemic Crisis

INTRODUCTION

The coronavirus has been an ongoing worldwide pandemic since 2019. The virus was discovered in an epidemic in Wuhan, the People's Republic of China. It quickly spread worldwide, causing a financial crisis and economic downtown at the global level. The pandemic had caused more than 350 million illnesses and 5.59 million fatalities as of January 23, 2022, considered one of the most tragic to human being history (Myers, 2022). The pandemic also causes the sudden change of human behavior from offline to online, including education. According to the Thailand Development Research Institute, the Thai economy is projected to grow approximately 3-3.5 percent in 2022, which is still far from the economic value in 2019. Based on the online database of the Organization for Economic Cooperation and Development (OECD), the higher tuition fee is the principle of more household contributions. Millions of students lack financial support for tuition fees and related costs. Families also bear their living costs to pay for educational expenses and maintenance costs during study for their children during the financial crisis (OECD iLibrary, 2021).

Looking at Thailand's educational system, the covid-19 pandemic has made a widening education disparity gap between rich and poor students. Online education requires high

financial costs for students, such as internet, laptop, and related educational support costs, and some families may not be able to afford these costs. Students who live in upcountry areas may find online education an obstacle as they lack e-learning equipment. Financial support is the crucial key that can be used to support education sectors. Hence, literary financial knowledge and financial attitude are fundamental for Thais to understand financial management properly. However, based on the Bank of Thailand (BoT) survey in 2020, collected the data from 11,901 households, the research results showed that Thai people have low financial literacy knowledge and cannot manage money for emergency issues for more than three months. Still, there is an increase in financial literacy among the young generation (Bangchonduang, 2021).

There has been empirical evidence that having financial literacy enables individuals to make better financial decisions impacting one's economic conditions. Financial literate people have a propensity to save and match their income to expenditures as well as making informed decisions about debt and investing in the capital markets. The financial condition is emphasized to have a deep connection with financial literacy, and it is evident that poor financial condition has often led to the poor social well-being of self and the family. (Potrich, Vieira, Coronel, & Filho, 2015). The importance of financial literacy is immense, and as such it is reasonable to state that a financially literate individual remains conscientious and can fight the odds during tough times because of the resorts being created over the course of business or life like the deposits as savings, insurance schemes and investment in financial and non-financial instruments. Financial literacy has been positively related to the financial behavior in balancing income and expenses, timely settlement of dues, and saving regularly before spending the money (Bhushan & Medury, 2013).

However, assessing the level of financial literacy of individuals is quite challenging. There are hardly any fixed rules in measuring financial literacy as it comes with problems of availability of data and preference to participate in the programs. Therefore, OECD and the International Network for Financial Education (INFE) came up with a tool to measure financial literacy considering the three different aspects, including knowledge, behavior, and attitude. (Potrich, Vieira, Coronel, & Filho, 2015). Many researchers have also considered socio-demographic factors in understanding the implication. This paper explores the factors determining students' financial literacy at the tertiary level in Thailand and its association with economic well-being during the COVID-19 pandemic.

RESEARCH QUESTIONS

1. What are the effect of demographic factors on financial knowledge, financial behavior, and financial attitude among tertiary level students in Thailand?
2. What are the relationship between financial literacy and financial well-being among tertiary level students in Thailand?

RESEARCH OBJECTIVES

1. To identify the effect of demographic factors on financial knowledge, financial behavior, and financial attitude
2. To examine the relationship between financial literacy and financial well-being among tertiary level students in Thailand

LITERATURE REVIEW

Financial Literacy

Financial literacy is one of the major aspects of managing money wisely. Financial literacy was first coined in the United States in 1787 during the recession. It was stated in a letter that confusion and financial distress are the results and can be directly attributed to the lethargy of informed involvement in financial matters among the citizens of the United States by John Adams to Thomas Jefferson (Thabet, Ali, & Kantakji, 2019). According to the authors, financial literacy is referred to as the basic knowledge of financial concepts and the ability to do the financial mathematics on a rudimentary level. The most widely used and foremost popular definition has been provided by the Organization for Economic Cooperation and Development (OECD).

“Financial literacy is a combination of awareness, knowledge, skill, attitude, and behavior necessary to make sound financial decisions and ultimately achieve individual financial well-being.” (OECD, 2017). Thabet et al. (2019) interpreted this definition as an individual’s knowledge, understanding, skills, confidence, and motivation to apply them in different financial contexts to make effective decisions that contribute to the overall well-being and welfare and related financial literacy to the dimensions of financial knowledge, behavior, and attitude. (Sabri & Aw, 2019).

Other researchers have also defined financial literacy as the ability and understandability to evaluate financial information to make decisions that can lead to financial well-being. Almost all the definitions have been adopted from the broader definition formulated by OECD that measures financial literacy based on knowledge, attitude, and behavior. Although the term financial literacy has been synonymously used for financial knowledge or education, in fact the concepts can be quite different. (Potrich, Vieira, Coronel, & Filho, 2015).

According to Potrich et al. (2015), financial literacy is a combination of both education and knowledge as well as its application. In other terms, financial education is more of the method that people use to comprehend and develop an understanding of financial products and services. In contrast, financial literacy tends to be broad and go beyond the overall management of resources to materialize financial well-being. This may include making decisions about borrowings and calculating their costs beforehand to make practical judgments about future outcomes. (Potrich, Vieira, Coronel, & Filho, 2015).

Financial literacy is also defined as the efficient use and management of money, referred to as financial management skills. On the other hand, the term has also been corroborated with the daily functioning of society, including the knowledge and management of cash flows, compensation and benefits, and other control mechanisms. “Financial literacy is regarded as an important requirement for functioning effectively in modern society, and trends in retirement income policies, work patterns, and demography suggest its importance can only increase in the years ahead. Raising financial literacy supports social inclusion and enhances the well-being of the community.” (ANZ Survey of Adult Financial Literacy in Australia, 2008). Most researchers have tried to simplify the definition and accorded the widely used purpose and tools of OECD. However, due to the rapid growth of technology and everchanging financial markets and their dynamics, the complexity of financial instruments and cases of fraud and mismanagement have set apart the definition to just knowledge, skill,

and its application but a wide variety far range of information. (Xue, Gepp, O'Neill, Stern, & Vanstone, 2019).

Financial literacy enables the ability to face challenges and handle the odd financial situations in daily life. (Sabri & Aw, 2019). Researchers have found a direct link between the level of financial literacy and people's well-being. Past studies have evidence of people facing problems in managing personal financial matters related to investment and savings, borrowing and retirement funds, etc., with lower financial literacy (Bhushan & Medury, 2013).

Financial Knowledge

Financial knowledge is considered a type of human capital garnered over the lifetime to make effective decisions in making financial choices like managing income and expenditure, savings and borrowings, etc. Over time, the financial knowledge is developed when interacting and transacting in the community by analyzing information in a group and societal setting. (Potrich, Vieira, Coronel, & Filho, 2015).

Financial knowledge is a very important aspect of financial literacy and invariable to analyzing key information like financial news and products, economic news and events, etc. It also includes a person's ability to execute basic numerical skills related to financial contexts to make effective decisions about news, events, and phenomena resulting in financial well-being. It has been evidenced that a higher level of financial knowledge has resulted in individuals' capital market participation and retirement planning, and settlement of debts and dues. (OECD, 2017).

It is also observed that financial knowledge has often helped in comparing financial instruments, products, and services while making decisions that will impact financial well-being. The ability to calculate with basic financial concepts upholds the confidence among individuals to maneuver between choices of financial matters, public information, and incidences (OECD, 2020).

Financial Behavior

Financial behavior is now an essential component to measure financial literacy and is considered one of the essential elements of financial literacy. The favorable outcomes of being financially literate can be extracted from people's behavior in creating a safety net, planning expenses, forecasting earnings, etc. On the contrary, adverse behavior like heavy debt instruments like credit cards or unnecessary borrowing indicates deteriorated financial well-being. (Atkinson & Messy, n.d.) (Potrich, Vieira, Coronel, & Filho, 2015).

Financial behavior is also defined as the way people behave in particular ways regarding financial matters. This relates to people's management of money as well as participation in financial markets. (OECD, 2013). As per the past studies, people with positive economic behavior are prone to participate in the capital market and other financial markets for investment purposes. They are also likely to settle bills on time, evaluate financial products critically to their knowledge, possess a higher propensity to save, transact through formal channels like bank accounts and also prefer standard lines of credit over personal borrowings and also forward-looking to accumulating wealth for the future like opening pension plans and garnering funds. (Thabet, Ali, & Kantakji, 2019).

Financial Attitude

According to the OECD financial attitude is another major component to measure financial literacy and its importance is also undeniable. Financial attitude is defined as the psychology of expressing a consensus or discord regarding any financial matter after careful evaluation of an incident or entity. (Thabet, Ali, & Kantakji, 2019).

People with a significant financial attitude are more positive in planning their financial matters, including saving propensity, controlled expenditure, and making retirement plans. It is evident from past research that a negative or lethargic attitude of managers and owners of SMEs' about their organizational finances has led to poor performance and failures. (Khan & Ali, 2017) Financial literacy is often determined by the attitude towards financial responsibilities and money of a person. (Firli, 2017).

A more complex definition of financial attitude was stated as a mix of information, data, concepts, and emotions regarding the educating experience and learning process resulting in a favorable disposition. Therefore, the expression of attitude results from a person's direct experience due to the coming in contact with the conditioning of contents. (Potrich, Vieira, Coronel, & Filho, 2015).

Socio-demographic factors

Numerous studies have attempted to unearth how socio-demographic factors like age, sex, gender, etc., influence the financial literacy of persons from different groups and clusters worldwide. Irrespective of the wide variability in measurement of socio-demographic factors, studies have proved a significant connection and association with individuals' level of financial literacy (Potrich, Vieira, Coronel, & Filho, 2015).

Literature has exerted mixed results regarding the age of participants as an influential factor on financial literacy. Some studies have found that the knowledge of finance and its instruments has been low for both young adults and aged people. In contrast, other studies claimed to find a positive relationship between age and financial knowledge like inflation, interest compounding, risk diversification, etc. Aged or elderly individuals were much more aware of expecting a high level of inflation in the economy and, therefore, were prone to hold positive attitudes toward planning for the future. However, some studies have also proved a null relationship with regards to age and accessibility to low-cost sources of funds. (Thabet, Ali, & Kantakji, 2019).

Another factor that has been most influential in determining the financial literacy of individuals is gender. In most of the studies, it has been proved that women are less likely to be financially literate than men as they face more obstacles or are weak in financial calculation. Moreover, financial literacy and an overall lower level of knowledge are also critical factors for women unable to make effective financial decisions. (Potrich, Vieira, Coronel, & Filho, 2015) (Thabet, Ali, & Kantakji, 2019).

It is a matter of great concern as in the current world, as women find more space and participation in the labor force and take up leadership positions, lack of basic financial knowledge can threaten the organizations' performances. According to Thabet et al. (2019), men are prone to think more about their retirement plan, tolerate bearing risks, and possess a positive attitude in future orientation. However, it is necessary to investigate more on the



gender influence on financial literacy considering contexts, cultures, and social practices as perspectives across societies and nations vary widely.

A study on college students from the Iowa State University in the United States to test their knowledge of financial instruments like credit cards, personal financing, insurance, and fund management indicated that male students were more knowledgeable than female students. In contrast, married students were more aware than single students, and the students from higher-income groups were better literate than those with low-income backgrounds. The overall conclusion was that college students' level of financial literacy is low. A similar study was conducted on business students at the undergraduate level and revealed that business students were more knowledgeable about investments compared to non-business students. (Bhushan & Medury, 2013). Therefore, financial literacy association with type and level of education is also a matter of consideration while measuring financial literacy. Thabel et al. (2019) stated a significant relationship between the level of people's education and financial literacy. The higher the educational attainment of individuals the higher the level of financial literacy and vice-versa. Individuals' marital status and ethnicity also play a significant role in determining financial literacy. Thabet et. al. (2019) stated that divorced, widowed, separated, young single and young married without children were found to have very low financial literacy. They also stated in their study that ethnicity is also quite an essential factor as Chinese people were found to be more financially literate than other ethnic groups in a study context of Malaysia. (Sabri & Aw, 2019).

Financial Well-being during COVID-19

The coronavirus pandemic causes massive, unpredictable events to the health system and downtown economy. Thailand is the first running country facing a severe economic crisis and financial well-being due to the lockdown, export business, and steady decrease in tourists. The hospitality sector has contributed approximately 20 percent to Thailand's gross domestic product and provides high employment in the industry. However, the emergency health crisis has caused high unemployment worldwide (Kongrukgreatiyos, 2020). About 8.3 million Thai employees suddenly lose their careers, and 2.5 million people are from hospitality businesses (Kongrukgreatiyos, 2020). Twenty-three thousand entertainment businesses are closed, resulting in poor Thai citizens' financial and psychological well-being (Nitpolprasert, 2021). Based on the sentiment study of UOB ASEAN Consumer in 2020, three out of four consumers are impacted by the pandemic crisis, and they need to manage their financial plan to overcome the situation (Arayasukawat, 2021). The research also found that 70 percent of Thai respondents need to adjust their economic behavior and follow their financial budget during the pandemic crisis, followed by Malaysia (70%), Vietnam (69%), Indonesia (60%), and Singapore (46 %) (Arayasukawat, 2021).

According to the research and policy center by Brotherhood of Sri Laurence of Australia, the report studies the financial well-being of Australians during the COVID-19 pandemic. It directly leaves negative financial well-being and loss of jobs to Australian residents. Australians' overall economic well-being scores continue to drop at 6 percent, and over 87 percent of all jobless people disburse their 90 percent of personal savings on daily expenses during the situation (Bowman, 2021). Approximately 21 percent of all Australian residents need

the government's financial aid to support their lives (Bowman, 2021).

The study of the Capital One website illustrated that the COVID-19 pandemic had caused stress. Around 77 percent of Americans felt uncomfortable about their financial plan, and 20

percent mentioned that they changed their economic behavior in daily life due to the crisis (Capital One, 2021). The well-planned financial spending has established a healthy of people's financial well-being (Capital One, 2021).

RESEARCH METHODOLOGY

Data Collection and Measurement

The researcher used the convenience sampling method to collect the representative samples to answer the questionnaires. Convenience sampling was a type of non-probability sampling, which was taken from Thai university students. The main data collection tool was Google Form and the online survey was distributed to different social media channels to reach university students in Thailand. The data collection period started from January to February 2022. The sample size was 166 samples that can reflect the behavior of financial literacy and financial well-being in Thailand.

Potrich et al. (2015) used the questionnaire developed by OECD in his study to test knowledge of finance on a basic and advanced level. Most of the recent research has followed the OECD questionnaire, and even the International Survey of Adult Literacy by OECD published in 2020 used the OECD/INFE 2018 Toolkit. For the purpose of this study, the questionnaire on financial knowledge were used according to the mentioned toolkit improvising to the context of Thailand. The toolkit consisted of 5 questions to test the individuals' financial knowledge, and the measurement scale is either 0 or 1. The highest score could be achieved was 5 through all correct answers. Higher the score, the higher the financial knowledge of the individual. (OECD, 2018) A set of questionnaires widely used by most research studies has been used to identify and understand financial literacy and well-being of the tertiary level students during the COVID 19 in Thailand. The Stata MP 14.0 software was used in the data analysis.

Estimation method and conceptual framework

In this study, the Ordinary least squares (OLS) regressions were used to calculate the quantitative relations among variables. Based on the literature and research findings from various articles, the conceptual framework has been formulated as per figure 1 below.

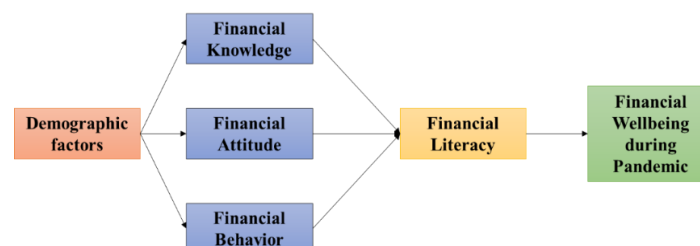


Figure 1: Conceptual framework for the study

This study also investigated how demographic factors can influence financial knowledge, financial attitude, and financial behavior among students at the tertiary level in Thailand. The independent variables: Financial Knowledge, Financial Attitude, and Financial Behavior, sum up to determine the students' financial literacy and further mediated on Financial Wellbeing during the pandemic. The literature suggested that the level of education, the branch of study,

age, gender, and income were important socio-demographic factors while analyzing financial literacy. Therefore, this study considered these factors to understand financial literacy among the target group.

Estimation Model

The appropriate estimation model was explained by two following research questions. The first research question would like to investigate the effect of demographic factors on financial knowledge, financial behavior, and financial attitude. The first research question can be explained by three models as below.

Model 1 investigated the effect of demographic factors on financial knowledge. The demographic factors were decomposed by gender, income, and education.

$$\text{Knowledge}_i = \beta_0 + \beta_1 \text{gender}_i + \beta_2 \text{Income}_i + \beta_3 \text{Education}_i + e_i$$

The dependent variable was financial knowledge score (Knowledge_i) was a quantitative variable which measured by the toolkit of 5 questions, testing financial knowledge of the individuals and the measurement scale is either 0 or 1. The highest score could be achieved by five score through all correct answers. The calculation means higher the score, higher the financial knowledge of the individual. (OECD, 2018). The independent variables were three factors. gender_i was student's gender which measured by dummy variable (Assume male is a base case). Income_i was student's income which measured by dummy variable, which separated into 4 levels were student income below 16,000 baht, income between 16,000 and 24,999 baht, income between 25,000 and 34,999 baht, and student income more than 35,000 baht (Assume student who have income lower than 16,000 baht was a base case). Education_i is student's education level which measured by dummy variable, which separated into 2 levels were under-graduate student and graduate student (Assume under-graduate student is a based case)

Model 2 investigated the effect of demographic factors on financial attitude. The demographic factors were also decomposed by gender income and education as the first model.

$$\text{Attitude}_i = \alpha_0 + \alpha_1 \text{gender}_i + \alpha_2 \text{Income}_i + \alpha_3 \text{Education}_i + e_i$$

The dependent variable was financial attitude score (Attitude_i) was a quantitative variable measured by a set of five questions on a five-point Likert scale ranging from never to always. The calculation of the financial attitude score was based on the higher the score, the more positive the attitude would be considered. However, the OECD/INFE toolkit consist of only five questions with a measurement scale indicating "0" for No, "1" for yes and "-99" if the respondent refuses to answer the question. The independent variables were three factors measured as the same as the first model.

Model 3 investigated the effect of demographic factors on financial behavior. The demographic factors were also decomposed by gender income and education as the first-two model.

$$\text{Behavior}_i = \gamma_0 + \gamma_1 \text{gender}_i + \gamma_2 \text{Income}_i + \gamma_3 \text{Education}_i + e_i$$

The dependent variable was financial behavior score ($Behavior_i$) was a quantitative variable which measured by a five-point Likert scale ranging from never to always in each question. The OECD/INFE toolkit consist of only five questions with a measurement scale indicating “0” for No, “1” for yes and “-99” if respondent refuse to answer the question. The independent variables were three factors that measured as the first-two model.

The second research question would like to investigate the effect of demographic factors on financial knowledge, financial behavior, and financial attitude, which explained be fourth model.

Model 4 investigated the effect of financial literacy on financial knowledge. The financial literacy decomposed by financial knowledge financial attitude and financial behavior.

$$Wellbeing_i = \rho_0 + \rho_1 gender_i + \rho_2 Income_i + \rho_3 Education_i + \rho_2 Knowledge_i + \rho_2 Attitude_i + \rho_2 behavior_i + e_i$$

The dependent variable was financial well-being score ($Wellbeing_i$) was a quantitative variable which measured by a 5-point Likert scale starting from never to always for each question.

The two questions :“The pandemic crisis has impacted on my financial income” and “I think living costs is higher because of COVID-19 pandemic crisis” are calculated based on the lower scores means better financial well-being. However, the least three questions: “The pandemic crisis makes me more interested in the financial literacy”, “The financial literacy helps me overcome ”, “The financial literacy helps me overcome the financial crisis during the pandemic crisis”, and “I think financial literacy positively affects my financial well-being.” are calculated by the higher financial well-being score means positive financial well-being. The OECD/INFE toolkit consist of only five questions with a measurement scale indicating “0” for No, “1” for yes and “-99” if respondent refuse to answer the question. The independent variable was demographic factors that measured the same as the first research question and included financial literacy into the model.

RESULTS AND DISCUSSION

The consequence of students’ financial knowledge

Based on model 1, the result shows in table 1 which found that there is no important factor that impact on students’ financial knowledge level. The t-test was conducted to find significant difference among demographic factors: gender, educational level, and income toward the financial knowledge.

Table 1 The consequence of students’ financial knowledge

Independent variables	Coefficient	T stat	P-value
Gender	0.0527245	-0.20	0.845
Education level	-0.4170729	-1.36	0.177
Income 1 (16,000 and 24,999 baht)	-0.5143721	-1.54	0.125
Income 2 (25,000 and 34,999 baht)	-0.1052522	-0.26	0.794
Income 3 (Upper 35,000 baht)	0.2455479	0.64	0.521
Constant	3.173565	11.87	0.000 ***

Dependent Variable is student’s financial knowledge

Note:

* represents significant at 90 percent confidence level

** represents significant at 95 percent confidence level

*** represents significant at 99 percent confidence level

The consequence of students' financial attitude

Based on model 2, the result shows in table 2, which found that no important factor impacts students' financial attitude level. The researcher assumes that most respondents are undergraduate university students and demographic factors may not impact their financial attitude, compared to adults.

Table 2 The consequence of students' financial attitude

Independent variables	Coefficient	T stat	P-value
Gender	0.7653323	-0.62	0.537
Education level	0.7653323	1.17	0.242
Income 1 (16,000 and 24,999 baht)	-0.3928029	-0.50	0.615
Income 2 (25,000 and 34,999 baht)	-0.1395356	-0.15	0.884
Income 3 (Upper 35,000 baht)	0.0757915	0.09	0.931
Constant	14.28867	27.45	0.000 ***

Dependent Variable is student's financial attitude

Note:

* represents significant at 90 percent confidence level

** represents significant at 95 percent confidence level

*** represents significant at 99 percent confidence level

The consequence of students' financial behavior

Based on model 3, the result shows in table 3, which found that the student educational level is an important factor that impacts students' financial behavior score. If students have more educational level (studying upper bachelor's degree), the students' financial behavior will increase by 1.420481 scores compared with undergraduate students. The research by Baihaqqy, M. R. I., & Sari, M. (2020) also confirmed that the increase education level of people linked to more financial behavior and financial literacy among investors (Baihaqqy, 2020). In this case, the students in the higher education level may have more responsibilities and financial plans in their life management, resulting in their financial behavior.

Table 3 The consequence of students' financial behavior

Independent variables	Coefficient ⁴	T stat	P-value
Gender	-0.0694882	-0.13	0.900
Education level	1.420481	2.04	0.043 **
Income 1 (16,000 and 24,999 baht)	0.0375755	0.05	0.956
Income 2 (25,000 and 34,999 baht)	0.3293293	0.35	0.728
Income 3 (Upper 35,000 baht)	-0.7061432	-0.82	0.412
Constant	10.76108	20.89	0.000 ***

Dependent Variable is student's financial attitude

Note:

* represents significant at 90 percent confidence level

** represents significant at 95 percent confidence level

*** represents significant at 99 percent confidence level

The consequence of students' financial well-being

Based on model 4, the result shows in table 4, which found that the student's financial behavior score is an important factor that impacts students' well-being score. If student have more financial behavior scores by 1 score, the students' well-being score will increase 0.140642. The students who have a high score in financial behavior may have an effective financial plan that can cover their daily expenses, which will link to financial well-being. The study Sehrawat, K., Vij, M., & Talan, G. (2021) stated that the higher financial behavior could indirectly increase the total financial well-being in India (Sehrawat, 2021)

Table 4 The consequence of students' financial well-being

	Independent variables	Coefficient	T stat	P-value
demographic factors	Gender	0.5335871	1.41	0.161
	Education level	0.2272436	0.48	0.635
	Income 1 (16,000 and 24,999 baht)	0.4303703	0.99	0.325
	Income 2 (25,000 and 34,999 baht)	-0.1566296	-0.27	0.785
	Income 3 (Upper 35,000 baht)	-0.8500258	-1.40	0.163
Financial literacy	Knowledge	-0.0878931	-0.76	0.446
	Financial attitude	0.0486688	0.76	0.447
	Financial behavior	0.140642	2.42	0.017 **
	Constant	0.3720374	0.40	0.000 ***

Dependent Variable is student's financial well-being

Note:

* represents significant at 90 percent confidence level

** represents significant at 95 percent confidence level

*** represents significant at 99 percent confidence level

CONCLUSIONS AND RECOMMENDATIONS

This study used online questionnaires as the main data collection tool, and 166 Thai university students responded to the survey. Thai university students, starting from undergraduate, master's, and doctoral degrees, were the target samplings. Most respondents are young population mainly from undergraduate level. There is a linear pattern of financial behavior with the education level as shown in the financial behavior score in table 3. If students have more financial behavior scores by 1 score, the financial well-being will likely climb up. Based on the empirical results, the educational level has impacted financial behavior, and then financial behavior influences financial well-being. The research can conclude that the educational level indirectly affects financial well-being via financial behavior. The result also related to Rahman's previous studies that education is positively correlated with financial welling (Rahman, 2021). It can be assumed that education indirectly affects financial well-being because undergraduates and early stage of adulthood are likely to receive limited financial support from their parents. The education level can create the awareness of students' financial spending, which results in their financial behavior and then presents in financial well-being. This young generation also has low social pressure, the burden of responsibilities, and social engagement, which are shown in their financial well-being during the pandemic crisis.

There are several limitations where the number of participants is low to be replicable on the entire Thai student population. This study can be extended the knowledge on the future prospect for studies on not just tertiary level students but also other classes.



Finally, the study confirms the determinants of financial literacy and financial well-being compared to past studies, but financial literacy and its application are becoming more prominent and inevitable due to the paradigm shift in financial education across academic and business areas. For a rising country like Thailand, the current and upcoming generation requires adequate assistance in life management through financial literacy. Therefore, it is worth studying and taking the study further to enhance knowledge and policy measures.

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A Study of Eco-Tourism Promotion in Phetchaburi Province

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ABSTRACT

The purpose of this study was to understand the eco-tourism potentials in the Phetchaburi province in Thailand. Thailand's tourism industry accounts for a significant portion of the country's economic development. The tourism sector contributed around 17.64 percent of overall GDP in 2019, with 39.30 million tourist arrivals. Ecotourism is becoming increasingly popular in Thailand. Thailand boasts a diverse range of natural resources, including flora and fauna. Ecotourism values sustainable development and agriculture is a fundamental and dynamic element of Thailand's economy and its way of life, and it plays a significant role in the country's identity. Crompton Model was used in this study to analyze other destination factors that will be accountable for promoting eco-tourism in this location. The study used secondary data from various articles and other resources to understand the eco-tourism status in the selected province. From the secondary data, it was found that to promote ecotourism in the Phetchaburi province, both push and pull factors of Crompton's model need to be applied. Other elements that can influence travelers to visit Phetchaburi province in order to promote ecotourism include their mindset toward the place, recommendations from friends and family, satisfaction levels from prior visits, and intention to revisit to that particular place. This study can assist tour operators and other businesses in promoting ecotourism in the identified area. Future studies need to include primary data to understand the mindset and the behavior of tourist as well as locals in context of ecotourism.

Keywords: Ecotourism, Phetchaburi province, Thailand, Tourism management

INTRODUCTION

Thailand's tourism industry contributes a major share of Thailand's economic development. Tourism is the third main source of income for Thailand in the service sector after automobiles and automotive parts followed by agriculture. The tourism sector contributed approximately about 17.64% in 2019 of the total GDP as the number of arrivals accounted for was 39.30 million and it was more from the year 2018 which had 38.27 million arrivals (CEIC, 2019). TAT's new tourism marketing idea, 'Amazing Thailand,' focuses on numerous categories in which it would attract tourists from all over the world to enjoy Thailand in specific areas such as weddings and honeymoons, luxury and community-based tourism, sports and cuisine. (TAT, 2018). Domestic tourism in Thailand has showed significant growth, generating 18.4 billion US dollars in 2019, up from 6.6 billion US dollars in 2000, with an annual growth rate of 5.87 percent (Knoema, 2019). In 2019, China was the leading source of tourists, followed by India, Russia, and Korea. In January 2019, Chinese visitors accounted for 40.98 percent, followed by Indian tourists who accounted for 6.60 percent, and



Korean visitors who accounted for 5.29 percent. The number of Russians who visited Thailand was predicted to be 5.77 percent (ATTA, 2020).

Ecotourism is becoming increasingly popular in Thailand. Thailand boasts a diverse range of natural resources, including flora and fauna. There are about 1,000 mammal species, as well as marine and bird species (Eslami & Roshani, 2009). According to the International Ecotourism Society, ecotourism can be defined as responsible travel to natural areas that conserves the environment while improving the well-being of local people (TIES, 2015). Furthermore, trekking, river rafting, nature photography, bird watching, river rafting, and safari day and night trips were among the ecotourism activities available, with wild animals sighted during the day (Auesriwong, Nilnoppakun, & Peraweck, 2015). Most developing countries currently embracing ecotourism and conservation development techniques, as ecotourism prioritizes sustainable development. It is evident that agriculture is an integral and dynamic part of economy and way of life of Thailand and it plays a significant role in country's identity (Stem et al., 2003). "Agrotourism: Green Tourism in Thailand" was created to provide readers, naturalists, general tourists, and agricultural tourists. The goal was to give people a personal experience of this unique way of life, as well as to help them learn more about Thai agriculture and goods, develop a better appreciation of the Thai way of life, and enjoy visiting to greener regions as part of promoting sustainable tourism (Maraphot, & Somboon, 2016).

Problem Statement

In comparison to many other countries, Thailand has embraced ecotourism as a tool for social and economic development. In addition, ecotourism has had a positive impact in Thailand by increasing the number of international tourists that come to enjoy ecotourism experiences (Leksakundilok, 2004; Dearden & Harron, 1992). Ecotourism attracts a big number of visitors who want to experience natural areas, however there are still certain regions in Thailand that are under-explored and under-utilized (Pornprasit, & Rurkkhum, 2019). Thailand's ecotourism is primarily limited to the south, but other parts of the country have the potential to become ecotourism destinations for visitors (Pattanapokinsakul, & Phakdeeaüksorn, 2016). Therefore, the researcher used Phetchaburi province in Thailand as a study location to identify its prospects for ecotourism; to assess whether the destination characteristics of Phetchaburi province can fit in ecotourism or not.

Objectives of the Study

The main objective of this study is to focus on destination characteristics to boost ecotourism. The study wants to understand the ecotourism potentials of Phetchaburi province with the help of the Crompton Model.

Research Questions

1. Does Phetchaburi province have destination characteristics to boost ecotourism?
2. Does Phetchaburi province can fit in ecotourism using Crompton Model?



Significance of the Study

The importance of this study is to boost the eco-tourism industry in Phetchaburi and with the help of the Crompton Model and to evaluate other destination characteristics that are going to be responsible for the promotion of eco-tourism in this region. This study wants to provide the economic benefits overall for the tourism industry in Thailand, represent the cultural value of this region, and improve the destination's image.

Scope of the Study

This study wants to discuss the detailed study and analysis of the promotion of eco-tourism, using one different area – Phetchaburi as an example. This study focuses on tourism development and construction exploration of the Phetchaburi region. In this study, previous case studies, related research on eco-tourism, Crompton's model of motivation by analyzing push or pull factors will be used to determine the suitability of this province to check the possibility for eco-tourism destination status. Therefore, this study is based on documentary research.

LITERATURE REVIEW

Ecotourism

According to Leksakundilok (2004), Ecotourism is a contentious topic that has been explained and disputed in various forms over time. The simplest explanation for ecotourism is that it is made up of two words: "ecology" and "tourism," which are described by Anomasiri, in 2004. According to the International Ecotourism Society (TIES), which states that ecotourism is “Responsible travel to natural areas that conserves the environment and sustains the well-being of local people” (TIES, 2015). Ceballos & Lascurain (1996) explained that travelling to largely undistributed or uncontaminated natural areas with the specific objective of admiring, studying, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas. Boyd and Butler (1993) explained that Ecotourism must be totally based on a thorough grasp of both ecosystems and tourism mechanisms. The roots of ecotourism can be traced back to two factors: first, the preservation of natural resources. Second, recreation activities use natural resources to address the demand for human tourism. Likewise, Lindberg and McKercher (1997) also explained that ecotourism is based on nature and sustainable resources.

Ecotourism in Thailand

The Tourism Authority of Thailand (TAT) stated that “a visit to any particular tourism area with purpose to study, enjoy, and appreciate the scenery, natural and social as well as the lifestyle of the local people, based on the knowledge about and responsibility for the ecological system of the area” (TAT, 1996). As previously stated, Thailand is rich in natural resources, flora, and fauna, as well as cultural impact, which attracts tourists to visit and explore various parts of the country (Dearden & Harron, 1992). There are many popular activities in Thailand which are very famous among the locals and foreigners such as trekking, biking, bird watching, cultural study, natural study etc. (Eslami & Roshani, 2009).

In Thailand, there are two types of forests: evergreen forests and deciduous forests. Phetchaburi province was chosen as the study region for this subject because it has an

evergreen forest that includes tropical evergreen forest, pine forest, mangrove forest, and coastal forest. This type also has their own tropical rain forest, semi-evergreen forests and hill evergreen forest (RFD, 2009). It all started since 1994-1995 when ecotourism started under the name of Kanthonthiao Choeng Anurak which states that the conservation of tourism. In 1998, it was renamed as Kanthongthiao Choeng Niwet which states that ecological tourism (Leksakundilok, 2004). Ecotourism does not specify that it was created for the sole purpose of tourism, but also for environmental preservation, economic development, and improvement. In 1998, the National Ecotourism Policy was restated as National Ecotourism Action Plan 2002-2006 in 2001 (NEP, 1998). Moreover, TAT indicated three essential aspects in terms of income distribution: public knowledge of natural and environmental conservation, visitor satisfaction, and local community participation (TAT, 2017).

TAT policies regarding ecotourism mentioned three main issues and concerns which are as follows:

- i. Ecotourism expansion in order to provide income for local residents and all regions.
- ii. Conservation and restoration of cultural heritage, natural resources, and the environment, while maintaining Thai identity through ideology.
- iii. To encourage public participation in tourism promotion.

TAT policy framework in National Ecotourism Policy is as follows:

- i. To form a committee charged with marketing the tourism business.
- ii. The newly formed group will be in charge of creating plans to enhance the tourism business.
- iii. The committee is in charge of promoting tourism through advertising and media publicity, resolving problems and issues, and providing ecotourism training programs for people from various organizations.
- iv. More research initiatives should be conducted in order to improve ecotourism in Thailand.
- v. Organize ecotourism-related activities and seminars, such as the Thai Tourism Youth Conservation Project, to raise ecotourism awareness.

Phetchaburi Destination Characteristics

Climate

The hottest month in the Phetchaburi province is April, when temperatures reach 29.2°C, and the hottest month is January, when temperatures drop to below 25°C.

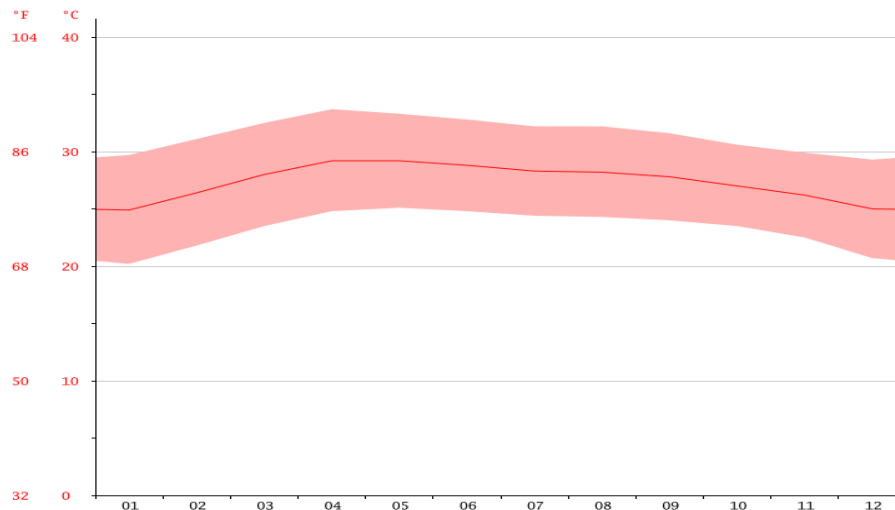


Figure 1: temperature at the province (Source: Thailande.com)

Table 1: Rainfall data in the Phetchaburi province

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. Temp (°C)	24.9	26.4	28	29.2	29.2	28.8	28.3	28.2	27.8	27	26.2	25
Min. Temp (°C)	20.2	21.8	23.5	24.8	25.1	24.8	24.4	24.3	24	23.5	22.5	20.7
Max. Temp (°C)	29.7	31.1	32.5	33.7	33.3	32.8	32.2	32.2	31.6	30.6	29.9	29.3
Avg. Temp (°F)	76.8	79.5	82.4	84.6	84.6	83.8	82.9	82.8	82.0	80.6	79.2	77.0
Min. Temp (°F)	68.4	71.2	74.3	76.6	77.2	76.6	75.9	75.7	75.2	74.3	72.5	69.3
Max. Temp (°F)	85.5	88.0	90.5	92.7	91.9	91.0	90.0	90.0	88.9	87.1	85.8	84.7
Precipitation / Rainfall (mm)	6	13	24	48	113	100	122	126	191	249	116	17
	Hot	Hot	Hot	Hottest	Cold	Cold	Wettest	Wettest	Wettest	Wettest	Driest	Driest

Source: Thailande.com

The above chart explains that period from May to November are the wettest time in this province with light and heavy rainfall and on the other side from December to April are the driest time in which there are only limited or little showers. The hottest month is in this province is April and coldest month is December.

Location

Phetchaburi is a city located in western Thailand with a Myanmar border. Ratchaburi, Samut Songkhram, and Prachuap Khiri are among the Thai provinces with which it has local borders. Phetchaburi is home to a number of tourist sites, as well as a mountain range and a national park (Department of National Park, DNP Thailand). From the 8th century, Phetchaburi was regarded an old royal city, and in 1860, King Rama IV constructed a palace near the city called Khao Wang, which is today known as Phra Nakhon Khiri. This province is divided into eight districts, which are subdivided into 93 blocks, which are further subdivided into 681 villages. Phetchaburi province has a total size of 6,225.1 km and a population of 474,192 people. In addition, Phetchaburi province is a largest domestic

producer of salt. Moreover, various facilities may be fetched in order to reach Phetchaburi province. For example,



Figure 02: Phetchaburi Map (Source: The German Thai Link, Phetchaburi)

By train: Phetchaburi has a train station, so visitors from Bangkok can take the train to the province. Hua lump Hong station is where the train departs.

By Van: Van services are also available, and every hour, a van service departs between Victory monument and Mochit terminal station for Phetchaburi.

By bus: Bus services are also available and from Mochit terminal, Ping klao bus terminal to Phetchaburi province.

Thailand Royal Project- Chang Hua Mun

Chang Hua Mun is located in the Tha yang district of the province of Phetchaburi. Chang Hua Mun is a Thai royal project started by Late King Bhumibol in 2008, when two parcels of land near the Nong Seua Reservoir were purchased (Barrow, 2017). The original land measurement size was 120 Rai, which is equal to 47.5 acres, but it was later increased to 130 Rai, which is equal to 51.3 acres. Earlier, these plots were once unproductive and undesirable due to soil erosion and chemical contamination, but they have now been restored and transformed into a decent agriculture field as well as a proper animal shelter. This location is a great representation of environmentally friendly farming. The name "Chang Hua Mun" was registered in 2009 for this farm in Tha Yang district, Phetchaburi province, based on a story

about how the King received gifts of vegetables, including some small scale and size potatoes. Later, he presented to the farmers of Phetchaburi province to use as breeding stock. The Chang Hua Mun literally translates to "potato weighing." Chang Hua Mun is 60 kilometers from Cha-Am in the Tha Yang district of Phetchaburi province. The land access to this location will provide a delightful Phetchaburi farming countryside experience (Barrow, 2017; Changpauk, 2014).

Parks

In Phetchaburi province there are two major national parks available such as:

Kaeng Krachan National Park

With a total coverage area of 2,915 square kilometers, Kaeng Krachan National Park is Thailand's largest national park. In addition, reservoirs, forests, dams, lakes, waterfalls, caves, and mountains surround it. For the entrance fees, foreigners need to pay 300 THB (children pay 200 THB) and Thais need to pay 100B (children pay 40 THB) as of November 2013. In addition, one can take their personal vehicle inside the park, which are charged an additional 30 THB fee, as well as 30 THB per night if you plan to camp. (Thai national park).



(Source: Thailand connect)

Khao Nang Phanthurat Forest Park

Khao Nang, which is also in the province of Phetchaburi, is encircled by the park, which is followed by the Khao Nang Phanthurat information Pavilion, Phanthurat's crematory, looking glass, and Phra sang's Bath.



Source: Bangkok.com/Khao Nang Phanthurat forest park

Resorts

In Phetchaburi province there are enormously resort available but, in this study, we use only some eco base resorts such as:

Alongkorn Farm And Resort



(Source: sawadee.com/hotel)

Thai Diamond Land Kaeng Krachan



GolfOrient

www.golforient.com

(Source: Booking.com)

Thanatthicha Buri Lake Resort and Spa



(Source: thanatthicharesort.com)

Waterfalls

Par La U Waterfall

Par La U waterfall which is also located in Kaeng Krachan national park, has 16 levels and flows all year because it is surrounded by two other waterfalls, Huai Palao Falls and Chonalanath Falls (Thailand.sawadee.com).



(Source: Phetchaburi/caves-waterfalls)

Pha Nam Yod Waterfall

Pha Nam Yod waterfall is a natural attraction in the province of Phetchaburi, and it's located on the Ang Kaew hill. With a height of 35 meters and a breadth of 15 meters, this waterfall resembles a three-layer umbrella. This waterfall is lovely, with clear water, and it was a bit cooler during the rainy season.



(Source: Phetchaburi/caves-waterfalls)

Namtok Tho Thip

This waterfall is regarded as one of the most magnificent in the Kaeng Krachan national park. It is made up of nine layers of shade trees. It provides a beautiful view of the mountains, foggy clouds, evergreen trees, birds, and animals. The bird and butterfly observation path will begin at Km. 0 near the Khao Sam Yot Checkpoint and end at Km. 18 near the Khao Sam Yot Checkpoint. Butterflies can be spotted on both sides of the highways or at salt licks between Km. 10 - 12 whereas birds can be spotted near the Huai Sam Yot Reservoir, not far beyond the checkpoint, where many species of waterbirds live. The nature study route begins at Km. 18, and between Km. 18 and 27, the Park's indigenous bird species, the Ratchet-tailed Treepie, can be seen which can be seen only here in Thailand. Namtok Tho Thip is located 15 kilometers from Khao Phanoen Thung. Visitors can arrive by car, then hike for another 4

kilometers to access the waterfall. Kayaking in Kaeng Krachan Dam is a great way to visit a tourist attraction deep in the jungle.



(Source: Phetchaburi/caves-waterfalls)

Caves

Phetchaburi province has a large number of caves because this area is largely covered with mountains, forests, waterfalls and lakes. The following are some of the well-known caves in this area:

Khao Lunag Cave

Khao Luang cave is the most beautiful and largest cave in the region, and is located in the province of Phetchaburi. Wat Tham Klae is the name of the temple that is located there. There is a hole in this cave that allows light to enter the cave and illuminate the Buddha pictures.



(Source: thailand.sawadee.com)

Khao Tao Mo Cave

Khao Tao Mo cave has an area of 40,000 square kilometers, and there is a hall-like room within it. This cave is bordered by the Khao Tao Mo Hill, which is ringed by a large reservoir.



(Source: thailand.sawadee.com)

Some other caves administered by Kaeng Krachan National Park which falls in Phetchaburi province

- a) Hua Chang cave
- b) Kang Kao cave
- c) Tham Khao Pakarang
- d) Wiman cave

Crompton Model

This study incorporated Crompton's "Push and Pull model of Motivation" which was established in 1979, and it is strongly supported by this research article. Tourists can choose their next destination site based on two primary elements, according to the article.

The push-pull framework

The push model of motivation comes from within travelers, and the decision to visit a particular location is based on internal behavior or attributes (Dann, 1977). Crompton's push-pull conceptual perspective is an important concept for determining why tourists choose a particular location for their experiences and various activities. The Crompton framework is appropriate for explaining traveler behavior since it is simple to apply and effective (Chen & Chen, 2015). In general, the main motivators for people to visit an ecotourism destination are the desire for escape, adventure, relaxation, and self-exploration. These characteristics significantly impact passengers' decisions to travel to an ecotourism destination (Prayag & Hosany, 2014). In addition, visitors might be influenced to feel serene and obtain a new experience by a sense of family unity, adventure, and excitement, which can lead them to a specific site (Beh & Bruyere, 2007).

The pull model of motivation is based on external forces that entice tourists to visit a specific location. Travelers might use the pull elements such as scenic beauty, cultural attraction, sports events etc. to motivate themselves when choosing a destination. In general, parks, caves, waterfalls, scenic beauty, and resorts influence how travelers see certain places, and they play a crucial role in determining which ecotourism destinations they want to visit (Lee, 2009). Large number of tourists are attracted through the positive image of ecotourism through the scenic beauties, historical places and recreational areas. The success of any ecotourism destination is greatly dependent on the willingness of visitors to return to see the waterfalls and scenic landscapes (Bowen & Clarke, 2002).

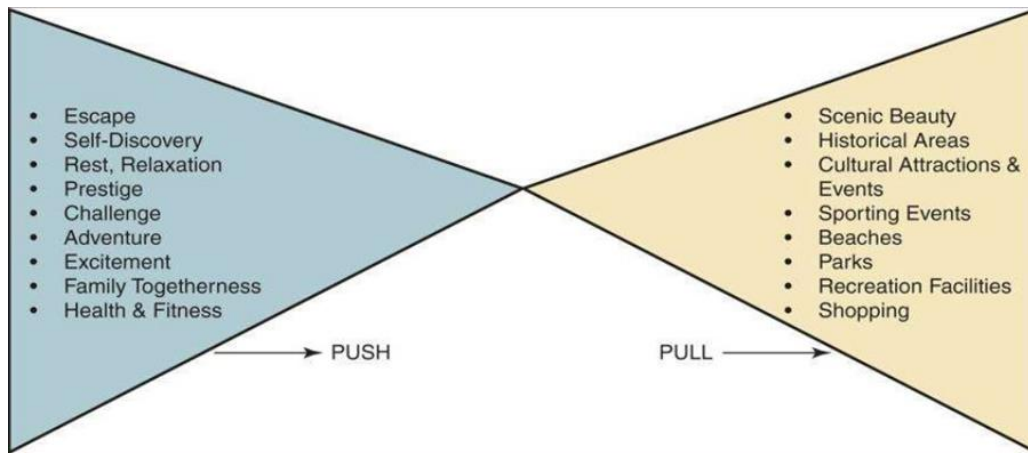


Figure 1: Crompton's push and pull motivation factors model (Source: fhtm.uitm.edu.my)

Previous Studies Examining Push Factors And Pull Factors

Author	Push factors	Pull factors
Yuan & McDonald (1990)	Escape, relaxation, and hobbies are the most contributors for ecotourism.	Location, climatic condition and budget hotel are motivational factors for promotion of ecotourism.
Uysal & Jurowski (1994)	Sports and cultural experience influence ecotourism.	Entertainment, resort, outdoors, natural sites, parks and heritage sites contribute maximum benefits for ecotourism industry.
Turnbull & Uysal (1995)	Cultural experience, sports and prestige are the motivational push factors among travelers	A heritage, comfort, relaxation, resort, outdoor resources, waterfalls, caves, rural and inexpensive areas are destination pull factors.
Baloglu & Uysal (1996)	Sport and activity seekers and beach resort seekers are the motivational push factors identified.	
Sirakaya & McLellan (1997)		To promote ecotourism local hospitality and services, trip cost and convenience, perception of a safe environment, recreation and sporting activities, unusual and distant vacation spot are destination pull factors.

PROPOSED MODEL

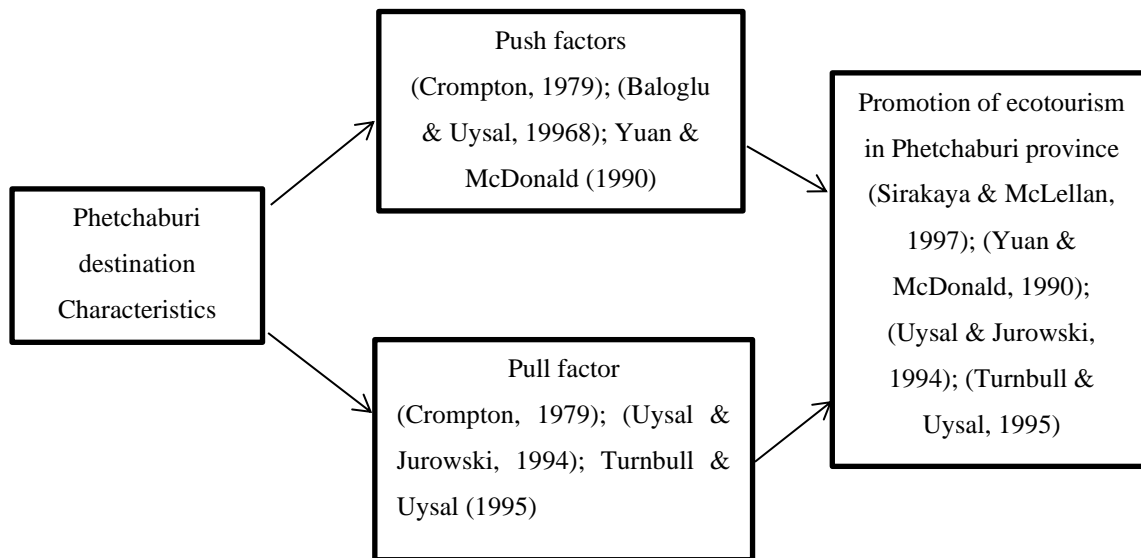


Figure 2: An established research design for this study

METHODOLOGY

The study used qualitative research methods. Because of the nature of qualitative studies, this approach places more importance on explaining variables in terms of either definitions, conceptual explanations, notes or other forms that narrate field conditions. For the study the researcher selected the location is in Phetchaburi. Data were taken from previous articles and website and analyzed the push and pull factor to understand whether the destination characteristics can boost ecotourism in Phetchburi province. This researcher used secondary data for the study. For secondary data researcher used various website articles, journals and information that is useful in the research process.

DISCUSSION

When the world is focusing more on sustainable environment, countries need to give priority towards ecotourism. Ecotourism can boost the tourism sector and the country can gain economically. Due to this there is a need for more recognized push factors to attract more travelers in Phetchaburi province to promote greater and effective ecotourism. In order to promote eco-tourism, push factors are used to encourage travelers to visit local markets. A case study of similar field by Kanyapat Phattanapokinsakul and Panuwat Phakdee-auksorn (2015) being taken to justify cultural activities, educational improvement, historical information, obtaining new experience, and leisure are all things that particular areas can offer, and Phetchaburi province, which has numerous natural resources, national parks, cultural activities, and Flora and Fauna, can do the same.

At the same time, there is a need to use pull factors to promote more and effective ecotourism in Phetchaburi province, to attract more travelers. The perception of travelers toward the destination is vital, since a positive image of a location might become the most important aspect (Prayag & Hosany, 2014). In addition, other aspects that can influence travelers to visit Phetchaburi province in order to promote ecotourism include their attitude toward the

place, recommendations from friends and family, satisfaction levels from prior visits, and intention to return to that particular place (Darnell & Johnson, 2001).

LIMITATION OF THIS STUDY

The limitation of this study is that it is documentary in nature and supported by literature review and past related research. This study doesn't include data survey and analysis model otherwise results would have been more solid and realistic. Due to minimal time, the study could not interview local business to understand their mindset about the ecotourism. However, this research study is still very much useful for tour operators and travel agents in Thailand from this paper can capitalize the market for eco-tourism travelers.

CONCLUSION AND RECOMMENDATION

Conclusion

Sustainability has become increasingly important in economic and social development projects around the world. A walk in the rainforest, for example, is not ecotourism unless it benefits the environment and people who live there; similarly, a rafting excursion is only ecotourism if it generates awareness and funds to help conserve the watershed (Untamed Path, 2007). As a result, ecotourism is directly tied to environmental conservation and development. Phetchaburi destination characteristics can promote ecotourism. Ecotourism in Phetchaburi province can be boosted by identified push factors such as escape, sports, leisure, hobbies, and resort seekers. Parks, waterfalls, caverns, natural attractions, heritage sites, accessibility of access, and climatic conditions have all been recognized as pull factors that can strengthen and promote ecotourism in Phetchaburi province. The promotion of ecotourism in Phetchaburi province is linked to the destination's push factors. In addition, Phetchaburi destination characteristics pull factors and promotion of ecotourism in Phetchaburi province has a strong relationship.

Recommendation

This research is perfect for boosting eco-tourism in Phetchaburi areas that are rich in natural resources and high in flora and fauna. It will also aid in the development of tourism in that state and throughout the country. This will increase currency reserves while also providing job possibilities for local folks. This research will help a specific location become known as a tourist destination for entertainment, leisure, and other recreational activities. In addition, The Thailand royal project in Phetchaburi will provide cultural information and boost the general image of Thailand. This study will be very useful for tour guide operators or travel agencies that organize tours for both domestic and foreign tourists, as it will identify areas in Phetchaburi province where travel agents and operators can capitalize in order to boost ecotourism, as this area is extremely rich in eco-tourism and has ample potential to generate income for the entire province. To enhance eco-tourism, this location requires a strong marketing campaign.

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Online Shopping Intention among the International Students in Thailand – An Empirical Study

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ABSTRACT

The purpose of the study was to examine the relationship between the attitude and intention of the customers towards online shopping in Thailand. It also examines whether trust and enjoyment have any influence on online shoppers to have positive shopping behavior as well. The study included Technology Acceptance Model (TAM) model to explain the online shopping attitude and intention of online shoppers in Thailand during the Corona Virus (COVID-19) pandemic. A non-probability convenience sampling technique was adopted to collect data through an online survey using google form. 80 questionnaire survey link was distributed among the target participants who do online shopping in Thailand. A total of 43 online shoppers who study international program in English both for public and private universities in Thailand participated in the survey. From the analysis it was noticed a significant relationship between perceived ease of use, perceived usefulness, attitude and online shopping intention. The study also noticed that perceived risk, perceived enjoyment, and trust has a positive significant association with the attitude towards online shopping and intention towards online shopping. The result of this the study is consistent with prior studies. Future studies need to consider larger population from the international students who come to study in Thailand to have generalizability.

Keywords: Online shopping intension, Technology Acceptance Model, International students, Thailand, Perceived Risk, Trust

INTRODUCTION

Background Of the Study

In today's competitive world, marketers need to understand consumer's behavior to shape their product and services to stay competitive in the business. Consumer behavior has been defined as the process that occur when individuals or groups select, buy, use, or discard a product, service, idea, or event in order to meet their needs and preferences (Solomon, 1998). In general, consumer behavior is important to businesses because it allows them to gather information about their customers and forecast their purchasing decisions. In addition, business organizations must have knowledge and awareness of consumer behavior in order to succeed. Some prior studies have been documented that Consumers make purchasing decisions by selecting one of several options and then taking action to complete the purchase (Olshavsky & Granbois 1979; Lee, Park, & Ha 2008). According to Kotler & Armstrong, (2014), there are some characteristics that influences the consumers when they make the



purchase decision; which are cultural, social, personal and psychological factors. Furthermore, these factors are used by marketers to promote sales and promotions to customers.

Thailand is a developing country in Southeast Asia that is focusing on building effective e-commerce business models that are appropriate for its region. According to Keretho and Limstit (2002), the E-commerce was seen by the Thai government as a strategy to achieve a competitive advantage in the regional and worldwide economy. It has been observed over the years that Thailand's internet users have been steadily increasing, and at the same time, the country's mobile transition is accelerating. Thailand's online population is rapidly expanding, with 57 million users and an internet penetration rate of 82.2 percent as of the first quarter of 2019 (*Internet World Stat report*). Due to the development of logistics and e-payment systems, online consumers are more confident and comfortable to shop online. The rapid rise of the internet has made e-commerce and online purchasing easier, and it is easier for consumers to get what they want online. Thailand's e-commerce user penetration is 57.4 percent, with sales of \$4.375 million in 2019 and a forecast of 67 percent by 2023 (Statista Report). According to the Electronic Transactions Development Agency (ETDA), Thai e-commerce witnessed the fastest growth among ASEAN countries, with an estimated value of \$94.1 billion (Baht 3.2 trillion) by the end of 2018. (The Nation 2019). On online shopping platforms, customers' hedonic, simple, and beneficial experiences boost revenue. Thailand spends about \$243 on the online, with the figure predicted to rise to \$382 by 2021. (eShopWorld). A recent study found that 74% of Gen Z members spend five hours or more every day online and by 2020, Gen Z will command 40% of all consumer shopping (Dabija, & Lung, 2018).

In early December of the 2019, the Corona Virus disease (COVID-19) breaks out. Because the virus was easily infectious and spreads quickly, every country's government and the WHO advise people to stay at home. They proposed that keeping social distance, or "remaining out of places where people meet or gather and preserving distance from others," is an efficient method to reduce the spread of a viral outbreak (WHO, 2019). Thailand prohibits travel in and out of the country during this time, and lockdowns were in effect. Usually, humans react to crisis circumstances in a variety of ways. When confronted with a dangerous and unknown circumstance that they can't control, they do whatever they can to alleviate pandemic stress. During the pandemic, electronic commerce became a hallmark, and it was the only option for businesses to stay afloat during the COVID-19 pandemic. Therefore, to remain competitive in the online shopping platform, online businesses must identify consumers with purchase intent and attitudes toward online shopping based on their purchasing activity (To, Liao & Lin 2007; Childers et al. 2001).

Purpose of the Study

The purpose of the study is to understand the international students online shopping behavior in Thailand during the COVID-19 pandemic. The study further wants to identify the differences of the purchasing decisions of the international students in Thailand before and after the pandemic outbreak takes place in Thailand. The study will also look into the factors that influence a customer's decision to buy or not buy a company's product or service.

Objectives of the Study

The objective of the study is to comprehend the following aspects.

- i. To understand the online shopping behavior of international students by utilizing Technology Acceptance Model.
- ii. To understand whether trust, enjoyment and risk have any influence on international students when they purchase online.

LITERATURE REVIEW

Online Shopping

The phrase "online shopping" refers to a process in which buyers can use the internet to directly search for, select, get, and/or purchase a product or service from sellers (Javadi et al. 2012). Generally, consumers can purchase a range of goods, products, and services online through websites or applications using online shopping platforms; such as Lazada, Shopee, Alibaba, amazon etc. In general, consumers no longer need to go to a real store to shop; instead, they can shop from any internet website 24x7 (Berman & Thelen 2004). Internet connection helps establish a website to purchase, sell, or trade products or goods online. Consumers can receive a variety of product-related information and features from the internet by clicking on the necessary fields on websites and/or web pages. Consumers who shop online do not have to wait in line at the check-out counter and can purchase products or goods with a single click of a button. When compared to traditional shopping, shoppers can save time by buying online for their necessities.

Technology Acceptance Model

Technology Acceptance Model (TAM) was introduced by Davis in 1989. TAM is an information system model that consumers use to explain how they become aware of technology and embrace the usage of technology that is handy and improves their lives while also reducing the amount of time it takes to complete a task. According to Dillon & Morris (1996), The greater the likelihood that employees will use and embrace the new technology as valuable, the more they will recognize how it will make their job easier. This study employs this model, which considers the consumers' buying decision as well as the perceived ease of use and perceived usefulness. The study includes additional variables such as perceived risk and perceived enjoyment to learn more about customers' attitudes and intentions while making a purchase decision. The study also includes consumer trust to provide greater insight into their attitudes and intentions.

Perceived Ease of Use (PEOU)

According to Davis (1989), perceived ease of use (PEOU) refers to person's belief that utilizing a certain system will make completing a task simple. In general, online shopping demonstrates how little effort people must exert in order to purchase items (Monsuwe et al. 2004; Sin et al. 2012). In addition, if an online shopping system or e-commerce website is easy to use, it will undoubtedly attract customers, perhaps increasing the number of users. Moreover, consumers' propensity to utilize technology, as well as their attitude toward it, is influenced by perceived ease of use. According to David et al (1989), the person's attitude is directly influenced by perceived ease of usage.

Perceived Usefulness (PU)



Perceived usefulness (PU) means the degree to which a person believes that specific information system would improve his or her job performance (David, 1989; Kim 2012; Sin et al. 2012). In general, consumers' perceived usefulness focuses on how easy it is for them to buy things online and what kind of experience they can have. In addition, customer's perspective on online stores is convenient and speedier than traditional brick-and-mortar stores (Dash & Saji 2008). The mindset of the consumer to purchase online will be influenced by the usefulness of online shopping (Changchit et al., 2019). Furthermore, some studies documented that perceived usefulness is directly associated with attitudes towards online shopping (Dash & Saji 2008; Kim 2012).

Perceived Risk

Perceived risk is referred as the uncertainty and fear that the customer experiences when buying products or services (Bauer 1960). According to Ko et al (2010), Perceived risk refers to the probability of failing to achieve a favorable result during online shopping, implying that people are concerned about the possibility of a poor outcome. In addition, when it comes to online buying, customers are concerned about their privacy and data leaking. If customers experience little risk, they are more likely to use internet buying and have a positive opinion toward it.

Perceived Enjoyment

Perceived enjoyment is defined as the degree to which the act of utilizing technology is considered delightful in and of itself, regardless of any potential performance repercussions (Davis, Bagozzi, & Warshaw, 1992). In general, it is noticed that consumers' intentions to shop online are influenced by their perceived enjoyment (Cheema et al., 2013). Cheema et al. (2013) further mentioned in the study that it is the customers who view the online shopping as enjoyable. In addition, Wolfinbarger & Gilly (2001) claimed that customers may find shopping for things online to be engaging and enjoyable. Therefore, if a user can enjoy themselves while utilizing technology, their attitude toward it will be favorable.

Trust

Trust is referred as the consumer's readiness to rely on the seller and take action in circumstances where doing so puts the customer exposed to the seller (Jarvenpaa & Tractinsky 1999). In general, consumers have a different level of trust in brick-and-mortar stores than they do in department stores on the internet (Hahn & Kim, 2009). In addition, Li et al., (2007) claimed that the subject of customer trust on the internet shopping mall stands alone because no seller-related management is visible during purchasing or selling. Additionally, it has been documented that consumer who trust online shops and conduct online transactions have a high level of trust in e-commerce (Pavlou 2003). Similarly, consumers who shop online find themselves in a precarious situation where they must utilize the internet to contact with the merchant and give personal information. Moreover, consumers will respond positively to a well-organized online shopping website with comprehensive information, a diverse product variety, a sense of secure payment, and trust (Lim & Dubinsky 2004). The trust the customer has on the online shopping has a positive influence on the customer's attitude when deciding to purchase.



Attitude Towards Online Shopping

A consumer's attitude toward online shopping is defined as their positive or negative feelings about carrying out their purchase behavior on the internet (Chiu et al, 2005). In general, the mindset of the consumer had a direct impact on their willingness to buy. In addition, the consumer's willingness allows them to continue making purchasing decisions. According to Armstrong and Kotler, (2000), person's shopping choices are influenced by four psychological factors such as motivation, perception, learning and beliefs and attitude. Generally, attitudes are created as a result of motivation and perception, and they will then make a decision. Moreover, when it comes to estimating online purchasing rates and developing preparations for future marketing campaigns, marketers will benefit greatly from a thorough understanding of customer attitudes.

Online Shopping Intention

According to Ajzen (1991), an individual's intention may be influenced by the resources available to him or her and his or her power over a certain conduct. In general, customers' online purchases tend to be affected by their attitudes on online shopping (Limayem et al, 2004). The term "shopping intention" refers to a consumer's enthusiasm to make a purchase after discovering desirable products or services (Zhou et al., 2007). Purchase intentions highly depend on the trust factor of the consumers that they have on an online shopping (Lee et al., 2011). The more trust that consumers have, the more intention they will have on purchasing online (Jarvenpaa et al. 1999; Wakefield et al. 2004). Furthermore, when customers discover that shops are reliable and keep their promises, they will have higher intention to shop online.

Proposed Hypotheses

H1: Perceived ease of use will positively influence customer's attitude towards online shopping.

H2: Perceived usefulness will positively influence customer's attitude towards online shopping.

H3: Perceived risk will positively influence customer's attitude towards online shopping.

H4: Perceived enjoyment will positively influence customer's attitude towards online shopping.

H5: Trust of the customer will positively influence the attitude towards online shopping.

H6: The attitude of the customers will positively influence the online shopping intention.

Theoretical Framework

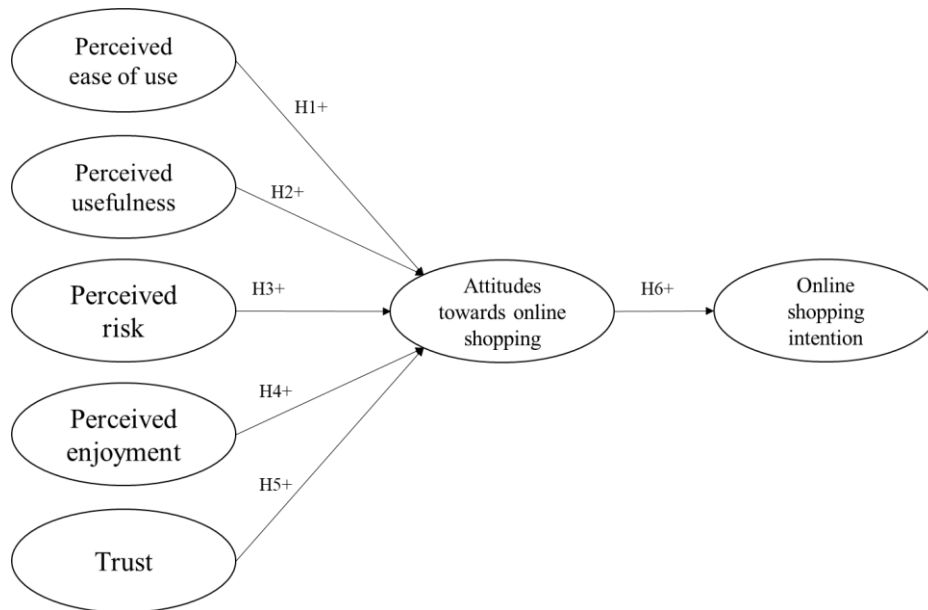


Figure 1 Theoretical Framework of the study

METHODOLOGY

Research Design

To engage with the variables relating to the online shopping intention decision of the international students studying in Thailand, an online survey was conducted to obtain quantitative data to test the proposed hypotheses. To have a better understanding of the relations between perceived ease of use, perceived usefulness, perceived risk, perceived enjoyment, Trust, attitude and intention of the international students, an empirical study was adopted. An online survey was used for this research and the questionnaires in the study consist of the following; independent variables i.e., perceived ease of use, perceived usefulness, perceived risk, perceived enjoyment, trust, and attitude towards online shopping. On the other hand, online shopping intention was the dependent variable. In this study the demographic information such as gender, age, nationality, income, background, the e-commerce platforms were collected. The results from the survey were analyzed to understand the association between the independent and dependent variables of the purchase decision of international students studying in Thailand.

Sample and Participants

The online survey was conducted via social-media (Instagram, Facebook, Line) at public universities, and private universities in Bangkok, Thailand. The survey was mainly conducted in the English language because the participants were studying in English in the universities in Thailand. The international students who study in the international program of public and private universities were considered as the sampling frame. International students who are studying in other programs were excluded. Further, international students who had online shopping experience from websites or applications were considered the suitable respondents

for the study. To obtain the maximum participation for the study, non-probability convenience sampling techniques were adopted. To get the maximum participation snowball sampling method was adopted. A total of 60 survey questionnaires were sent via email, Facebook, Instagram and line to get the maximum participation. A total number of 43 international students, responded in the survey.

Data Collection

The questionnaire of the survey was mainly carried out in the English as it is mainly aimed at the international students and respondents such as people with bachelor's degree, master degree, doctoral degree. Cross-sectional data were collected via an online questionnaire. A link of Google Form was sent via email, Facebook, Instagram and Line to the target population. No personal information was collected and confidentiality was maintained. Before sending the survey, the participants were asked if they had engaged with the online shopping or had experience purchasing products from online stores in Thailand. Only then the survey link was sent to the participants. If any participant changes their mind and withdraw from the survey, they can do it anytime without informing the researcher.

RESULTS AND DISCUSSION

Demographic Information

The respondents (n=43) who took part in the survey were 21 (48.8%) female and 22 (51.2%) males. The major participants 32 (74.4%) had a bachelor degree, 9 (20.9) had a high school degree, 2 (4.7%) had a master degree and 1 had doctoral degree.

Table 1: Demographics Information

Gender	Frequency	Percentage
Male	22	51.2%
Female	21	48.8%
Total	43	100%
Educational Stage	Frequency	Percentage
High School	9	20.9%
Bachelors	32	74.4%
Masters	2	4.7%
Doctoral	1	1%
Total	43	100%

Monthly Income-Platform

Monthly Income (Thai Baht)

43 responses

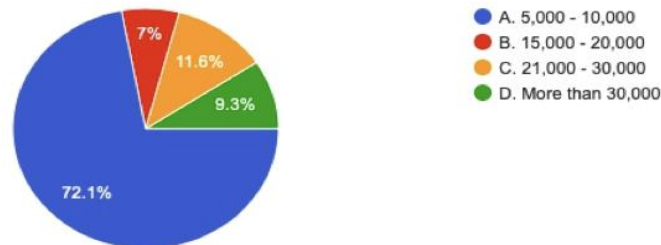


Figure 2: Monthly Income

Among the participants who took part in the survey, 72.1 % had a monthly income between 5,000 thousand baht and 10,000 thousand baht, 11.6 % had a monthly income between 21,000 thousand baht and 30,000 thousand baht, 9.3% had a monthly income more than 30,000 thousand baht and 7% had a monthly income between 15,000 thousand baht and 20,000 thousand baht.

Shopping Frequency

Among the participants, 48.8% had shopped online once a month, 46.5% had shopped online a few times per month and 4.7% had shopped online every week.

How often do you shop online?

43 responses

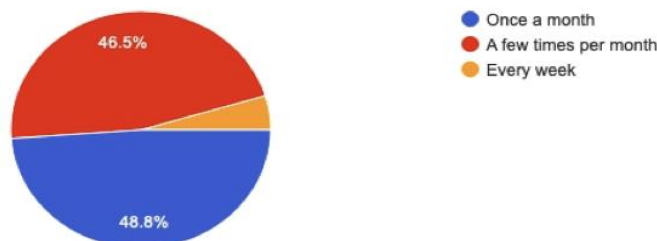


Figure 3: Shopping Frequency

Shopping Platform

According to the survey, the participants had used different types of platforms for purchasing products online and 41.0% had used Shopee for online shopping, and 20.9% had used Instagram for shopping online. Among the participants, 18.6% had used Lazada and Facebook for shopping online.

Which platform do you use for online shopping?

43 responses

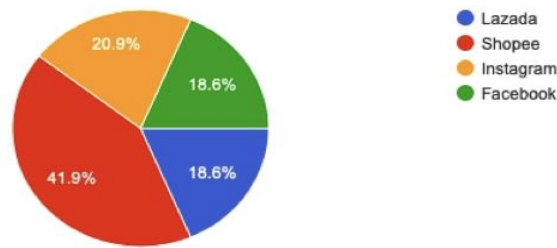


Figure 4: Shopping Platform

Correlation Analysis

Bivariate correlation analysis was conducted. From the analysis it was noticed that perceived ease of use and perceived usefulness have a positive relationship with attitudes towards online shopping ($r = .758$, p value = .000) and ($r = .830$, p value = .000). In addition, perceived risk was found positively connected to attitudes towards online shopping ($r = .743$, p value = .000). perceived enjoyment has a positive association with attitudes towards online shopping ($r = .717$, p value = .000) and additionally, Trust has a positive relationship with attitudes towards online shopping ($r = .778$, p value = .000). Furthermore, it has been noticed that attitudes towards online shopping is positively related to online shopping intention ($r = .799$, p value = .000). From the table below it was observed that all the correlations were significant at 0.001 level (2-tailed). Table 1 exhibits correlations among all the variables.

Table 1: Pearson's Correlations of the variables

		Correlations*						
		PEOU	PU	ATT	PR	PE	TR	BI
PEOU	Pearson Correlation	1	.763**	.758**	.672**	.641**	.676**	.683**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	43	43	43	43	43	43	43
PU	Pearson Correlation	.763**	1	.830**	.691**	.540**	.610**	.649**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	43	43	43	43	43	43	43
ATT	Pearson Correlation	.758**	.830**	1	.734**	.717**	.778**	.799**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	43	43	43	43	43	43	43
PR	Pearson Correlation	.672**	.691**	.734**	1	.613**	.618**	.681**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	43	43	43	43	43	43	43
PE	Pearson Correlation	.641**	.540**	.717**	.613**	1	.627**	.715**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	43	43	43	43	43	43	43
TR	Pearson Correlation	.676**	.610**	.778**	.618**	.627**	1	.735**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	43	43	43	43	43	43	43
BI	Pearson Correlation	.683**	.649**	.799**	.681**	.715**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	43	43	43	43	43	43	43

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

Regression Analysis

Regression analysis was conducted to test the proposed hypotheses. From the regression analysis, it was noticed that perceived ease of use has a positive relation with attitudes towards online shopping ($\beta=0.758$, p value= 0.000) with an adjusted R square of 0.564 (i.e., perceived ease of use explains 56.4% of attitudes towards online shopping). The result is statistically significant and supports hypothesis 1. The result revealed that perceived usefulness has a positive relation with attitude towards online shopping ($\beta=0.830$, p value= 0.000). It was noticed that Adjusted R square for this hypothesis was 0.681 which means 68.1% can be explained. Hypothesis 2 is statistically supported. The data showed that perceived risk has a positive relation with attitude ($\beta=0.734$, p value= 0.000) and it is statistically significant which means hypothesis 3 is also supported. The association has an adjusted R square of 0.527 which means 52.7% can be explained from this. The data further showed that perceived enjoyment has a positive relation with attitude towards online shopping ($\beta=0.717$, p value= 0.000) with an adjusted R square of 0.502 which means 50.2% can be explained. The result is statistically significant, and hypothesis 4 is supported. Trust has a positive relation with attitude ($\beta=0.778$, p value= 0.000) with an adjusted R square of 0.596 , which means 59.6% can be explained from this. The association is statistically supported and hypothesis 5 is supported. Finally, attitudes towards online shopping were found a positive association with online shopping intention ($\beta=0.799$, p value= 0.000) with an adjusted R square of 0.630 which means 63% can be explain from this. Therefore, hypothesis 6 is statistically supported

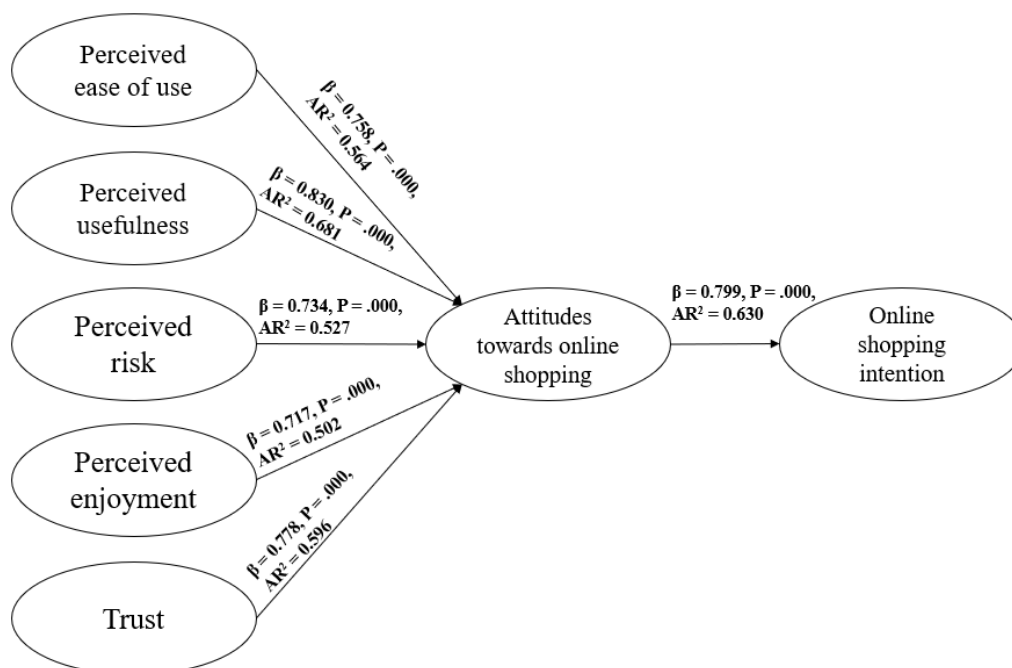


Figure 5: Regression analysis

DISCUSSION

The main purpose of the study is to examine the purchasing decision of the consumers in Thailand in the framework of Technology Acceptance Model (TAM). The study also focuses on the perceived risk, perceived enjoyment and trust of the international students if those can

increase the attitudes towards online shopping which can influence the shopping intention. The hypotheses of this study were statistically supported which is consistent with prior studies. From the previous study, researchers prove that attitude and intention are under-linked (Ajzen and Fishbein, 1977). Attitude and online intention have strong relation between each other. Perceived usefulness, Perceived ease of use and Perceived enjoyment are important factors that affect the attitude of the international student towards online shopping intention (Chui et al, 2009). Additional factors such as Perceived risk also affects the attitude of the customers which results in the online shopping intention. However, since the coronavirus (COVID-19) happened, many consumers including students find the online shopping platforms useful and convenient due to the health concern, therefore, it has motivated them to use online shopping platforms more frequently.

The effect of the four variables is important on the online shopping attitude of the international students studying in Thailand. This shows that the attitude of the international students is affected by the user's recognition of online shopping that is useful and easy to use. The results of the study shows that perceived usefulness influences the online shopping attitude of the international students more than perceived ease of use and perceived enjoyment. Perceived usefulness is the major factor for the international students to choose the online shop and the enhance the customer's satisfaction with the online store (Chui et al. 2002). When international students realize that online shopping is useful for them, it affects positively on the ease of use for online shopping.

Although previous studies show mixed results that perceived ease of use influences the attitude, the present study proves the importance of perceived ease of use in the online shopping context. The study shows that perceived ease of use and the attitude towards online shopping is linkage. Online shopping websites or applications (Lazada, Shopee, Alibaba) which are easy to use will allow the international students in Thailand to gather information about their purchase. While gathering information, the international students also seek out reviews and news about the online shop which they planned to purchase from. If the online shop's reviews and news of the shop meet the international student's expectations, they will trust the online shopping websites or applications (Lazada, Shopee, Alibaba). When the online shop wins the trust of the international students, it will increase their positive attitude towards online shopping and increase the online shopping intention. If the international students are satisfied about using online shopping, it increases the intention towards online shopping.

Perceived enjoyment is one of the important factors in online shopping and it has a connection with the attitude towards online shopping. If the international students feel joy and satisfaction after using the online shopping to purchase, it increases the attitude and the intention towards online shopping. Perceived usefulness and trust of the international students have positive influence on their attitude towards online shopping, which have a direct relation with the intention towards online shopping. However, perceived ease of use, perceived risk and perceived enjoyment have less influence on the international student's attitude and intention. The only reason which could lead to this outcome is the Corona Virus disease (COVID-19) which can spread and infect people easily. Due to the health concern, the international students have to change the way they live and also have to change the way they purchase products. Online shopping becomes the solution of how people purchase products which reduce the probabilities of getting the Corona Virus disease (COVID-19). This shows that perceived ease of use, perceived risk and perceived enjoyment have less influence on the international students' attitude and intention towards online shopping, which differs from the



previous studies (Davis, 1989). Before the Corona Virus disease (COVID-19) breaks out, customer's attitude and intention towards online shopping is mainly influenced by the ease of use and risk however, health concerns led the customers which causes the perceived usefulness to be influenced on the customer's attitude and intention towards online shopping more than the perceived ease of use, perceived risk and perceived enjoyment.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This paper examined the relation between perceived ease of use, perceived usefulness, trust, perceived risk and perceived enjoyment towards the customer's attitude and intention towards online shopping. The results of the study showed that due to the health concern, international students' perception and intention to use online shopping is influenced by the usefulness of it. The present study showed that trust and perceived usefulness of online stores is positively related to the intention of the international students. Due to the pandemic, more people are inclined to shop online and their attitudes are positive towards online shopping. The marketers need to understand the need of the consumers and make a platform where data privacy will be maintained. When online platform can ensure the data privacy, consumers will have a higher tendency to purchase their desired product from online platform.

Recommendations

Future study needs can focus both Thai and international students from Thailand who use online shopping during the pandemic time. The study can make a comparison between Thai and international students and how it is helpful for them. The future study can include some other variables like website design, price, subjective norms, social influence, to understand the purchasing decision of international students.

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Online-Purchasing Behavior of Thai-Millennials for Preschool-aged Toys in Bangkok

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ABSTRACT

The purpose of this paper is to understand the online-purchasing behavior of millennials for preschool-aged toys in Bangkok. The study attempts to find a direction of preschool-toy development as consumer requirements. This research looks into the purchase intention of millennial parents, their children's needs and their willingness to buy preschool toys. This paper provides millennial's requirements of preschool toys and toy-business strategies. The study focuses on preschool toy products in an online platform context. Data is collected from 100 respondents who are Thai millennials (Generation Y) with one or more children. The proposed model is tested with online questionnaires. The analysis is done by using a descriptive statistic, factor analysis, and hypothesis testing with multiple regression to see relationships between important variables. The limitation of this study is the sampling size with 100 respondents because of the limited time to research. So, the results cannot be assumed applicable to all Thai millennials, also respondents collected the data by using an online questionnaire in Bangkok, people who cannot access the internet cannot be a respondent in this study.

Keywords: Millennial, Preschool, Toy, consumer behaviorism, behavioral economics, child's skill, toy product development

INTRODUCTION

Millennial consumerism has effects on the world economy, due to their needs for goods and services. The millennial generation or Generation Y is the largest consumer market in the world. Their behavior and preferences are the main influence in the current world economy. Their engagement in the online market has not been diminished but has increased due to globalization and the COVID-19 crisis (Hume, 2010). Only 22% of millennials are married when compared to Gen Xers at the same age and they have fewer children per family (Hume, 2010). The rate of baby birth is 51% of all millennial families in 2008 (Hume, 2010). In terms of millennial consumerism, their purchasing decision depends on the information that they receive (Hume, 2010). For example, they largely research the product's quality and price compare them to others by reading peer reviews (Hume, 2010). Also, their active lifestyles have been shown on social media. Different generations and demographic consumer groups are exposed to different types of activities, perceptions, community norms, life experiences, and events (Hume, 2010).

Consumer motivations usually depend on gender, age, education, and income, which useful in marketing (Parment, 2013). Millennial attitude has become a significant focus of consumer research because of their potential spending power (Martin & Bush, 2000). The main users of

online shopping are millennials because it offers fast shipping and consumers can read reviews from previous users (McPhee, 2020). Millennial parenting style is different from previous generations. They spend more time with their children and family even if both the father and the mother have full-time jobs (Gerson, 2020).

Therefore, millennial parents are raising children in a different way than previous generations. Preschool toys are important for children's skill development hence, millennials parents tend to do research before buying them (Gerson, 2020).

Problem Statement

Children of millennials have grown up with a working father and a working mother. However, millennial's parents spend more time with their children than the baby boomer generations. Previous research did not focus on millennial parent's behavior when they need to buy preschool toys. So, this research will analyze to understand millennial parents' online toys purchasing behavior.

Millennial

The millennial generation is generation Y —the children of the boomers, who are born between 1981 and 1996 (Hume, 2010). In 2021, they are between 25 - 40 years old.

Preschool

Preschool is an early childhood program where small children combine learning with play in a program run by professionally trained adults (Education Research, 2004). Children are most commonly enrolled in preschool between the ages of three and five, though children as young as two can attend some schools (Education Research, 2004).

Toys

U.S. law requires that toys and games for young children (age two to five) carry a warning about choking hazards (Toy Industry Association, Inc., 2013). If they include small parts, marbles, or balloons, they must be marked that they are not appropriate for children under three. Beyond toddlerhood, children begin to develop their ideas about play activities and the toys that they want. They will be influenced by what they see in advertising (Toy Industry Association, Inc., 2013).

Purpose of the Study

The purpose of this study is to examine the preschool toy online-purchasing behavior of millennial consumers in Thailand. Personal characteristics are divided into background information about the respondents.

Research Question

How does a toy business develop toy products and encourage the millennial consumer to buy preschool toys online?

LITERATURE REVIEW

Millennial Consumer Behavior

Millennials are the second-largest population in the history of the world (Ordun, 2015). Their buying power is the most important currently, and partially influenced the purchasing decision of their parents (Ordun, 2015). According to the previous researches, the criteria significantly differentiated millennials is that their buying decisions are more affected by social media, they trust the idea of influencers more than their friends (Ordun, 2015).

Millennial consumers in Asian Countries Market

More than 85 percent of the world's 2 billion millennials live in emerging markets countries, especially China, India, and Southeast Asian countries. By 2025, they will account for three out of four workers worldwide (Chakraborty, 2017). Millennials comprise about 25 percent of Southeast Asia's population of 138.80 million, mostly in Indonesia, and Vietnam (Chakraborty, 2017).

Thai toy market revenue marginally increased in 2019 from 2018 (Chaikajohndech, 2019). However, the educational toy has a marketing value of THB1,000 million with a 5% growth rate, especially brick toys with affordable price, because Thai parents want their children to pay attention to toys more than smartphones or tablets (Chaikajohndech, 2019). This market segment size is about 20-25% of the toy market (Chaikajohndech, 2019).

Online-Purchasing Behavior

The reasons that the millennials generation prefer online shopping because it offers fast shipping and more product options (44%). 40 % of the consumer does not want to leave home and another 36% say they can read other customer reviews (McPhee, 2020).

Millennial Parents Behavior

Millennials parents raise children differently than previous generations because millennial families are navigating some big societal shifts that previous generations did not experience (Kathleen, 2020). Even though both parents are working, they tend to spend more time with their family and children than Baby boomers (Gerson, 2020). Many businesses in Thailand tend to promote their products through famous influencers which depend on who are their target customers or their budget (Preaw, 2015).

Table 1: Thai Mom Influencers and number of followers

No.	Thai Mom Influencers	Followers (Million)
1	Chompoo Araya A. Hargate	10.20
2	Pat Napapa	8.80
3	Noey Chotika	6.90
4	Gubgib Sumontip Hsu	6.70
5	Opal Panisara	6.10
6	Pei Panward	6.00
7	May Fuang-arom	5.90

8	Aff Taksaorn	5.30
9	Ploy Chidjun	1.80
10	June Kasama	1.50

Source: “Stargage; Top 1000 Moms Instagram Influencers in Thailand in 2021”

The above table shows that Thai mom influencers have been in engagement with millions of followers. Most of them are Thai actresses or wives of famous actors (Stargage ,2021). The most famous Thai -mom influencer is Chompoo Araya A. Hargate, she has 2 sons with rich-business man as her husband. Her follower's number around 10.20 million people (Preaw, 2015).

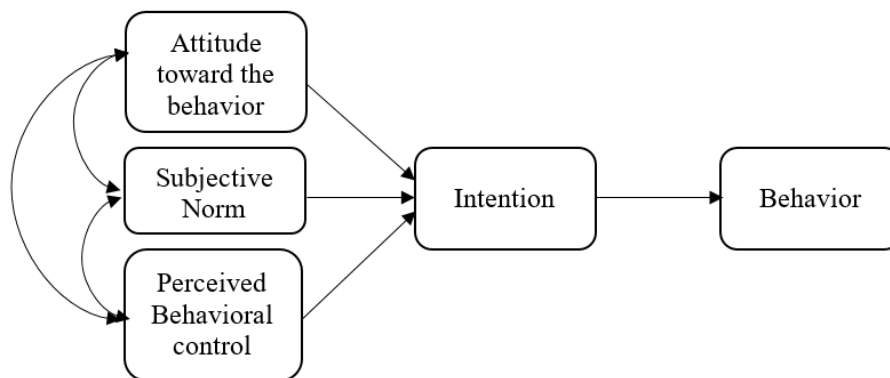


Figure1: Theory of Planned Behavior Diagram (Ajzen, 1991)

Consumer Purchasing Behavior and Decision

The theory of planned behavior by Ajzen is the main theory of the conceptual model of this research. It shows that “attitude toward behavior, subjective norms and perceived behavioral control will shape an individual’s behavior intention and behavior”. The indication of people to act a behavior is their intention. Attitude and Subjective norms are influenced by people’s intentions. (Ajzen, 1991).

RESEARCH DESIGN AND METHODOLOGY

This thesis has been primarily conducted with Thai millennial about their online toy buying behavior. This is quantitative research. This study focuses on millennial people who have child(ren). Millennials are people who are born in 1981-1996 (25-40 years old in 2021). The survey was done voluntarily and anonymously in Bangkok.

Data for the study were collected via online questionnaires created via Qualtrics.com. The question link was sent to respondents via Facebook or emails. The researchers obtained those emails and Facebook because they are friends of the researchers who introduced their friends. They are Thai, millennials and have children. The actual data of usable responses were 100 people from Bangkok. The collected data are analyzed statistically in both descriptive and inferential via the SPSS program.

Research Instrument

To conduct this research, the researchers covered several aspects of millennial opinions toward preschool toys which cover variables from related literature reviews. All the questions are closed end with a Likert scale (1-5). The scale ranges from strongly disagree to strongly agree.

Research Approaches

This research approaches use a deductive approach because this approach target to test theories that start with hypotheses setting and evaluate those hypotheses with Multiple Regression.

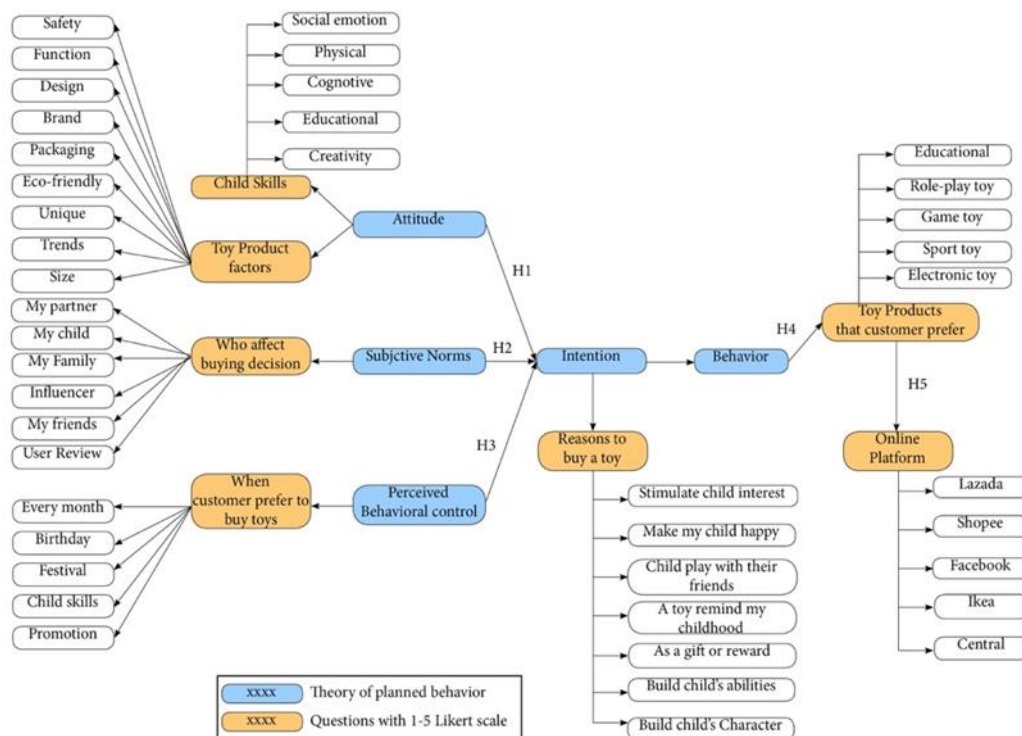


Figure 2: Researcher's Conceptual Framework (Own Creation, 2021)

Data Collection

The collected data are analyzed statistically in both descriptive and inferential via the SPSS program in the following way.

1. Creating a conceptual framework based on the theory of planned behavior and marketing mixed (4Ps).
2. Conducting variables of each group from literature reviews.
3. Generating questionnaires that are closed end with Likert scale (1-5) which range from strongly disagree to strongly agree.
4. After data was collected. Exported a file in an excel format.
5. Calculate data as a descriptive table to see average and standard deviation values.

Analysis and Statistic Techniques

This study has been applied in the descriptive and inferential analysis. The descriptive analysis is used for describing, showing, and summarize data. The inferential statistic is used for analyzing data sets and drawing a conclusion from the questionnaire.

1. Select the top 3 highest mean values of each group.
2. Measure variables by using Factor Analysis which is KMO and Bartlett's test to select important variables
3. Examine 5 hypotheses by Multiple Regression.
4. Evaluate and interpret information from the SPSS tables.
5. Conclude outcomes of each hypothesis, which one is rejected or not rejected.

CONCLUSION, IMPLICATIONS, AND RECOMMENDATIONS

Conclusion

This research aims to find the important variables which impact preschool toy online-purchasing behavior of millennial consumers in Bangkok. The online questionnaire is the tool using for collecting primary data collected from 100 respondents. To interpret that information, using the SPSS program to generate statistical results. The result indicated that most respondents are Thai females aged 26-30 years old, with a bachelor's degree, and has a nuclear family of one child about –one year-old, toy budget per piece is THB500, and their family income is THB 40,000-80,000 per month.

Regarding millennial consumer requirement toward toys has been explored with their partners and online reviews are the most affected on their buying decision. They are concerned with safety as the priority of toys, along with function and design. However, brand, packaging, and eco-friendliness are the additional factors that consumers considered. Skills that millennial parents expect from toys that their child develop creativity, and cognitive skills. When buy a toy, millennials expect that it can enhance their child's abilities and/or make their child happy. However, stimulating a child's character and reminding millennial's childhood might be additional factors that consumer would consider.

In addition, toys that millennials buy mostly as an educational toy and sports toys; however, some customers might prefer role-play toys and electronic toys. The most popular online markets are Shopee and Lazada. Millennials buy toys depend on their child's abilities and promotion.

The hypotheses in this study were created based on the theory of planned behavior of Ajzen,1991 and 4P of marketing strategies which are Product, Price, Place, and promotion. The outcomes have concluded as the following.

H1: Attitude toward Consumer intention

The outcomes of millennial parents who want to stimulate their child's interest prefer educational skills, millennial parents who prefer a toy reminding their childhood will likely be eco-friendly toys, and millennial parents who want to build their child's abilities will consider factors which are creative and functional.

H2: Subjective Norms toward Consumer intention

The outcomes of millennial parents who want to build their child's abilities will ask their partner before buying toys.

H3: Perceived Behavioral control toward Consumer intention

The outcomes of millennial parents who want to make their child happy will consider buying a toy depends on their child's abilities.

H4: Intention toward Consumer Behavior

The outcomes of millennial parents who buy role-play intend to build their child's abilities, and parents who buy sports toys intend to make their child happy.

H5: Preferred toy toward online platform

The outcomes of millennial parents who buy role-play toys prefer to buy on Shopee and Lazada.

Marketing Strategy

This study shows that the toy business should provide the customer with the following.

- Product – Toy products should be emphasized on safety, function, and design which are the most important factors that millennials consider. However, some customers might focus on brand, packaging, and eco-friendly products. Millennials buy toys because they want to encourage their child's abilities especially child's creativity through educational toys, role-play toys, and electronic toys, and they discuss with their partners in making decision. They want to make their child happy by considering toys that follow their child's ages, sports toys, and role-play toys.
- Price – most respondents reply THB500 is their toy budget per piece.
- Place – The most popular online platform to buy toys is Shopee and Lazada.
- Promotion – When millennials consider buying toys, they look out on sales and promotions. They consider special offers on a child's birthday. Toy products should get great online reviews to create a positive attitude to consumers.

Implications

This research thesis is useful data to the toy businesses, toy developers, and toy marketing strategists in Thailand. The outcomes provide a guideline for developing toy products for Thai-millennials parents. Also, this research can encourage toy inventors to create new toys in the Thailand market to meet Thai consumers tastes and develop marketing strategies to promote them.

Limitations

Sampling size (100 people) is limited because of research duration which means the results cannot be assumed from whole Thai millennials, also respondents collected the data by using an online questionnaire, people who cannot access the internet cannot be a respondent in this study. This study's scope is Thai consumers, so we can't apply the result to other nations.



Recommendations for further research

Due to the limitation of this study, researchers suggest that future research can focus on other provinces in Thailand and other generations. For more reliable results, future research should be including a larger sample size for better analysis. Further research can focus on other study areas to understand new opportunities in the toy industry.

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The Strategic Management on Tourism Industry in Vietnam in the Next Normal

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ABSTRACT

The novel coronavirus, also called covid-19, was first identified from the Wuhan city, China in December, 2019. Since then, it has been spreading across the globe. In early months of the year 2022, the WHO has announced that there have been more than 3 million infections and over 5 million deaths (the number is counted from the start of the article). This crisis is having an enormous impact on tourism in Vietnam. Especially in the field of tourism, the airline business and the hotel have been collapsing. And also, this has resulted in congestion, decreasing in tourist demand in traveling as well as delayed reopening. The objective of this research paper is to give out the solution to recover the tourism industry in adaptation to the new condition of the next normal. Based on this, the specified tourist strategies will be used for being able to respond to future crises more effectively and efficiently. This documentary research paper is based on reviewing the work experience of previous articles, news, journal, etc. and subsequently attempt to evaluate, estimate, summarize, and review the key success factors of strategic tourism management area, tourism industry, and the next normal. Based on the most relevant success factor of the three vital fields, a framework is illustrated, which emphasizes their interrelation. First, significant points on strategic management are covered by transportation, clean areas, and service mindset. Then, the vital success factors in the tourism industry area are focused by tourist security, and advertising. And the third is the next normal will be emphasized by providing the ecosystem product like e-tickets, smart travel cards, free Smart Travel Cards will be available for the visitor entering the booth. Besides, it also offers the soft skill, product services training course of the Covid-19 precaution for the staff for performing high quality to foreign travelers also have been covered in this article.

Keywords: Strategic management, tourism industry in Vietnam, next normal

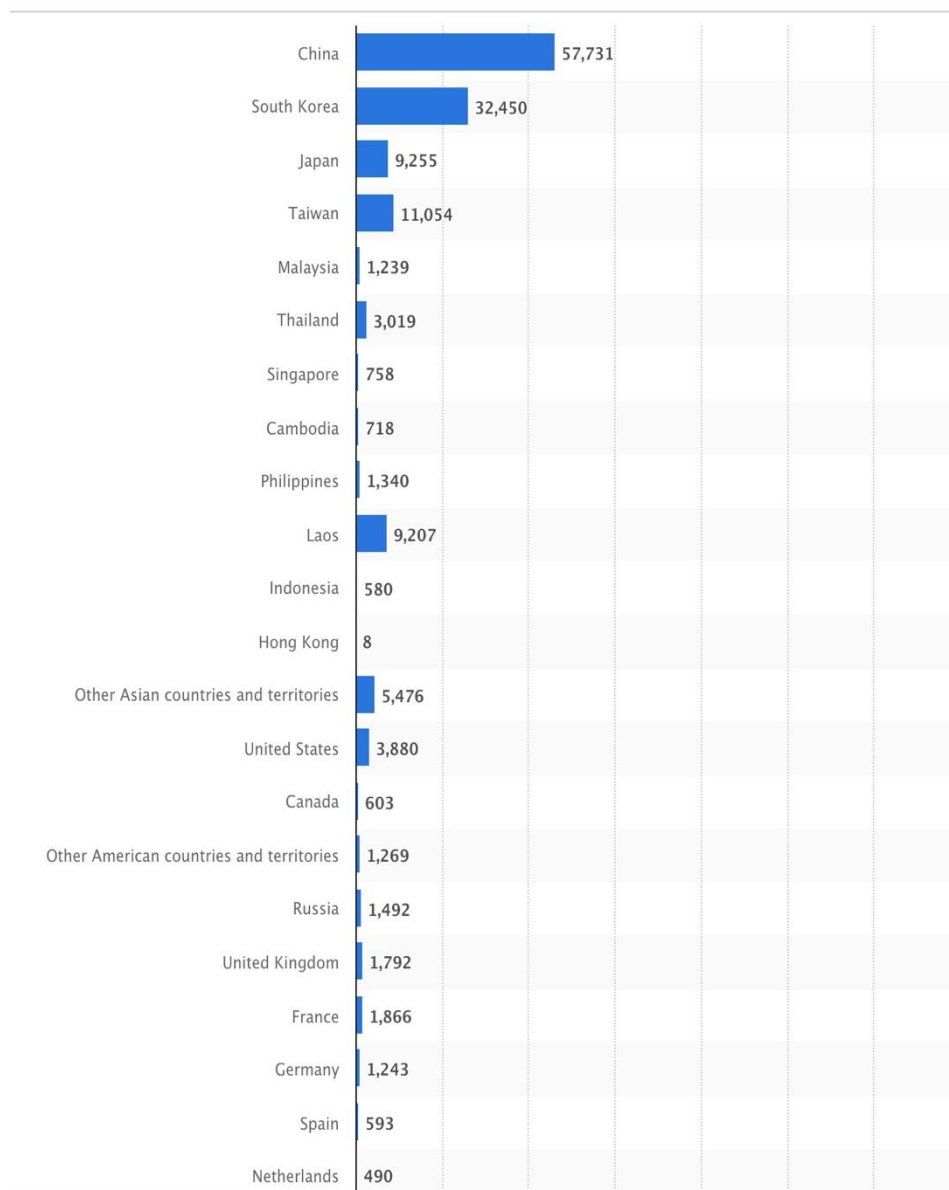
INTRODUCTION

Research Background

Due to the most recent events of COVID-19 the way the tourism industry operates within crisis management and strategic management has changed. Covid-19 is spreading around the world and shows no signs of slowing down. It has now caused more than 300 million infections and over 5 million deaths (Zoumpourlis, Goulielmaki, Rizos, Baliou, & Spandidos

2020). Covid-19 pandemic has made the world an obstruction with unstable conditions that impact socioeconomic, live, behaviors and lifestyle change (UNWTO, 2020).

And in Vietnam has been affected by the pandemic as well as on 22 January 2020, the two infectors related to Chinese citizens were recorded in Vietnam firstly. Those were admitted to the hospital of Cho Ray, Ho Chi Minh City. The population is 98,701,987 currently (worldometer, 2022). On the other hand, the Vietnamese government reported on 27 Apr-5 Dec 2021 there were 1,306,240 infectious cases confirmed including 26,026 deaths. (WHO, 2021). And since then, the crisis has brought a big hit to the tourism industry, particularly, by the year 2021, the Ministry of Tourism as shown in the data below has just welcomed 157.000 international tourists to visit in the country by year 2021. It decreased the number of tourists with over 3.8 million arrivals in the previous year, due to the consequences of the COVID-19 pandemic. The data shown as below.



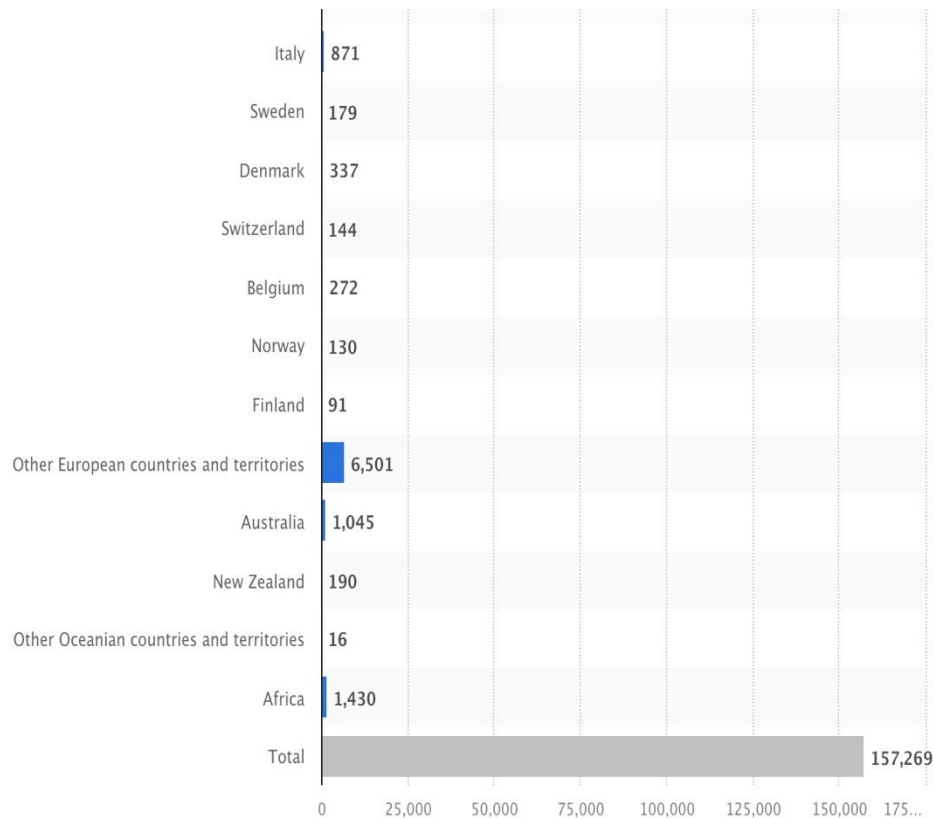


Figure 1: Number of international tourist arrivals (ITA) in Vietnam in 2021, by country and territory (Nguyen, 2022)

According to the data is given. In 2021, Vietnam has welcomed around 58,000 Chinese tourists, the highest number among all countries and territories. Meanwhile, there were about 32.5 thousand arrivals from Korea to Vietnam in that year. In total, Vietnam will welcome just over 157 thousand international tourists in 2021, significantly down from more than 3.8 million arrivals the previous year as a result of the COVID-19 pandemic.

At the end of November in 2021 the Prime Minister Pham Minh Chinh's government launched the tourism operation to accelerate vaccinations and relieve COVID-19 restrictions. And since then, in January of 2022 the international arrivals in Vietnam rose 11.2 percent compared to the same period of 2021 to 19.73 thousand. This is sharply from a 5.4 percent growth in the prior month. Passengers from America increased 31.3 percent. Moreover, European visitors rose 112.8 percent, of which, Russian tourists are 801.1 percent, the UK is 144.4 percent, French passengers is 38.2 percent, and Germany is 87 percent; while visitors from Australia climbed 91.1 percent. Nevertheless, Asian tourists decreased gradually to -0.5 percent, mostly from China -27.4 percent (Vietnam Tourist Arrivals, 2022).

With the decline of tourists, it also leads to a crisis in the management field, especially the crisis management in the tourism industry. Until now, tourist excerpts and marketers still have a lack of understanding of the scenarios and impact of the crisis that will have an unparalleled effect on the tourism industry (Škare, Soriano & Porada-Rochoń 2021), especially in the ways of operations of crisis management and strategic management. Therefore, to enhance and recover crisis management in the post-pandemic, this study focuses on selecting specific strategies as strategic management, strategic options such as

quality, value, human resource, and innovation for generating the capital and stable job in the tourism industry sustainability and effectively (Su, Tra, Huynh, Nguyen & Mahony, 2021).

Moreover, to practice strategic management successfully, tourism industry in the world or Vietnam after covid-19 global pandemic requires the process of the strategic management needs to cover several core components but just including three essential stages such as strategic analysis, strategic implementation, and strategic selection (Evans, 2019).

Hence, Strategic management plays a key role in the actions of the process of making decisions and in the direction of superior long-term goals. In addition, strategic management needs to require making decisions to help the company or organization to overcome the challenges and to get the goals more effectively. So, strategic management contributes an important way in promoting the tourism industry to reach revenue and to operate the tourism industry towards recovery (Belias, Christos, Loannis & Vasiliadis, 2020).

Research Problem

Now COVID-19 has impacted tourism on the international and domestic side. Indeed, COVID-19 is still very much in the real world. As of January 25, 2022, Vietnam's Ministry of Health has recovered a total of 2,155,784 infectious cases of COVID-19. But, with the number of 1,841,180 of the impacted patients getting well and discharged from hospitals. Besides, there were also 36,884 deaths (Vietnam briefing, 2022). As a result, the pandemic has brought with it serious consequences, has led all areas of industries and small and medium enterprises went bankrupt because they did not have enough capital to maintain production in business. Besides, the tourism industry is the industry that suffers the most such as bordering stops, entrance in national parks, beaches and all tour international arrivals during covid-19 were removed (Baum & Hai, 2020).

In the situation in Vietnam, COVID-19 pandemic and its impact on the tourism industry are causing mass collapse due to a lot of border restrictions in 2020. The first wave case of COVID-19 infectious case in the seafood market in Wuhan and has been spreading worldwide in 2020. In general, almost all activities in Tourism industry in Vietnam fell into a state of crisis. Most of the services and activities associated with tourism were stopped or interrupted, which led to devastating consequences, including a loss of income for the tourism industry and there are less jobs for workforce. In the middle of second quarter 2020, services of tourism industry re-opened recover; but, with the impact of fourth of COVID-19, the situation in the world, especially in Vietnam once again faced difficult time. Regarding to International Monetary Fund reported that some economic sides in Vietnam were expected to be seriously impacted, especially tourism, transportation and accommodation services (Huynh, Truong, Duong, Nguyen, Dao, & Dao, 2021).

Due to the impact of the COVID-19, Vietnam's tourism industry reported the income in the tourism sector roughly 32.75 billion U.S. dollars before covid-19. But, Revenue in Tourism will decrease in the next year of 2020 (Nguyen, 2021). With the impact of covid-19 crisis is spreading increasing high continuously, which also leads to crisis management, and of course maintains in a difficult and unstable state due to no essential evacuation recovery solutions enough. Crisis management is affected by the pandemic. Searching for the proper solution, effective strategies or setting up the suitable strategic management plays an important role to reduce the effect of the crisis and generate stable revenue for avoiding bankruptcy for the tourism industry worldwide, particularly in Vietnam in the post-covid pandemic. Hence,

creating the strategic structure is essential and urgent for the tourism industry in the world as well as in Vietnam to assess the current status of COVID-19's impact and find proper solutions for post-crisis recovery.

Objective of Study

The material of this research aims to show how the strategic management effect on the tourism industry in Vietnam in the next normal. In order to clear this research, the structure of strategic management will explain the short-term and long-term policies. In the end, core changes in the strategic management process will be shown to be able to point at deterring the future crisis more effectively.

Scope of The Study

This study is documentary research which is based on the strategic management process, tourism industry, and the next normal from Vietnam. Moreover, the points are identified via this research paper in journals, websites, books, etc. Search engines like "Google Scholar" or website "EBSCO" are also used in this material. The time period of the process of this research has been started from January to April of year 2022.

Research Significance

This study research was expected to bring the several beneficial significance such as attractive more tourists come to visit the beautiful scenes in Vietnam, reduce unemployment for tourist-staff and get more income in the next normal, contribute to the status of Vietnam becoming a smokeless industry country in the next few years, expect Vietnam's GDP in the tourism industry will be higher because of part of the contribution of this study.

LITERATURE REVIEW

Strategic Management

According to strategic management in this research paper, to make the number of visitors coming increasingly into the tourism industry in Vietnam is needed to focus on three factors for the development of sustainable tourism in the present and the next normal: Transportation infrastructures, clean areas, and service mindset (Vietnam Briefing, 2019).

The first is transportation infrastructures. Over the years, Investment policy for infrastructure is considered a significant highlight, especially airport infrastructure, but these places are still unfinished. For instance, regarding Airports Corporation of Vietnam (ACV). Since 2015 the International Tan Son Nhat Airport has never been reconstructed with any renovation. With this neglect, the Tan Son Nhat Airport operation will be exceeded. However, so far, the Vietnamese Government plans to replace the international airport, which is Tan Son Nhat to the east city, in Dong Nai Province. This project will be completed in the next few years with approximately US\$3.7 billion (Nguyen, 2019).

With the issues the infrastructure airport faced. Besides that, the infrastructure of transportation is also poor. So, to deal with these problems, and get more profit from foreign travelers, and contribute to the country's GDP increasingly so the modern transport system should be built up such as skytrain system or train speed, and subway train from the airport

links to other cities where there are more tourist places. For instance, looking at neighboring countries like Thailand emphasized prioritizing transportation infrastructure, considered as the one of attractive tourist places in Southeast Asia, before covid-19 was hit. Therefore, just in 2019 Thailand has welcomed international tourists visiting to the country about 38.9 million (Manakitsomboon, 2021).

Apart from airport transportation contributing the benefit to tourism sector profit, Road transport also plays a key role in providing the benefit to the tourism industry. However, Road transport system still remained concerning. For this reason, the core concept of this strategic management in terms of this case is request to Transport Authorities need to focus on several highways in development of the country, bring the benefit to the tourist places, and in the rural areas that are: state highway, interstate highways, expressway for providing convenience to the visitor easy in traveling, and more satisfaction. For example, in recent year, the government has been invested in highway construction projects connecting from the central Ho Chi Minh to Long Thanh (the upcoming international Long Thanh Airport), from the capital of Hanoi to Lao Cai, and from the central capital of Hanoi to the emerging city is Can Tho as the national highway construction project never happens before (Giang, 2019).

Another tactic contributes key part of the strategic management in this area is using traffic signs. In general, traffic signs on highways and national highways are always a dilemma and a downside in the tourism industry in Vietnam compared to neighboring countries. To do so, the Department of Transport should use Vietnamese and English in all signs along the routes in major cities to tourist attractions to attract more tourists and make them feel safer in different tourist places.

Secondly, tourist sites need to ensure clean and cool environmental hygiene and safety standards such as restaurants, food, resorts, hotels, roadside bars, beaches, islands, museums, parks, etc. All these resources are important contributors to the nation's economy and more reliable to tourists visiting year by year (Sakolnakorn, 2020).

In addition, Clean Food would be a vital element in retaining tourist satisfaction. And it is of course based on professional conduct, moral attitude in servicing by the staff of food-store, restaurant, tourist site. In addition, making green and clean food in the tourism sector is a significant factor is memorable in foreign visitor's mindset because they constitute something different from neighboring countries (Andersson, Mossberg & Therkelsen, 2017).

The third is service mindset. Service mindset is important to the growth and development of the tourism business and play a significant role in development of the tourism industry. They are essential assets, valuable to creating high performance in the tourism sector. Thus, to ensure the tourism sector generates more profit in the next normal. Human capital management in tourism apartment need to train and hire the people who have knowledge, soft skills and hard skills including professional tour guides with high expertise effectively bring into serve services like communication service in multiple languages, and lead the firms in getting targets efficiently and successfully (Ganie & Dar, 2020).

On the other hand, upgrading the quality of services should be established in each tourist service center or tourism company in order to enrich the visitor experience. Tourist localities also need to focus on improving communication broadcast in terms of safe tourism, synchronization in the welcoming of foreign tourist in urban, and rural. Also plan to



implement policies to inspire operating tourist businesses to create new tourism products and services with clean, safety, and greener (VIETNAM SAFE TRAVEL, 2021).

However, establishing a stable roadmap also plays an indispensable role in creating peace of mind for tourists arriving during traveling. For tourism service centers, travel associations need to emphasize, establish, develop criteria, train and hire professional tourist workforce or tour valuable guides who have high performance to meet international standards to serve international tourists in accordance with regulations, ensuring security and service quality.

Tourism Industry in Vietnam

The tourism industry also plays an integral part in boosting the economy in addition to building transport infrastructure. Besides improving transport infrastructure in the development of the tourism industry in Viet Nam, the tourism sector needs to upgrade added things, in particular, in terms of the tourist security, advertising (Giang, 2019).

Firstly, tourist security sustainability. The process of international integration is posing many challenges to the country's tourism industry, including ensuring security and safety for tourists. Tourism development must be associated with ensuring security and vice versa, maintaining security, order and safety for tourists also makes an important contribution to tourism and socio-economic development of the country. In this way, every tourist company or operator in the tourism sector needs to innovate in thinking, appropriate and modern mechanisms and measures, and requires close coordination between management agencies, especially between the two tourism sectors and the police. With all the policies as above the tourists feel more safety, convenience in traveling into every restaurant, hotel, and so on. On the other hand, this study also requires taking appropriate precautions to protect visitors' belongings in urban areas and tourist areas. For example, severely punishing individuals or travel firms that charge excessive fees to the foreign visitors (GOV.UK, 2019).

Moreover, it is necessary to ensure security, safety, and the quality of services at tourist destinations in particular and the whole country in general. Therefore, this research paper points out the deployed plans to support tourist security in tourist provinces respond in meeting visitor's demand timely. For example, establishing a hotline and building up tourist support at each International Airports for tourists entering the city more effectively, and efficiently. And with strategy planning like this tourism industry is gradually removing fearful feedback from worldwide visitors (VIETNAM SAFE TRAVEL, 2021).

Secondly, advertising plays an important role in attracting tourists. The tourism industry has the task of promoting natural resources, culture, heritage, the food sector, and local people's mindset to help all visitors know the destination. Travel ads help travelers get to know the place before making a personal visit. Advertising in tourism is not only aimed at attracting tourists but also to form a clear positive tourist image. Advertising is a significant way of communication, the main objective of which is to attract attention to any product or service. For instance, Tour operators, travel agencies and the Ministry of Tourism need to focus on the service sector that attracts tourists and play an important role in providing important information about general publicity, use of art form, emotional coloring and other advertising techniques.

On the other hand, an Advertising is more important in the tourism sector. It plays three significant roles such as notify the travellers everything they want to know about the



destinations, persuade tourists to go to their places, and make travelers think about their destination and where all orders are placed (Kodirovna, Atoevna, & Oktyamovna, 2020).

Advertising has an important role in the development of tourism as it relates to efforts in communicating tourism potential to the target audience as well as the tourist. Advertising is like marketing communications are becoming a strategic alternative in promoting tourism businesses to travellers to win a very tight rival between travel businesses. Therefore, creative marketing communications, particularly throughout social media, have a positive impact on tourist places. Although the tourist attraction is ready with full access and attractive prices, it would be useless not to strengthen the tourism industry. In addition, tourism is a vital service sector that has its own uniqueness compared to a product business because the purpose to be marketed is intangible. So, a core communication tactic in the tourism marketing process is essential.

Moreover, the Ministry of Tourism needs to organize tourism marketing promotions. The Office of Youth, Sports and Tourism Service Center active requirements in creating effective promotions to achieve the set goals. Therefore, researchers interested in conducting a study to investigate promotion strategies have been implemented by the Regional Government through the Office of Youth, Sports and Tourism in Vietnam Managing tourism development based on natural potential tourism (Amin, A. S, Priansah, P., 2019).

Promotion strategy is a concept close to the science of communication. Inside promotion, there are different forms of communication learned in communication science such as advertising, publicity, word-of-mouth communication, personal and direct selling marketing.

Therefore, The role of social media in promoting tourism is significant. The constant growth of media including social networking sites of various types aims to achieve the goals of the tourist company. On the other hand, the presence of many applications in society has offered to change the conventional methods of marketing and tourism. Effect of Social media sites about travelers include:

- Provide necessary information to tourists about tourist attractions.
- Benefit from educating the customer as an active tourist of the service.
- Provide travelers with secure channels to purchase and book different rides.
- Help disseminate specific information about trips and possible changes.

It is easy to perceive that travel agencies and agents have benefited from social media in offering Information about trips, prices and services offered in an attractive and developed way. Moreover, these companies see customers as essential in promoting tourism, and they benefit from them by providing full information about tourist destinations through social media. The communication that takes place between visitors can improve the nature of the tourist activity offered on trips. Social networking sites are used to promote tourism (Alghizzawi, Salloum & Habes, 2018).

Hence, based on using advertising is extremely extraordinary way to promote tourism industry contributing nation's GDP in the next normal. To do so, tourism area including travel business, tourist service center needs to emphasize increasing the promotion on social media site such as Facebook, blogs, Twitter, etc. to use as an important tool to support tourism areas more effectively and efficiently. For example, social media has made a massive



impact on the travel industry. Users access social networking sites to research traveling, make informed decisions about their trips, and share their personal experiences of a hotel, destination, restaurant or airline. Facebook, especially twitter have had a far-reaching influence on this industry (Magno & Cassia, 2018).

Next Normal

2022 will be the year of transformation. enterprise, political, economy, and society begin gradually shaping the future rather than just trying for the present. The next normal will be changed differently, in particular tourist business aspects which does not mean returning in circumstance as well as in the prior years (Sneader & Singhal, 2021).

To adapt well to the next normal, technology products, and social distancing services play an essential role in serving and driving the tourism industry forward. For example, technology digital platforms include medical declaration application, test PCR, self-checking machine, service information platform as database, and self-assessment health system.

Apart from that, in the tourism sector scope in the next normal every travel service center, or tour operators need to provide the booth technology products which contribute to improve traveler experience such as e-tickets, smart travel cards. For instance, free Smart Travel Cards will be available for the visitor entering the booth. And of course, this technology product must be authorized by the Ministry of Industry and Trade. In addition, free Smart Travel Cards will be available for the visitor entering the booth. And of course, this technology product must be authorized by the Ministry of Industry and Trade. as Mr. Nguyen Van Hung, Minister of Culture, Sports and Tourism said the Smart Travel Card made by utilizing EMV chip technique level, Triple DES code, combined multi-function in the case of travel sector, healthcare system, consumer support, E-commerce, transport infrastructure, educational system enhancing consumer to charge online, un-touched.

Besides establishing ecosystem technology products, this study aims to also emphasize the high performance of tourist staff who have good personalities, enthusiastic, active, and offer a training course of the Covid-19 precaution for the staff for performing high quality to foreign travelers (VIETNAM SAFE TRAVEL, 2021).

Again, visitor satisfaction analysis through digital platform is extraordinary significant and essential. By using techniques app tourism industry are available to evaluate reliable tourist level, easy to estimate satisfaction visitor quantity. since then, making the right decision to realize pros and cons that the tourism sector can enhance forward.

Moreover, with effecting of social media platforms as well as globalization visitors use English increasingly so each eating site should use markable sign directions by using English in the main tourist places. Besides that, English is also used in trade, telecommunication, tourist business, and commerce, all of which are related to the tourist industry at all (RAO, 2019).

Understanding in-depth on the tourism industry to exploit its strengths to suit the next normal effectively. For instance, it is important to evaluate crucial aspects in significant travel marketing efforts and know the tourist motivation besides ensuring security, safety and providing an ecosystem of tourism digital platform tools (Martaleni, Hadiyati, Pertiwi & Yasa, 2021).

With this feature, the tourism sector in the next normal will have the development sustainably and be able to generate great income, civilized life as well as the reliable nation. (Tien, Thai, Hau, Vinh & Long, 2020).

RESULTS AND DISCUSION

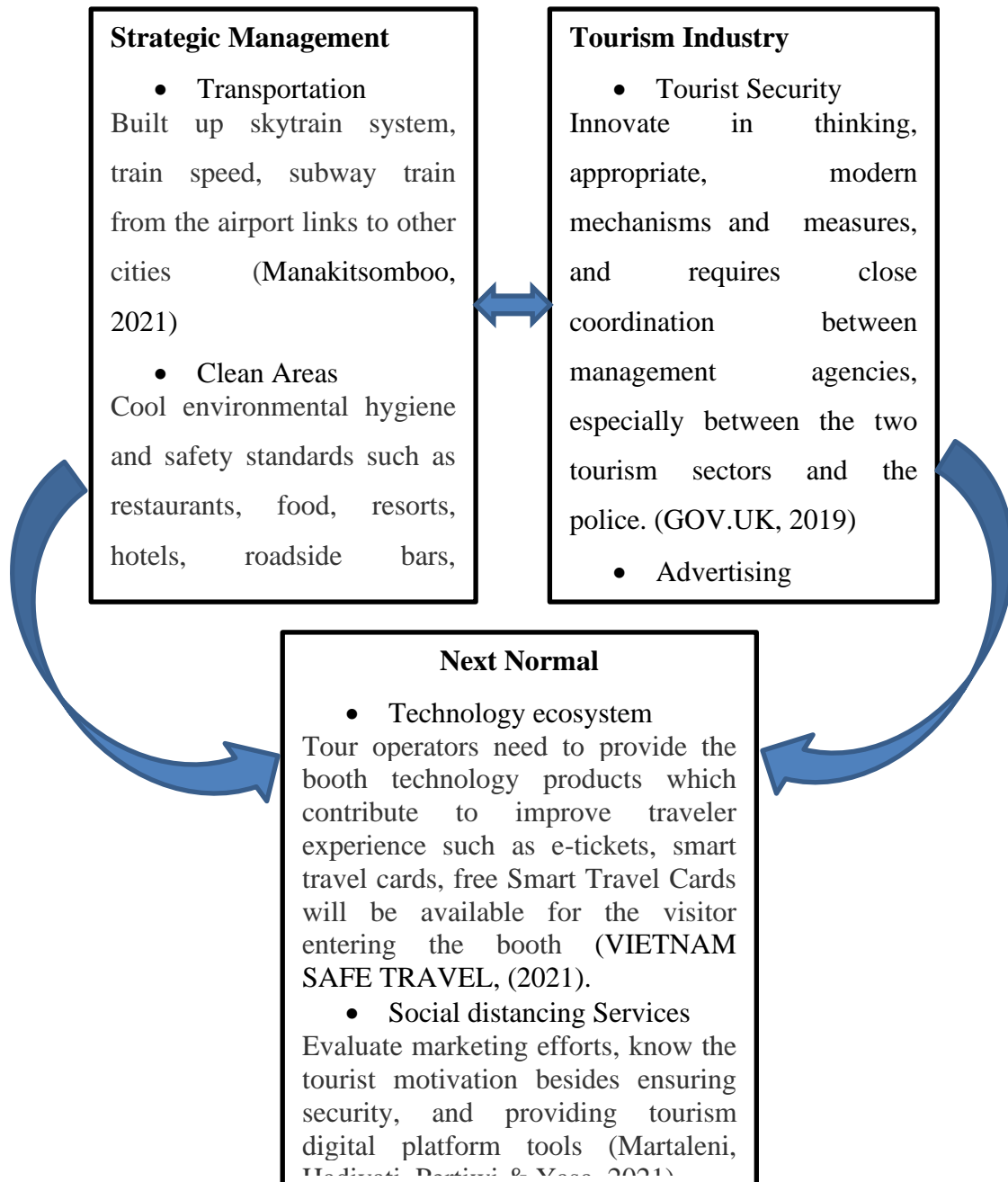


Figure 2: The Conceptual Framework of Strategic Management, Tourism Industry, and the Next Normal

To successfully answer the research question “How strategic management and tourism industry contribute the benefit to the next normal?”, previous research has been evaluated,

and the according influence factors have been emphasized.

In figure 1 the impacts of each field on the others are noted. Besides the impacts, the vital success factors of each area of this research are noted in the respective boxes. In the figure, the filled arrows are supported each other, and linked to the next normal.

A well-established interrelational strategy exists between strategic management and the tourism industry. This relation is logical, since one success factor of strategic management is the suitable tactic of the development of increasing the number of tourists. For the tourism industry area one key success factor is tourist security, because the tourist must be taken into safe condition when entering and traveling around the tourist places. A huge part of the strategic management sector is the clean areas, and therefore the interrelation between strategic management and tourism industry is crucial when making attracting tourist decisions.

When the selected policies in the strategic management area including tourism industry and some ecosystem tools in providing development for the next normal are implemented, it will change the face of Vietnam's tourism industry. The strategies adjustments that related to the tourism industry are afterwards impacting the field of the next normal. As visualized in figure 1, this subsequent impact creates an interrelated cycle between strategic management, tourism industry, and next normal.

The covid-19 crisis has been impacting the whole business sector including the tourism industry. To recover as in the past. As figure 1 visualizes, the interrelation between strategic management, tourism industry, and next normal linked together, when applying an aspect of one of the three fields. Before the tactic of next normal to be used, which are used as tools in the post-pandemic, other policies must be applied in the strategic management and tourism industry. However, with adoption of strategic management policies and omnipresence of specific plans in the tourism industry, the next normal must always be considered when analyzing and changing strategies or tourism sector.

However, the tools of the technology ecosystem used in the next normal must be considered a favorable tool. Tools such as technology should always be applied to achieve a predetermined goal such as improving or solving a common problem in serving tourists. An application where no prior analysis has occurred of the problems, goals, and environment will most likely produce unexpected changes in the next normal. Therefore, the analysis of these strategic aspects is crucial for the successful integration of the three main factors. In the context of this paper, the environment to be applied is strategic management, including the tourism industry.

CONCLUSION AND RECOMMENDATIONS

Based on this research paper, the strategic management and tourism industry are related with detailed tactics of the new normal, especially transportation. The tourism industry needs to provide good transportation for the tourists by providing more wider roads such as highway roads, state roads, etc.

According to the research paper of the strategic management of the tourism industry in Vietnam, the next normal that shown the finding that if the government provides better transportation is going to increase the number of tourists (Manakitsomboo, 2021).

And also, every tourist site needs to provide the staff to serve and clean to take care of where to run the travel business for ensuring clean and cool environmental hygiene and safety standards such as restaurants, food, resorts, hotels, roadside bars, beaches, islands, museums, parks, etc. All these resources are important contributors to the nation's economy and more reliable to tourists visiting year by year (Sakolnakorn,2020).

Furthermore, in parallel with upgrading transport infrastructure, and service mindset development. Travel companies or the Ministry of Tourism need to offer the fundamental tourist training courses to tourism management staff such as leadership qualities skill, and emphasize the strategic importance of training and development. Travel sector's staff or tour guides with more creative and skilled technical requirements are required in the field of tourism business as is the demand for service quality in service industries such as hotels. Economic requirements of the tourism industry and travel agencies, where tourism businesses need to focus on developing skills of tourism business staff and human resource development programs are needed (Malik, 2018).

Additionally, tourist security plays a key role in helping tourists feel more safety and sustainability. To make sure, the government has to establish a service system at the entrance of the airport, every tourist site, to ensure security and safety for tourists. Tourism development must be associated with ensuring security and vice versa, maintaining security, order and safety for tourists also makes an important contribution to tourism and socio-economic development of the country. In this way, every tourist company or operator in the tourism sector needs to innovate in thinking, appropriate and modern mechanisms and measures, and requires close coordination between management agencies, especially between the two tourism sectors and the police. With all the policies as above the tourists feel more safety, convenience in traveling into every restaurant, hotel, and so on. On the other hand, this study also requires taking appropriate precautions to protect visitors' belongings in urban areas and tourist areas. For example, severely punishing individuals or travel firms that charge excessive fees to the foreign visitors (GOV.UK, 2019).

Also, the use of advertising in the tourism sector has helped the tourism industry gain more benefits and attract more visitors' attention. In this case, according to figure 1, advertising needs to be used on social media platforms such as Facebook, blogs, Twitter, etc. And more than that tourist service centers or travel companies have to train staff to have more creative thinking, tourist marketing design based on tourist platform skill to use as an important tool to support tourism areas more effectively and efficiently.

As research paper has mentioned in the next normal, ecosystem tools are an important in helping tourism sector serving the tourists easily. To conduct it effectively, every tourist site must apply technology digital platforms include medical declaration application, test PCR, self-checking machine, service information platform as database, and self-assessment health system in every circumstance. For instance, apply the Smart Travel Card made by utilizing EMV chip technique level, Triple DES code, combined multi-function in the case of travel sector, healthcare system, consumer support, E-commerce, transport infrastructure, educational system enhancing consumer to charge online, un-touched.

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Application of Good Governance for Implementing the United Nations' Sustainable Development Goals: SDG Goal#16 in Afghanistan

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ABSTRACT

This research paper is based on the thesis that analyzed the application of good governance composing accountability, transparency, predictability, participation, and the rule of law. The study applied a qualitative research methodology by using documentary research methods that the secondary data is collected from various documents, such as academic books, research reports and papers, review articles and newspapers, official reports of governments, non-governments and international organizations. This data sources were used to analyze governance opportunities and threats in Afghanistan in light of SDG goal#16. The researcher analyzed all collected data by content analysis, logical analysis, and comparative analysis, for presenting research's conclusion, discussion and recommendations. The results of this research found that the application of good governance is depended on the effective implementation process of United Nations' Sustainable Development Goals: SDG goal#16 that relied on process of strong institutions, good governance and anti-corruption, sustainable peace and justice, rule of law and human rights, as well as the process of democracy and foreign interference in Afghanistan. The auteur recommends that (1) to solve corruption problems, the Afghan government shall mobilize funds for training Afghan public and private sectors' personnel skills on the application of good governance for implementing the UN-SDGs#16 to fight against corruption; (2) to strengthen good governance, Afghanistan shall cooperate closely with all stakeholders to implement the effective application of best practices for the implementation of the UN-SDGs, especially Goal#16; (3) to achieve sustainable peace and justice, rule of law and human rights, Afghanistan shall establish and enforce Afghan strong institutions and good governance network to implement the application of best practices for implementing the UN-SDGs, especially Goal#16 efficiently and effectively; and (4) to stabilize democracy and peaceful Afghan politics, Afghanistan shall make a strong effort to prevent interference of foreign powers in its internal affairs according the United Nations Charter in order to implement the UN-SDGs, especially Goal#16 progressively.

Keywords: Application, Good Governance, United Nations Development Goals, SDG Goal#16, Afghanistan



INTRODUCTION

Sustainable development is the common goal of humankind and is necessary to achieve human well-being. In 2015, 193 countries around the world passed the “Transforming Our World: The United Nations 2030 Agenda for Sustainable Development” at the United Nations Sustainable Development Summit and proposed a set of 17 sustainable development goals (SDGs) and 169 targets to guide international development, specifically with regard to society, the economy, and the environment. This is the inheritance of the agenda of the new millennium. The 17 goals revolve around themes that are closely related to human prosperity, such as poverty, equality, hunger, climate change, resources, and the environment (Stafford-Smith and others, 2017). The new agenda calls on all countries to take action now and work toward achieving the 17 SDGs in the next 15 years. While the SDGs are intended to be achieved on a global scale, their action implementation depends on the level at which countries prioritize them, and on how sustainability issues compete with a country’s other challenges. As a member state of the United Nations, Afghanistan has to implement the UN-SDGs, especially Goal#16 by the application of good governance effectively.

The United Nations’ Sustainable Development Goals (UN-SDGs) have been a way for international community to engage every member state to work for its betterment. Analyzing good governance opportunities and threats in Afghanistan through UN-SDGs: Goal#16 “Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels” will be essential to address the governance institution in light of international standards. As one of the active UN member states and a country in transition and developing phase, the Islamic Republic of Afghanistan endorsed the UN-SDGs, in the UN Summit which was attended by the leader of Afghanistan, H.E. Abdullah Abdullah, in September 2015, and afterward, Afghan government has taken some concrete steps to affirm its commitment to attaining the SDGs targets through the implementation process of UN-SDGs Goal#16.

At a worldwide meeting in Kabul in July 2010, the Afghan governance vowed to embrace, with help from unfamiliar contributors, “primary change to make a compelling, responsible, and straightforward governance that can convey administrations to the populace and protect public interests” and “to fortify every one of the three parts of the public authority and to build up the established balanced governance that ensure and implement resident rights and obligations” (Jackson, 2014). Good governance is the activity of public administration and continuous process of state authority over the populace it oversees. While good governance in the created world is the unchallenged providers of administration to their nearby networks, this has not been the case generally in Afghanistan (Shawn, 2014). Here one finds satisfactory neighborhood administration without formal establishments. Likewise, Douglas Saltmarshe and Abhilash Medhi characterize administration as “the qualities, standards, and shows that distinctive social, political, and authoritative groupings apply to meet their organizational objectives, alongside the association among them” and note that administration “identifies with casual practices, religion, and the activity of common society just as formal governance (Lamb, 2012)”. As Afghanistan begins the process of adopting and implementing the UN-SDGs, it time to learn and share knowledge on modes of implementation and roles of various stakeholders in the process. Each country involved in the SDG programme will adopt SDGs according to their contexts, their needs, and their resources. Despite these differences, countries can learn from one another to improve their own implementation process.

For years, emerging nations in Asia, Africa and Latin America, collectively known as “Third World”, were targets of weak administration resulting in a major decline in their developmental status Afghanistan is; no oddity the majority of Afghanistan's government based authorized institutions are completely reliant on government choices and operate through an ineffective judiciary framework. Unlike many certain growing states in Asia Afghanistan’s governance is not based on accountability and transparency, denying people the participation right to challenge the existing administration. Corruption is at an all-time high inside the Afghan government’s party that makes decisions. As a result, the country lacks the effective capacity to take important choices in a social responsibility manner. Army actions in Afghanistan have been reported to have the upper hand in several situations, especially during times of emergency weakening the administration's deep stabilization. Corruption and a lack of accountability and transparency in Afghan government are significant obstructed to the effective implementation of UN-SDGs in Afghanistan. More improved good governance system is Afghanistan’s main opportunity for greater economic growth the visible perception of Western legal institutions on post-2001 constitutional change efforts to close the distance among change and execution prospects.

As Afghanistan was ranked at the bottom of the Global Peace Index, and has 54.5% of its population living below the national poverty line, Afghan government have to work hard in exploring some of the treat and challenges faced in implementing the UN-SDGs. Five years on from their initial implementation, questions are being raised about the applicability of the UN-SDGs in places of extreme poverty and political conflicts in Afghanistan. In the coming months, Afghanaid will be sharing its experiences implementing various UN’s SDGs in one of the most challenging parts of the world (Afghanaid, 2020). The main purpose of this research is to examine what extent and how successful application of good governance for implementing the United Nations’ Sustainable Development Goals (UN-SDGs), especially Goal#16 in Afghanistan. The interconnection between the effective application of good governance and the implementation of UN-SDGs: Goal#16 is the subject of this research. Effective good governance has a significant impact on sustainable development of Afghan nations where there is significant institutional instability as a result of ongoing civil disputes in democratic process and foreign interferences of great powers.

Research Objectives

1. To study concepts and theories of good governance and sustainable development leading to the launching of the United Nations’ Sustainable Development Goals (UN-SDGs);
2. To analyze the application process of good governance for implementing the UN-SDGs, especially Goal#16 in Afghanistan;
3. To recommend some practical measures for the successful application of good governance practices for implementing the UN SDGs: Goal #16 in Afghanistan.

RESEARCH METHODOLOGY

This research applies a qualitative research by using documentary research methods. The secondary data is collected from various documents, such as academic books, research reports and papers, review articles and newspapers, official reports of governments and international organizations. This data sources shall be used to analyze governance opportunities threats and opportunities in Afghanistan in light of SDG goal number sixteen.

The researcher analyzes all collected data by using content analysis, logical analysis, and comparative analysis, in order to make the research's conclusion, discussion and recommendations.

Conceptual Framework

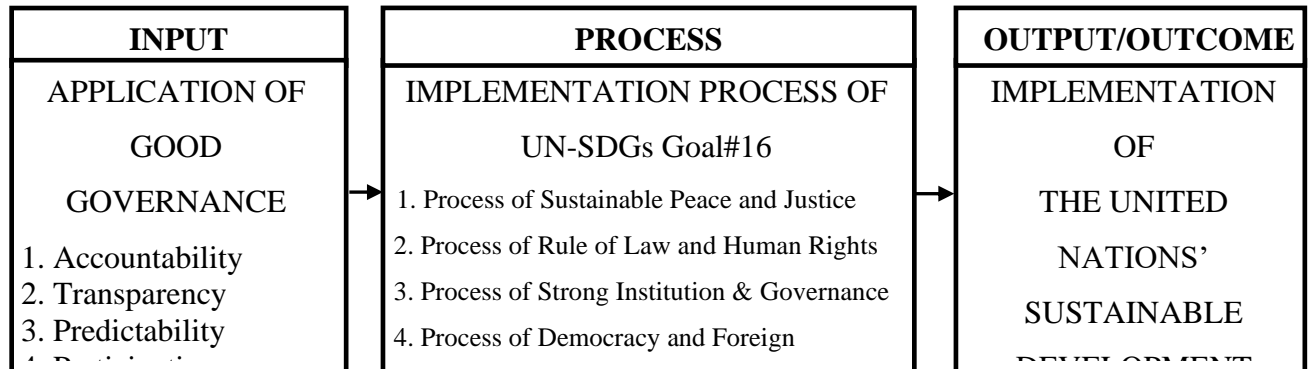


Figure 1: Conceptual Framework of Research

RESULTS AND DISCUSSION

The results of this research found that the application of good governance is depended on the effective implementation process of the United Nations' Sustainable Development Goals (UN-SDGs): SDG goal#16 that relied on the process of strong institutions, good governance and anti-corruption, sustainable peace and justice, rule of law and human rights, as well as the process of democracy and foreign interference in Afghanistan. There are numerous challenges, opportunities and possibilities inherent in establishing an effective Afghan government. Afghanistan's good governance, according to an assessment of the country's administration during the last decade, has been in ruins since the Taliban were expelled from power and with Taliban return in power again. It is significant to analyze the good governance and structures of strong institutions as per the UN-SDGs, especially Goal #16. The Interim Administration in Afghanistan failed to meet the good governance's objectives and components of the Bonn Conference on Effective Management. They had to start from scratch since they lacked the skills and ability necessary to successfully govern an administration of good governance for implementing the UN-SDGs, especially Goal #16. Despite their lack of prior experience and willingness to lead peacefully, only a few well-educated technocrats can be promoted to senior positions in the Afghan administration. As a result, individuals with a direct or indirect link with military leaders had a considerable influence on the lower administration and corruptive bureaucracy in general.

Corruption has increased significantly as a result of foreign interference backing and resources being controlled by those who lack openness, transparency, accountability and people participation. Civilians were and still are fearful of the country's impending democratic transition and the formation of an effective democratic administration in the shape of a constitutional monarchy. This adds another layer of complexity to the matter. As a result, the government's moral and legal reputation has suffered, impairing its ability to rule Afghanistan by the process of democracy under the rule of law. The Interim Administration (06/2002–07/2004) and the Transitional Government (06/2002-07/2004) shared many of the characteristics listed below. Similarly, the same political parties were given power in a similar fashion, and that this process of democracy was instrumental in the establishment of

these organizations at all levels. Between January 2002 and June 2004, two significant international conferences, the Tokyo Conference in January 2002 and the Berlin Conference in June 2004, both focused on Afghanistan's progress, reconstruction, and democratization. Afghanistan's financial and administrative sectors, as highlighted at both summits, appear to be a significant impediment to the development of a legitimate administration. Both remarks emphasized the critical nature of foreign assistance to the country's public administration and democracy, as well as the critical nature of international assistance to Afghanistan's progress (Tokyo Declaration, 2002: 6 & Berlin Declaration 2004: 3).

Despite worldwide attention, the Transitional Government has been unable to establish a credible system of good governance or plan to combat corruption in the near future. Due to the articles' publication in Afghanistan, the concept of good government had a limited impact. Additionally, there has been an upsurge in corruption and organized crime. According to Jean Mazurelle, no other country in the world is more adversely affected by corruption and organized crime than Afghanistan. International funds have been squandered and made ineffective as a result of corruption. Drug trafficking has historically been associated with corruption, which has resulted in an increase in recent years in the linkages between corrupt politicians and criminal organizations. The drug cartels bribed government officials to ensure their own safety and avoid prosecution. The transitional administration's most notable achievement was the adoption of a new constitution in January 2004 that placed a premium on the establishment of an elected government in Afghanistan. The constitution requires a democratic and rule of law system, yet it has been difficult to remove corrupt political leaders and civil servant officers, who have risen to prominence in Afghanistan's central and provincial governments. The absence of educated and competent administrative elite, growing corruption, and nomination of former war leaders to high-ranking government positions exacerbated the difficulties faced by the Afghan administration during this period. The 2004 and 2005 presidential and congressional elections resulted in the establishment of the country's first democratically elected administration in nearly three decades.

In 2005, as allegedly corrupt election officials and warlords strengthened their influence, a new style of government came under attack (BBC, 2005). Since the new government took office, a number of shortcomings in public administration and leadership have come to light. As a result, Afghanistan's corruption has reached historic proportions. In light of this, international gatherings on Afghanistan placed a premium on its significance. At a Paris Conference on Democracy in Afghanistan, donor countries' willingness to support a long-term, stable democracy in Afghanistan must be acknowledged. Afghanistan's future ability to demonstrate accountability and transparency in government operations will be a requirement for receiving additional assistance, according to the conference declaration. Since then, little has changed, other for a presidential pronouncement condemning corruption. According to analysts, the 2008 "Afghanistan National Development Strategy" was the period's most significant achievement in the area of good governance. The implementation of UN-SDGs: goal#16 in this research will place a premium on poverty alleviation by the process of strong institution and good governance in Afghanistan. Its success will be determined by the process of rule of law, democracy, human rights, law and order, as well as public safety. As part of this strategy, experts from Afghanistan and throughout the world will monitor closely the situation in Afghanistan and give constructive recommendations to the Afghan government. Implementing the UN-SDGs, especially goal#16 has proven difficult, despite the fact that the Afghan government profits from it. Certain government officials were unable to recognize the need of comprehending a plethora of critical strategic issues at all levels of Afghan government and institutions due to corruption. Although anti-corruption organizations have



been established in Afghanistan, no high-ranking officials has been prosecuted or convicted for their wrongdoings to date. The Afghan government was unable to carry out its duties and responsibilities efficiently as a result of insufficient communication and coordination among Afghan three key institutions of government in executive, legislative, and judicial powers.

Due to the concentration of administrative authority in the Afghan government, it appears as though other institutions like as the legislature, judiciary, and civil society are only symbolic. Apart from how money is spent and how it is spent, numerous other aspects of government operations remain opaque. Even in a country with a constitution and cultural traditions that encourage democracy and free expression, authoritarianism endures. The first step towards determining what went wrong is to establish national and international standards for effective good governance. To determine what went wrong, we must go through each and every possible cause in order. A significant amount of storage space is at stake in this case. The overwhelming majority of international organizations and strong institutions regard education and training, as well as ensuring access to knowledge, as the most critical components of a country's sustainable development and prosperity. Afghanistan's public sector, suffers severely from shortage of highly qualified, educated, and technologically savvy government's officers. In the workplace management of Afghan government, the system of nepotism has trumped meritocracy at central and local administration. Only qualified and deserving persons who are not affiliated with management organizations or political leaders are eligible to engage in the government system under these ways, as outlined in the Constitution. Increased corruption and inefficiency in Afghanistan's governmental sector are a result of nepotism. Afghanistan is ranked 173rd out of 178 countries on the Human Development Index, lagging far behind the rest of Asia, Africa and its neighboring countries.

The standard of good governance administration is decided by strengthening the public's expression and addressing their desires A strong administration is one that follows Healey and Robinson's definition of strong administration which is as follows: "It denotes an elevated degree of organizational success in policy planning and implementation notably in the execution of monetary strategy and its connection to development, prosperity, and public welfare. Responsibility, accountability, transparency, predictability, participation, and the rule of law are all aspects of strong institution of good governance It does not always mean a value judgment, such as a healthy regard for constitutional and democratic rights while good governance is also a precondition for democratic validation the involvement of governance in deciding a country's growth is important, since a civilized country is one that meets current needs without jeopardizing upcoming generation access to capital. The Administrative Reform Committee, established by presidential decree, has failed to achieve its stated objective of growing public sector and strengthening public administration in Afghanistan. To overcome this stumbling barrier, extensive capacity building measures are required. Individuals, organizations, and communities of all sizes can benefit from a strategy known as "capacity building". There must be more access to talent and resources to enable people at all levels of society to carry out their obligations, overcome hurdles, and accomplish goals, among other things. A commission for administrative reform in Afghanistan must be established with well-educated, knowledgeable, and professional staff to recruit and personnel who are qualified and deserving of positions within Afghan government institutions, as defined by the commission. Improved application and interviewing procedures should be adopted to ensure that all qualified job applicants receive equal treatment. An organization's long-term viability and activity are ensured when its administrative experiences are broadened to encompass persons and groups from diverse social, political, and cultural backgrounds. Employers should make recruiting decisions without regard for a

candidate's gender, ethnic origin, religious affiliation, or any other non-job-related part of their identity. There is a clear association between the government's ability to stay current with technological advancements and its personnel' abilities and talents. Afghan workers must have the opportunity to acquire new skills and broaden their knowledge base in order to confront new challenges and achieve their goals and career path.

The Commission for Administrative Reforms in Afghanistan (ACAR) was established in May 2005 with assistance from the United Nations Development Program and other donors. The fundamental objectives of this endeavor are to strengthen Afghanistan's public sector leadership and management capabilities, as well as the overall quality of government services supplied by the country. Since the project began six years ago, about 600 Afghan public service employees have received training in international management and administration standards, as well as a better understanding of contemporary public service practices. Despite the fact that these initiatives have garnered considerable attention, they fall short of addressing the primary issue. Despite the Afghan and foreign governments' best efforts, Afghanistan's capacity-building programs confront huge difficulties as a result of the country's lack of a clear national plan and long-term objectives, according to the World Bank. The Afghan government and international capacity-building organizations operating in Afghanistan, for example, lack a long-term vision for the Afghan government and public sector. We already know that the Afghan administration will fail if it lacks a clear vision for the future. While establishing a long-term strategic vision for Afghanistan's public sector, Afghan society and donors must also consider a number of additional aspects. Many people use the term "corruption" to shift attention away from more serious issues, such as the promotion of democratic principles.

Numerous factors contribute to Afghanistan's corruption, including the difficulty and slowness with which laws and justice process are implemented ineffectively, lack of accountable bureaucracy, people' ignorance of their individual rights, limited access to government information, and lack of social accountability. According to Transparency International, bribery of government officials was documented in Afghanistan in 2009. Bribes totaled between \$650 million and \$1 billion, according to the enquiry. According to Payame-e-Aftab, the ex-Afghan Attorney General has been presented with 265 cases of corruption. Previously, similar events involving senior government officials occurred. According to insiders' sources, there have been no high-level corruption trials in Afghanistan in the recent decade. According to Transparency International, Afghanistan is now the world's most corrupt country. According to an Afghan official publication, Payame-e-Aftab, as many as one in seven Afghans paid bribes in 2010. Corruption substantially impairs Afghanistan's ability to run its government efficiently. Afghanistan's government must first increase and promote transparency throughout the country in order to succeed. To ensure transparency and honesty, the public and the media must have access to all financial information and budgeting techniques. To carry out this plan effectively, public employees and management must fully comprehend the concepts of transparency and anti-corruption.

To be successful UN-SDGs#Goal16 implementation, an individual and Afghan people must receive specialized education and training in their area of competence. They will eventually understand that serving the public is more vital than serving the government. As a result, they are entirely responsible for their actions and the services they deliver to their clients. When Parliament passes a law requiring the release of information and the transparency of government institutions, it will empower citizens and public sector employees to have a greater say in the decision-making and project implementation processes of their respective

jurisdictions. When decision-making methods are simple to comprehend and information is easily available to individuals who participate, government programs and objectives become second nature. As control units develop the capability to monitor and evaluate projects on a more frequent basis, the need for enhanced transparency will arise. Afghan officials must be held more accountable to their constituents under the country's new constitutional framework. Governments at all levels, regardless of political party affiliation, must be held accountable to the people they serve and the units under their command. According to the Afghan Constitution, the Afghan government is expected to carry out a variety of transparency, accountability and responsibilities. When it comes to a country's ability to maintain good governance, there might be considerable disparities in how well its constitution and other laws are enforced effectively.

The rule of law ensures that marginalized groups and visible minorities have their rights safeguarded as a result of all persons, regardless of their position, receiving equal treatment under the law. To establish a government founded on the rule of law, an impartial police force and an independent court are required. Three actions must be taken in Afghanistan in order to establish a rule of law-based administration. They include the following: Afghan courts must be reevaluated and, to some extent, reformed in order to better serve the Afghan people. Promoting legal education and enforcing the government's zero-tolerance stance against corruption are critical components of the battle against corruption in the courts and judiciary. Expanding access to justice entails, among other things, making the courts more accessible to people from all walks of life. It is critical to improve communication and cooperation among government departments, especially the courts, if we are to achieve our efficiency goals. To maintain the rule of law, all levels of government and non-governmental organizations must work cooperatively. To be as effective as feasible, civil society organizations and legal experts must be permitted to contribute their experience, analysis, and information throughout the legislative process. To reassure citizens that the country is controlled by a single judiciary and that the rule of law is being upheld, the administration must expand access to judicial services throughout the country. Justice is more likely to be delivered more swiftly if the judiciary is composed of independent justices who are not beholden to the government or any one political party.

The government must completely protect human dignity, human rights, citizen rights, and other constitutional values for the benefit of all citizens. Effortlessness is the most significant impediment to advancement and performance in the legal system. Afghan judicial system may be bolstered in two ways: by expanding the lawyer pool and reorganizing the courts. The burden of government red tape reduction is huge. They have made it abundantly clear that Afghan established and conservative elite is opposed to any form of political reform. Modernism and traditionalism are not mutually exclusive, contrary to popular belief. Throughout Afghan history, those who value tradition and preserving the status quo have consistently prevailed over those who do not. For the majority of the twentieth century, it was the conservative movement that seized control of the government and the nation's educational institutions. Throughout the 1920s, religious organizations deemed the reforms to be anti-Islamic, necessitating their suspension. This resulted in the monarchy's abdication. It is a practice that dates all the way back to the 1960s, long before the Taliban were deposed, and has persisted following their defeat in 2001 at the hands of religious and ideological militants. Afghanistan's reform initiatives have always been risky due to the country's uncertain political position at the time of reform. Those opposed to reform have reaped the benefits of Afghanistan's shortage of skilled experts and technologically advanced staff.



The leaders of this group place a higher premium on their political, racial, and religious allegiances than on their professional accomplishments and successes. This indicates that any attempt to reform the Afghan public sector will be difficult to accomplish and sustain due to the existing administrative and managerial culture. At the moment, the emphasis is shifting away from service provision and towards enforcing government control over the populace. Afghanistan's reform efforts will be evaluated in accordance with international standards by the Commission for Administrative Reform (ACAR), as government-sponsored organization. According to a recent study conducted by the ACAR, the organization was able to implement for the first time Afghan human resource management norms and principles. For example, government employment systems employed teachers, while the vast majority of high-ranking officials were appointed under the government's direction. Additionally, it's worth noting that the ACAR has significantly improved in each of these areas over the last decade. Despite ACAR's best efforts, the Afghan people's quest for high-quality services faces significant obstacles. At the highest levels of government in Afghanistan, discrimination is heavily influenced by political and ethnic ideology. As a result, Afghanistan's public sector is in desperate need of change. A functional government is required under the Afghan constitution, which also mandates additional reforms. Administrative changes in Afghanistan must attempt to build a government free of political or ethnic pressures, according to the Afghan National Establishment Strategy and the Civil Service Employees Law.

According to Afghan law, the following adjustments must be made to ensure compliance with the Afghan constitution and other laws: The sole criterion for determining a person's place of employment should be professional competence. At the moment, changes to the content you've supplied are not possible. Reforms must be implemented at all levels of government, including the federal, state, and municipal. To conclude, Afghanistan has made efforts to achieve the United Nations' Sustainable Development Goals, especially goal#16, but it is significant to say that instability within political structures prevented the targets to be achieved. Now, with Taliban in power again, the good governance of Afghanistan has become more significant than ever. As per the UN-SDGs of Goal#16, good governance indicators need to be incorporated and rule of law needs to be established with democracy. This research tries to suggest few mechanisms through which corruption, rule of law, accountability and transparency can be attained by incorporating the suggested solutions.

RECOMMENDATIONS

1. Recommendations from This Research

- (1) To solve corruption problems, this research recommends that the Afghan government shall mobilize funds for training Afghan public and private sectors' personnel skills on the application of good governance for implementing the UN-SDGs#16 to fight against corruption.
- (2) To strengthen good governance, this research recommends that Afghanistan shall cooperate closely with all stakeholders to implement the effective application of best practices for the implementation of the UN-SDGs, especially Goal#16.
- (3) To achieve sustainable peace and justice, rule of law and human rights, Afghanistan shall establish and enforce Afghan strong institutions and good governance network linking all sectors concerned to implement the application of best practices for the implementation of the UN-SDGs, especially Goal#16 efficiently and effectively.



(4) To stabilize democracy and peaceful Afghan politics, Afghanistan shall make a strong effort to prevent interference of foreign powers in its internal affairs according the United Nations Charter in order to implement the UN-SDGs, especially Goal#16 progressively.

2. Recommendations for Future Research

(1) The author would like to recommend doing a further research on the application of good governance for implementing the United Nations' Sustainable Development Goals (UN-SDGs) under the new government of Taliban, establishing after the complete withdrawal of the U.S. troupes from Afghanistan on 30 August 2021.

(2) The author wish to recommend conducting a further comparative research between the old government and the new Taliban government on the application of good governance for implementing the United Nations' Sustainable Development Goals (UN-SDGs) after the complete withdrawal of the U.S. troupes from Afghanistan on 30 August 2021.

(3) The author would like to recommend doing a further quantitative research on the application of good governance for implementing the United Nations' Sustainable Development Goals (UN-SDGs): key success indicators of SDG goal#16 in Afghanistan.

(4) The author wish to recommend conducting a further evaluation research on the application of good governance for implementing the United Nations' Sustainable Development Goals (UN-SDGs) of the old government and the new Taliban government after the complete withdrawal of the U.S. troupes from Afghanistan on 30 August 2021.

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Review on Students Engagement: The Factor Influencing Online Learning

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ABSTRACT

The paper presents the literature review on student's engagement as the factor influencing the online learning. The paper introduces the current situation of the online learning during the pandemic of COVID-19. The challenges of online pedagogy during the pandemic which student's engagement is one of the important factors influencing the online learning. Student's engagement has been one of the assessments to evaluate and improve the teaching and learning especially in university level. This paper also discusses on the importance of student's engagement for the online pedagogy and how to increase the student's engagement in online class.

Keywords: student's engagement, online learning, COVID-19, factors influencing, online pedagogy, the quality assurance.

INTRODUCTION

Since November 2019, the new disease has been discovered named COVID-19 (Ciotti et. at, 2020). According to that COVID-19 became an outbreak and spreading globally. In education system, COVID-19 became a huge effect in the education system worldwide. As the regulation to prevent the pandemic, students are not allowed to have physical class as usual in school or university. The learning system has been changed to 'Online system' (Pokhrel and Chhetri, 2021). Both educators and students have to change their teaching and learning system to fully online system in order to continue the education for students (Daniel, 2020).

The online platform became the major system to connect students to the classroom. Schools and Universities use Google Classroom, Zoom, Microsoft Team, or other online learning platform to communicate with students. As a result, the effectiveness of the online learning has been a major concern for educators and society in general (Pham et. al, 2021). Moreover, there are an increasing number of the research studied on the effectiveness of online learning and online learning outcome during the COVID-19 pandemic. This type of learning created the difficulty for both students and educators. Students became isolated and unconcentrated due to the online learning (Szopinski and Bachnik, 2022).

This research is a literature review on highlighting the factors influencing online learning especially on students' engagement from the previous literatures and explore how student engagement affected student performance during the pandemic situation.

The Challenges

With the changing of pedagogy, the online teaching and learning or even hybrid method has been adapted during the pandemic. Because of the pandemic, the COVID-19 took online pedagogy to another level, from the optional methodology to the main methodology of learning Szopinski and Bachnik, 2022).

Due to that, there are several logistical challenges. Not only teaching and learning methodology but also the students' evaluation on how districts can legislate unbiased and evenhanded grading policies based on these recommendations (Babatunde Adedoyin and Soykan, 2020). The previous studies showed the challenges of online learning as;

1) *The quality assurance and standards*: Student assessments are carried out online, with a lot of trial and error, uncertainty and confusion among the teachers, students and parents (Pokhrel and Chhetri, 2021). Osterlind (2002), there exists various writing on test and estimation hypothesis and investigation with small subtle elements on planning, advancement and test things composing by educates. In online learning, appraisals are often carried online whereby educates are constrained to intermediary supervision of learners making it impossible to direct and control cheating (Arkorful & Abaidoo, 2015). There are a few understudies testing formats that are pertinent with e-learning and agreeing to Osterlind (2002), such ICT-enhanced testing groups incorporate constructed-response, performance-based designs, sentence-completion or short-answer, coordinating, true-false and cloze-procedure.

2) *The accessibility toward equipment and technology*: The online learning is totally depending on technological devices and especially on the internet. John R. Yamamoto-Wilson a resigned professor from Sophia College, on the impacts of Covid-19 and online learning on educates and teaching expressed those understudies with obsolete innovative gadgets might find it difficult to meet up with some technical prerequisites of online learning, citing a case of an understudy who needed to require mid-semester e-quiz by utilizing Responds. This specific understudy seems not download the browser after several endeavors and it was afterward found that she was using an obsolete gadget that's not compatible with the browser. This analyst moreover cited understudies with openness issues that may find it troublesome to take after enlightening posted on the course declaration section of programs and atypical illustration of that's when the teachers posted on the course declaration page that there won't be lesson on a specific date, one of the understudies still sent mail inquiring on the off chance that course will hold on that date (Fishbane and Tomer, 2020).

3) *The self-arrangement and time management*: Due to the fact that the online learning even, there is a fixed schedule with the teaching time but there is no doubt that students tend to spend their time online without any time limit or schedule. Hybrid learning increments adaptability for learners to consider at their possess pace whereas advertising openings to advance dynamic learning within the classroom. Due to the overwhelming online component, mixed learning requires solid aptitudes for self-regulated learning (SRL) considering that learners have to be lock in with online assets and to think about autonomously (Uzir et. al, 2020).

4) *Student's engagement (Kearns, 2012)*: In online learning situations, student engagement is a relatively unused issue for directions creators and requires more experimental investigate to development the knowledgebase. In expansion, since inquire about on understudy



engagement is yielding progressively complex questions and issues, the need for investigate investigating engagement within the setting of online learning is more noteworthy than ever. Various partners are involved in understudy engagement issues; we select to concentrate on teaches, directions creators and instructional plan analysts through the E-Learning Engagement Design (ELED) framework. For e-learning plan and improvement to be successful, online educates require way better approaches to increasing understudy engagement. The E-Learning Engagement Design system endeavors to show such an approach by emphasizing interaction, collaboration, help and feedback methodologies with a particular center on planning online learning situations or settings (Czerkowski and Lyman, 2016).

Students Engagement

Student engagement has been defined as “participation in educationally effective practices, both inside and outside the classroom, which leads to a range of measurable outcomes” (Kuh et al., 2007), and as “the extent to which students are engaging in activities that higher education research has shown to be linked with high-quality learning outcomes” (Krause and Coates, 2008) Similarly, Hu and Kuh (2001) define engagement as “the quality of effort students themselves devote to educationally purposeful activities that contribute directly to desired outcomes”. Also, there are several affective factors related to student engagement which include attitude, personality, motivation, effort, and self-confidence (Mandernach et al., 2011).

There is important to assess the students’ satisfaction where student’s satisfaction and motivation resulted from the student’s interaction during the sessions and educational environment (Stukalina, 2012). As Students’ engagement has been one of the issues to be concern about since the first classroom was set up even before the online class room (Everett, 2014). The scholars found that students’ engagement helped improving the student’s achievement (Finn & Zimmer, 2013). Student’s engagement is concerned with the interaction between the time, exertion and other pertinent assets contributed by both understudies and their educate expecting to enhance the understudy involvement and improve the learning results and advancement of understudies and the execution, and notoriety of the institution (Trowler, 2010).

Whereas, there are four main types of engagement as; 1) Intense 2) Independent 3) Collaborative and 4) Passive (Figure 1).

Intense:

“Students reporting an intense form of engagement are highly involved with their university study ... They tend to see teaching staff as approachable, and to see their learning environment as responsive, supportive and challenging.” (Coates, 2007)

Independent:

“An independent style of engagement is characterized by a more academically and less socially orientated approach to study ... Students reporting an independent style of study see themselves as participants in a supportive learning community. They see staff as being approachable, as responsive to student needs, and as encouraging and legitimating student reflection, and feedback. These students tend to be less likely, however, to work collaboratively with other students within or beyond class, or to be involved in enriching events and activities around campus.” (Coates, 2007)

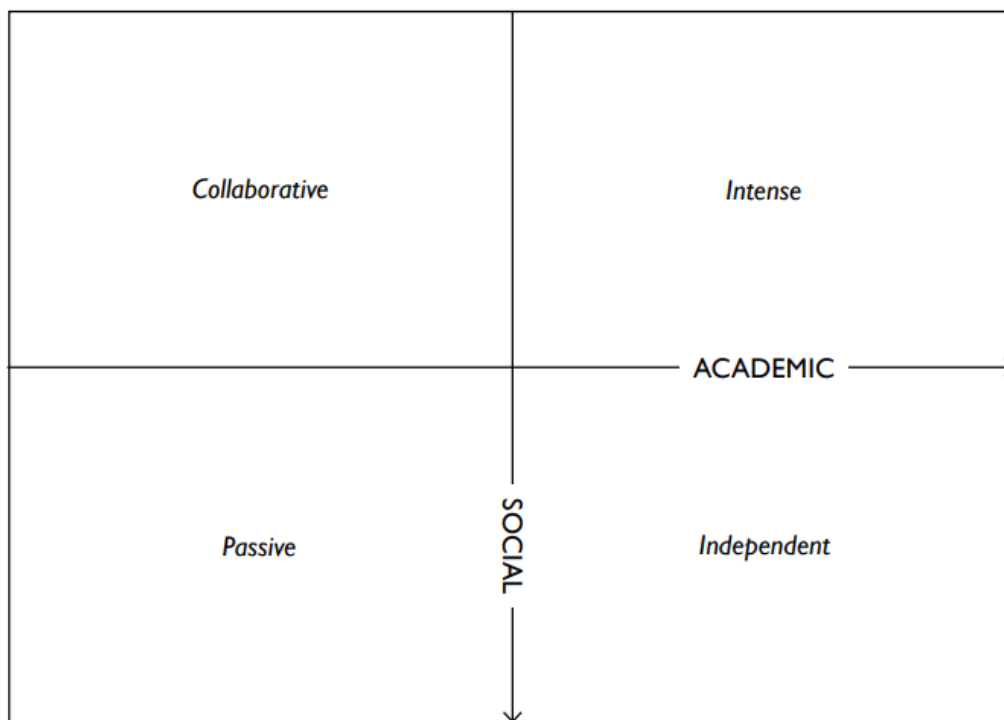


Figure 1: Student engagement styles (Coates, 2007)

Collaborative:

“Students reporting a collaborative style of engagement tend to favor the social aspects of university life and work, as opposed to the more purely cognitive or individualistic forms of interaction ... High levels of general collaborative engagement reflect students feeling validated within their university communities, particularly by participating in broad beyond-class talent development activities and interacting with staff and other students.” (Coates, 2007)

Passive:

“It is likely that students whose response styles indicate passive styles of engagement rarely participate in the only or general activities and conditions linked to productive learning.” (Coates, 2007)

However, with the online pedagogy, students’ engagement has been an impact factor influencing the assessment. In online learning, there appears to be two major research clusters where one bargains with the advancement of good designs whereas the other bargains with the appraisal of students ‘satisfaction with a web course because it relates to a conventional face-to-face course (Czerkawski and Lyman, 2016). The E-Learning Engagement Design (ELED) system accept that, at different stages, multiple sources of information may be utilized based on the instructor’s or instructional designer’s needs and the necessities of the derived ID model in brief, different sub-levels of Lee and Jang’s (2014) source measurement may be show. Additionally, the analysis plot for any inferred directions model(s) would depend on desires and objectives of particular creators. Finally, although the ELED system proposes a successive and iterative approach to directions plan, beginning with deter-mining directions needs and moving through an arrangement of steps to summative assessment

which shapes the following iteration of guidelines plan modeling information in the form of creator, educators, and understudy input may be shared bi-directionally between prepare stages.

Modern technology is firmly woven in our personal and proficient lives and has made a world of contrast in being able to engage students with the teachers, with other students, and with the substance. Learning management frameworks have ended up increasingly more advanced and broadly utilized since their debut within the 1950s and offer a bunch of chances for understudies to connected with the content, the teachers, and their peers. The National Instruction Innovation Arrange 2010 calls for progressive changes in instruction using technologies that lock in and enable. The role that innovation plays within the classroom depends on area financing and bolster, teachers' comfort level and information, and knowing how to use innovation as an guidelines tool. Students, on the other hand, have experience with innovation that bolsters multimedia, communication, and organize get to, and fosters creativity, issue understanding, and collaboration experiences worldwide (Everett, 2014).

Students Engagement Assessment for Online learning:

Student engagement focuses on behavioral dimension and emotional dimension which lastly became the cognitive dimension (Hu and Li, 2017). The student's engagement can be evaluated in several ways. Behavioral engagement is the essential frame of engagement, is explicit and discernible, and basically incorporates student's specific behaviors in learning prepare. Cognitive engagement mainly refers to the use of learning procedures, that is, understudies grasp and control mental exertion in learning, and the utilize of different learning techniques will lead to diverse levels of thinking. Emotional engagement primarily alludes to students' emotional reaction, counting intrigued, boredom, bliss, pity and anxiety, and a few researchers get it enthusiastic engagement into sense of having a place and values (Hu and Li, 2017).

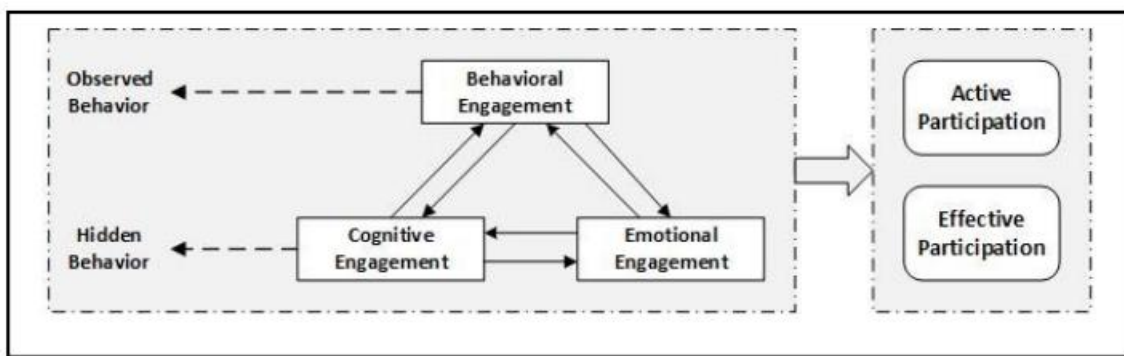


Figure 2: Structural relationship of three dimensions about student engagement (Hu and Li, 2017)

The early estimation of understudy engagement was mainly dependent on perception and student-behavior announcing, and these strategies are primarily measured whether understudies actively participate in learning, how to assess and degree student engagement is generally slack in pertinent investigate. Due to the complexity of understudy engagement, and the impact of different definitions and distinctive measures on it, its evaluation and estimation are correspondingly complicated (Hu and Li, 2017).

In the related research, quantitative methods, qualitative methods and mixed methods are used to evaluate student engagement in online learning, as shown in Table I (Hu and Li, 2017).

Table 1: Statistics of Measurement Methods (Hu and Li, 2017).

Classification	Specific Methods
Quantitative Methods	attendance rate/engagement rate/graduation rate /punctuality
	grade/academic achievement
	learning time, homework completion
	rating scale of work completed
	number of behavioral event report
	data gained with the help of devices
	analysis of log data
Qualitative Methods	student surveys
	teacher surveys
	self-report
	observed basis
Mixed Method	combining qualitative methods and quantitative methods

Investigating Student's Engagement in Online Learning:

The assortment of results about in online cognitive engagement and many issues such as understudies being at the lower degree of cognitive engagement have raised the need of assessing cognitive engagement, especially in an online learning setting to a more noteworthy extent (Shukora et. at, 2013). The National Survey of Student Engagement (NSSE) identified five academic components related to learning engagement: (1) level of academic challenge, (2) a supportive campus environment, (3) enriching educational experiences, (4) student–faculty interaction, and (5) active and collaborative learning (NSSE, 2005)

DISCUSSIONS AND CONCLUSIONS

Increasing Students Engagement for Online learning:

Nowadays, research on learning engagement consistently recognizes engagement as essential for student satisfaction and course completion especially during the pandemic which most educational section has automatically shift the teaching and learning methodology to almost fully online (Buelow, Barry and Rich, 2018). In order to increase the student's engagement especially for the online learning. There should be the cooperation between students and educators. As the student's engagement is considered one of the most significant factors in a student's academic success. The educators are responsible to evaluate and maintain the

student’s engagement in order to driven the students to the achievement. In online courses and programs, since of the virtual and frequently nonconcurrent nature of communication and other intuitive, students’ discernments of engagement are indeed more critical (Buelow, Barry and Rich, 2018).

One of the interesting frameworks to increasing students’ engagement is called E-Learning Engagement Design (ELED). ELED expect that, at different stages, multiple sources of information may be utilized based on the instructor’s or instructional designer’s needs (Czerkowski and Lyman, 2016). The framework of ELED is shown in figure 3.

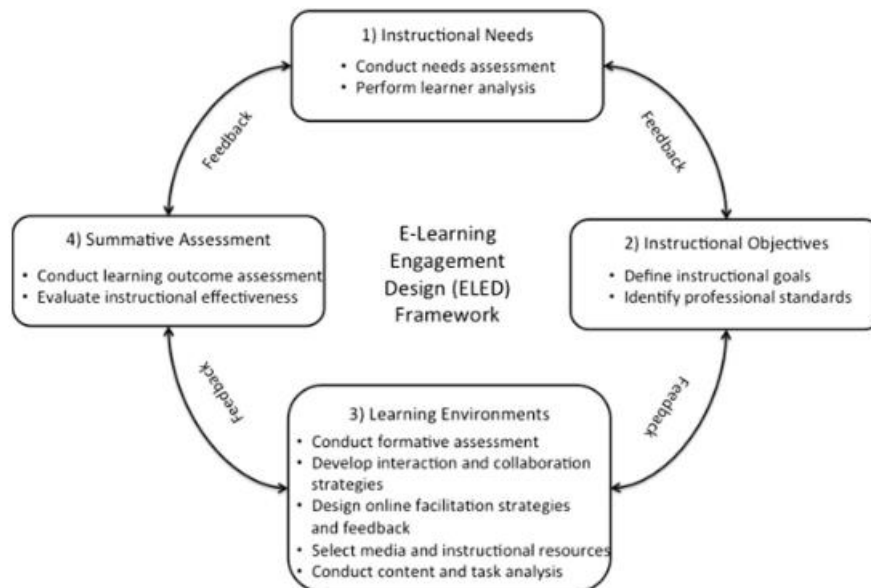


Figure 3: ELED framework (Czerkowski and Lyman, 2016)

However, as the teaching and learning pedagogy changed to mostly online. There would be more steps and procedure to increase the students’ engagement due to the online environment. For example, 1) Communicate in Multiple Formats: Online instruction gives educates with multiple avenues for communicating with understudies. Course email and dialog gatherings tend to be the standard communication apparatuses, but don’t ignore embedded audio and video, chat rooms or moment messaging, broadcast content informing, and domestic page announcements. Illustrative screencast recordings tend to be well gotten by understudies, and are increasingly easy and cheap to create (Dahl, 2015) 2) Provide Active Learning Opportunities: One definition of active learning is “hands-on learning,” in spite of the fact that that seem likely incorporate “hands-on your mouse,” which is not the proposal here. Relegate your online understudies to meet individuals working within the field, or to otherwise bring their learning out into the community where they live. Case ponders, bunch projects, or gathering and analyzing local data are fair a number of the numerous cases of dynamic learning (Dahl, 2015). 3) Make Learning Social: Social and online platform, in the event that utilized viably, can help construct a sense of classroom community among the understudies and between understudies and instructor (Dahl, 2015). 4) Provide Timely and Useful Feedback: Criticism of students around their execution is amazingly vital within the exertion to keep understudies locked in within the learning journey (Dahl, 2015). 5) Add Self-Assessment Opportunities: Give openings for self-assessment, permitting understudies



to require more obligation for their own learning (Dahl, 2015).

FUTURE RESEARCH

Several areas for future research into student engagement in the online pedagogy could further the discussion:

1. Which online pedagogy, tools, and measurement work best for the student?
2. How can students be more engaged and collaborative with each other within the online learning? Which tools work best to create interaction happen?
3. How is online instructing and learning hoisted within the minds of its clients and pundits to recognize its esteem?
4. Modern technologies offer the guarantee of “reaching” instructors and learners. What are these innovations and how will they be utilized to engage learners? Proceeding investigate into understudy engagement and its measurements in online learning and its apparatuses and methodologies is required to encourage characterize the finest utilize of devices and procedures to include esteem to students’ learning and arrangement for an ever-changing workplace.

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Digital Transformation of Next Normal Education in the Post Covid Pandemic

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ABSTRACT

This paper was focused on the digital transformation of the next normal education in post-Covid-19. The educational sector is the only industry where COVID-19 has had such a significant and immediate impact. Before the onset of the COVID-19 global pandemic, most businesses were moving steadily towards a digital future. Since the term ‘Corona virus’ dominated the conversation, ‘Digital’ might have been the hottest topic of new research. It takes a Pandemic to understand that when applying ‘digital’ to its fullest potential, the result is a data-driven, agile, customer-centric, future-proof enterprise, that empowers people and made leaders capable to lead teams through the next normal education. Therefore, this study aims to explore the Digital Transformation of the next normal education in the Post Covid Pandemic. The specific objectives of this research are “To study how digital transformations carry out to be a successful education of the post-pandemic.

To analyze how Digital Technologies transform education the post-pandemic and To express how effective digital transformation is in education the post-pandemic.” During the crisis, technology not only improves people's lives but also makes work in many fields easier especially, the education sector. Digital transformation helps education keep up with the needs and survive in the future of the next normal. It enables education to be better compete in an environment that is constantly changing with technological development. The right management of digital transformation adapts education to take the opportunity to gain advantages in the business world in the post-Covid. The digital transformation trends in education have emerged during this period. Online platforms and learning digital tools enable educational companies to move away from face-to-face connection and toward remote learning, linking professors and students all over the world and allowing them to continue studying amid the COVID-19 crisis. The Covid-19 epidemic has provided the next normal education with an opportunity to rethink and reshape the next normal education environment and experience in general. Covid-19 pushed into the next normal Education 4.0, but most of the technologies are likely to be included in a completely digitally changed, futuristic higher the next normal

Keywords: Digital Transformation, The Next Normal Education, Post-Covid pandemic.



INTRODUCTION

In January 2020, the World Health Organization (WHO) established an incident management support team (IMST) to respond to a recent cluster of pneumonia cases reported in Wuhan, China World Health Organization. COVID-19 for Coronavirus Illnesses in 2019 has been given to the novel diseases produced by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) as a contagious and vascular disease (WHO, 2020).

From then on, COVID-19 has spread over the world, infecting people in practically every country, with certain nations having a high number of cases and fatalities. As of mid-March 2020, there were around 122 million COVID-19 confirmed cases worldwide, with approximately 2.7 million fatalities (Johns Hopkins University, 2020; World Health Organization (WHO), 2022). COVID-19's rapid expansion and high infection and mortality rates have prompted a strong countermeasure of transportation and travel prohibitions in several cities and nations to prevent and control the virus's spread.

The virus was mostly transmitted from person to person by direct touch or droplets created by coughing, sneezing, and talking. The virus has been claimed to have propagated 224 times as of March 3, 2022. Countries and territories all over the globe have reported a total of 440,903,200 confirmed cases of the coronavirus COVID-19, with a mortality toll of 5,995,116 fatalities, and the figure is constantly rising. Cases of COVID-19 are found all over the world (WHO, 2022).

As the COVID-19 pandemic continues, most schools around the world have closed for an extended period of time. To continue to educate and support children, various strategies have emerged, including providing education services in-person, distance learning, and various hybrid configurations such as remote/distance strategies. Today, online education has become a reality for everyone and the digitization of the school environment is a difficult process for all stakeholders in education.

COVID-19 threw a wrench into everyone's plans to embrace digital transformation. Many worldwide organizations and their executives were forced into seas that were unfamiliar completely unknown, as a result of the unprecedented danger and sudden shutdown. For many, the key motivation for implementing digital solutions was to facilitate remote workforces, transfer contacts from physical to online, and reduce operating expenses (Hai, 2021).

The good side of this epidemic, on the other hand, was the extraordinary commitment demonstrated by businesses to adopt technology and solutions to satisfy education demands in a virtual world. Aside from that, the disadvantage demonstrated how underused technological tools are. The technology and its adoption have always had limitations, but these became more apparent during the pandemic (Bughin, Deakin, & Beirne, 2019).

COVID-19 has both positive and negative educational implications. The outbreak of COVID-19 has had a huge influence on children's learning and well-being. Children and teenagers, as well as educational systems, all require assistance every single day. This is a global issue that prevents children and adolescents from engaging in a variety of activities. Countries, particularly those in conflict and those ravaged by natural catastrophes, are being evicted, preventing them from enjoying their right to a high-quality, safe and inclusive education (Kim, 2021).

On the bright side, as a result of the pandemic, distance learning has become more popular such as Google meetings, Zoom meetings, Facebook rooms, etc. New normal education is changing as a result of this transition as well as educational materials on the internet. Education is undergoing a digital change incorporating digital technology into many aspects (Hanefi, 2020). This study explores the digital transformation of the next normal education in the post-Covid Pandemic.

BACKGROUND OF THE STUDY

The COVID-19 epidemic has impacted negatively on education systems all around the world since it first broke out two years ago, causing chaos on most students. It has worsened a pre-existing education problem by increasing inequities. The number of school closures has ranged from none in a few nations to more than a full school year in others. At least one-third third of students were unable to study remotely due to a lack of connectivity and equipment.

Schools are open in the majority of nations today, despite the Omicron variety, thanks to health and safety measures and immunization programs. However, the consequences in terms of lost learning, health and well-being, and dropout are likely to be enormous. Prioritizing education as a public benefit is critical for avoiding a generational disaster and ensuring long-term recovery. Education systems must reform to become more robust, egalitarian, and inclusive, harnessing technology to benefit all learners and building on the ideas and collaborations that have been stimulated during this crisis (UNESCO, 2022).

The educational sector is the only industry where COVID-19 has had such a significant and immediate impact. Overnight learners, who had previously relied on in-class meetings, were forced to become self-directed, separating themselves from their professors and fellow students. With the pandemic came an urgent demand for online education, which was mainly provided by commercial online platforms that were not under the supervision of educational administrators. All levels of schooling aspects were influenced by these mandated modifications Covid pandemic (Altbach & De Wit, 2020).

The focus of pre-school education shifted to social separation and the right use of masks. It became the norm to learn to develop without being in close proximity. The concept that children should only talk when called upon and otherwise work quietly was revived in elementary education. The rationale for this may have been to instill a feeling of discipline in the early days of public schooling; with COVID-19, it is to guarantee that minute droplets from vocalization are not transmitted from person to person (Bates, 2020).

In the subject most likely to spread the virus, secondary education has been drastically impacted by the epidemic. The expression of breath required for the activities engaged in during these courses is the principal culprit in disease transmission, hence physical education has typically been unable to be accommodated. Previously, undergraduate students in popular courses could expect hundreds of students in large lecture halls, but now these courses are taught online by professors who may feel as if they are teaching to a black Zoom void if students choose not to use their video during real-time online class meetings (Carey, 2020).

Graduate students' ability to pursue their studies and interact with supervisors and mentors has been severely and inequitably harmed. This is harmful to their mental health as well as their ability to complete their degrees on schedule. Professional education was based on the apprenticeship model, which required teachers and students to have intimate physical



interaction. As a result of the epidemic, these gatherings, which were previously deemed crucial for optimal learning, have been suspended. What this means for the future competence of these experts is a source of concern (Marinoni, Van't Land, & Jensen, 2020).

Aside from the unique obstacles that COVID-19 has posed to each level of learning, there have been additional developments in education that affect the whole spectrum of learning. For example, the massive increase in homeschooling, the new role of parents as supervisors of their children's online learning, the demand for pre-packaged instruction and evaluation, the interest in promoting self-directed learning, the elimination of special education, and the immediate and ongoing need for programmatic creativity by educational administrators in delivering education (Liguori, & Winkler, 2020).

STATEMENT OF PROBLEM

The impact of COVID-19 can be felt across all sectors, including the higher education institutions where lockdowns and social distancing meant that universities can no longer run classes and face-to-face interaction would not be possible. While working on this Education Technology (EdTech) start-ups, educators or teachers in the form of facilitators meet a lot of challenges in terms of how to start utilizing it when to use it, how to limit distractions for students, and how to hone students' skills through EdTech. Students' participation is insufficient; instructors must make significant efforts to improve student engagement, hold their attention, take feedback, and assess them in a variety of ways. This will establish an effective and meaningful learning environment. Although EdTech cannot replace a teacher, it can improve instruction. During such difficult times, when Covid-19 has compelled schools and universities to remain entirely closed for a few months owing to the severity of the issue, net normal EdTech firms can be of great assistance (Bughin, Deakin, & Beirne, 2019).

While there are ongoing plans to support the next normal education institutions, many new ways of teaching and learning like the net normal are taking place. It is not only the technology that is the cause of disruption but how risks and threats such as this pandemic create reforms and new behavior changes. The vaccination for COVID-19 procedure is presently ongoing throughout the world, the virus's severity in terms of death and morbidity among the world's population may soon come to an end. While the virus's impact is still being felt, it's unclear how the changes in schooling experienced during the epidemic will affect a return to normalcy (Martin, 2020).

THE OBJECTIVE OF THE STUDY

Before the onset of the COVID-19 global Pandemic, most businesses were moving steadily towards a digital future. Since the term 'Corona virus' dominated the conversation, 'Digital' might have been the hottest topic of new research. It takes a Pandemic to understand that when applying 'digital' to its fullest potential, the result is a data-driven, agile, customer-centric, future-proof enterprise, that empowers people and made leaders capable to lead teams through the next normal education (OECD, 2020).

Therefore, this study aims to explore the Digital Transformation of the next normal education in the Post Covid Pandemic. The specific objectives of this research are as follows;

1. To study how digital transformations carry out the next normal education of the post-pandemic.



2. To analyze how Digital Technologies transform the next normal education the post-pandemic.
3. To express how effective digital transformation is in the next normal education the post-pandemic.

THE SCOPE OF THE STUDY

The purpose of this paper is to focus on the digital transformation of education in the post-Covid pandemic. This study is secondary research based on previous papers such as books, journals, articles, newspapers, magazines, websites, and other online sources of what the authors have been found dealing with digital transforming of education. This study conducts the period of research from 1st January to 15 March 2022. So, the scope of this study is limited to the researcher, and more specifically to those offering digital transforming in the increasing education of the IT age.

THE SIGNIFICANCE OF THE STUDY

The significance of this study is to gain knowledge and experiences for readers in post-Covid. Even though this study would gain the way of digital transformation in education. In this research paper, consequently, technology is not only improving people's lives but is also making work easier in many sectors. Effective the next normal education creates smart experiences and journeys to promote and complement people's lives. The failing of education in digital transformation will be those that do not seek to benefit from the new artificial intelligence technology, nor use data to predict demand trends and make decisions to improve the digital world.

During the crisis, technology not only improves people's lives but also makes work in many fields easier. Digital transformation helps education keep up with the needs and survive in the future. It enables education to be better compete in an environment that is constantly changing with technological development. The correct management of digital transformation adapts education to take the opportunity to gain advantages in the business world in the post-Covid.

CONCEPTUAL FRAMEWORK

The education industry has long used developing technology to innovate and improve the learning process, but the COVID-19 epidemic has accelerated education's digital transformation. In virtual tutoring and e-learning contexts, new technologies and tools are becoming more vital for instructors and academics.

Therefore, the relationship between digital transformation and the next normal education of conceptual framework is as shown in figure 1.

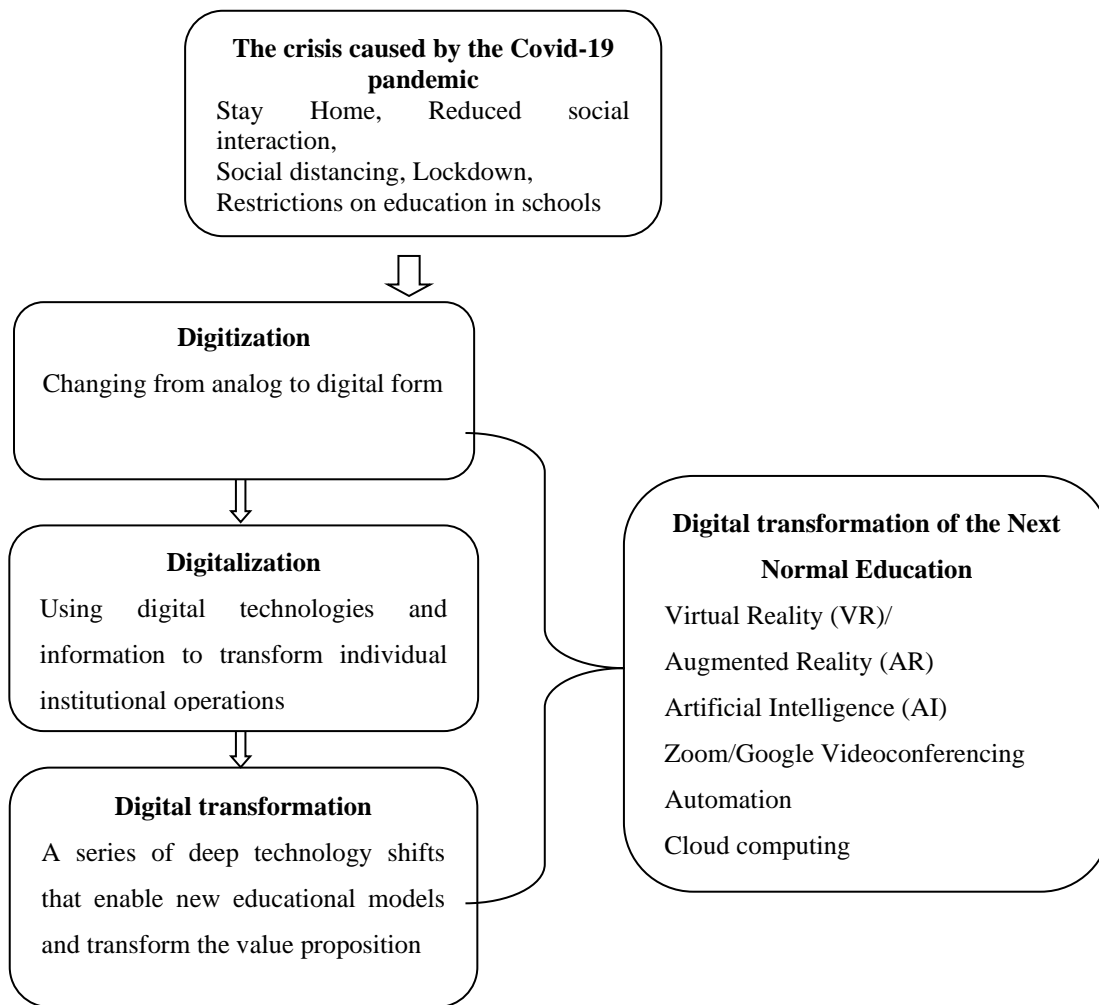


Figure:1 Conceptual Framework

Source: (Bughin, Deakin, & Beirne, 2019). Digital adoption has taken a quantum leap at both the organizational and industry levels.

LITERATURE REVIEW

The worldwide education sector has been severely impacted by the COVID-19 problem. Even while the epidemic is gradually slowing down and things are returning to the "Next Normal," there is no disputing that the virus's impact on modern society will be felt for years to come. While both online and face-to-face learning has their benefits and drawbacks, both students and instructors will need to adjust to the new normal expectations and recognize that education may take on a new form (Quilter-Pinner, & Ambrose, 2020).

The epidemic serves as a wake-up call for enterprises that have been slow to embrace digital transformation and are now woefully unprepared. These digital laggards are trying to transfer their operations and staff to a virtual environment, in addition to the stress of potentially health-compromised employees, a sudden and drastic drop-off in demand, and absolute economic instability. When it comes to digital innovation, going quick and furious is the

name of the game, yet going too fast may lead to blunders (Mhlanga, & Moloi, 2020). The world has been forced into seclusion under COVID-19. Until a vaccine can be developed to protect the population, social separation is the most efficient strategy to halt the spread of the virus. As a result, anything that relies on human-to-human contact—i.e., most elements of our lives—must be altered to account for the virus's hazards. Mandatory shutdowns and social distancing measures have left voids that have been filled by digitization. The people would not be able to work, shop, go to school or do anything else if it were not for digital tools and technology (Gonzalez,2021).

Bughin, Deakin, and O'Beirne (2019) define digital transformation as "the shift in the role of technology within an organization from merely being a support function to being integrated into all areas of business, thereby fundamentally transforming its operations and the way it delivers value to customers." It differs from business process re-engineering in that it focuses on re-imagining company models and operations rather than just automating rule-based processes (Schallmo, Williams and Boardman, 2017).

There are a number of emerging technologies that are driving digital transformation, including social media, the internet of things (IoT), big data and analytics, cloud computing, artificial intelligence (AI), machine learning, blockchain, cybersecurity, robotic process automation (RPA), and quantum computing, but according to a study conducted by the MIT Sloan Management Review and Deloitte, it is the organization's strategy that drives digital transformation, not the technologies themselves (Deloitte, 2015).

Nonetheless, technology has been a major disruptor for some years, disrupting global value chains and business models and resulting in a seismic change in capabilities, ushering in the Fourth Industrial Revolution, or Industry 4.0. (Grosbeck, Malita & Bunoiu, 2020).

The higher education industry, like many others, has seen significant changes in recent decades. Education has come a long way from its beginnings in the traditional tutor-centric classroom where technology was forbidden (Education 1.0), to the gradual infiltration of technology, first in basic ways (Education 2.0), and then on a mass-scale through user-generated internet that made it easier to connect with tutors and learn virtually (Education 3.0). The higher education industry has now embraced the Fourth Industrial Revolution and is undertaking its own digital transformation, dubbed Education 4.0. (Bonfield, Salter, Longmuir, Benson, & Adachi, 2020).

This digital change in higher education was enormously accelerated by the Covid-19 epidemic. Universities have experimented with online and offline lectures, online learning communities, online evaluations, and other innovative techniques since March 2020, relying primarily on data analytics to track student involvement. Despite the fact that this fast digital revolution in higher education was driven by need rather than choice, there are a number of advantages. For example, the business sector has been able to increase engagement, increase access to education, and better prepare students for complicated and unusual situations (Carreon-Flores, 2019).

Both staff and students' digital literacy has grown significantly, and students can now demonstrate their capacity and desire to learn and adapt, which are all desirable qualities in today's workplace. With the influx of Gen-Z students into institutions, digital transformation in higher education becomes even more crucial. These young people are digital natives who grew up in a world of rapid communication. They are known to learn differently, with shorter attention spans and a greater capacity to multitask, so finding new ways to attract and

maintain their attention is critical (Hernandez, & Carreon-Flores,2019).

It is crucial to remember, however, that meaningful digital transformation should entail more than simply switching from old to online methods. Simply switching a paper-based test to a computer-based exam, for example, does not constitute meaningful digital transformation. When biometrics and AI are used to authenticate exam candidates, data from online assessments are analyzed and used to improve future assessments and exam performance, and a full suite of tools is used to ensure exam rigor and security, such as question randomization, algorithm-based question mix optimization, prohibition of backtracking, prevention of browser search, and possibly even remote proctoring, that is when the digital transformation has truly begun. This is only one example, but it should entail utilizing technology to thoroughly restructure all processes, as well as organizational culture, in order to meet future demands.

FINDING AND CONCLUSION

Digital transformation in the next normal education

The digital transformation trends in education have emerged during this period. Online platforms and learning tools enable educational companies to move away from face-to-face connection and toward remote learning, linking professors and students all over the world and allowing them to continue studying amid the COVID-19 crisis. The Covid-19 epidemic has provided the next normal education with an opportunity to rethink and reshape the next normal education environment and experience in general. Education 4.0 will lead the next normal, but most of the following technologies are likely to be included in a completely digitally changed, futuristic higher the next normal education environment.

In education, digital transformation aims to improve the campus environment, teaching and learning practices, and the overall student experience. As a result, researcher categorized the educational digital revolution into three categories: Digital Transformation in the Campus environment, Digital Transformation in Learning Methods, and Digital Transformation in Teaching Methods.

Digital Transformation in the Campus environment

Face Screening at the Entry: School officials can utilize thermal imaging technology to determine whether a student's or teacher's body temperature is within normal limits. If a student or teacher's body temperature is determined to be too high, authorities should not allow them to enter the school and advise them to see a doctor for treatment. The important data of students and professors acquired by thermal equipment may be uploaded to the cloud, allowing educational establishments to determine if that individual has been in touch with anybody on campus and track all interactions in order to stop the virus from spreading (Beckingham, 2019).

Contactless Attendance: To limit the spread of the virus, schools and universities must replace biometric attendance systems with contactless attendance systems. Many people touch the biometric attendance system in succession, posing a risk. As a result, schools, colleges, and other educational institutions must refrain from punching attendance in biometric systems. A contactless attendance system has been presented as a superior solution for biometric systems in schools. Contactless attendance, as the name implies, does not need anybody to make physical touch.



Using a contactless attendance system does not necessitate the installation of additional hardware. Instead, students may utilize their current IP or CCTV cameras to record a person's face and track their attendance using facial recognition software. IP cameras may be deployed at the institute's entrance and in classrooms to capture teachers' and students' faces and add their face data, as well as their time log, to the attendance record in real-time. It will lessen the chances of infection.

Alert System for Social Distancing: Many educational institutes are now available; nevertheless, both teachers and students must follow the criteria offered in order to reduce the danger of COVID-19.

Both students and teachers must practice social distancing and keep a certain distance in order to prevent illness from spreading from one person to another. It appears, however, that personally monitoring everyone, whether they are keeping social distance or not, is impossible. However, a social distancing alarm system may be used to keep track of people.

A group of technology professionals created a social distancing warning system that combines AI and Computer Vision to identify the distance between two or more individuals and send a message to them or the appropriate authorities so that they may take action. With current IP or CCTV cameras, it may be feasible to follow individuals and determine whether or not they are separated by a certain distance. If someone is proven not to be maintaining distance at an educational institution, they may face severe consequences. It will assist you in ensuring the safety of both professors and students at the institute.

Face Mask Detection System: Face mask detection systems may be used in schools and universities to safeguard the safety of students and employees. Wearing a face mask can help save lives and stop the infection from spreading. Everyone should be required to wear face masks at all times at educational institutions. As a result, the institute management must keep track of whether or not everyone is wearing face masks. To utilize the face mask detection technology at the school or institution, students would not need any extra gear.

Instead, students and teachers may enable face mask detection technology and discover persons without masks using the current IP or CCTV cameras. The device employs computer vision and artificial intelligence to determine whether or not everyone is wearing face masks. The technology sends a notification to the identified individual or the appropriate authorities if somebody is observed without a mask. When schools/universities reopen, using face mask detection can help to provide a safe atmosphere for students and professors.

Digital Transformation in Learning Methods

With the rising usage of online classrooms and video conferencing systems, educational institutions have begun to recognize the importance of digital transformation in the education business. It is now the appropriate moment to develop and design digital solutions that will revolutionize the way kids are taught. Schools and colleges are aware of how technology might aid in the effectiveness of new teaching techniques.

Video Conferencing Solutions: International education is presently impacted by the crisis, as students are unable to travel abroad to further their education. It is not possible to postpone courses or studies. Universities may facilitate virtual onboarding and acceptance of students

by conducting evaluations online. Video conferencing solutions may be integrated into a school's or university's app or website to allow students from other countries to continue their education. Once overseas travel is approved, they will be able to attend online classes and webinars as well as actual classes.

For a better learning experience, use AR/VR: To stay current in an ever-changing environment, the education industry must embrace new technology. The next step in the advancement of the learning system is augmented and virtual reality. The educational industry may build an interactive and virtual environment for the students using Virtual Reality and Augmented Reality. By including an interactive visual-audio component, these technologies can make the process of conveying complicated topics simpler.

VR can be taken for the learners on a virtual tour of other destinations, and they will feel as if they have actually arrived there. It can also assist in delivering a realistic explanation of educational subjects that learners will grasp. Elements 4D, for example, is an AR app that allows students to combine different elements to study chemistry in action. Elements 4D is a collection of gorgeous wooden blocks that can be brought to life with DAQRI's 4D software. Each face of the block depicts a different chemical symbol from the periodic table. By projecting the app's viewfinder onto the blocks, they become 4D representations of that element very quickly. It will assist students in better comprehending chemical fundamentals.

Using VR/AR would also eliminate the need to touch the real thing you're experimenting with. Because touching the same items repeatedly increases the danger of virus transmission, virtual reality can provide students with a touchless learning environment, reducing the risk post-COVID-19.

Adaptive Learning: Educational institutions may customize material and educational experiences in novel ways using Adaptive Learning Technologies. Adaptive Learning entails the use of particular teaching equipment to handle student interaction. It is utilized to give customized learning solutions to satisfy the needs of specific individuals. Adaptive Learning is also defined as an educational system based on data analysis that allows faculty to track students' progress and tailor programs to meet the requirements of each individual learner. Quizalize, for example, is a learning platform that assists teachers in converting dull examinations into dynamic and enjoyable activities. The software automatically distinguishes learning based on the student's performance. Implementing AI in educational software can assist offer adaptive learning to the students.

Learning Apps/Platforms: COVID-19 has caused schools all around the world to close their doors. As a consequence of the expansion of online learning, when students join digital platforms for learning, the education industry has changed dramatically. Many educational institutions are transforming into ed tech businesses and offering learning applications for students, allowing them to access notes, curriculum, and practice exams. It enables them to continue their studies uninterrupted. You may create an interactive learning platform for your students that allows them to access the greatest study information in the form of text, PDFs, photographs, audios, and videos as an educational provider.

AI and Chatbots: Many universities are considering using chatbots to match student expectations while freeing up teacher time. AI-enabled chatbots can assess students' comments and deliver learning content tailored to their preferences. Students can be taught using AI chatbots by transforming a lecture into a series of messages that appear to be a



discussion.

The bot may assess the student's comprehension level and give the next segment of the lecture appropriately. Botsify, for example, is a chatbot that functions similarly. It presents students with a specific topic in the form of graphics, videos, text, or a mix of the two. Students must take tests and submit their answers to the teacher after they have learned a topic. Faculty members may keep track of their student's progress in this way.

Digital Transformation in Teaching Methods

Educational institutions use technology as a way to improve teaching techniques and interact with students more effectively. Nowadays, everyone possesses a smart gadget, such as a smartphone, a computer, a laptop, or a tablet. Learning to modify teaching techniques by employing technology is a crucial strategy to create improved learning experiences for students. Some of the approaches that can promote digital transformation in the education world.

Smart Classroom: Whether it is an online classroom or physical classroom, the digital whiteboard can help you engage students successfully using interactive learning methods. Teachers are not limited to using only one or two colors while teaching on a digital whiteboard. Instead, they can utilize various color forms such as a circle, rectangle, or star to more rapidly and interactively convey complex ideas (AACSB, 2018).

AI-driven Online Assessments: In the education industry, the shift from a pen-and-paper approach to an online and computerized platform is a cornerstone. Educational establishments have resorted to online teaching techniques as colleges and schools close. However, how to give exams and evaluations and identify learning outcomes is a difficulty for educators. Artificial Intelligence has made it feasible for educational establishments to conduct online tests with the use of the internet and computer network.

Artificial intelligence (AI) employs neural networks and deep learning algorithms to teach machines to learn from their experiences and perform human-like tasks. To avoid impersonation, an AI/ML-based assessment system is taught to process and analyze photos of the examinee collected during the examination, compare them to submitted candidate information, and highlight any inconsistencies. An AI-based online assessment system may also lock down the app where the assessment is being given, preventing pupils from navigating away from it (Lowood, 2021). Different forms of tests, such as multiple-choice questions, paragraph style questions, typing and coding simulators, and video and audio input, are all conceivable. Here are exams online that can conduct in a hassle-free manner using online assessment tools.

AI-based analysis of students: High dropout rates, the ineffectiveness of a typical "one-size-fits-all" approach, and disinterested students are among the difficulties that universities and institutions confront today. AI and big data analytics, on the other hand, can aid in the creation of individualized learning experiences and the resolution of these issues. Students may benefit from a one-of-a-kind educational approach that is totally suited to their requirements and skills with a personalized learning experience. It has the potential to increase student productivity while also lowering their odds of dropping out. Professors can gain a better understanding of each student's learning ability by analyzing data from their behavior using AI, which could help them teach more efficiently.

AI-enabled remote proctoring: Remote proctoring is a technique that allows educational institutions to administer online exams while preventing students from cheating. A combination of an embedded web camera and an AI-powered facial recognition system can be used to offer online proctoring. It provides a plethora of options for online examinations. Manual invigilators are not required to keep an eye on students during the examination. You can record every single test from start to finish with AI-enabled online proctoring, not just via video; it can also capture the desktop screen, photos, and chat logs. It can also keep track of the whole exam session, including unusual events like a student leaning away from their webcam or leaving the room. A pupil can be followed remotely thanks to an AI-assisted face recognition and monitoring system.

Therefore, online examination or assessment is no more a concern for educational institutes if they have an AI-enabled assessment system.

The COVID-19 epidemic generated several issues in the school system, including the cancellation of classes. Students are scared that they may be left behind in their schooling. Such anxieties, however, are just transient. Supplementary lessons might be arranged by schools. However, the digital revolution of education systems has raised more basic issues and constraints.

The next normal education is a completely digitally equipped classroom that uses technology to implement a variety of teaching and learning methods. Computers, specialized software/apps, assistive listening devices, artificial intelligence, AR/VR, audience response technology to facilitate and improve engagement, learning analytics to identify areas requiring more attention, and possibly even students with mental health issues and learning disabilities; these smart classrooms could even have auto-regulated lighting, temperature, humidity, and CO2 levels (Owen, 2018).

In conclusion, the key educational market trends provide the impression that quick and rapid developments in educational technology would result in a perfect system, which is not always the case. The key to a successful online learning implementation is digital transformation. The best solutions are still creating digital learning resources, utilizing digitization, and holding synchronous classes using video conferencing technologies like Google meet; FB room, Zoom, and Microsoft teams. The digital transition is essential for students to continue studying and receiving education even while they are at home.

RECOMMENDATION

The COVID-19 pandemic is not the sole source of the difficulties and limits discussed in this section. Despite its negative influence on the old educational system, it provides a chance for the education business to adapt its services. Many universities have begun to use remote learning assisted by newly developed EdTechs to overcome the issues of isolation rules during COVID-19. This shows that the epidemic is hastening the education industry's digital transition.

However, digitization is a difficult process, and the educational community is not yet prepared to fully exploit the benefits of distance learning. Distance education now includes duplicating classroom curriculum on an internet platform. Furthermore, many instructors and parents are hesitant to use technology or are inexperienced with it. Parents also find it difficult to oversee their children's remote learning or homeschooling. As a result, a complete

shift to distant learning necessitates not just a strong ICT infrastructure, but also teacher, student, and parent support. We should expect improvements such as improved online-teaching tools, digital fluency, and appealing and engaging courses as a result of the transition's trials and errors.

COVID-19's influence on our life is yet unknown, and the virus might resurface in a second or even third wave. This uncertainty will only accelerate the school system's fast digital transition. The establishment of OODA loops will also aid educational innovation; various types of educational data will be collected using IT devices in the classroom. The individual and general educational performance will be improved by the analysis of such data. This process is applied again.

Currently, a huge number of institutions are having difficulties with distant learning and EdTechs, particularly because they have to be implemented quickly. Uninvited guests, for example, have disrupted several online courses, resulting in rude and abusive circumstances. Due to the unexpected rush in internet access, university servers also fell down. These problems, on the other hand, are minor and should be resolved in the near future. Meanwhile, they will not obstruct the industry's digital transition.

Both digital and traditional schooling has advantages and disadvantages. Distance learning will provide students with more chances and alternatives in the future than traditional schooling. Students will be able to take control of their education thanks to educational technology. The new normal of education service is students taking control of their learning, which is progressively forming.

Finally, the researcher should examine not just digital transformation but also the next normal education in the post-Covid-19. The world has changed tremendously recently, and researcher needs to have a deeper understanding of the key constructs and worldviews of the new types of digitalized students who will soon be attending higher education institutions. The researcher should also take a more active role in preparing society for the digital age. Institutions of education should treat the digital transformation of education as a top priority and investigate how can equip students with the skills they need to control and master their digital futures throughout their primary school. At the age of new normal, the organization should also think about how might enable teachers, schools, and teacher education to be leaders in the digital revolution of education.

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Consideration of Influencer Marketing on Social Media to Influence Generation Z’s Purchase Intention

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ABSTRACT

This research aimed to explore social media influencer factors affecting generation Z’s intention to purchase products and services as suggested by their influencers. The questionnaires were completed by 189 private university students using purposive sampling. The descriptive statistics was used to analyze the descriptive data and structural equation modeling was used to test the hypotheses. Most respondents were male. Most of them used Instagram to make a purchase. The independent variables consisted of influencer’s attitude homophily and social attractiveness. The dependent variable was purchase intention mediated by influencer’s trustworthiness. The hypotheses were supported by the data set except that influencer’s attitude homophily did not directly have a significant impact on purchase intention.

Keywords: Influencer Marketing, Social Media, Purchase Intention

INTRODUCTION

Exponential growth of the Internet technology and e-commerce has influenced changes in businesses, sellers’ strategies and consumer behavior drastically. Traditional businesses have transformed themselves into digital ones (Tunsakul, 2020). They can now reach customers worldwide and the customers, in turn, can save shopping times, compare stores, products and prices on the Internet. The Covid-19 virus has also caused businesses and consumers to be adaptive to new normal lifestyles. Social media such as Facebook and Instagram are becoming selling and buying channels with many users. Influencers on social media, such as a page admin or a celeb, help to review their own or others’ products. Influencer marketing helps to enhance brand awareness, trustworthiness, and sales.

Table 1 shows the comparison between social media usage worldwide and in Thailand during February, 2022. From the table Facebook ranks number one for both worldwide and in Thailand.

Table 1. Social Media Stats Worldwide and Thailand during February 2022 (StatCounter, 2022)

	Social Media Stats					
Worldwide	Facebook 71.68%	Twitter 7.22%	YouTube 6.38%	Pinterest 6.16%	Instagram 5.27%	Reddit 0.79%
Thailand	Facebook 61.5%	Twitter 18.32%	YouTube 9.16%	Pinterest 6.99%	Vkontakte 2.38%	Instagram 0.85%

This research focuses on generation Z consumers (Gen Z). Generation Z is a group of people born during 1995 – 2009. They are tech savvy, educated, creative, not brand loyal and difficult to persuade (Bassiouni & Hackley, 2014; Priporas et al., 2017; Tunsakul, 2020). Tunsakul (2018) mentioned that a lot of generation Z people follow influencers on social media.

The researcher therefore was interested in exploring the impacts of influencers on social media and investigating whether influencer attributes would have a significant impact on generation Z's intention to purchase products and services as suggested by their influencers

CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES

THEORETICAL BACKGROUND

Theory of Persuasion

Regarding Petty and Cacioppo's (1986) dual-process Elaboration Likelihood Model (ELM), people use either a central route or a peripheral route to the information to which they are exposed. Central route processing is indicated by conditions of high message elaboration and high level of cognitive capacity to evaluate the message. Peripheral route processing, on the other extreme, is determined by low level of rationality. Under the peripheral route, people do not rationally consider the essence of the message but rather their influencers such as friends, experts, celebrities, or opinion leaders.

Influencer Attributes

Influencer's attributes are considered peripheral cues in the theory of persuasion. According to Masuda, Han, and Lee (2022), influencer attributes consist of attitude homophily, physical attractiveness and social attractiveness. In this study, attitude homophily and social attractiveness were used as two independent variables. As physical attractiveness includes being good-looking, the author did not include such a variable in the construct.

Independent Variables: Influencer's Attitude Homophily and Influencer's Social Attractiveness

Attitude homophily is the degree of similarity between people. A high degree of congruence between a social media influencer and his or her follower's ideal self-image leads to effective endorsement outcomes (Shan et al., 2019). People with the same attitude tend to communicate with each other and similarity between influencers and followers tends to increase influencers' social appeal because of attitude homophily (Masuda et al., 2022).

Social attractiveness refers to the likability of a speaker (Sokolova & Kefi, 2020). Influencers with social attractiveness can enhance emotional liking from their followers beyond physical likes on social media (Masuda et al., 2022).

Mediator: Influencer Trustworthiness

Influencer trustworthiness also plays an important role in influencer marketing. Trustworthiness is the degree to which the audience perceives that the message source's claims are valid (Sokolova & Kefi, 2020).

Previous studies by Li and Du (2011), Al-Emadi and Yahia (2020), and Sokolova and Kefi (2020) show the significant relationship between attitude homophily and trustworthiness. Therefore, the following hypothesis is proposed:

H1: Influencer's attitude homophily has an influence on trustworthiness.

Studies by Lee (2010), and Carroll and Ahuvia (2006) also reflected the significant relationship between social attractiveness and trustworthiness. Thus, the following hypothesis is proposed:

H2: Influencer's social attractiveness has an influence on trustworthiness.

Dependent Variable: Purchase Intention

Consumer purchase intention can be defined as the desire of consumers to purchase a product or service (Ku, 2011). The purchase intention represents a customer's likelihood to purchase a product or use a service in the future (Zeithaml, Bitner, & Gremler, 2016). According to Chu & Lu (2007), purchase intention is determined by the perceived value based on an overall assessment of the costs and benefits of a given market offering. Studies by Erkan and Evans (2016), Djafarova and Rushworth (2017), Sokolova and Kefi (2020), and Masuda et al. (2022) supported the significant relationship between trustworthiness and purchase intention. Thus, the following hypothesis is proposed:

H3: Influencer's trustworthiness has an influence on purchase intention.

Figure 1 represents the conceptual model of this study, depicting relationships among all the hypotheses.

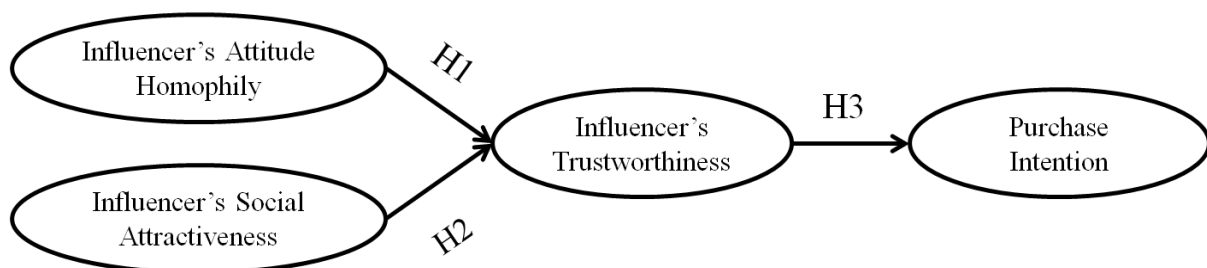


Figure 1: The Conceptual Model

RESEARCH METHODOLOGY

Respondents of the study

The target population was a private university's undergraduates who had at least a social media platform account, owned a smart phone, tablet or personal computer, and responded that they followed social media influencer(s). The selection of target respondents was based on purposive sampling method, which depends on the researcher's judgment that the sample would represent the target population. As the target respondents were the author's students, they were approached via Google Meet. 189 respondents from a total of 316 students were eligible to respond to the questionnaire, which was sufficient for the minimum requirement

(150-400 respondents) of using Structural Equation Modeling (SEM) as an analytical tool (Hair et al., 2006).

Research instruments / Questionnaire

There were totally 13 scale questions regarding all the variables. Table 2 shows list of variables and sources of measurement items, and Cronbach's alphas. The respondents were asked to indicate their response for all questions on the scale of 1 to 5 including 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree to 5 = strongly agree. According to Table 1, the Cronbach's alphas for all measurement items (n = 189) of each variable range from 0.743 to 0.871, which are acceptable according to Maholtra (2007).

Table 2. Summary of Reliability Statistics, n = 189

Variables	Measurement Items	Cronbach's Alphas
Influencer's Attitude Homophily	1) The influencer I am following and I have a lot in common, 2) The influencer I am following and I are a lot alike, 3) The influencer I am following thinks like me, 4) The influencer I am following and I share my values (adopted from Lou and Kim, 2019)	0.743
Influencer's Social Attractiveness	1) I think the influencers I am following could be my friends, 2) I want to have a friendly chat with the influencer I am following, 3) the influencer I am following and I could establish a personal friendship with each other, 4) the influencer I am following would be pleasant to be with (adopted from Duran and Kelly, 1988)	0.805
Influencer's Trustworthiness	1) I feel that the influencer I am following is honest, 2) I consider the influencer I am following trustworthy, 3) I feel the influencer I am following is truthful (adopted from Lou and Kim, 2019)	0.871
Generation Z Consumers' Purchase Intention	1) I think I will buy products or services recommended by the influencer I am following, 2) I will probably buy products or services after watching a product review video clip of the influencer I am following (adopted from Casalo et al., 2017)	0.843

RESEARCH RESULTS

Demographic profile of the respondents

The demographic profile in this study comprises two main sections including gender, and most frequently used social media platform. Table 3 shows the descriptive data of the respondents.

Table 3. The Demographic Profile of the Respondents

Demographic Profile of the Respondents		Descriptive Statistics	
		Frequency	Percent
Gender	Male	117	61.9
	Female	72	38.1
Most Frequently Used Social Media Platforms	Instagram	78	41.3
	YouTube	69	36.5
	Facebook	31	16.4
	Twitter	7	3.7
	Other	4	2.1

From table 3, out of a total of 189 respondents, the majority were male (117, or 61.9 %), while 72 respondents (38.1 %) were female. The data reflected that Instagram and YouTube were highly used by generation Z consumers, which was contrary to the data from table 1 which showed that Facebook ranked the highest.

Confirmatory Factor Analysis (CFA)

The main objective of CFA is to determine the degree of model fit. According to Hair et al. (2006) and Ho (2006), there are two important types of goodness-of-fit in order to determine the results of the measurement model. First is an Absolute Fit Measure assessing the level of fit for the proposed model with the actual data (Ho, 2006). The key indices used for statistical analysis include Chi-square statistics, Goodness-of-Fit Index (GFI) and Root Mean Square Error of Approximation (RMSEA) (Hair et al., 2006; Ho, 2006). The GFI is a nonstatistical measure ranging from 0 (poor fit) to 1 (perfect fit), but there have no threshold levels for acceptability (Ho, 2006). For RMSEA, values ranging from 0.05 to 0.08 are considered to be acceptable, values from 0.08 to 0.10 indicate mediocre fit, and those greater than 0.10 indicate poor fit (Ho, 2006). Second, Incremental Fit Measures are considered as another key measurement that compares the proposed (default) model to the baseline model. The five indices that measure incremental fit are Normed Fit Index (NFI), Relative Fit Index (RFI), Incremental Fit Index (IFI), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI). The fit indices represent comparisons between the proposed model and a null or independence model, and show the improvement of proposed model over the null model and range from 0 (a fit no better than the independence model) to 1 (a perfect fit). The recommended value for the incremental fit indices should be above 0.9 (Hair et al., 2006; Ho, 2006). However, there are notes of cautions for using incremental fit indices as rules of thumb (McDonald & Marsh, 1990; Hu & Bentler, 1998; Marsh, Hau, & Wen, 2004). First, designating cutoff value for each fit index does not work equally well with various types of fit indices, sample sizes, estimators, or distributions. Second, other aspects like adequacy and interpretability of parameter estimates, model complexity and other issues are more critical than merely relying on high incremental fit indices (>0.90).

Table 4 shows summary of fit indices of measurement model. The CFA results from this study (Table 4) with the use of modification fit indices show that the model fits with the dataset, $\chi^2(n = 189, df = 107) = 1.641, p < 0.05$ and GFI shows quite acceptable fit, which is close to 1 (0 = poor fit, and 1 = perfect fit). For the Root Mean Square Error of Approximation (RMSEA), the smaller values indicate better model fit. Values ranging from 0.05 to 0.08 are considered acceptable, values from 0.08 to 0.10 indicate mediocre fit, and those greater than 0.10 indicate poor fit (Ho, 2006). In addition, baseline comparisons fit indices of NFI, RFI, IFI, TLI, and CFI show improvement in fit for the hypothesized model

(default model) compared to the null model, from 0.033 (1-0.967) to 0.112 (1-0.888) appearing to be small as to be of little practical significance.

Table 4. Summary of Fit indices of Measurement Model

	Measures of Absolute Fit			Measures of Incremental Fit				
	χ^2/df	RMSEA	GFI	NFI	RFI	IFI	TLI	CFI
Rules	< 2.0	Acceptable at 0.05 - 0.08	Close to 1	0.900	0.900	0.900	0.900	0.900
Model	1.641	0.074	0.928	0.919	0.888	0.967	0.953	0.966

Hypothesis Testing

The results of SEM as shown in table 5 indicate that the unstandardized regression weights are significant by the critical ratio test (C.R. > ± 1.96 , $p < 0.05$) except the relationship between influencer's attitude homophily and influencer's trustworthiness (C.R. = 1.146, $p = 0.252$).

Table 5: A Summary of Hypothesis Testing

Hypothesis	Unstandardized Coefficients		Standardized Coefficients	Critical Ratio (CR)	p-value	Hypothesis Supported
	B	Std. Error	Beta			
H1: Influencer's attitude homophily has an influence on trustworthiness	0.089	0.078	0.1	1.146	0.252	No
H2: Influencer's social attractiveness has an influence on trustworthiness.	0.517	0.095	0.537	5.429	0.000	Yes
H3: Influencer's trustworthiness has an influence on purchase intention.	0.677	0.113	0.544	6.013	0.000	Yes

Figure 2 shows the structural path model with hypotheses 1 to 3. The solid lines represent the hypotheses supported by the findings while the dot lines represent those not supported by the findings. According to the structural path model, influencer's attitude homophily had no significant impact on influencer's trustworthiness (β or standardized regression weight = 0.1, $p > 0.05$). Influencer's social attractiveness had a significant and positive impact on influencer's trustworthiness ($\beta = 0.537$, $p < 0.001$). Lastly, influencer's trustworthiness had a significant impact on Generation Z's purchase intention ($\beta = 0.544$, $p < 0.001$). The explained variances for all independent variables are represented by the squared multiple correlations (R^2). The percentage of variance explained ranges from 0.296, or 29.6% (Purchase Intention) to 0.347, or 34.7% (trustworthiness). For all measurement variables, the residual variances

(1- R^2) ranged from 65.3% to 70.4%, meaning that 65.3% of variation in influencer's trustworthiness and 70.4% of variation in purchase intention were influenced by other factors.

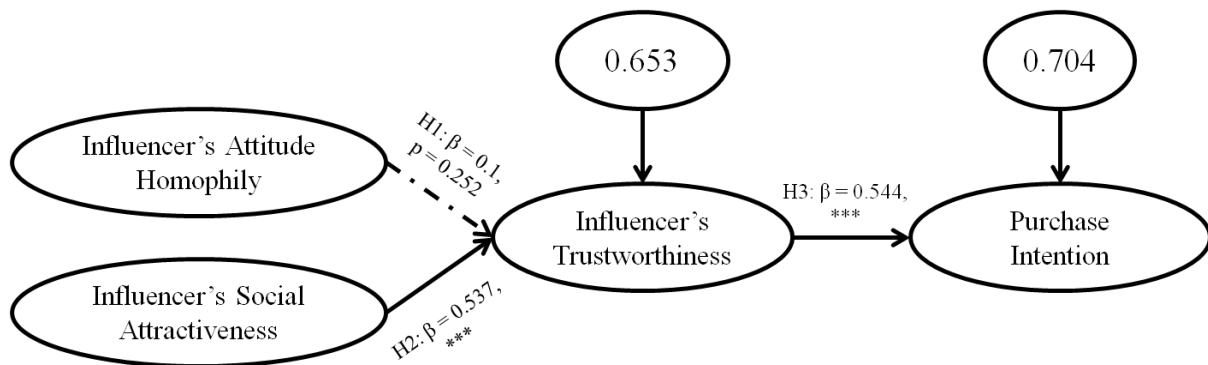


Figure 2. Structural Path Model with the Summary of Findings

DISCUSSIONS AND CONCLUSIONS

The study has fulfilled the research objective. The results show significant relationships between variables. Generation Z consumers' purchase intention was significantly influenced by trustworthiness of their influencers. However, the relationship between influencer's attitude homophily and influencer's trustworthiness was insignificant, which was not consistent with previous studies cited in this research. This indicates that attitude similarity does not always lead to trustworthiness.

Research Implications

This study provides some useful implications for e-commerce and online shopping behavior. Influencer marketing always plays an important part for digital marketing. Consumers still follow two routes to persuasive communication. Influencer marketing is useful to persuade consumers who follow the peripheral route. Social media influencers must be able to develop their social attractiveness and enhance their trustworthiness. According to the author's observation, some influencers were unfollowed because they showed different attitudes from their followers. This does not mean that similar attitude affects trustworthiness. Some influencers are followed due to physical and social attractiveness but not attitude homophily.

Limitations and Suggestions for Further Research

The main limitation of this study is that the respondents are all Thai nationals, which may not represent generation Z in general. Future research is encouraged to expand comparisons between generation Z consumers and other generations. As generational gaps and differences exist, research on generation Z consumers' behavior in different business categories can add on empirical knowledge about generation Z consumers as compared to other generations.

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The Sustainable Strategies for Luxury Product During COVID19 Pandemic Situation

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ABSTRACT

This article provides an overview and assessment of luxury concept and the fundamental theory of the customer's culture that invent the market of luxury during the COVID19 pandemic. The scholars investigate the driving factors to address on the shifting of customer behavior and the study reveals about how to adapt quickly a new sustainable strategy based on the customer driving factors. Also, how the risk management is important to be trained to overcome the situation of unexpected situation such as pandemic: COVID-19. In addition, the powerful weapon as an advertisement can change buying behavior and the most critical factor as service quality ought to be balanced as the expectation and reality. Based on the analysis of this research, it can learn new opportunities to get the innovation that can call the new normal while the luxury markets are dealing with COVID19 pandemic.

Keywords: Sustainable strategies, Luxury consumer market, COVID19 pandemic situation

INTRODUCTION

Research Background

Global luxury market was USD316.16 billion in 2019 while global market is explicitly going down to USD257.26 billion in 2020 according to Fortune Business Insight report ID: FBI103866. In other hand, they forecast to become to USD352.84 billion in 2027. For the people who use luxury products, premium product is a unique item to show off their personal image and their supremacy and enduring quality bring to a minority group who is wealthy pullulation. Luxury market is divided into four main categories as watches & jewelry, perfume & cosmetics, clothing, bags/purses. Among the luxury markets, the clothing segment is the biggest share owning and its demand is increasing from both of men and women. Since the demand of the leather-based products is increasing, bag segmentation is forecasted to grow speedily. For the watches & jewelry segmentation, its market is still increasing demand and the new share increased about 10% in 2017 to 13% in 2018 over the worldwide (BusinessInsights, 2021).

There are a lot of various driving forces of consumer behaviors towards luxury brands. It includes four major factors which are individuals' factors, psychological factors, cultural and social factors; factors related to luxury goods (Dhaliwal, Singh, & Paul, 2020). According to, customer buying behaviors towards luxury brands are basically based on five steps of the

decision-making process, which are need recognition, information search, evaluation of alternatives, purchase, and post purchase evaluation of decision. When it comes to luxury brands, need recognition stage is more likely to be defined as a “want”. This means that the buyer recognizes their desire rather than a need. Information search occurs as second stage when the buyer wants to know more information on interested brands or items that they are going to purchase through various sources. After searching for information, the buyer chooses between multiple brands to get different options. And then the next stage will be making decision for purchase. The final decision mostly decides the satisfactory level of the customers toward their future purchase (Reis, 2015).

The COVID-19 pandemic has a lot of impact on luxury brands market, and it makes a change in Luxury Consumer Behavior. It also enhances the sales by revenge buying in post pandemic period and online purchasing and selling become of the new normal shopping activities to purchase and to promote the luxury goods (Mehta, 2020).

Enhancing in digital engagement plays a crucial role in keeping sales up and connecting with customers. To keep upgrading in digital engagement, the luxury brands should consider effective digital marketing strategies (Achille & Zipser, 2020)

Research Problems

Since the luxury fashion brands make a growth at international level, it must face a high level of competitiveness and dynamism, includes the various challenges. According to the scholar, when it comes to challenges in luxury industry, mostly the brand managers must face those challenges. One of the biggest challenges that the brand managers must face is to make the customer becomes the loyal customer who purchases the goods without any concern (Diaconu & Cerceloiu, 2017).

When it comes to the consumption behavior for luxury goods, the global tourism contributes a lot for the circulation of the luxury industry. Among the global tourism, the mainland Chinese is the greatest driving forces in luxury good consumption. The major elemental facts of the Chinese tourist for buying luxury goods are “Shopping hedonists”: who buy many luxury goods with their desire for fun and entertainment, “Ego-defended achievers”: who purchase the luxury goods according to their self-ego and esteem, and Conspicuous fashionists: who buy only exclusive luxury goods to specific the differences of characteristic and avoid mainstream products that are consumed by the public. The researchers found that the effects of individuals characteristics and brand collaborated variables is important in consumers’ purchase intention for luxury brands. Those individual driving forces can influence both positively and negatively toward purchase intentions of luxury brands (Mohasoa, 2016).

Luxury industry is one of the most interesting markets which can keep maintain the market growth even though during the economic crisis. At the same moment, there are also various challenges that luxury brands must face in terms of technological, lifestyle, and other social and business progressions. In order keep their industry healthy in business world, it is a must for the luxury brands to adapt the business model in increasing customer engagement, developing new markets, practicing online strategy (Barbosa, Remondes, & Teixeira, 2018). Also, the impacted led to change consumers’ desire to waste money and consumer no longer feel comfortable using heavy products for services (Czyzewska, 2020). As per the changing

of consumer's desire, the new era of society also use on e-commerce platform explicitly instead of looking for the information on internet browser (Badault, 2020).

Objective of the Study

This researcher focused the study to luxury concept and the principal theory of the consumer culture that creates the market of luxury. And in addition to this, in the moment of COVID-19 situation, this research will observe the survival strategy of the luxury brands and what driving forces are important in consumer behaviors towards purchase intentions of luxury goods. This study is to investigate the impact of technological improvement on sales and marketing of luxury brands. This paper also suggests the strategies to renovate due to the change in technology, markets trends in luxury industry. This research will also suggest the luxury market brands to be prepared to overcome the unexpected situation like COVID-19.

Scope of the Study

This study covers the impact of pandemic situation on the luxury market, the consumer purchase intention, and the challenges faced by the luxury market and how to solve those challenges with the suitable strategy. This paper was documentary research based on past studies of various scholar from journals, magazines, books, newspaper, etc. and other electric sources what they have been studied about how the luxury industry works, what is the most important things for consumer decisions for purchasing luxury goods, and how the pandemic affect the luxury market industry.

The researcher studies the various aspects in luxury market and brands in terms of positive and negative impact. Also, what is the crucial influencing factors for consumer buying behaviors, and how the risk management is important to be trained to overcome the situation of unexpected situation such as pandemic: COVID-19.

Research Significance of the Study

In the age of information technology with the entry of more and more international luxury goods, the market is growing stronger and stronger. The social media era provides new challenges day by day to the luxury industry according to the business trends. To meet the demands of the consumers and maintain the existing consumption rate, the luxury brands must develop the strategy to overcome those problems. And this study will provide the digital marketing strategy for the luxury brands to be updated along with the increasing technology world. This paper studies the business philosophy of high-end luxury brands and offers some cherished and helpful luxury goods marketing strategies.

LITERATURE REVIEW

Sustainable Strategies

Sustainable Strategy can be defined as a common factor of corporate strategies which are semiconductive with the competitive benefit and distinct advantage by creating. It supports an acknowledge framework/blueprint to emphasize on both investment and accomplishment and it also connects internal and external stakeholder. Sustainable Strategy is a sort of brainstorm on what adjust with an ideology brand and what consumer interest about (McIlhatton, 2021).



Company must understand larger impact of global challenge as COVID19 Pandemic to successfully enhance a sustainable purpose (Kellard, 2019). Sustainability leads to actual communication around luxury products, revealing about it must have a specific effect on brand honor. Thus, there is many excuses to point out why consumer choose the luxury brand and what are on top of their mind. **Brand silence:** sustainability and responsibility are the factor of luxury brand's mission and driving ideology. **Sustainability has become table-stakes:** loyal consumer believes their luxury brands even they do not reveal about it. Also, luxury consumer regards about their favorite brands are doing the right things when it launches into the market environment. **Sustainability has been joined or even usurped by social justice:** Using luxury brand for young consumer, they hope on their brand to be much more doing and they want it to be distinct their luxury brand when it competes in social change (CONNELL, Sustainablebrands, 2021).

When Pandemic comes into luxury goods, sales target can see explicitly slowdown and professional who are on luxury industries said that it gets back with accelerating than before. For example, Hermes introduced hydroalcoholic gels and its sales hit to \$2.7 million per day as per the store in Guangzhou. Luxury brands would be covered if the emphasized on socially and environmentally responsible goods for the sake of its new generation of consumers. Thus, new strategy as ecofriendly goods can assist luxury brands stand out with leading to a potential benefit (Brombley, 2020).

According to Stephane JG Girod, there are the three priorities to protect and to take the benefit the brand's appeal which are strengthening their relationship with local customers, seeking greater customer intimacy, and polishing purposeful luxury credentials. The priority of brand appeal is to reconnect and make a bond with domestic's consumers. Even though the global journey helps the high volume of buying luxury goods over the world, now it was interchange into online purchasing. As per scholar, While the westerners are looking for the sustainability of the luxury brand, young generation is seeking for the local icon to show off their recently made fortune. However, Brand logos are necessary, and the brand should be the distinct advantage over the digital channel as YouTube, Facebook, and official website from differing the traditional markets of luxury brands. There are some strategies which are adapting the go-to-market strategy to regional realities, taking global retail local: the birth of "glocal" and innovating the value proposition that are to attain the consumers. Consumers supposed to communicate with sale staff from store who are proficiency about their product with local sense. Also, they are not a fan of queuing at the store due to the tourists. However, it is a great opportunity for luxury industries when they introduce the new product with multiple formats and regions for their different consumers. Sale staff from the store do not need to wait and open the door for consumers and they will ask to use social media to create an account for local contacts and shift them as consumer then local sales staff became a micro-authority. In 2021, this pandemic pointed out the proposition of local consumers and luxury goods must study about the precondition to quickly adapt the market changes for business due to the crisis of COVID19 pandemic (Girod, How Luxury Brands Plan To Reconnect With Local Consumers In Post-Covid 2021, 2021).

Luxury Consumer Market

The luxury consumer market can be defined as the market which is developed by the desire of individuals for such products and goods of luxury brands, which is also the growing market in emerging economic (The Desire for Luxury in Emerging Markets: An Interactional Perspective on Consumer Motivations in Tunisia , 2020).

According to FashionNetwork.com Bénédicte Sabadie, tourist market also provides significant growth opportunities for the luxury goods sector, with almost half (47%) of luxury spending by tourist travelling. Either abroad (31%) or when travelling through the airport (16%). As per the report, price vary and depending on the brand. Chinese prices are 20 to 70 percent higher than in France. These differences explain the boundary redistribution of luxury goods as customers become more volatile and quickly adapt to new market opportunities (Sabadie, 2017).

When it comes to the luxury market, there are opportunities as collaborations, sustainability, personalized experience craftsmanship & quality and challenges as digital marketing may drive sales, but it threatens luxury brand integrity, consumer trading down, slowing growth & rising turmoil, delivering an experience in the omni- channel world of luxury (Danziger, Forbes, 2019).

For example, the study of porter five forces analysis of Christian Dior, its bargain power of suppliers is low to there are few buyers of luxury goods fashion industry. Hence, these companies have more control over prices, but Christian Dior keeps a good supply chain and has suppliers from all over the world. For its bargain power of buyers is weakens since the loyal customers buy the goods anyhow the price is getting higher. This makes the brand exclusively over the competitors. Its treats of new entrants to enter the showroom by thinking two times and this brand is difficult to build for loyal customer like other brands. Also, its threats from the substitute products are like that mention above sentence which can lost its customer who gets attained by competitors. Rivalry of existing players of Christian Dior is so many industries like LV, Gucci, Chanel, Herms and so many brands. Since the brand produced exclusive products and hook the market, its limited-edition items are sold out immediately (Adamkasi, 2019).

When COVID-19 pandemic strikes the whole world, all the business was almost shut down and, luxury goods production is the most largely impacted too. According to Claudia D'Arpizio, a Bain & Company partner, there was a big gap of discrepancy on profitability since the return on money is dropping beyond the expectation. As a result of Bain's study, the luxury market will reach to salvage 50 percent of the profit loss of 2020, but it is until less than 2019. For the reason, Luxury market should be forced on the channels which relate to accelerate in sales like marketing, online channels, store costs. The scholar forecasts to get recovery with a rate on return of revenue overt next three years (D'Arpizio, 2020)

COVID-19 Pandemic Situation

COVID-19 pandemic is an ongoing infectious virus by a newly revealed virus called coronavirus which can be infected through saliva globules or from the nose and cause respiratory illness (WHO, 2020). According to World Health Organization (WHO), 42 percent of employee over the world were having mental health issue as depression and it caused from loss of productivity, defaulter that estimated around 1 trillion (McKinsey, 2021).

This pandemic leads to disorder the retail sector explicitly by closing the physical stores for months and it impacted on the supply change of degeneration rapidly. Besides, since numerous luxury showrooms are generously located in high cost of real estate regions as London's Mayfair and New York's Fifth Avenue, they became have an issue for rental and turned into closed during the lockdown (Duong, Edited, 2020).

Time started to change the new strategy from B2B (business to business) to D2C (direct to customer). COVID19 pandemic drives luxury industry to explore in a new way of experience as offering VR tours of leading by online buyer and launch as live stream of exclusive luxury goods with exclusive member only. Luxury brands basically sell its items as B2B and now contacting to consumers and selling the items directly is a new developing strategy which approached to sales and marketing during COVID19 pandemic (WIELAND S. , salesforce, 2021).

COVID-19 Pandemic transforms the customer's behavior that the way they buy and how they entertain themselves as long as they are doing work from home. These changes have an important issue for shopkeeper and CPG (consumer-packaged-goods companies). From this shifting, companies can learn new opportunities to get the innovation that can call the new normal (Kohli S. , Timelin, Fabius, & Veranen, Mckinsey & Company, 2020).

Past Research

(Kerviler, Gentina, & Heuvinck, 2021) suggests luxury brand may get effect from the consumers if the brand connect with corporate social responsibilities (CRS). Other researchers pointed out the consumers may recognize green luxury products give less status of social relation rather than non- sustainable luxury product do. Luxury brand will not get much to convert from non-luxury products, which have long tern active in sustainability if it emphasized on nature.

Based on (DiPasquantonio & Mistry, 2020), changeable business model is needed, and this makes an effect as increase risks for luxury consumers. Also, it depends on higher fixed costs, capital investment, and potential restart in operating leverage. The huger consumers and firms will bring to have an advantage and so author believes this will appeal more consolidation in every sectors. Moreover, author recommends the companies to set the new trend as a bunch of younger consumers is the target in sector. Product less, shop less, shop better should be a given in luxury. Luxury brands should be rethinking the supply chain. Spoiling local consumers is important and make a right decision.

(Pencarelli, Taha, Škerháková, Valentiny, & Fedorko, 2019) believes that consumer's awareness is the important and implementing marketing strategy bring an effect on slow consumer behavior which is called sustainable consumer habits.

According to (Kim, 2021), coronavirus has inspired several trends in the fashion including the shift of digital transformation and e- commerce. Furthermore, there is an increase in second-hand demand for sustainable fashion.

By actively investing in sustainable fashion sourcing and manufacturing, new generation as Y & Z, are becoming more aware of environmental and social issues then they became increasingly important global consumers. Digital interaction is more important in new era to guide potential customers accordingly travel restrictions and social measures (management, 2021).

Conceptual Framework

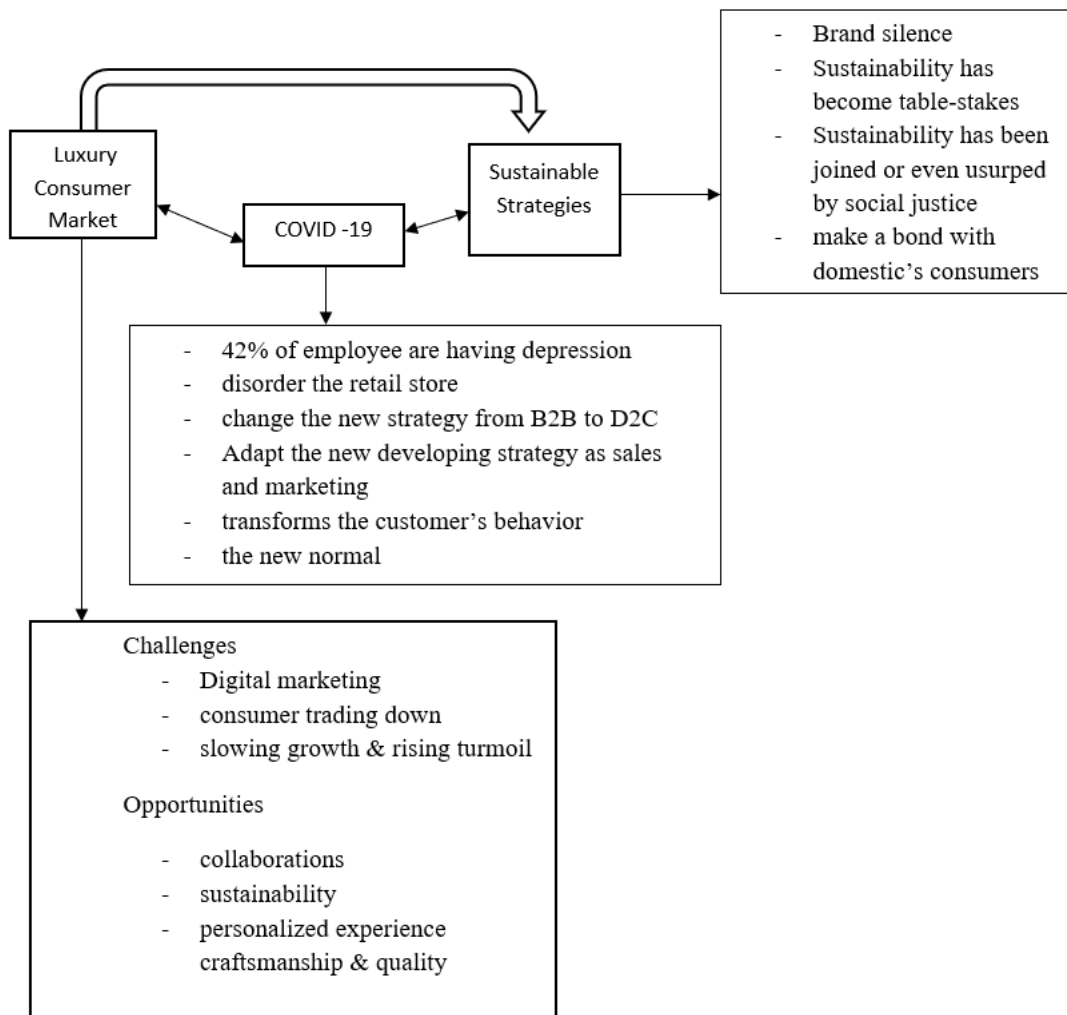


Figure 1: Conceptual Framework

This conceptual framework applies this study about to impact on the luxury consumer market and how this market survives by adopting the sustainable strategy during the COVID19 pandemics. As per the figure, luxury consumer market emphasizes on sustainable strategy as how the customers choose the luxury brand without regretting and to attain the customers' mind by focusing on a new strategy as ecofriendly regarding this pandemic.

Source:

(Danziger, Forbes, 2019), (Duong, Edited, 2020), (WIELAND & SEBASTIAN, 2021), (Kohli S. , Timelin, Fabius, & Veranen, 2020), (CONNELL, Sustainablebrands, 2021), (Girod, How Luxury Brands Plan To Reconnect With Local Consumers In Post-Covid 2021, 2021).

FINDINGS

The Study was focused on the suitability which is based on the challenges and opportunities during Covid19 pandemic. This study is also emphasized on the factors affecting buying behavior. According to (SANNY, Lim, IRWANTO, & Felisha, 2020), there are many factors



to shift the purchase intention. Asian people think Luxury products could make their dignity, self-confidence and joyful. Materialism is an individual desire which is necessary things to get fulfill their wishes. At the highest materialism, commodities are the considered as a vital importance and it will give them good fortune and bad fortune. Fashion involvement is about the customers make their decisions. customers can express what they consider important to them, and top fashion shoppers have the power to spread fashion information which is very passionate about fashion and sees fashion trends. Product reviews are usually about other customers who have already purchased and used the product. Here, along with their opinions, experiences, and analysis. According to scholar, product reviews can be divided into two factors as product reviews and reviews of services provided. Service quality is the difference between satisfaction and expectations consumers experience after receiving the service. This is very important factor of luxury markets. Service quality should be equal as the expectation and reality that the customer received. Advertisement is a connection between customer and seller, and it is also impactful weapon to shift the customer buying behavior. Return policy assists the dealer to take over for consumer risk and to gain consumer demand. It divided into four factors as the period allowed for the return, the charge associated with the product return, the term of the policy & additional restrictions. As per the finding, customer buying behavior intentions is nothing new. Therefore, this research is aimed at the Y-Z generation, who will become luxury consumer in the future.

CONCLUSION

This research is needed into the perception of the economic situation by people and those who think they should contribute to economic recovery. Secondly, will consumers continue to purchase incentives or switch to planned modes of transport when assessing the economic impact (Verma & Naveen, 2021).

In emerging markets and emerging economies, high-end consumers are being attracted by luxury goods that respect ecosystem and human resources and high-end brand stands its traditional factors as unique, durability, creativity, craftsmanship. In this framework, when sustainable strategy comes into the luxury industry, luxury market is in the process of redefining self-analysis based on social responsibility and competitive sustainability (Gazzola & Pezzetti, 2017).

(D'Arpizio, Levato, Prete, & Montgolfier, 2021) concluded that COVID19 impacted on an accelerated shift to local purchasing, driven by China. The reorganization of luxury shopping areas is gaining momentum as tourists shop at their local markets due to regional changes. Domestic demand is expected to reach 80% to 85% this year and domestic demand is expected to reach 65% to 70% in the next few years, especially in China and the wider Asia region. It also effects on online channel accelerates, while stores will be redefined, and all the personal luxury goods categories have seen declined 2020 and the turmoil of COVID19 has been a catalyst for shift for Luxury industry. This research found out about the new strategy of digitalization which is online platform service for luxury consumers, and it might establish a new customer journey to emerge as a new era digital platform (Chaboud, 2020).

RECOMMENDATION

The objective of the study was to explore how luxury market dealing with the challenges and opportunities during COVID19 pandemics and to investigate driving factors to shift the customer behavior. Moreover, the study was about how to adapt quickly a new sustainable



strategy based on the customer driving factors. (Gerasimenko & Golovanova, 2021) recommended that the luxury industry should spend a lot of time embracing digital opportunities and emerging trends to protect corporate identity and assets. Nonetheless, since consumer behavior change, Luxury brands need to emphasize their strategy to develop as a sustainable strategy. When it becomes to a priority, luxury brands should emphasize on pricing, exclusive items, dedicated customer service but it needs to quickly adapt to the world.

(Neilpatel, 2021) suggested that a lot of marketing comes from storytelling. Whether luxury brands' own story or the hand of its product. This makes in-house marketing activities necessary for luxury brands. Content creation is essential for any brand that wants to succeed on the internet. Now it is time to digitize for luxury market and invest in (Search Engine Optimization) SEO, (Pay-Per-Click Marketing) PPC and social media for its customer. It also highlights the importance of sustainability through the value chain as per (Company, 2021). If the company emphasized on ecosystem and environment, its loyal customer would not regret choosing their favorite brand. Also, the luxury industry can benefit greatly from sustainable strategies due to the customer behavior impacted on COVID19 pandemics (Athwal, Wells, Carrigan, & Henninger, 2019). Luxury market needs to be explored how its products can play an important role in consumer demand for exclusive goods and services in countries.

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The Agitation of the Indigenous People of Biafra (IPOB) And its Impact on Nigeria's National Development

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ABSTRACT

The purpose of this study is to examine how the agitations for self-determination by the Ingenious People of Biafra (IPOB), have impacted Nigeria's National Development. With the help of questionnaires and interviews, 400 respondents from south-eastern Nigeria were investigated using a descriptive survey methodology. Simple percentage tables were used to illustrate the data, and Chi-square tests were used to assess the hypotheses (X²). The major finding is that the agitations for self-determination by the Ingenious People of Biafra (IPOB), is a setback to national development as it poses a threat to economic development, promotes political instability, and opens the country for internal and external security attacks, among other national endangerment. This entails is that the IPOB activities will destroy Nigeria's already crippled national development if a well-thought-out solution is not proffered. Based on this, it is suggested by the authors that Nigeria call for a referendum to decide on the IPOB's self-determination to quell the menace.

Keywords: Ingenious People of Biafra (IPOB), Agitations, Political Stability, Economic Development, National Security.

INTRODUCTION

Background of the Study

National development, according to Hego (2018), is a result of political stability, economic development, internal and foreign national security, and government administrative efficiency. National development, according to the author, is based on political stability and economic development, which is enabled by governments' efficiency in providing security, education, health care, infrastructure, and social amenities, among other things.

Since the formation of IPOB in 2012, Biafran separatist demonstrations have taken place in South-East Nigeria, which is dominated by the Igbo ethnic group. The protests turned violent on December 2, 2015, when two police officers and nine protestors were reportedly killed among the thousands who had blocked the important Niger Bridge in the commercial city of Onitsha, Anambra State (Nwanosike, 2015). Several assets were demolished during the riots, including the city's prominent mosque and eight vehicles belonging to the Dangote Group, a company owned by a northern businessman Aliko Dangote. Several protestors have been slain in skirmishes with security forces in Onitsha, Aba, Port Harcourt, Owerri, and Asaba since the December 2015 incident (Sunny, 2016). Amnesty International accused the



Nigerian military in June 2016 of killing unarmed Biafra supporters in Onitsha, ahead of the country's planned Biafra memorial in May 2016.

Opening fire on nonviolent IPOB supporters and bystanders who posed no threat to anyone, according to Amnesty International, was an outrageous use of unwarranted and excessive force that resulted in several deaths and injuries. To be true, there is a history of extrajudicial killings of pro-Biafra followers that predates the current administration. For example, fifty bodies thought to be Biafra supporters were discovered floated in the Ezu River in Anambra State in January 2013. (Mamah, 2013). Despite this, Nigerian governments have not conducted full investigations into any of the past or current killings. The arrest of Nnamdi Kanu, leader of the Indigenous People of Biafra (IPOB) and director of the web-based Radio Biafra, on accusations of sedition, ethnic provocation, and treasonable felony, on October 19, 2015, was the immediate spark of recent Biafran separatist rallies. The IPOB and Radio Biafra are the most visible and radical proponents of a separate Biafra state currently in existence. With prior separatist movements simmering in the Niger Delta and the Middle Belt, as well as the existence of the Boko Haram insurgency, it's critical to examine these peripheral demands in light of their consequences for national development. This study is intended to contribute to the body of knowledge by examining the different facets of this implication, particularly in terms of politics, economics, security, and government efficiency.

The breakdown of this process is a major setback to the nation, and this position is challenged by self-determination seeking units within these countries, such as the Ingenious People of Biafra (IPOB), which seeks the secession of south-eastern Nigeria.

Due to their protests, attacks, and media libels and slanders, the emergence of IPOB agitations has raised a great deal of internal and external worry, affecting numerous aspects of national development such as political stability, economic development, national security, and government efficiency. In their agitations, the group employs a variety of tactics, including sit-at-home, street marches, and the use of various forms of communication, such as radio and television, to discourage electoral participation, cease business activities, stage life-claiming protests, and attack government officials, particularly in the Diaspora.

Several researchers, including Adamu and Ocheni (2016), Adangor (2017), Chinwendu (2017), and Okpukri (2012), have studied IPOB agitations, including their history, methods, agenda, and impact on political stability, but there is a gap in the literature regarding their overall impact on national development. The researchers were motivated by the foregoing issues and a vacuum in the literature to look into the actions of the Ingenious People of Biafra (IPOB) and their consequences for Nigerian national development.

Objectives of the Study

The goal of this research is to examine how the Ingenious People of Biafra (IPOB's) agitations for self-determination influences Nigeria's development; more specifically, this research aims to determine how the agitations for self-determination by the Ingenious People of Biafra affects political stability in Nigeria. Determines the impact of IPOB agitations on Nigeria's economic progress. Analyzes the influence of agitations by the Ingenious People of Biafra on national security. Evaluates whether the agitations of the Ingenious People of Biafra have an impact on the Nigerian government's effectiveness.



Research Question

The following questions are formulated to address the problems raised in this study;

1. How do the Ingenious People of Biafra's self-determination movements influence political stability?
2. To what extent do IPOB agitations have an impact on Nigeria's economic development?
3. What impact do the agitations of the Ingenious People of Biafra have on national security?
4. Do the agitations of the Ingenious People of Biafra have an impact on the Nigerian government's efficiency?

Limitation of the Study

This refers to the limitations of inherent factors that may have an impact on the research outcome. In other words, it is concerned with the restrictions that prevented the writers from doing a comprehensive or detailed research. When dealing with a topic like this, one would run into a number of issues:

- ❖ **Time:** The researcher's main constraint when gathering data for the study was time. The semester lectures ran concurrently with the writing of this project. As a result, the researcher's attention was divided between competing the project and meeting up with the semester lectures.
- ❖ **Finance:** Financial restrictions compounded the time aspect, especially given the existing high transportation costs to and fro the study's large territory. Without external financial assistance, locating primary data in different locations would have been nearly impossible.
- ❖ **Poor Response:** People's unwillingness to cooperate in research projects make it difficult to obtain crucial data. Because they were concerned about their personal and work security, most persons in positions of authority refused to provide crucial information. The researchers' efforts were hampered as a result of the "Why not check tomorrow, I'm too busy" attitude, but consistency saved the situation.
- ❖ **Lack of Statistical Record:** Particularly in a developing country like Nigeria, record keeping has been a challenge and abysmally low. This made gathering information from secondary sources challenging, but the researchers were able to overcome this by using internet blogs and libraries as secondary information sources.

The validity and reliability of the instruments were not harmed as a result of the researcher's efforts; thus, the research's findings are trustworthy.

LITERATURE REVIEW

Overview of Indigenous People of Biafra

The IPOB is a secessionist-separatist group that claims to represent all of Nigeria's South-eastern states in calling for a referendum on Biafran state independence. The IPOB had accused the Movement for the Actualization of the Sovereign State of Biafra (MASSOB), of

compromising the goal of the Biafra actualization movement, having collected bribe from the Nigerian government. It promises to embody Biafra's authentic spirit.

IPOB's online and offline liberation campaigns have become increasingly extreme and militant since its formation in 2012. Its comments on the internet have sparked debate, including some statements by its leader, Nnamdi Kanu, who doubles as the Director of Radio Biafra and Biafra Television. Kanu has been charged with hate speech and incendiary words that have the potential to further divide ethnic groups (Alkassim, 2017). Unlike MASSOB, IPOB appears to be preparing for military struggle and potentially, another civil war in order to liberate the Igbo people. Nnamdi Kanu, for example, requested arms at a World Igbo Congress in the United States to oppose Nigeria's federal government in a You-Tube (video) statement posted on October 26, 2015. Furthermore, on July 17, 2017, an IPOB member wrote on Facebook something that appears to indicate the group's genuine position in their online and offline actions.

It says, "The time for debate has passed." The Nigerian military slaughtered over 10,000 unarmed #Biafrans with impunity. Will they be resurrected through dialogue? We will not stop until the remaining 70 million people have been killed. Nigeria must choose between a referendum and taking our lives. (17 July 2017, 112K views) (Facebook, Emeka Gift, 17 July 2017, 112K views) This is in stark contrast to the BCG's previous assertion of nonviolent agitation (Figure 1). [AQ] The IPOB leader's separatist position and online statements have been attacked in the media as tribalistic and unprofessional. The IPOB leader was arrested by Nigerian security forces at Abuja Airport on October 16, 2015. After 16 months in detention, he was granted bail on Tuesday, April 25, 2017, and released on medical grounds, although he was forbidden from attending public demonstrations and giving media interviews. Following his release from prison, however, IPOB and its members in Nigeria and the diaspora have waged an online and offline rhetorical war. In certain states, the demonstrators have been accused of harassing and killing non-members of the group, prompting police interventions. Unconfirmed claims and images on social media have also highlighted certain sad occurrences in the south-east and south-south states, where the police have carried out illegal mass executions of IPOB members.

An Amnesty International investigation, according to Dixon (2016), accused Nigerian security forces of waging a "chilling campaign" of torture and killings against the pro-Biafran independence movement. According to the report, the Nigerian military murdered at least 150 Biafran protestors, with the figure likely to be far higher. The world community strongly denounced the deployment of a special army formation to the South-east states and the implementation of the 'egwu-eke 2' (python dance 2) military exercise, which the Nigerian army said was intended to clear the Igbo states of 'criminals.' In the so-called python dance 2, media reports and recordings on social media displayed disturbing photographs of torture and executions of demonstrators by army officers (Ujumadu and Okoli, 2017).

During the invasion, the residence of the IPOB's leader was stormed, and some IPOB members were arrested and killed (Ujumadu, 2017). The Nigerian army designated IPOB a terrorist group in September 2017 on charges of multiple security violations, as if calling a dog a terrible name to hang it. IPOB's designation as a terrorist organization drew widespread condemnation both domestically and internationally, particularly from the United States and the European Union (EU).

With political pressure mounting, the governors of the South-east issued a communiqué on Friday, September 15, 2017 at a meeting of the South East Governors Forum in Enugu,



banning IPOB and its activities in all Igbo states and directing the group to channel all grievances to the committee of governors, the Ohaneze Ndigbo, or National Assembly members, through the South East governors (Uzodinma, 2017). In addition, on September 17, 2017, Nigeria's President signed a presidential order prohibiting or banning IPOB because of the group's "involvement in terrorist activities," according to the government. IPOB and its operations in Nigeria are now illegal and punishable under Nigerian law as a result of this ban.

RESEARCH METHODOLOGY

In this study, the research design is a qualitative survey method. The information were gathered via a questionnaire instrument, which was supplemented by an in-depth interview for qualitative data. This research was conducted in South-Eastern Nigeria, a region of conflict that includes five states (Abia, Anambra, Ebonyi, Enugu, and Imo). The study focuses on IPOB's actions and their implications for national development, with a special focus on South-Eastern Nigeria. The population of this research is made up of people from the five south-eastern states, and the Nigeria Population Commission's 2021 population projections are as follows:

Abia	3,927,347
Anambra	5,827,809
Ebonyi	3,080,383
Enugu	4,611,119
Imo	5,708,756
Total	23,155,414

The purpose sampling technique used in this study was based on the criteria of individuals who are literate and willing and able to complete the questionnaire. This is dependent on the study's intention or goal. Only those elements from the population that are most appropriate for our research were chosen.

To achieve both face and content authenticity, our supervisor and other MAPD Department research professionals were given the research instruments for constructive criticism and corrections. Their corrections, on the other hand, were all incorporated into the study.

The reliability test was conducted in a test-retest format. This was accomplished by administering the questionnaire instruments to the respondents at two-week intervals, using Cronbach's alpha test to correlate their responses. Survey questions are a set of well-written questions that are given to responders and filled out completely. The questionnaire included a brief introduction that explained how to answer specific questions provided by the researcher to the respondent who were to fill it out.

The survey included closed-ended questions that examined the demographic and thematic concerns addressed. It was simple to hand deliver the questionnaires and collect them at a mutually agreed-upon time with the responders who were deemed suitable to answer the questions. Because the study is solely for academic purposes, the respondents were promised that all of the information they provided would be kept private. The study used an oral

interview conducted by the researchers to obtain information from the respondent in order to confirm their position expressed in the surveys.

RESULTS

Respondents were given 400 copies of the questionnaire in this study. Only 380 of these were recovered and certified for this analysis, with the remaining 20 lost in the process. 380, of which 95 percent of the total distributed questionnaires were deemed sufficient for statistical analysis (Hego, 2018).

Demographic Characteristics of Respondents

The gender, age, education level, religion, and marital status of respondents were all gathered. Table 1 contains the information acquired on their sex.

Table 1: Sex Distribution

Sex	Total	Percentages (%)
Male	210	55.26
Female	170	44.74
Total	380	100

Source: Authors field survey, 2021.

In this study, there were more male respondents, though the discrepancy from the number of females is not that large.

Table 2: Age Distribution

Age	Total	Percentages (%)
18-30yrs	125	32.89
31 - 45yrs	165	43.42
46yrs and above	90	23.69
Total	380	100

Source: Authors field survey, 2021.

The respondent age range indicates that only adults were utilized in the poll, ensuring the legitimacy of their opinions. There were more respondents between the ages of 31 and 45 years.

Table 3: Education Qualification of Respondents

Qualification	Total	Percentages (%)
FSLC	20	5.26



SSCE	170	44.74
BSC/HND	160	42.11
MSC and above	30	7.89
Total	380	100

More than 90% of the respondents have at least a senior secondary school certificate, while at least 50% are graduates or have higher educational certificate.

Table 4: Religion of Respondents

Religion	Total	Percentages %
Christianity	340	89.1
Islamic	15	4.1%
Traditional	25	6.8%
Total	380	100%

Respondents indicate that south-east is predominantly Christians, with little spices of traditional worship; Islamic adherents are seldom in the region.

Table 5: Marital Status of Respondents

Marital status	Total	Percentages (%)
Single	140	36.84
Married	200	52.63
Divorced	40	10.53
Total	380	100

Source: Authors field survey, 2021.

There are more married respondents that the single and divorced add together. This may be considered an indicator of high social responsibility among the respondents.

Research question 1: How do the agitations for self-determination by Ingenious People of Biafra affect political stability?

Item 1: IPOB through its various media condemns the entire political system in Nigeria

Table 6: Responses on whether IPOB through its various media condemns the entire political system in Nigeria

Option	Frequency	Percentage (%)
Agreed	320	84.21
Disagreed	60	15.79
Total	380	100

Source: Authors field survey, 2021.

There is enough evidence to empirical prove that IPOB through its various media condemns the entire political system in Nigeria based on the survey result presented above.

Item 2: IPOB disrupts political activities such as rallies in south-eastern Nigeria

Table 7: Responses on whether IPOB disrupts political activities such as rallies in south-eastern Nigeria

Option	Frequency	Percentage (%)
Agreed	290	76.32
Disagreed	90	23.68
Total	380	100

Source: Authors field survey, 2021.

This result confirmed that political activities like rallies are been disrupt by Pro-IPOBs in south-eastern Nigeria.

Item 3: IPOB encourages non participation in Nigeria Electoral processes

Table 8: Responses on whether IPOB encourages non participation in Nigeria Electoral processes

Option	Frequency	Percentage (%)
Agreed	310	81.58
Disagreed	70	18.42
Total	380	100

Source: Authors field survey, 2021.

Major respondent affirmed that IPOB discourage participation in Nigeria Electoral processes, this position shows that IPOB is outright against registration, contesting and voting, in Nigeria elections.

Research question 2: To what extent do IPOB agitations affect economic development in Nigeria?

Item 4: IPOB disrupts economic activities through their sit-at-home protests

Table 9: IPOB disrupts economic activities through their sit-at-home protests

Option	Frequency	Percentage (%)
Agreed	320	84.21
Disagreed	60	15.79
Total	380	100

Source: Authors field survey, 2021.

Statistically speaking this table provided sufficient evidence as to the disruptions cause by IPOB sit-at homes to the businesses in south-east Nigeria. According to the interviewed respondents, the sit-at-home order hampers economic activities, especially at public places like markets, offices, banks and schools.

Item 5: IPOB Discourages indigenes from investment outside south-east

Table 10: Responses on whether IPOB Discourages indigenes from investment outside south-east

Option	Frequency	Percentage (%)
Agreed	320	84.21
Disagreed	60	15.79
Total	380	100

Source: Authors field survey, 2021.

The table above formed an empirical platform to prove that IPOB discourages indigenes from investment outside south-east, this is against economic principle of free trade zone that is enjoyed internally in every nation, and this thereby limits the economic potentials of Nigeria.

Item 6: IPOB discourages external investors from investing into Nigeria

Table 11: IPOB discourages external investors from investing into Nigeria

Option	Frequency	Percentage (%)
Agreed	280	73.68
Disagreed	100	26.32
Total	380	100

Source: Authors field survey, 2021.

Considering the numbers on this table, IPOB actually discourages external investors from investing into Nigeria; this was confirmed also through few granted interviews of the respondents that IPOB uses their radio media to talk down on Nigeria economy which discourages external investors from investing in Nigeria.

Research question 3: What are the effects of Ingenious People of Biafra agitations on national security?

Item 7: IPOB agitations and protests leads to loss of life and property

Table 12: Reponses on whether the IPOB agitations and protests lead to loss of life and property

Option	Frequency	Percentage (%)
Agreed	290	76.32
Disagreed	90	23.68
Total	380	100

Source: Authors field survey, 2021.

The figures above proves that majority of the respondent agreed that the IPOB agitations and protests leads to loss of life and property. Their street protests and processions often clashes with anti-IPOB groups or the Nigeria security agencies as affirmed by the respondents interviewed.

Item 8: IPOB alliance with foreign countries is a threat to National security

Table 13: Responses on whether IPOB alliance with foreign countries is a threat to National security

Option	Frequency	Percentage (%)
Agreed	315	82.89
Disagreed	65	17.11
Total	380	100

Source: Authors field survey, 2021.

There is an empirical evident on this table to accept that the IPOB alliance with foreign countries is a threat to National security. The interviewed respondents affirmed that the IPOB has some kind relationship with United Kingdom, United States, Germany and Israel, but largely unofficial, which puts the country at the risk of invasion using insiders like the Pro-IPOB citizens.

Item 9: IPOB activities affect the safety peaceful co-inhabitation of non-pro IPOB citizens.

Table 14: Responses on whether the IPOB activities affect the safety peaceful co-inhabitation of non-pro IPOB citizens

Option	Frequency	Percentage (%)
Agreed	290	76.32

Disagreed	90	23.68
Total	380	100

Source: Authors field survey, 2021.

This table provides an inference to the verity that the IPOB activities affect the safety peaceful co-inhabitation of non-pro IPOB citizens. This discovery put the lives and properties of ordinary citizen in danger especially in the IPOB’s dominate areas of the south-east like Aba in Abia State.

Research question 4: Whether the Ingenious People of Biafra agitations affect the efficiency of Nigerian government?

Item 10: IPOB agitations attracts internal condemnation on Nigerian government

Table 15: Responses on whether the IPOB agitations attracts internal condemnation on Nigerian government

Option	Frequency	Percentage (%)
Agreed	325	85.53
Disagreed	55	14.47
Total	380	100

Source: Authors field survey, 2021.

An exploration of this table revealed that the IPOB agitations really attract internal condemnation on Nigerian government. The agreement of the respondent is statically wide from the disagreement, this is the highest range of difference in this study.

Item 11: IPOB carries out physical and verbal attacks on Nigeria government officials

Table 16: IPOB carries out physical and verbal attacks on Nigeria government officials

Option	Frequency	Percentage (%)
Agreed	275	72.37
Disagreed	105	17.63
Total	380	100

Source: Authors field survey, 2021.

Most respondents affirmed that the IPOB carries out physical and verbal attacks on Nigeria government officials, most affirmed this through interviews and internet evidences of physical attacks on Ike Ekweremadu (former Senate President of Nigeria) ,and that of Rotimi Amaechi (Nigeria Minister for Transport) among others, while verbal attacks are frequent on their radio Biafra, where all the government officials especially from the south-east extradition are been washed.

DISCUSSION AND RECOMMENDATIONS



According to the findings of this study, Ingenious People of Biafra's agitations for self-determination is a major setback to national development. Due to their protests, attacks, and media libels and slanders, the emergence of IPOB agitations has raised a great deal of internal and external worry, affecting numerous aspects of national development such as political stability, economic development, national security, and government efficiency. In their agitations, the group employs a variety of tactics, including sit-at-home, street protests, and the use of various forms of communication, such as radio and television, to discourage electoral participation, cease business activities, stage life-claiming protests, and attack government officials, particularly in the Diaspora. The implication of this finding is that IPOB activities will destroy Nigeria's already crippled national development if they nothing is done to address the issue. Based on the findings of this study, it's recommending that, In order to reduce political instability, the nation should hold a referendum to IPOB's request for self-determination, the IPOB's operations should be controlled by the riot act and other protest-related regulations so that economic activity, particularly in the South-east, is not grounded. Security operatives should ensure that any pro-IPOB member who poses a security threat is prosecuted, all IPOB media that engages in verbal attacks on the persons of Nigerian government officials should be shut down by media authorities in order to curtail the menace.

CONCLUSION

It is important for the federal government of Nigeria to work towards restoring peace in the country because, every day, individuals discuss the importance of peace in their lives, their families, their countries, and the globe at large. There isn't a day that goes by without someone or two talking about the need for peace. In that remark, I will state that peace is a requirement for human survival. According to Aristotle, a Greek philosopher, "the objective of every human individual is happiness." This indicates that every human being, consciously or unconsciously, aspires and works toward the realization of happiness. Happiness is a condition of well-being, while serenity is the totality of happiness. It's crucial to remember that both the rich and the poor, the Christian and the Muslim all require peace. Regardless of ethnic, religious, geographic, political, social, or educational background, peace is a basic human need. In the absence of peace, instability, weak institutions, and limited access to justice continue to pose a serious threat in not only Nigeria, but the world at large.

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Understanding Humanitarian Interventions in the South – A New Prescription following the Cold War

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Backdrop of Humanitarian Intervention

The concept of humanitarian intervention is defined as a state's use of armed force to protect lives from foreign tyranny and this idea is linked to a centuries-long philosophical struggle, between individual rights and sovereign authority (Gray, 2019). Weiss (2001) characterizes it as a 'moral minefield' that has debates both for and against. The inherent dichotomy extends its roots in 17th century figure Hugo Grotius, who stated, any government-sanctioned 'outrage upon humanity', as delegitimizing state control. This played immediate role in examples of intervention, as European powers appealed to 'natural rights' of Christians, following their ill-treatment by Ottoman authority (Gray, 2019). These have been replicated in modern times with different name and modality. The developing countries, in global south have often claimed that these are replica of the historical inequalities that should be overcome. These interventions are troubled, but a necessary concept (Gray, 2019). The exploratory study shall try to see how these activities existed during Cold War era.

Many critiques say that intervention had played a key role in promoting a more robust system of international norms (AMF, 2021), but whether these could uphold the required values that benefit the people and their state or not, that question can be revisited. It is probably true that despite many challenges, the intervention notably, by no means perfectly achieved the goal of protecting civil life. The key responsibility of carrying out humanitarian interventions are, expectantly, that there will be minimum sufferings, no unnecessary death, and there shall be visible efforts to establish human rights in a conflict area, even when the home sovereign authority is reluctant (AMF, 2021). In fact, such interventions were less in number during the Cold War era and got accelerated thereafter due to various factors and reasons. The study shall subsequently discuss the contextual issues that were in vogue during the Cold War era.

Cold War Era and Its End

In order to discuss the reasons of very few instances of humanitarian interventions during the Cold War era, it is necessary to write something about the backdrop of Cold War and also what happened after it ended. This linking will point at a time when the World War II was ending, that the Cold War commenced. It was a long-enduring and continuing confrontation between the erstwhile Soviet Union (the Communist) and the United States and its allies (the Capitalist), lasting between 1945 and 1989 (or 1991). It was cold because none of the two powers officially declared war on each other. But both sides tried to prevent the other from spreading its economic and political systems in their spheres of influence (Ohio History Central website, 2021). Many American leaders believed that the Soviet Union aimed to spread Communism all over the world. It could make the working class overthrow the middle

and upper classes (in East and Central Europe and Asia). This contest continued till the 1980s. The Soviet Union attempted to expand its own military power to face those of the United States. The Soviet economy crumbled while contesting against the American system and destroyed their own ability (of Soviets) to meet the needs of its own populace and ended the Cold War.

Liberal and Humanitarian Intervention (Blair Doctrine)

In early 20th century, Great Britain was a balancer and watchdog in global politics. It was reduced to a middle power by America and Germany, so the British Premiers tried many approaches during post-1945 and post-Cold War era. Following the Cold War tensions during that time, British appeared as “Ethical Force for the good in the World” and Blair stressed on ‘Just War’ theory and liberal-humanitarian interventionism in 1999. He termed this as the doctrine for the international community countering Article 2(4) and 51 of the United Nations (UN) Charter and also the 1648 Westphalian peace documents; the latter being the global principle of non-interference in the domestic affairs of a nation. It somewhat challenged the ‘sources of social power’ by Michael Mann, which includes Despotic and Infrastructural power. Despotic power refers to the repressive capacities of a state, and infrastructural power refer to its ability to penetrate society and implement its decisions. Challenging the typical types of interventions during Cold War, Blair intelligently suggested a recipe for humanitarian interventions which somewhat challenged the concept of sovereignty, but it enabled positive actions to protect humanity by use of force transnationally.

Understanding Humanitarian Interventions and Prior

Humanitarian interventions may be viewed as a means of preventing or reducing the ongoing gross violations of human rights in a state, in this circumstance such state may be unwitting or incapable of providing requisite protection to its own population, or may be actively involved in the persecution (Jayakumar, 2012). According to Farrell (2002), it may be directed towards two purposes: 1) providing emergency assistance, and 2) protecting fundamental human rights. It therefore, can take both forms: military, or non-military. The latter may include the emergency air, e.g. money, food, medicine, and expertise, it can also mean human rights promotion through diplomacy and ‘sanctions’. But often when expressed in policy making, it means “forcible military intervention in humanitarian crises” (Farrell, 2002). It is believed that such a step is necessary in failed states, when the severity of ongoing conflict prevent air operations, and against “so-called murderous states” to stop human rights abuses therein. To address concerns, the intervening forces are likely to undertake a variety of steps under ‘Peace Operations’ in order to improve security situation and to suppress or neutralize a conflict.

Interestingly, it is widely known that this humanitarian intervention is a post-Cold War activity. During the Cold War, the practice of intervention was mostly unilateral, statist and coupled with a motivation to pursue power and also egoistic interests amid the bipolar world order that can be described as anarchical. Sovereignty was pronounced as the most important pillar of statecraft and sometimes multilateral organizations played a minor role in practicing intervention. But mostly it was overshadowed by the essence of non-interference or non-intervention and state sovereignty. The human rights considerations were still prominent according to existing international law, but this had little effect on the politics of intervention, as it was weakly constrained by normative considerations. During the Cold War, the international system was divided into two profoundly hostile camps but the sheer strength

and military power discouraged the risk of total war or direct military confrontation between them (major powers). This reticence was further influenced by the presence of nuclear weapons that had the potential to cause mutual destruction. In this backdrop intervention as a 'lesser evil' step was frequently used by both superpowers to sustain their spheres of influence (e.g. Hungary, the Dominican Republic, Czechoslovakia and Grenada) and upper hand (The Adelphi Papers, 2009).

Most critiques agree that mostly the humanitarian interventions surfaced after the demise of Cold War tensions. If one may ask why, it was rare during the Cold War era? The answers can be outlined by shortlisting several important reasons:

- a. Firstly, Cold War dominated the international politics to a large extent and the great powers devoted their focus on military efforts and enhancing military capabilities by building up massive deterrent forces to outclass the other. Though the superpowers did not actively engage against one another, they did intervene in Third World conflicts, for the purpose of supporting their own and undermining the opponents' 'Client States'. These types of military interventions were termed "Proxy Wars" and these actions did add fuel to the wars instead of extinguishing them (Farrell, 2002). The great powers also funded and armed their so-called client states who were engaged in severe human rights violations and atrocities.
- b. Secondly, there was little or no public pressure for the great powers to do anything to ameliorate or retard the Third World conflicts. Eastern and Western publics were indoctrinated to view these conflicts and client states as elements of a 'bigger Cold War battle scenario'. In which human rights could be compromised at the altar of national security.
- c. Thirdly, the role of United Nations Security Council (UNSC) was greatly undermined by the superpowers by flexing their muscles of military might inappropriately. Cold War politics prevented international collaboration in suppressing Third World conflicts or punishing the "evil states" by paralyzing the UNSC. To be legal, forcible military intervention in a humanitarian crisis must be authorized by a Resolution of the UNSC. Unfortunately, UNSC Resolutions can be vetoed by any one of the permanent five members (P5). With the P5 split along the Cold War divide – Britain, France, the United States of America versus the Soviet Union and communist China, each side exercised their veto power 279 times during the Cold War (Farrell, 2002). Though most countries ratified and endorsed the Universal Declaration of Human Rights (UDHR) by the 70s, the Cold War slowly had a tendency to secure the political, economic, social and human rights issues as international instead of purely domestic or state-centric. This shift of stance triggered an evolution of challenging the absoluteness of the principles of non-intervention (Adelphi papers, 2009).
- d. Thus, the Cold War period had numerous instances of intervention by both: the erstwhile USSR and the USA in the domestic affairs of other states. To name a few, USSR's intervention in Czechoslovakia, Hungary and Afghanistan, and the USA's intervention in Grenada, Vietnam, Panama and the Dominican Republic. There were also indirect interventions by the influence of allied states like Cuba or France-Belgium.

Since the superpowers had to exercise restraints of not escalating tension to a war, the conflicts were transferred to the periphery where those risks would be minimal but their influence would still be visible. Due to this, the USA and its allies did very little to oppose the Soviet interventions in Hungary (1956) and Czechoslovakia (1968). The USSR also was silent during American intervention in the Dominican Republic (1965) and Grenada (1983).

Overall, these interventions were driven by political and self-interest considerations, rather than humanitarian. The aim was to exercise power in local conflicts and internal issues of states and to prevent such gain on the target states by the opponents. Sometimes these were coupled with the intent of indoctrination by ideological components. But seldom it would truly obtain the consent from the international society. The author opines that the ideological considerations did not overtake the bloc's political and strategic interests; e.g., USSR did not want Anwar Sadaat or Nasser of Hafeez-Al-Asad to become socialists. Warsaw pact countries supported Soviet intervention in Czechoslovakia. The British and the French, in support of the USA also militarized their own political and economic objectives. In the banner of containing Communism, France has its own intervention in Africa and Britain had its active role in the Middle East. It is though, very incorrect to generalize the role of European superpowers with the reference of bipolarity as their equations related to former colonies remain very different and controversial till today (for example, British reluctance in supporting Julius Nayarere in 1964 and French actions in support of Cameroon, Democratic Republic of the Congo, Rwanda etc.).

Role of International Media

Though the role of international media was not as vivid as today, still the effect of media news acted as a catalyst to influence public opinion, and somewhat diffused intensity of conflicts. More relevant examples are the intervention by India in erstwhile East Pakistan (now Bangladesh) in 1971 in support of the liberation struggle by the Bengalese against the tyranny of West Pakistan military junta. Through multi-pronged approaches, India and some other countries sensitized the world community through news, diplomatic attempts, cultural avenues and audio-visual proofs of mass killings, atrocities and genocide thus making a strong case against the violations perpetrated by the West Pakistani junta. It is also believed that numerous 'body bags' returning to USA from Vietnam and associated media campaigns on this account may have shortened the war in Vietnam.

In addition to superpowers, some regional powers practiced the doctrine of intervention inside their areas of influence (India assisting the liberation war in East Pakistan in 1971, Vietnam in Cambodia in 1978 and Tanzania in Uganda in 1979). These interventions had a humanitarian dimension. India's intervention ended genocide in Bangladesh. Vietnam's intervention against Khmer Rouge limited Cambodia's genocide. The aftermath however, is difficult to justify and Vietnam also could not convince the big four at the UNSC to justify military intervention in order to prevent violations.

International Bodies and Essence of Justice

The United Nations and multilateral organizations also exercised interventions; e.g. in Democratic Republic of the Congo by some European powers (Operation Artemis, formally European Union Force (EUFOR) were deployed in Democratic Republic of the Congo, as a short-term European Union-led UN-authorized military force before UN peacekeepers were

formally deployed). But this intervention did not address the relations between state and its people but to re-establish the state itself, thus could not prevent heavy casualties.

According to Ayoob (2002), the inherent clash encircling the state sovereignty and humanitarian intervention had existed and still persists between northern and southern perspectives on “Order and Justice” in the international system. In simple words, the north is simply interested in justice within states and order among them, and the south is basically committed to order within states and justice among them. This divergence of perceptions of order and justice and some other considerations would dictate their alignments and the technological, military and economic capabilities at their disposal (Ayoob, 2002). Weaker states and if they are new, would give more stress on their sovereignty. The well-established stronger states are more accepted by the population so may become interventionist and overrule others’ fresh claims of sovereignty. Before the existing ‘capability-divide’ is bridged sufficiently, no state can ignore the reality that the difference of perception between north and south shall continue to create differential approaches to humanitarian calls even after the demise of the Cold War era.

Concluding Words

Humanitarian intervention has surfaced more prominently following the end of Cold War era which proved to be a lesser evil against any ongoing tyranny or wrongdoing that is triggered by governments’ sanction, i.e., a rouge power state. Any such intervention that is undertaken without the sanction of the relevant government can be justified only to prevent an imminence of genocide or comparable bloodbath. Though it is explained as surgical, the collateral damage is often beyond description or explanation. The capacity of the use of military force should be finite and thoroughly justified, especially when an intervention goes without the UNSC approval. Cold War era interventions were mainly proxy moves and flexing of mighty muscles using subsidiary methods through the weaker allies. Blair’s aim in redefining the issue of non-interference and human rights overtaking the sanctity and humanity can be a lesser evil that can address the needs of the weak and restore human values we all so desperately need.

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Effect of Employment Status and Drug on the Psychological Well-Being Among Youths

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ABSTRACT

This study investigates the effect of employment status and drug use on psychological well-being among youths. A total number of one hundred and forty-three (143) youth drawn from two social groups: Obinwanne and Omambala groups in Anambra State; served as the participants for the study. The researchers selected participants through simple random sampling which gives equal opportunity to the target group members. They consist of twenty-seven (27) females and a hundred and sixteen (116) males. Their ages ranged from 19 – 37 years and their mean age was 28.32 with a standard deviation of 4.28. Two instruments were used in the study; Psychological Well-Being Index (PWBI) an 18-item scale, developed by Ryff and Keyes (1995), and the Drug use questionnaire (DUQ) a 20-item questionnaire, developed by American Addiction Research Foundation (1982). The researchers conducted a pilot study and obtained 0.89 alpha coefficient reliability on the psychological well-being scale and 0.80 alpha coefficient reliability in the drug use questionnaire. Two hypotheses were tested in the study. The first statistical hypothesis which suggests that employed and unemployed youth will remarkably vary in their level of psychological well-being was accepted at $p < 0.05$. The second statistical hypothesis, which suggests that drug users and non-drug users will remarkably vary in their level of psychological well-being was also accepted at $p < 0.05$. However, the interaction between employment status and drug use was not statistically significant ($F = 1.28, p = 0.26$). The results were discussed, and relying on the findings of this study, the researchers recommend that the services of qualified psychologists be made available to schools, to counsel and direct students on the dangers of drug use, when necessary.

INTRODUCTION

The healthy psychological well-being of the youths is a panacea for a productive society. The youths play an important role in society; their psychological well-being determines how society strives. This can make or mar society as the society greatly depends on the youth for survival as they are the productive age that sustains the society. Having healthy psychological well-being is being emotionally stable, having positive thoughts, having good social relationships, and having high career pursuits which require the active engagement of self-control processes such as emotion regulation pursuits (Brown and Ryan, 2003). Positive psychological well-being among youths helps in reducing the rate of death, vulnerability, dependence, and fatality and improves physical and mental alertness (Chida, 2008). Psychological well-being form part of the field of positive psychology, which evolved out of the humanistic movement which represented a swing away from focusing primarily on psychopathology towards enhancement of normal and optimal human growth, which is a basic



precept of positive psychology (Bar-On, 2010). The psychological Well-being of youths can be viewed from the angle of being satisfied with life expectancy, including education, family life, social relationship, association, and physical outlook (Patalay and Fitzsimons, 2018). According to Arnold (2007), the concept of psychological well-being is a relatively expansive idea that extends to include physical and psychological aspects. Positive psychology view, identify and amplify the strength and capabilities that individuals, families, and society needs to embrace to flourish The qualities every individual needs to blossom and experience profound satisfaction, knowledge, emotional, physical, and social well-being are the same assets that guide against stress, physical and mental illness (Seligman and Csikszentmihalyi, 2000). Psychological well-being among youths can be measured with those associated with, the physical outlook of the individual, career advancement, education, and family members as major indicators that measures emotional and behavioral. Booker, C. L., Kelly, Y. J., and Sacker, A. (2018).

Unemployment among youths is a major crisis affecting not just the individual but the society and national economy which is a hindrance to national growth. Unemployment has greatly affected the mental health of a greater number of youths in Africa who have depended so much on how to advance the continent. This has greatly affected the growth of the African continent as most of the youth population migrated or have intentions to migrate to Europe and Asia in search of greener pastures. This has also caused a brain drain in Africa as the educated and skilled youths who could not secure jobs also migrate or plan to Europe where they settle to work.

The population of our country (Nigeria) increases day by day. Nigeria is among the most populated nations with increasing youth unemployment. In 2018, we have about 200 million people in Nigeria, and young people aged 18-35 years constitute about 80% of the population. Today, we have young people both with formal and non-formal education who are willing to work but do not have any job. Even higher degree holders are unemployed. The real cause of unemployment in Nigeria is the growing population. Other factors are recession, inflation, bad governance, corruption, disability, nepotism, and lack of positive will of the leaders to develop the country.

Every youth expects to have a job that will help in life expectancy. Employment helps a young person to meet life demands, it also can help one to have stable growth, high self-esteem, confidence, and self-discovery. Whereas unemployment led to depression, anxiety, suicidal ideation, and psychological harm, especially when all efforts to get employed met a brick wall. Unemployment can make youth to be unstable even in interpersonal relations, and managing family life and can lead someone to drug use and abuse which is so detrimental to personal growth and life advancement which is the dream of every young person. Nigerian Prisons are filled with young men and women of productive age who out of life frustration occasioned by unemployment turn to crime and other vices to meet up with life demands which is a burden to the unemployed population.

Unemployment is a crisis that led to a loss of personality worth, brushed ego, lack of confidence, loss of self-respect, and inferiority complex which greatly affect the psychological well-being of an individual. Unemployment is a global phenomenon that is so challenging, especially to the youths who are the production force of every economy, this can lead to economic recession, inflation, and other social vices which are not healthy for national growth. With the recent global recession around the world, the Covid-19 pandemic, and Russia- the Ukraine war,



the youths in their productive ages are the worst hit, they bear the brunt as they are thrown out of jobs, which led to more youths back to the labor market and depression.

The employment status of the youths may determine their psychological well-being of the youths. When the youths after acquiring higher education or skills, are gainfully employed, they would be productive and impact society positively. Employment is one factor that sets the pace for meaningful living. Once a youth is assured of having food on the table and receiving a salary for a job done, the youth tend to be stable psychologically. Employment helps the youth advance in life. Unemployment has greatly caused the rate of crime and other social vices to be very high in Nigeria. The youths after school continue to roam the streets in search of greener pastures and still depend on their parent for basic things such as shelter and food. Unemployment is a disease that is ravaging society and making the youths unproductive and psychologically unhealthy. The youth who is not gainfully employed cannot be psychologically healthy. Unemployed youth is financially unstable, depends on their parents for survival, cannot start life and family of their own, and cannot reason perfectly well. Only a youth who is psychologically balanced and stable can be able to achieve any good in life and advance in their chosen career, financial stability, and politically alert.

So, employment status may influence the psychological well-being of youths, it may determine how they relate with themselves and others. But unemployment may lead youths to self-neglect, self-destruction, looking haggard, and may negatively affect their thought processes.

Drug use among youths is yet another factor that may influence the psychological well-being of the youth. Substance Use includes the use of those Stimulants and depressant drugs (Alcohol, Nicotine/Tobacco, codeine, Cannabis, Cocaine, Heroin, methamphetamines) that interact with the Central Nervous System and distort the thinking abilities of the youth making the user vulnerable to incapable of self-realization. Substance use distorts the thinking ability and thinking patterns of the youths and hampers development and growth.

Unemployment and drug use go hand in hand because unemployment paves the way for drug abuse among youths. It is an evil that bedeviled society, does great harm to any developing economy, and helps push greater evils in the polity. The menace of Boko haram, kidnapping and banditry in Northern Nigeria, and cybercrime and agitations in Southern Nigeria are greatly caused unemployment rate in the society in which the youths are mostly affected. The youths have no other options left than to turn to the vices to demand a fair society and to make out a living. The youths who have no job and any other decent way of living normally turn to the drug to overcome shame and frustration without knowing the more harm causing to themselves and society.

Substance abuse according to the Diagnostic and Statistical Manual of Mental Disorder, (DS M-IV-TR,) represents a pattern of substance use and is manifested by recurrent adverse consequences related to the repeated ingestion of a substance, whether a drug of abuse or a medicinal drug (Obi-Nwosu 2011). Using drugs or taking any psychoactive elements communicates with the human brain, it interrupts mental processes and causes irrational behaviors, changes the perception of realities, and causes harm to the level of individual alertness, and perception of the world. Substance use or a psychoactive drug is any chemical substance that, when an individual takes a drug, alters how the body functions. It thwarts the physical and psychological components of the body (World Health Organization, 1989). The American National Institute of Drug Abuse reported that the use of substances can be a reverting and persistent illness for the brain acquired through the use or desire to use the



drugs without paying attention or thinking about their side effects of it. (National Institute of Drug Abuse, 2014).

Substance use affects the psychological well-being of youths because drugs change the brain. Substance use and employment status of the youth may form the bases on which the psychological well-being of the youths stands.

When the youths are not gainfully employed, most turn to drug use and abuse, to ease off stress. This worsens the general wellness of the youths and makes them more vulnerable to societal ills, this has led the youths to engage in what they ought not to engage in if they are gainfully employed or engaged in profitable ventures.

Drug use causes a significant burden to youths and societies throughout the world. It is a global phenomenon that affects the whole world. It is also another way through which some youths contract diseases and deadly viruses especially HIV/AIDS as some drugs are taken by injecting into the body, this is especially when injecting materials are shared. It is a social and health burden on the youth population.

It is also of note that methamphetamines otherwise known as mkpuru mmili in Igbo areas of Nigeria have a great effect on the intellectual balance of the youths. It is now obtrusive that the use of mkpuru mmili precipitates psychotic signs and symptoms in some youths who are predisposed to mental disorder, however, who may not in any other case appear this malady. This is a great challenge now to the Igbos of Nigeria who are battling to save the situation, this has resulted in the use of absolute and brutal force to deter the users of these psychotic drugs. The wave at which the youths result in the use of drugs in Igboland of Nigeria is so alarming today that most parents of the users are now handicapped and rather depend on community efforts to save their children. The youth organizations have now taken it upon themselves to apprehend any drug user and manhandled the individual before handing the individual over to the police, this though has not saved the situation.

STATEMENT OF THE PROBLEM

There have been several incidences of drug-related mental illness among the youths and from personal experiences gotten during clinical exposure in Enugu State University rehabilitation center Emene, Enugu State Nigeria, and Anambra State rehabilitation center Nteje, it was observed that many patients were mentally sick due to emotional trauma resulting from depression which was traced to the economic and financial stress which emanated from unemployment and chronic drug use. Therefore, it is pertinent to assess how employment status and drug use among youths could affect the psychological well-being of these youths.

Therefore, this study is meant to answer the following questions.

- i. Would employment status significantly affect the psychological well-being of the youths?
- ii. Would there be any significant effect of drug use on the psychological well-being of the youths?

KEY DEFINITION OF VARIABLES

- i. **Employment Status:** Refers to the occupational state of an individual, that is whether the youth is gainfully employed or is still an applicant.



- ii. **Drug Use:** Refers to the use of any substances that can alter the functions of the brain and affect the mental state of the individual youth such as cannabis (marijuana), Nicotine, Caffeine, and methamphetamines.
- iii. **Psychological Well-Being:** Refers to a state of psychological, mental, and cognitive wellness and balance. That is, the ability to think well.
- iv. **Youth:** Refer to young adults between the ages of 19 years and 37 years.

RESEARCH METHODOLOGY

A total number of one hundred and forty-three (143) youths drawn from two social groups: Obinwanne and Omambala in Anambra; served as the participants in the study. The researchers used a simple random sampling technique in choosing the participants. This gives the participants equal opportunity to be selected for the study. They consist of twenty-seven (27) females and a hundred and sixteen (116) males. Their ages ranged from 19 - 37 years and their mean age was 28.32 with a standard deviation of 4.28.

The researchers employed Psychological Well-Being Index (PWBI), developed by Ryff and Keyes, (1995). It is an 18-item scale that measured the components of psychological functioning.

The second instrument is Drug Use Questionnaire (DAST-20). A twenty (20) item scale that measured drug use among mini-bus drivers, was developed by (American Addiction Research Foundation, 1982).

The researchers modified the questionnaires and took them to an independent supervisor who vetted the instruments for face, content, and construct validity. The researchers, however, included some demographic variables such as gender, age, employment status, type of employment, and marital status, to form a single questionnaire. The researchers obtained a Coefficient alpha reliability of 0.80 on the drug use questionnaire and 0.89 on the psychological well-being scale, through a pilot study and subjecting it to factor analysis using fifty (50) participants.

The researchers distributed a total of Two hundred (200) copies of the questionnaire across the target population within 2 weeks. The researchers created a good rapport and friendly atmosphere with participants, to make them feel free and secure before handing out the questionnaires. The researchers explained to them how to answer the questions. After the administration of the questionnaire, the researchers appreciated them, and subjected the data obtained in the research to SPSS analysis; and only one hundred and forty-three were valid and relevant for the study.

Design and Statistics

The study is a survey study; it has employment status and drug use as its independent variables and psychological well-being as the dependent variable. Two by two factorial designs were adopted for the study and two-way analysis of variance (ANOVA) statistics was used to test the hypotheses of this study.

RESULTS

The result of the statistical analysis of the data obtained in the study is presented in tables 1 and 2.

TABLE 1: Summary table of the mean and standard deviation of employment status and drug use concerning psychological well-being among youths.

Employment status	Mean	N	Std. Deviation
Employed	39.69	67	15.01
Unemployed	73.30	76	14.71
Total	57.55	143	22.41
Drug Use	Mean	N	Std. Deviation
Using drugs	69.86	74	18.69
Not using drugs	44.35	69	18.25
Total	57.55	143	22.41

Table 1 above indicates that employment status is remarkable to the psychological well-being of youths. The youths who are employed showed a higher level of psychological well-being while the unemployed youths were found to have a lower level of psychological well-being. Also, the table above indicates that drug use among youths also had a remarkable influence on their psychological well-being. That is, those who used drugs had a lower level of psychological well-being while non-drug users were found to have a high sense of alertness, mental balance, and self-consciousness.

TABLE 2 Summary table of two-way analysis of variance of the influence of employment status and drug use on psychological well-being among youths.

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	42477.29	3	14159.10	68.19	.00
Employment Status	19110.87	1	19110.87	92.03	.00
Drug Use	1869.98	1	1869.98	9.01	.00
Employment Status * Drug Use	266.20	1	266.10	1.28	.26
Error	28864.07	139	207.66		



Total	544998.00	143			
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Based on the above table 2, the results indicate that the overall model is statistically remarkable ($F = 68.19, p = 0.00$). The variable, employment status is statistically remarkable at ($F = 92.03, p = 0.00$), drug use is statistically remarkable at ($F = 9.01, p = 0.00$). However, the interaction between employment status and drug use is not statistically remarkable ($F = 1.28, p = 0.26$).

Consequently, hypothesis One which stated that employed and unemployed youth will remarkably differ in their level of psychological well-being; was accepted. Hypothesis Two which stated that drug users and non-drug users will significantly differ in their level of psychological well-being was also accepted at $p < 0.05$.

DISCUSSION AND CONCLUSION

This study investigated the effect of employment status and substance use on the psychological well-being of youths. Two hypotheses were tested. Hypothesis one which stated that employed and unemployed youth will remarkably differ in their level of psychological well-being; was accepted at $p < 0.05$. These findings align with the findings of many studies which try to measure indicators of mental well-being and mental hygiene, which ranges from simple code of life fulfillments and self-advancement to a multi-complex measure of states of mind; these are then statistically analyzed with a labor market status that is; employment and unemployment. It is also speculated that youth would be more vulnerable and, therefore, more affected by unemployment.

Hypothesis two which stated that drug users and non-drug users will remarkably differ in their level of psychological well-being was also accepted at $p < 0.05$. In consideration of the abuse of medical drugs by the youths, there are high chances of harmful interactions between such drugs and other substances used which can alter the mental health and prone the user to more harm. Hall and Pacula (2003).

Though some substance use may not be entirely harmful to the body, however, it depends on the level of usage and body build. The kind of food one takes also plays a role in maintaining body balance during drug use. The challenge, most youth face is unemployment which leads them to excessive drug use without good feeding. A wide range of harm is associated with substance use, which can be physical, psychological, social, financial, or legal, these can greatly affect society since the affected youth will be a nuisance and unproductive to family, friends, and the community.

The researchers, with regards to the findings of the study, conclude that employment plays a vital role in the life of every individual who is supposed to be in the labor market. Hence it is pertinent to say that unemployment is a factor that militates against the psychological well-being of any unemployed person.

Thus, unemployment should be seen and dealt with as a social menace. As a result of the findings, the researchers thus accepted the first and second hypotheses. Hence, other factors like environmental antecedent interaction such as the personality of the individual might influence how far the individual will experience psychological disturbances when



unemployed or under drugs. The researchers thereby recommend that the government should make available, efficient techniques of job search, and vocational training for this disadvantaged unemployed group. Also, the services of qualified psychologists are needed in schools; to counsel and direct students (undergraduates) where and when necessary. This will immensely reduce the rate of unemployment by awakening the spirit and zeal of entrepreneurship among the youth population.

IMPLICATION OF THIS STUDY

This study has indeed added to the existing knowledge about psychological well-being. It has showcased unemployment and drug use as factors that expose the youth population to poor mental health and hygiene. This will indeed help the policymakers, in their efforts to reduce unemployment, crime, and drug abuse to have an in-depth understanding of the causes and implications of unemployment and drug use. It will also add value to society because control of substance use should be seen as a step to the prevention of mental disorders, and crime in society. Society and the government are being informed about the relationship between unemployment, drug use, and psychological well-being.

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Effect of Mandatory Sit-at-Home Order by The Indigenous People of Biafra on the Socio-Economic Activities in South-Eastern Region, Nigeria

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ABSTRACT

The Purpose of this study is to enquire on the effect of the regular sit-at-home order mandated and enforced by the Indigenous People of Biafra on the residents of South Eastern Region of Nigeria. This study focuses on its socio-economic impact on the Region. The study took the form of a survey. It had 50-person population and used the census approach. The questionnaire was used as the source of data, while the reliability of the questionnaire was assessed using the Split-Half approach which yielded an undisputable result. The hypothesis test was conducted with a 5% level of significance. The analysis carried out was Regression Technique. A survey research design was used in the study. The questionnaire's validity was verified using the face and content approach. The data was also analyzed using mean for descriptive statistics and regression analysis for inferential statistics, with the hypothesis being evaluated at a significance level of 5%. The result reveal that socio-economic activities in South-Eastern Nigeria is rapidly declining, including travel restrictions and the sustainability of trade and other commercial operations in the region.

Keywords: IPOB (Independent People of Biafra) sit-at-Home, Socio-Economic activities, South Eastern Region Nigeria, Igbos & Businesses.

INTRODUCTION

The Indigenous People of Biafra's (IPOB) regular sit-at-home orders in South-Eastern Nigeria has attracted concerns both in the Diaspora and other parts of the country. Every inhabitant of the South-East region is feeling the wroth effects of the order which is consequentially disastrous both economically, socially and otherwise. People in the area are suffering more they could condone. More troubling is the awareness that the people of the Southeast are suffering because of the actions of their kits and kin. The IPOB leadership that initiated this order in loyalty and solidarity with their leader, Mazi Nnamdi Kanu, had attempted to suspend it, but it persisted with more devastations due to the fear and trauma the order had created in the Region sequel to the killings and destructions of lives and property witnessed in its hay days.

Early in the year 2022, an order to quit the sit-at-home was issued from the leadership of the IPOB but was immediately countered and refuted by a faction in the Organization. This simply shows a clear power tussle in the IPOB leadership. This tussle in the IPOB leadership escalated the situation and kept the entire Region in disarray. From the researcher's



elicitation, residents are crying not only because they were asked to sit at home against their will but, the tussle left them uncertain of whose orders to follow. This careless Behaviour had claimed the lives of many families and destroyed property beyond imagination.

Many indigenes of the Region though sympathize with the IPOB's goal and Kanu's fate, but, the disruptive nature of the sit-at-home has forced them to have a rethink their stand. The situation has further deteriorated to the point where major Igbo leaders and elder statesmen have voiced their unhappiness with the IPOB's activities and threatened to withdraw their support and efforts towards the release of the IPOB leader, Mazi Nnamdi Kanu from detention. Other leaders and organizations have equally expressed dissatisfaction with the sit-at-home movement and its negative impact on the Indigenes of the Region.

Chief Mbazulike Amechi in his peace initiative, urged the Federal Government to engage the group in dialogue as a means of ending the agitation and conflict. The mainstream of the IPOB had called on governors in the South-East to deal aggressively with the hoodlums who still enforces the Monday sit-at-home. As the sit-at-home lingers, some merchants in Onitsha have estimated a loss of over N25 billion, in addition to the loss of lives, limbs, and property. They bemoaned the fact that their business counterparts, clients/customers were moving their operations to Lagos for fear of gunmen or the IPOB Attack. Igbo Business Forum had also advised the IPOB not to utilize the Biafra struggle to ruin the South-East economy.

Late Dr Chike Akunyili, the husband to the late former Director-General of National Agency for Food, Drugs and Administration Control (NAFDAC), was shot dead by unidentified gunmen during **sit-at-home enforcement**. The outcome of the investigation revealed that he is a victim of the circumstance of sit-at-home order enforcement by hoodlums in allegiance to the IPOB.

Research Objectives

The objective of this study is to investigate the impact of the mandated sit-at-home on the socio-economic well-being of people in the Southeastern region of Nigeria.

Research Question

- What is the benefit of Sit-at-home order to the people of South-Eastern Nigeria?
- To what extent has the sit-at-home affected lives and businesses in the Region?
- Has the sit-at-home order grown or dissuaded Commerce and Industries in the region?
- What are indigenous and residents' opinions of the order?

Research Limitations

- **Scope:** The study in its generality is hampered by the fact that it was limited to only Anambra state as against the entire South Eastern States proposed in the study.
- **Finance:** Unavailability of adequate funds hampered the locations supposedly to be covered. This is caused by no availability of subvented transport system in the region and high cost of transportation at present due to scarcity of Premium Motor Spirit in the Region and Nigeria as of date.
- **Time:** Time to a large extent contributed to the limitations that hampered the smooth success of the study. One of the researchers is an MAPD student and a working staff



in Nigerian law enforcement. Time constraints as a student and a working-class hampered the development of the work.

LITERATURE REVIEW

Problems of Conception and Theory

South-east and their colossal enterprises in the country: South-Eastern people of Nigeria dominated by the Igbos, has a population of over 40 million people, accounting for about 24% of the country's total population. They are the country's third-largest ethnic group (Obunike, 2016). Igbo is the name of their native language. The South-Eastern States comprises Anambra State, Abia State, Imo State, Ebonyi State, and Enugu State. The Igbos have traditionally been known for their ability to establish communities through economic ventures. According to Chukwu (2015), the Igbos have exhibited a tremendous desire to build their society and economy on multiple occasions. Agriculture, non-agricultural production, and trade were the three primary areas of her economy. They were thought to have a higher literacy rate than other Nigerian tribes, which contributed to them having the majority of critical jobs in the Nigerian public service before the Nigerian Biafra war Revolution. The majority of them turned to buying and selling as a result of their losses during and after the war (Chukwu, 2015). Over the years, South Eastern people's contributions to the Nigerian economy, host states, and communities have sparked debate over their character and entrepreneurial drive. In light of this, Olanrewaju (1999) claims that the Igbo people, as compared to other main ethnic groups in Nigeria, dominate entrepreneurial activity, particularly in the fields of micro, small, and medium enterprises. In his study, South Eastern indigenous people are the Entrepreneur in the Political Economy of Nigeria. The resolve and perseverance with which they progressed over the years despite civil war trauma and unfavorable economic policies meted out to them distancing them from others.

Sustainable Business Concept

The term "sustainability" is derived from the word "survive," which is a subset of the word "sustain." To be sustained, therefore, is a wish to live. Sustainability in the business world refers to remaining relevant and competitive in an ever-changing corporate environment. As a result, businesses are said to be sustainable when they can weather shocks and turbulence common in the commercial world.

According to Ifekwem and Adedamola (2016), SMEs are feasible when they can overcome internal and external constraints. Similarly, Nidumolu, Pralahad, and Rangaswami (2009) believe that sustainability should be a key component of company strategy for overcoming a variety of operational issues. The vital role that SMEs play in creating jobs and contributing to GDP in many countries necessitates their long-term viability. The government on its own uses a variety of methods to assist and improve their chances of survival.

Governments, particularly in developing countries undertake attempts to assist the survival of SMEs through various measures according to Ifekwem and Adedamola (2016). However, the extent to which these measures have impacted SMEs' long-term viability is still unknown. However, the onslaught brought on by sit-at-home epidemic makes their survival even more difficult.



Restriction of movement order South-Eastern Nigeria

The restriction of mobility order, as it relates to the sit-at-home order, is a restriction of personal liberty. Regardless of your age, gender, or status, no one is exempt from the order. The restriction of this order include:

1. Opening of businesses, shops, markets, offices or any other commercial places
2. Restriction on mass the gathering of any type including places of worships and burials.
3. Restriction on travelers; both incoming and outgoing of people or vehicles in any state of the South Eastern Region of Nigeria.

It is important to note that all aforementioned orders are not enforced by the Agents of Government but rather by the security Department of Indigenous People of Biafra called Eastern Security Network (ESN).

Theoretical Framework

The research is based on David C. McClelland's 1961 Need for Achievement Theory. This is a motivational hypothesis based on the achievement, affiliation, and power trinity. According to the thesis, each individual or civilization is driven by one of three basic motivations: success, affiliation, or power.

People develop these motivators by their lifestyles, not by nature. Achievers enjoy resolving issues and accomplishing objectives. According to Eboh (2002), the major thrust of the idea is that individuals or societies with a strong demand for achievement have an insatiable thirst for success and will go to any length to test their skills and engage in creative activities to obtain it. The South-Eastern people's thirst for success and problem-solving drive appears to be what drives them to start and run enterprises, and this is where the study and theory intersect. Their commercial empires are powered by the movement of products and services from one area to another. Something, the restriction of movement in sit-at-home orders appears to counteract. As a result, the study hypothesizes that: Movement restrictions have an impact on company/ business viability in South-East Nigeria.

RESEARCH METHODOLOGY

The study took the form of a survey. It had a 50-person population and used the census approach. The questionnaire was used as the source of data, while the reliability of the questionnaire was assessed using the Split-Half approach which yielded an indisputable result. The hypothesis test was conducted with a 5% level of significance. The analysis was carried out was Regression Technique. A survey research design was used in this study. The research was conducted in Anambra State, which is one of Nigeria's south-eastern states and the country's second-largest entrepreneur hub after Lagos. The questionnaire's validity was verified using the face and content approach. Its reliability was assessed using the Cronbach Alpha reliability test for internal consistency, which yielded an alpha level of 873 indicating good consistency. Data was gathered from five major markets in Anambra state (Onitsha Main Market, Building Materials International Market, New Motor Spare Parts Market, Ochanja Market and Iweka Electronics International Market). All of which are located in Onitsha, the state's commercial nerve center. Imported commodities from many parts of the world are sold in these markets, with China being the largest host country of import. A total

of 50 importers were chosen randomly (ten from each of the markets). Because of their small numbers, the entire population was investigated. Following that, 50 copies of the questionnaire were delivered to the selected dealers (importers), of which 46 were collected and used for the study. The data were analyzed using mean for descriptive statistics and regression analysis for inferential statistics, with the hypothesis being evaluated at a significance level of 5%.

DATA ANALYSIS

Table 1: Responses to the impact of no movement on sit-at-home order on the long-term viability of businesses.

S/N	Questionnaire items	Response keys					Mean
		SA	A	U	D	SD	
	Restriction of movement items	(5)	(4)	(3)	(2)	(1)	
1	People still walk freely in South-East Nigeria even at sit-at-home	1	2	6	13	24	26.8
2	Compliance with Sit-at-home order is optional in South-East Nigeria	1	1	5	17	22	28.4
3	Businesses boom during sit-at-home	3	3	4	17	19	30.8
4	Shops don't open during sit-at-home	23	17	3	2	1	45.2
5	Transporting my goods to my warehouse is usually easy during sit-at-home	1	2	4	19	20	30
6	Goods stay longer in my shop due to incessant sit-at-home order by IPOB	23	17	4	1	1	45.2
	Suitability in Trade and Commerce in the Region						
7	I sell more goods during sit-at-home	1	2	3	14	26	25.2
8	I make more profit during sit-at-home	2	1	6	16	21	29.2
9	I can't easily pay my bills due to always sit at home order	24	15	3	2	2	44.4
10	Low turnout of customers during sit-at-home periods	27	12	3	3	1	45.2

RESULTS

The findings reveal that socio-economic activities in South-Eastern Nigeria are rapidly on a decline, including travel restrictions and the sustainability of trade and other commercial operations in the region.

Due to constraints and the fear of being assaulted, the coefficient determines a 96 per cent shift in the progress and sustainability of enterprises in the aforementioned location.

The responses of respondents on the impact of movement restrictions on the viability of enterprises in the examined area are represented in the table above. The table displays the frequencies of respondents who agreed or disagreed with each questionnaire item.

The data is analyzed using descriptive statistics with a threshold of acceptability of 30 or higher. This means that any questionnaire item with a mean of 30 or more should be

recognized as true in the respondents' businesses, whilst those with a mean of less than 30 should be discarded. According to the results of the analysis, respondents rejected questionnaire items 1, 2, 3, 5, 7, and 8 because their mean was less than 30, whereas questionnaire items 4,6,9 and 10 were accepted. After all, their mean was greater than 30. As a result, the respondents rejected the idea that people should be able to walk and work freely while at home.

Furthermore, the research demonstrates that companies are completely closed during the sit-at-home period resulting in a complete reduction in socioeconomic activity in Nigeria's South East Region. According to the results in the table above, the respondents believe that businesses are closing down in the South-Eastern part of Nigeria sequel to the mandated sit-at-home. They also agree that the region has a low-income population and a poor client base. In the same vein, they agree that restricting movement during sit-at-home days causes commodities to stay in their stores/warehouses for longer than usual. Respondents agree that prices of items are high because of the paucity of commodities during this period and that people are afraid to buy during this period. According to the study sustainability and survival of businesses is retrogressing. They claim that as a result of the IPOB's required sit-at-home directive, customers no longer buy in bulk. They further indicated that they are unable to pay some of their bills, employees' salaries and salespersons' wages. Most businesses operate at a loss due to sit-at-home and its execution by the Indigenous People of Biafra. All of these remarks suggest that the sit-at-home epidemic is having a negative influence on the respondents' businesses, reversing socio-economic growth and sustainability in the South-Eastern region of Nigeria.

Test of Hypothesis: *Movement restrictions have an impact on the long-term viability of enterprises in South-East Nigeria.*

Table: 2 Summary of total regression

Model	R	R Square	Adjusted Square	R	Estimation Standard Error
1	.981	.969	.968		1.56

The effect of movement restrictions on the sustainability of enterprises in Nigeria's South Eastern region is seen in Table 2.

The results revealed a correlation between restriction of movement in the name of sit-at-home and business sustainability, with a correlation coefficient of 981, and a coefficient of determination of 968, indicating a 96 per cent change in the sustainability of residents-owned businesses is explained by changes in restriction of movement.

DISCUSSION AND RECOMMENDATIONS

South Eastern Governors in collaboration with the Nigerian Federal Government, should dialogue and negotiate with the proponents of the aforementioned sit-at-home in the South-eastern Region for the withdrawal of such disastrous order imminently, as such, this will create an opportunity for better understanding between both parties to create an atmosphere of peace and stability for a business-friendly environment in South-Eastern region of Nigeria. Shutting down or establishing a sit-at-home state in the Southeast would be destructive as

well as dysfunctional. Peace is the greatest solution at this time. Dialogue remains the ultimate. It is pertinent to notify the leadership of the IPOB that before taking any action or launching any campaign that may cause hardship to the South Eastern nation, their leaders should examine the socio-economic well-being of the people in the region. Allow media campaigns, diplomacy, and conversation to be used as alternatives to violence in realizing Biafra through properly mechanized agitation rather than killing and impoverishing its indigenes. On this note, a unison conclusion is established.

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Voters' Preferences during the 2011 General Election in Nigeria: A Study of Oyi Local Government Area of Anambra State

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ABSTRACT

This research gives a general insight to the background of the area under study. Primary and secondary data were used as the methodology of this work, the study examined the Behaviour of the electorates in the 2011 general elections. The scope however, covered the 2011 elections from March 2011 to April 30th, 2011. It also looks at the existing literature on elections and how it affected political Behaviour. The research also examines the influencing factors that contributed to the manner people participated in the election proper. The research strongly recommends among other recommendations, that the government should empower the grass root people economically so as to avoid inducement of any kind; thuggery and violence, and at the same time educate the people on the impact of good elections and how it can bring massive development when the right persons are voted.

Keywords: Democracy, Election, Electorates, Voting Behaviour

INTRODUCTION

General Background to the study

Since the creation of Anambra State in 1991, Oyi Local Government Area of Anambra State, has witnessed several elections, which is one of the popular means of changing government in modern society. Indeed, one way of determining the democratic credential of any country is the ability of that country to successfully hand over power from one government to another, through the conduct of peaceful free and fair election at predetermined regular intervals. According to Toluhi, (1997) "election makes it possible for one government to succeed another in an orderly manner".

Statement of the Research Problem

In the wake of the return to democracy in 1999, Anambra State and Oyi Local Government Area in particular is faced with the challenge of the choice of candidate during elections. This is due largely on the basis of certain factors that often prevail against the wishes of the people in any elections. A necessary question here is what are those factors and what is responsible?

Aims and Objectives

The main aim and objectives are to examine factors that influenced the voting behaviour or voters' choices and their impacts on the people of Oyi Local Government Area. The specific objectives include:

1. To understand the voters' Behaviour in the 2011 general elections under review.
2. To investigate the factors that influenced voters' Behaviour in the choice of candidates during the elections.
3. To identify the possible implications of the other two factors.
4. To proffer solutions on what voters should consider in their choice of candidate during elections.

Hypothesis

This work aims at testing the following hypothesis:

1. How Money-politics influences choice of candidate in the general elections in Oyi.
2. That Social, economic and educational background of the voters also contributed in influencing voters' choices.
3. How Patron-client relationship contributed to the outcome of the election in Oyi.

Scope of the study

This research covers the voters' preferences during the 2011 Anambra State elections in Nigeria with specific reference to the Oyi Local Government Area elections from March 2011 to April 30th 2011.

Theoretical Framework

For any serious academic discourse to be valid and meaningful there is the need to adopt a theory. As such to this works the researchers adopted elite theory:

Elite theory originated in Central and Western Europe from the tail of the nineteen centuries to the first half of the twentieth century. It is as a critique to democracy and socialism. Rooted in the idea of despotic rule it per-supposes fascism. It was adopted in the 1050's by American political scientist to explain political process in democracies it was per-cursors of the far-right totalitarian states of Italy under Mussolini, Germany. Under Hitler and Spain under King Francisco Franco. Elite theory conceives that a society consist of two social groups.

The common argument of the theory is that, every society is ruled by minority that possesses the qualities necessary for its succession to full social and political power. Those who get on top are always the best. They are known as the elite, the elite consist of those successful persons who rise to the top in every occupation and stratum of society R.C. Agarwal, (2006).

According to C. Wright Mill "Elites are those who hold the leading position in the strategic hierarchies".



In attempt to correlate this theory and the subject matter, one has to understand that there are so many factors that shape the ways and manner people vote during elections. For example, people vote because of money, charisma of the candidate, religion, ethnicity etc. Elite on the other hand manufactures those factors in order to favour their interest, most of the elites during their political campaign uses religion, regionalism, ethnicity and above all materialism to brainwash voters as in the case of the 2003, 2007 and 2011 general elections in Nigeria. Therefore, this might contribute to the choice of candidate during the 2011 general elections.

LITERATURE REVIEW

Conceptual Clarification

Democracy

This is both a direct and representative affair of the state in terms of decision making for the interest or view of the citizens within the framework of the rule of law. According to Ojo (1999), democracy is a form of government that has its historical roots in the Ancient Greek City States where all adult males were accorded equal opportunity of directly participating in the decisions affecting the governance of their society. In fact, democracy is a combination of two Greek words, Demos (people) and Kratis (rule) which translate into rule by the people".

Indeed, democracy is good if not the best system of government under which people exercise their governing power either directly or through representatives periodically elected by them. Appadorai (1974). Bako (1997) conceived democracy in a liberal way, as a bane of liberal democracy such as: Right to vote and be voted for, Freedom of expression and the press, right to the freedom of movement, Rule of law, Multiparty system, Periodic election etc.

It is thus the ruling elite in government who determines when democracy will come and go, and decide even the individuals that would participate in it. This can be observed in the kind of elections conducted in Nigeria, which shows that democracy is indeed in the hand of the ruling class or elite.

Election

This is a process of choosing a person or group of persons for a particular post through the means of voting, mainly in a political organization. But scholars have their own views of what election is, and how elections should be conducted. According to Omonijo (2007), election is the act of choosing public officers to fill vacant posts by vote. It is an act of choosing those that govern a state, it may be conducted periodically. Elections are central institution of democracy; the authority of the government derives solely from the consent of the governed. The principal mechanism for translating consent into governmental authority is the holding of free and fair elections. Elections also promote public accountability. "The threat of defeat at the polls exerts pressure on those in power to conduct themselves in a responsible manner and take that account of popular interests and wishes when they make their decisions" (Microsoft Corporation 1993-1998).

Electoralates



This implies to the citizens who are entitled to cast their votes, in any election. "Electorate, is applied to all of the eligible voters in a political democracy. If a substantial majority of the mature citizens of a community are allowed to Participate in elections, and if no compulsion or restraint is involved in voting, that community is considered to have a democratic electorate" Microsoft Encarta Premium (2009). Electorates strengthens the democratic dispensation of any country that so much believe in democracy, and at the same time empower their political leaders by the act of voting.

Voting Behaviour

Voting Behaviour is the criteria voters use in determining who they will vote in an election, such criteria may include social class, party affiliation, religion, personality etc. Voting behavior is the basic factor that influences individual attitude or human personality towards elections; it is the variable that determines the choice of the electorate. According to Gordon M. (1998), "Voting behaviour is the study of political process, which focuses on the socioeconomic factors that have effect on how and why electorate vote as they do, and how they arrive at the decision they make". Indeed, voting behaviour can therefore be the action, actions or reaction of people under specific circumstance which formally expressing their preferences for candidates for public office. Therefore, voting behaviour could be defined as the behaviour or attitude exhibited by the citizens of the country in the course of election.

Brief History of Oyi Local Government Area.

Oyi Local Government Area was part of the former Anambra Local Government Area of Anambra State created in 1975 under the Murtala, Obasanjo regime. Oyi was first created by the civilian Administration of Chief Jim Ifeanyichukwu Nwobodo, in 1981 with Umunya as its headquarters. It took its name from the pacific and famous Oyi River that flows northwards into Omambala (Anambra River).

When the military overthrew the civilian administration of Alhaji Shehu Shagari under which chief Nwobodo was governor in 1983, Oyi and its constituent towns were drown back into the old Anambra local government Area with Otuocha as its' headquarters. Later, under the administration of Col. Nnaemeka Akonobi as Governor under Gen. Ibrahim Badamosi Babangida, Oyi became a Local Government of itself again and Nteje as its headquarters and has remained so even after the excision of the towns into new Ayamelum Local Government Area.

Economy

According to Rev. Anayo (1891-1980), the people are mainly farmers, and their chief crops are Cassava, yarn of various sizes and varied types they are also seen as the home of Garri production. The people also engage in hunting, fishing and carving as part time means of livelihood. As of down of westernization many people took to Western education, white collar and other allied western oriented jobs.

The Umunya people are also distinguished in banking and in the civil service, while others have followed the professions or are distinguished academics. Generally, of recent, the people of Oyi are more engaged in business and Western education and others in entertainment industries and politics. Oyi as an Igbo community has four major local market Afor Umunya, Eke Nteje, Nkwo Awkuzu and Oye Ogbunike, this market is mainly where



the people make their seals of farm produce. Oyi also have a modern market located in Ogbunike along the Onitsha- Awka express way.

Administrative Structure

Traditionally, the local government is structured in such a way that it will benefit all the towns that made up the local government. As earlier stated, that Oyi is composed of five towns and each of this town has their traditional rulers called the Iche, Nze na Ozo (Chieftaincy title holders) as the names implies.

Politically, the leadership of these towns in Oyi is based on the constitutional monarchical system headed by the Igwe or Eze of the towns respectively. This leadership is based on the tenure kind of system in some of these towns like Nteje. While in others is based on the choice of the people.

The local government is structured in a way that is comprised of fifteen wards in the five towns that make up the Local Government. The wards are divided in such a way that it would bring peace and political development in the areas.

RESEARCH METHODOLOGY

The method employed here for investigation is both primary and secondary data. Primary data was collected by an in-depth interview between the researchers and some prominent concerned people, questionnaires were also administered based on random sampling since the researcher cannot cover all the population of the case study. Therefore, ten (10) questionnaires were administered to each ward and the administration of the questionnaire cut across various ten (10) respondents from each ward. Just as stated, the research is a combination of the use of table and percentage, this will enable the successful breakdown of data collected based on the information gathered. Secondary source comprises related literature such as political science journals, text books, magazines, published works, unpublished works, newspapers, internet works, paper presentation etc.

DATA PRESENTATION AND ANALYSIS

As earlier stated, that the method of investigation of this research is both primary and secondary data collection. An interview will be conducted with some of the prominent concerned people. Having fulfilled the research methodology, that was proposed to use in the research, one hundred and fifty (150) questionnaires that will cut across the fifteen words in Oyi Local Government Area in which ten persons were expected from each ward to answers the questions. As for distribution and collection, only one hundred and five (105) of the questionnaires were recovered from the respondents.

Table.1 Shows the Distribution of Respondents Based on Gender

Sin	Gender	Frequency	Percentage (%)
1	Male	54	51.4%
2	Female	51	48.6%



	Total	105	100%
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Source: Fieldwork, March 2022.

The table above shows clearly the influence of gender in voting behaviour in which 51.4% of the total respondents are male while 48.6% constitute the female respondents. This shows that gender has no much influence in the voting behaviour of the people.

Table.2: Shows the Distribution of Respondents Based on Age

S/n	Age	Frequency	Percentage %
1	18-29	45	42.9%
2	30-41	28	26.7%
3	42-53	14	13.3%
4	54-above	18	17.1%
	TOTAL	105	100%

Source: Fieldwork, March 2022.

From the above table we found that age distribution has a significant influence in the voting behaviour of which 42.9% of the respondents are below 30 years of age, which the other categories of age distribution constituted 26.7%, 13.3% and 17.1% respectively. This means that youth participated more in politics than the others in the Local Government Area.

Table.4: Shows the Distribution of Respondents Based on Educational Qualification

Sin	Edu. Qualifications	Frequency	Percentage %
1	Primary Education	18	17.1%
2	Secondary Education	50	47.6%
3	Tertiary Education	32	30.5%
4	Adult Education	1	1.0%
5	None Educated	4	3.8%
	Total	105	100%

Source: Fieldwork, March 2022.

This table shows that education is considered to be one of the influencing factors that shaped the voting habit of the people of Oyi. Secondary education with total percentage of 47.6% shows that most of the people that voted ended up at 0 level due to one reason or the other.

Table.5: Shows the Distribution Based on Occupation of the Respondents.

Sin	Occupation	Frequency	Percentage %
1	Farming	13	12.4%
2	Business	46	43.8%
3	Civil Servant	16	15.2%
4	Others	30	28.6%
5	Total	105	100%

Source: Fieldwork, March 2022.

Form the above table we should understand that the bulk of people in Oyi are comprised of business men and women and constituted 43.8% of the total respondents. Others, which are neither farmers, civil servants, businessmen nor women constitute 28.6% of the total respondents, followed by the civil servants with 15.2% and farmers with 12.4%. this shows that the people in Oyi are mainly in business and politically oriented, that is why they participated actively both in business and politics.

Table.6: Shows the two most Important Factors that made the Respondents vote A Candidate in the 2011 General Elections.

S/n	Response	Frequency	Percentage %
1	Personality and religion	0	0%
2	Personality and political party	15	14.3%
3	Personality and campaign promises	12	11.4%
4	Personality and past contributions	24	22.9%
5	Political party and marital inducement	16	15.2%
6	Political party and Godfather	2	1.9%
7	All of the above	36	34.2%
	Total	105	100%

Source: Fieldwork, March 2022.

This table shows that more are needed to be done to improve the democratic processes in Nigeria and in Oyi in particular, because the 34.3% of the respondents that voted for a candidate just for no reason shows that political party as an agent of socialization still have a long way to go. However, 22.9% said they voted because of the personality and past community contributions of the candidate, which shows their amount of awareness in politics and in the policies of the State. Others voted because of the personality and political party, political party and material inducement, personality and campaign promises, and lastly political party and godfather which constituted 14.3%, 15.2%, 11.4% and 1.9% respectively. Godfather and political party has the least out of all, meaning that godfather no longer has an influence on the people in Oyi Local Government Area of Anambra State as the respondents in the interview puts it, that since the former Governor, Senator Chris Ngige defeated the



godfathers, Anambra State no longer operate in the dictates of the godfathers. In the same light religion is not a problem in the state because 97% of the People in the area are composed of one religion (Christianity) while the remaining 3% are pagans.

DISCUSSIONS: MAJOR FINDINGS AND VERIFICATION OF FINDINGS

Form the data presented and analyzed above, the area under study is quite similar to most local government areas in other parts of the country, in terms of social, economic and political characteristics and activities. Consequently, voting behavior or voters' preferences for candidates during elections are influenced by a variety of factors that border on bio-data, nature of Nigerian politics and society in general. More specifically, our major deductions or findings include.

- How Money or materialism played a significance role in determining who to vote for in the 2011 general elections in Oyi. This finding corroborates assumption number one which states that money-policies influences choice of candidate in the general elections,
- That Social, economic and educational background of the voters also contributed in influencing voters in the 2011 general elections. Just as a respondents in the interview stated, that the people of the Local Government has the problem on whether to further their education, that is why most of them ended up in business of different kinds. This agree with the assumption number two.
- Godfather, according to the respondents in the interview who argued that godfather has no influence in the 2011 elections because since 2003 Anambra State took a drastic step into stopping the influence of godfathers in their election. This finding disproves the assumption number three which states that patron-client-relationship contributed to the outcome of the 2011 general elections.

CONCLUSION

This study set out to examine voters' preferences for candidates during elections in Nigerian with an empirical focus on Oyi Local Government Areas of Anambra State. It also went forward to study the local government structures and wards in relation to knowing the impact it has created to solving election related problems in the Area.

Data or relevant information collected was subjected to statistical and deductive analysis. This study has revealed voters' behaviour or preferences for candidates during elections (2011 general elections) were influenced by host of factors, the most important of which were materials inducements. Social, economic and educational backgrounds of voters' and lastly the personality of the politicians (candidates). These factors to a large extent have shown one challenges faced by the Nigerian elections.

RECOMMENDATIONS

In view of deductions or findings made on the subject studied, the following recommendations are given for the improvement of elections in Anambra State and Nigeria in general.



- The government should educate the people through a proper channel, (civil society, political parties, mass media etc) on how elections would be conducted based on free and fair grounds to sustain the democratic process in Nigeria.
- The voters should base their choice on which political parties that has the ideology they perceive to be suitable to them for the development of the country that is the party that has the best programme, campaign promises of candidate, qualities or calibers of candidates etc
- Thuggery and violence should be discouraged since the credibility of every election is dependent on the level of peace that existed to sustain the democratic processes.

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The New World Order under the New Balance of Power between the United States, China and Russia in the Post-Cold War Era

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ABSTRACT

This paper is a part of the research on “The Changing New World Order from Unipolar to Multipolar Balance of Power in the Post-Cold War Era”. The study applied a documentary qualitative research. All information and document data were collected from related academic books, papers, and research reports, as well as media information and reports international organizations that were studied by content analysis and logical analysis. The results of this research found that since the end of cold war in 1989 and the Soviet Union collapsed in 1991, the new world order was shifted from a bipolar balance of powers between the United States and the Soviet Union to a unipolar new world order under the American hegemony for many decades. The emerging of China as a rival superpower of the United States together with China and Russia alliance has transforming the unipolar to the multipolar new world order. The American Indo-Pacific strategy was trying to contain and counterbalance the expansion of the Chinese New Silk Road or Belt and Road Initiatives (BRI). The United States and the NATO Western alliance are confronting with Russia in Russian war of aggression in Ukraine. How can we build up a ruled-based multipolar new world order for world peace and security under the United Nations and international law?

Keywords: New World Order, New Balance of Power, Post-Cold War Era

“Before the barbarism of killing children and innocent and defenceless citizens, no strategic reasons hold: the only thing to be done is to cease the unacceptable armed aggression before cities are reduced to cemeteries.”

Pope Francis, 2022

The new world order is a concept that emerged prominently three times in the 20th century. U.S. President Woodrow Wilson sought to create a new world order after the World War I only to find that the world of peace, as well as the Senate, was not ready for his brand of idealism of the League of Nations. During the World War II, U.S. President Franklin D. Roosevelt envisaged further a new world order that would ensure greater stability and peace the creation of the United Nations (UN), although he saw it as a world body that would be based on great power cooperation. Later in this century, during the Gulf War crisis (1990-1991), U.S. President George Bush revisited the abstract concept of new world order in line with effort to reverse Iraq’s invasion of Kuwait on August 2, 1990. (Miller & Yetiv, 2001).



After Iraq's invasion of Kuwait in August 1990, Bush introduced for the first time his notion of new world order to the U.S. Congress in September 1990 by outlining five simple principles. These five principles provide a framework for the international system to America (Motaharnia & Salehi, 2017). Regarding the fifth objective, he said (Bush, 1990): "We stand today at a unique and extraordinary moment. The crisis in the Persian Gulf, as grave as it is, also offers a rare opportunity to move toward an historic period of cooperation. Out of these troubled times; our fifth objective - a new world order - can emerge: a new era - freer from the threat of terror, stronger in the pursuit of justice, and more secure in the quest for peace. An era in which the nations of the world, East and West, North and South, can prosper and live in harmony. A hundred generations have searched for this elusive path to peace, while a thousand wars raged across the span of human endeavor. Today that new world is struggling to be born, a world quite different from the one we've known. A world where the rule of law supplants the rule of the jungle. A world in which nations recognize the shared responsibility for freedom and justice. A world where the strong respects the rights of the weak".

The collapse of the Berlin Wall at the end of the cold war in December 1989 put an end to the traditional system of international relations and war in the Persian Gulf draw a line between the new system and the old system. (Motaharnia & Salehi, 2017). Although the collapse of the Berlin Wall was the beginning of an end, but the beginning of Bush's Iraq to Kuwait is coming after the stroke of apparent or obvious than in the past on the future literary fellowship to draw images of the New World Order. Do not forget that former world leaders also sought to establish "new world order" respectively from Monroe to Lenin and from Hitler to Bush. Bush feared that America's response to rape Iraq should not be unilateral reaction. It should re-emergence of collective security in the post-Cold War era (Bull, 1995). The scope of the new world order is consistent pattern of great power arrangements that meet each of structure and functional dimensions. For the United States, the best condition in the future of new world order is that it remains as a dominant power at military, economic, political, culture and technology areas in place. In this scenario, great powers such as China, Russia, Europe Union and India have no longer ability and desire to challenge new world order by hegemony of America leadership.

In special condition, some major areas of instability in the world of democratic peace in 2025 will be as the northern part of Latin America, sub-Saharan Africa, and some parts of Asia. The emergence of competitor more or less adversary with the United States were China and Russia with significant capabilities and strategic nuclear capability, having the additional troops and space military equipment. In particular, in the world of the emergence of a major competitor we can refer to China-Russia alliance in the years 2018-2015 with the aim of undermining America's global position and its key allies (Motaharnia & Salehi, 2017). Multi-polarity of world competition is the second middle-good world in the prediction of the report. In the future world, we witness two big powers that having more or less capability to battle USA. Each of three powers (two emerging powers and USA) attempt make a coalition of friends and allies to overcome two other powers. In this world, instead of witness flaring great wars in key part of world, we will witness constant and comprehensive among various systems of defensive ally including combination of enticing and threat to bring the small and influential powers with aim of persuading them to change present political ally or maintain the status quo. In the world of multipolar completion world, America, Russia and China, each one as a powerful polar take responsibility of guiding different alliances.



LITERATURE REVIEW

The concept of “new world order” refers to a new period of diplomatic history evidencing dramatic change in world political thought and the balance of power in international relations. Despite varied conceptual interpretations, it is associated with the ideological notion of world governance only in the sense of new collective efforts to identify, understand, or address global problems that go beyond the capacity of individual nation-states to solve. At the end of the First World War, American President Woodrow Wilson called for vision of world peace and the creation of the League of Nations to prevent any aggression war and armed conflicts. After the League of Nations failed, neither Franklin Roosevelt nor Harry Truman, both the U.S. Presidents used the idea of “new world order” when speaking publicly on world peace and international cooperation. Indeed, when Roosevelt used the phrase “new world order” or “new order in the world” it was to refer to Axis powers plans for world domination. Truman speeches have phrases such as, “better world order, “peaceful world order”, “moral world order” and “world order based on law” but not so much “new world order” (Dalio, 2021). Although Roosevelt and Truman may have been hesitant to use the phrase commentators have applied the term retroactively to the order put in place by the second World War victors including the United Nations and the Bretton Woods system as a “new world order”.

The most widely discussed application of the phrase of recent times came at the end of the Cold War in 1989. Presidents Mikhail Gorbachev and George Bush used the term to try to define the nature of the post-Cold War era and the spirit of great power cooperation that they hoped might materialize. Gorbachev's initial formulation was wide-ranging and idealistic, but his ability to press for it was severely limited by the internal crisis of the Soviet system. In comparison, Bush's vision was not less circumscribed: “A hundred generations have searched for this elusive path to peace, while a thousand wars raged across the span of human endeavor. Today that new world is struggling to be born, a world quite different from the one we've known”. However, given the new unipolar status of the United States, Bush's vision was realistic in saying that “there is no substitute for American leadership” (Holloway & Tomlinson, 1995). The Gulf War of 1991 was regarded as the first test of the new world order: “Now, we can see a new world coming into view. A world in which there is the very real prospect of a new world order. ... The Gulf War put this new world to its first test”.

The concept of “new world order” as used to celebrate and herald in the post-Cold War era had no developed or substantive definition. There appear to have been three distinct periods in which it was progressively redefined, first by the Soviet Union and later by the United States before the Malta Conference and again after President George Bush's speech of September 11, 1990. Firstly, the new world order dealt almost exclusively with nuclear disarmament and East-West security arrangements. President Mikhail Gorbachev would then expand the phrase to include United Nations strengthening and great power cooperation on a range of North-South economic, and security problems. Secondly, implications for NATO of Atlantic Alliance, the Warsaw Pact of Eastern Europe, and European integration of Western Europe were subsequently included by the United States. Thirdly, the Malta Conference collected these various expectations and they were fleshed out in more detail by the press. German reunification, human rights and the polarity of the international system were then included. The Gulf War crisis refocused the term on superpower cooperation and regional crises. Economic North-South Dialogue problems between developed and developing countries, the integration of the Soviets into the international system and the changes in economic and military polarity received greater attention.



The demise of the Cold War and greater world cooperation among the UN Security Council's permanent members has created a situation frequently characterized as a New World Order at the United Nations System. This characterization can also be applied to the politics of the UN General Assembly. The roll-call votes in recent sessions, and in particular the 46th session, witnessed the end of a fairly stable decade of voting blocs in the UN General Assembly. An indicator of vote changing is developed which documents the rapid movement of the former Warsaw Pact members and Baltic States towards more western European positions to identify the emerging voting alliances of bloc politics of members' states inside the United Nations (Holloway & Tomlinson, 1995). The accommodation between bloc politics has not been as widespread in the UN General Assembly. The longstanding conceptualizations of east-west relations and north-south dialogue polarizations are in need of revision of the new balance of powers in world politics and multilateral diplomacy in international relations.

RESEARCH METHODOLOGY

This study applied qualitative research by using a documentary research method. All documentary data was collected from related research reports, academic books and papers, as well as official documents and information of the United Nations and other international organizations concerned. All collected documentary data were studied by content analysis, critical analysis and logical analysis throughout the data triangulation process in order to achieve comprehensive research results and discussion, conclusion and recommendations.

RESULTS AND DISCUSSION

The results of this research found that the new world order was mostly depended on the transformation of multipolar balance of powers between the United States, China and Russia in the Post-Cold War era. To what extent and how these three great powers can play major roles in rebalancing in the changing multipolar new world order in 4 scenarios: (1) the rivalry between the United States, China and Russia in the multipolar world balance of powers; (2) the roles of China-Russia Alliance in rebalancing the United States' hegemony in dominance of new world order; (3) the confrontation between Chinese new silk road or Belt and Road Initiative (BRI) and American Indo-Pacific Strategy; and (4) The rules-based new world order in the changing balance of powers between the United States, China and Russia.

1. The Rivalry between the United States, China and Russia in the Multipolar World Balance of Powers

By the end of World War II, the multi-polar world system characterized by the pursuit of the balance of power among superpowers, in a way that none of them was strong enough to predominate over others, transformed in bipolarity of new world order. The bipolar world was dominated by two opposite superpowers with strong economic, political, military, and cultural influence on their allied countries. Since the beginning of the Cold War, great power interactions among the United States, the Soviet Union and China, have always played a predominant role in the confrontation of the capitalism and communism world (Hoang & Nguyen, 2021). This nearly equal distribution of power between the United States and the Soviet Union (USSR) created a new world order system with no peripheries and with two different spheres of influence which resulted in stability for more than 40 years and assured peace between the two superpowers and limited wars in the rest of the world (Varisco, 2013). Since the end of cold war in 1989 and the Soviet Union collapsed in 1992, the new world order was shifted from the bipolar balance of powers between the United States and the

Soviet Union to the unipolar new world order under the American hegemony for many decades. The emerging of China as a rival superpower of the United States together with China and Russia alliance has transforming the unipolar to the multipolar new world order.

After the rise of China as world economic superpower, the confrontation and competition between the United States and China had started with the Sino-American trade war. As the China-United States relationship locks itself into an irreversible trajectory of global strategic competition, the new cold war has become reemerging in world stage once again. However, while certain characteristics of modern strategic competition do bear some resemblance to those of the former Soviet Union-United States cold war, this era of globalization means that a long-term global showdown between the United States and China is likely to transpire not in a bipolar world order, but a multipolar one, in which complex, intertwined interests among nations will factor into almost every aspect of strategic competition. In this multipolar new world order, while more evenly distributed with the rise of the European Union, India, and Japan, among others, world power remains heavily concentrated in the hands of a so-called “triangle,” of which the United States and China command two sides, with the third occupied by Russia (Hoang & Nguyen, 2021). Therefore, the structure of new world order was now based on the tri-multipolar balance of powers between the United States, China and Russia.

Since the end of the cold war, the concept of multipolarity has gained prominence around the world. The United States, China and Russia have agreed on this ill-defined term and included it in nearly all of their joint declarations, statements, and treaties dating from the mid-1990s to the present. When American hegemony is declining and speculation abounds as to which among the world’s burgeoning nations will rise to power, the renewed Sino-Russian relations and one of its foundational pillars - the promotion of multipolarity (Turner, 2009). The concept of multipolarity as it applies to China and Russia in an effort to determine the depth of the two countries’ agreement. Though these two great powers may agree upon the same solution to the next new world order, China and Russia employ very different strategies to achieve it (Financial Times, 2022). That why it still a question that the competition of great powers, especially triangular relations between the United States, China and Russia in the era of 21st century new cold war shall be a bi-multipolar or tri-multipolar new world order. In the context of sustained globalization, the United States and China, superior in total power and locked in a long-term strategic competition, will serve as constant factor. Russia will assume the role of variable factor, seeking not to go toe-to-toe with the other two, but rather to utilize its leverage and manipulate the balance of power to its advantage (Hoang & Nguyen, 2021). The key is to maintain its place at the triangle balance of powers, will continue to limit the scope of future strategic cooperation of three great powers, as it pertains to areas within Russia’s perceived influence such as Central Asia or Eastern Europe.

This dynamic of great power competition presents both opportunities and challenges to the world’s small and middle-sized countries. If it is properly managed a more predictable path with limited confrontation, this triangle should provide a favorable environment for countries outside of it to simultaneously pursue cooperation with each side without having to always look over their shoulders in fear of provoking the others. If tension escalates and recent drumbeats regarding a so-called contest of “democracies versus autocracies” continue to take hold, thus breaking the core essence of the triangle and turning competition into an ideological battle, then other countries will be forced into picking sides. Globalization will more than likely prevent this undesirable outcome, but the risks should not be taken lightly (Hoang & Nguyen, 2021). Among regions, while Europe, Middle East and Southeast Asia

will continue to be highly importance to policymakers in the United States, China and Russia, the Indo-Pacific should emerge as the main theater of great power competition.

2. The Roles of China-Russia Alliance in Rebalancing the United States' Hegemony in Dominance of New World Order

Since the end of World War I, former Soviet Union and China were communist revolutionary alliance at the beginning of cold war; they were the rivalry for third world leader in Asia and Africa. After the collapse of the Soviet Union, China and Russia are becoming a closed alliance to counterbalance the United States in the new world order. In recent years, as the United States has ratcheted up pressure against each of its perceived strategic competitors, China and Russia have been stepping up closed cooperation across multiple domains, while working together to offset all American pressures and reduce American influences in the multilateral new world order. This China-Russia alignment should not be written off merely as a temporary “marriage of convenience” filled with unresolved distrusts that can easily crumble from within. The comprehensive strategic partnership between China and Russia is based on long-standing framework of closed friendly cooperation, with a clear strategic objective set out in their 1997 “Joint Declaration on a Multipolar World and the Establishment of a New International Order” and 2001 “Treaty of Good Neighborliness and Friendly Cooperation” (Hoang & Nguyen, 2021). As long as China-Russia alliance are still remain difficult to counterbalance with the United States hegemony and NATO western alliance, they will likely maintain enough incentive to overcome global security issues of the past and jointly push toward a more favorable the multipolar new world order.

The China-Russia alliance does have its fair share of limitations. Despite sharing a deep disdain for American hegemony and the Western alliance-led new world order, China and Russia lack symmetrical interests for natural and sustained cooperation, especially as the disparity between Russia’s low economic complexity and dependence on natural resources relative to China’s diverse and modern economy becomes more competitive status of world economic power with the United States. The majority of China and Russia’s overlapping economic interests are in food, energy and technology, due to Russia’s need for more stable market to offset Western sanctions, coupled with China’s growing food, energy and technology demand and a desire to diversify its food, energy and technology sources in response to prolonged trade war tension with the United States. While China-Russia alliance does enjoy an enduring and extensive relationship, the strength of their alignment still hinges quite heavily upon U.S. policies. In fact, the *Global Times*, a Chinese state-owned newspaper, went as far as to attribute closer China-Russian ties to “the U.S. and its main allies’ suppression of the two countries (Hoang & Nguyen, 2021)”. Therefore, China-Russia alliance plays very important roles in rebalancing the United States’ hegemony and Western alliance in dominance of the new world order.

The crisis of Russia aggression war in Ukraine was a part of the struggle to reduce American hegemony power and make the new world order safe for the autocrats of Russia and China. When President Vladimir Putin traveled to Beijing for the beginning of the Winter Olympics on February 4, 2022, the Russian President Putin has met Chinese President Xi Jinping who has become his most important ally. In a phone call between Putin and Xi in December 2021, the Chinese leader supported Russia’s demand that Ukraine must never join NATO. A decade ago, such a relationship seemed unlikely: China and Russia were as much rivals as partners. But after a period when both countries have sparred persistently with the United States, Xi’s support for Putin reflects a growing identity between the interests and world views of Russia

and China. According to the Chinese media, President Xi told President Putin that “certain international forces are arbitrarily interfering in the internal affairs of China and Russia, under the guise of democracy and human rights” (Financial Times, 2022). The United States and NATO western alliance has taken strong actions against Putin’s government with “massive” and “unprecedented” sanctions when Russia attacked Ukraine on February 24, 2022. But, as the Ukraine crisis reaches boiling point, western efforts to isolate and punish Russia were likely to be undermined by the support of China – Russia alliance. As President Xi’s remarks to President Putin made clear, the China and Russia are united by a belief that the United States is plotting to undermine and overthrow their governments. In the heyday of communism, former Soviet Union and China supported revolutionary forces around the world. But today Russia and China have embraced the rhetoric of counter-revolution. When unrest broke out in Kazakhstan recently, President Putin accused the United States of attempting to sponsor a “colour revolution” - a term given to protest movements that seek to change the government - in a country that borders both Russia and China.

3. The Confrontation between Chinese New Silk Road or Belt and Road Initiative (BRI) and American Indo-Pacific Strategy

The Chinese New Silk Road or Belt and Road Initiative (BRI), comprising the Overland Silk Road and the 21st Century Maritime Silk Road, was launched by President Xi Jinping in 2013, with the aim of building trade and infrastructure network connecting Asia with Europe and Africa along the ancient Silk Road routes. The vision will directly benefit 4.4 billion people (or about 63%) of the global population. So far, over 60 countries and international organizations have expressed interest in active involvement in the construction of the Belt and the Road infrastructure; while a number of major bilateral and multilateral projects have been under way. (Sun Ruijun, Wang Haiqing, Jiang Li, 2015). As many of China’s neighbors are located along the routes, they will be not only primary partners of cooperation, but also major beneficiaries of the initiative, which fully embodies the basic principles of Chinese neighborhood diplomacy: amity, sincerity, mutual benefit and inclusiveness.



Figure 1: Map of Overland Silk Road & Maritime Silk Road (From Map Data@2015 Google)



According to the map, the overland New Silk Road will begin from Xi'an in central China before stretching west through Lanzhou (Gansu province), Urumqi (Xinjiang), and Khorgas (Xinjiang), which is near the border with Kazakhstan. The Silk Road then runs southwest from Central Asia to northern Iran before swinging west through Iraq, Syria, and Turkey. From Istanbul, the Silk Road crosses the Bosphorus Strait and heads northwest through Europe, including Bulgaria, Romania, the Czech Republic, and Germany. Reaching Duisburg in Germany, it swings north to Rotterdam in the Netherlands. From Rotterdam, the path runs south to Venice, Italy - where it meets up with the equally ambitious maritime Silk Road. The maritime Silk Road will begin in Quanzhou in Fujian province, and also hit Guangzhou (Guangdong province), Beihai (Guangxi), Haikou (Hainan) and Hanoi in Vietnam before heading south to the Malacca Strait. From Kuala Lumpur in Malaysia, the maritime Silk Road heads to Kolkata in India and Colombo in Sri Lanka then crosses the rest of the Indian Ocean to Nairobi in Kenya. From Nairobi, the maritime Silk Road goes north around the Horn of Africa and moves through the Red Sea into the Mediterranean Sea, with a stop in Athens, Greece, before meeting the Overland Silk Road in Venice, Italy. The map drives home the enormous scale of the projects: the two Silk Roads combined will create a massive loop linking three continents (Asia-Europe-Africa) and two oceans (Pacific Ocean-Indian Ocean). If any single image conveys China's ambitions to reclaim its place as new "Middle Kingdom," linked to the world by trade, economic and cultural exchanges (Miksic, John N: 2013). Even the name of the project, the Silk Road, is inextricably linked to China's past as a source of goods and information for the rest of the world. China's economic vision is no less expansive than the geographic vision (Ralph Kauz, 2010). The New Silk Road will bring new opportunities to China and every country along the road that is seeking to develop economic cooperation area that stretches from the Western Pacific, Indian Ocean to the Mediterranean and Baltic Sea. China has multiple reasons for pursuing the New Silk Road. Chinese President Xi Jinping has promoted a vision of a more assertive China, while the new normal of slowing growth puts pressure on the country's leadership to open new markets for its consumer goods and excess industrial capacity. Promoting economic development in the troubled western province of Xinjiang, where separatist violence has been on the upswing, is another major concern, as is securing long-term energy supplies to China (McBride, 2015). China's strategy is conceived as a two-pronged effort. The first focuses infrastructure development through Central Asia and Eurasia - transcontinental "Silk Road Economic Belt" - while the second foresees the expansion of maritime shipping routes through the Indian Ocean and the Persian Gulf to the Mediterranean Sea - the maritime Silk Road.

In 2013, President Xi told an audience in Kazakhstan that he wants to create a vast network of railways, energy pipelines, highways, and streamlined border crossings, both westwards - through the former Soviet republics - and southward, toward Pakistan, India, and Southeast Asia. Such a network would also expand the use of Chinese currency, the renminbi, in transactions throughout the whole region, while new infrastructure could break the bottleneck in Asian connectivity. The Asian Development Bank, highlighting the need for more such investments, estimates that the region faces a yearly infrastructure financing shortfall of nearly \$800 billion. President Xi subsequently announced plans for the maritime Silk Road at the 2013 ASEAN in Indonesia. To accommodate expanding maritime trade traffic, China will invest in port development throughout the Indian Ocean, in Bangladesh, Sri Lanka, the Maldives, and Pakistan. In 2014, President Xi concluded deals worth \$30 billion with Kazakhstan, \$15 billion with Uzbekistan, and \$3 billion with Kyrgyzstan, in addition to spending \$1.4 billion to help revamp the port of Colombo, in Sri Lanka. By November 2014, China had announced the creation of a \$40 billion Silk Road Fund (Suwatchai Songwanich, 2015). In 2015 China finalized plans for the Asian Infrastructure Investment Bank (AIIB).

which aims for \$100 billion in initial capital (McBride, 2015). Despite opposition from the United States, the AIIB attracted fifty-seven founding members, including American allies such as the United Kingdom, Germany, and Australia. The negative American reaction to the AIIB underscores the extent to which some American policymakers fear that China's efforts will undercut Western institutions like the World Bank and expand the influence of the China-led Shanghai Cooperation Organization (SCO), a regional security and economic pact. The AIIB will make those countries less dependent and less vulnerable to Russia, which has been a central focus of American policy for decades. It will bring an enormous amount of capital into this region and others at a time when it seems to be pretty scarce.

In June 2021, the OECD Advanced Industrialized countries (G7), leveraging the support of the US government with Indo-Pacific Strategy, launched the Build Back Better World (B3W) initiative, an attempt by the United States and its allies to counterbalance the Chinese New Silk Road or Belt and Road Initiative (BRI). President Biden has emphasized that the United States is engaged in “long-term strategic competition” with China, which he characterized as “extreme competition”. Undoubtedly, the B3W initiative is a crucial strategic step by the United States in its strategic competition with China. With the continuous advancement of Belt and Road construction projects, the United States has become increasingly worried that China will challenge and undermine American interests worldwide. The Belt and Road Initiative, part of China's grand strategy, is an important factor that propels the American perception of China as being a “growing threat” (Blumenthal 2018; Rolland 2017). To better understand the strategic competition between the United States and China in the new world order of digital economy, the United States and the OECD countries (G7) used the Build Back Better World (B3W) initiative to counterbalance Chinese BRI and Asian Infrastructure Investment Bank (AIIB), as an alternative channel for aiding lower income countries with infrastructure development. Through in-depth analysis of competitive interactions between the United States and China over the Belt and Road Initiative and Indo-Pacific Strategy, the nuanced dynamics and characteristics of US-China strategic competition in the context of the of new world order should not be a zero-sum game in which developing countries facing urgent infrastructure and growth concerns must choose between China and the United States.

The United States did not compete with the BRI over scale and capital, but instead focused on four areas: digital economy, cyber security, energy, and infrastructure development. It announced \$113 million down payment in US economic commitment to peace and prosperity in the Indo-Pacific region so as to mobilize more private investment to participate in concrete action plans, such as the Enhancing Development and Growth through Energy (EDGE). The United States also deepened coordination with countries including Japan, Australia, and India to offer states in the Indo-Pacific region more low-interest loans for the construction of power stations, roads, bridges, ports and other infrastructure. The United States, Japan and India launched mechanisms of Indo-Pacific trilateral infrastructure forum to mobilize private enterprises to engage in competition with China. In security sector, the Indo-Pacific Strategy focuses on 4 maritime security areas: humanitarian assistance, disaster relief, peacekeeping capacity and combatting transnational crime. It adopts Southeast Asian and Pacific Island countries as focal points and increased input in countries along the Bay of Bengal, Sri Lanka in particular. The Indo-Pacific Strategy also identifies issues related to democracy and governance. Speaking at APEC summit in November 2018, former US vice president Mike Pence announced \$400 million Indo-Pacific transparency program (Minghao, 2021).

4. The Rules-Based New World Order in the Changing Balance of Powers between the United States, China and Russia

The new world order established by the victorious allies after the World War II has been remarkably established enduring rules of international law. The framework of liberal political and economic rules, embodied in the network of the United Nations and other international organizations, enforced by the most powerful nations: United States, Soviet Union and China, both fixed the problems that had caused the war and proved resilient enough to guide the world into an entirely new balance of powers era. However, the danger today is that the hegemony of US global leadership and the expansion of China on Spratly and Paracel Islands in South China Sea, has opened the space for other countries to pursue a “might is right” strategy to their own foreign policy priorities. Russia has annexed Crimea in violation of commitments to the Budapest Memorandum, has intervened directly in the conflict in Ukraine, and has laid out a doctrine that brazenly demands recognition of a Russian sphere of influence around its neighbourhood. The expansion of Chinese leadership is taking steps to turn its contested claims over islands in the South China and East China seas into a fait accompli (Chatham House, 2015). Regional powers in the Middle East, Southeast Asia and Indo-Pacific regions are taking the preservation of their security into their own hands. The question arises, therefore, whether the post-World War II institutions and rule-based new world order can survive these challenges to the hegemony of US global leadership and the expansion of China-Russia influences around the world.

The American Indo-Pacific strategy was trying to contain and counterbalance the expansion of the Chinese New Silk Road or Belt and Road Initiatives (BRI). The United States and the NATO Western alliance are confronting with Russia in the Russian war of aggression in Ukraine. How can we build up a rules-based multipolar new world order for world peace and security under the United Nations Charter and international law? The answer to this question is that the new world order was mostly depended on the transformation of multipolar balance of powers between the United States, China and Russia in the Post-Cold War era. Therefore, the rules-based world order concept may have a negative impact on the existing international legal order under the United Nations Charter and international law insofar as it washes out the established legitimate procedures of international law-making, thus rejecting traditional global values of legal stability and diminishing the role of international law in diplomacy international relations. Such scenario would not only multiply legal uncertainty and even unreasonable expectations among the participants of the international processes, but also might lead to undermining the very fundamentals of modern international law based on the United Nations Charter. The latter in its turn will inevitably lead to the global legal instability and will dramatically increase the risks of World War III (Magomedova and others, 2021). At the moment, the frequent abuse of the term “rules-based world order” by the representatives of the NATO countries in support of their politically motivated statements, agreed upon only among them, impedes achievement of accepted understanding of the concept at the universal level, that might be consistent with the United Nations Charter and international law.

The rise of new non-Western great powers such as China and India is more likely to see an evolution than a degradation of the current rules-based new world order that many great powers beyond the United States invested in current multilateral global institutions, giving it considerable resilience. All great powers are periodically transgressors of international law, and some who currently are seen as revisionist are actually strongly supportive of norms such as sovereign territorial integrity and non-interference in internal affairs of sovereign States. While welcoming continued United States leadership, policymakers should not see continued



hegemony of United States dominance as indispensable for order and justice in world affairs (Raymond, 2017). While many Asian nations, especially ASEAN Community, advocate the need for a rules-based regional order, there are different visions of the rules-based regional order within or beyond the existing legal framework of the United Nations Charter and international law. The success to the development of a rules-based order in the Asia-Pacific region depends on the extent to which regional states can find a common ground to negotiate between the United States, China and Russia through the shifting balance of power politics.

CONCLUSION

In brief, the unipolar new world order under the U.S. hegemony during the cold war era should not be transformed into the new world order under the China-Russia dominance. We should not escape from “tiger’s new world order under American hegemony” to live with the “future of crocodile’s new world order under the dominance of Sino-Russian alliance. If the launching of Russian war of aggression in Ukraine on 24 March 2022 is the beginning of the second cold war, we hope that this new cold war should be ended by the victory of world peace, democracy and the rule of law. In the long world history, all authoritarian leaders had never won in the great war of aggression. We can say in conclusion that “in the multipolar balance of powers, no country can win in the war of aggression, accept peace, friendships and humanity in the future rule-based new world order after the end of the new cold war”.

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Curriculum Development of the Master of Arts in Peace Studies and Diplomacy (MAPD) Program and Program Learning Outcomes (PLOs)

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ABSTRACT

This peace education article qualitatively presents the latest development of the MAPD curriculum in the Graduate School of Peace Studies and Diplomacy at Siam University, a private university in Thailand. Revision of the curriculum is required within every five years by the Ministry of Higher Education, Science, Research and Innovation. Guided by the Curriculum Development and Educational Standards Committee and the ASEAN University Network (AUN) Quality Assurance System, the MAPD Program has made various curriculum changes as suggested mainly by stakeholders. Through the conceptual framework of related input, process, and output, key PLOs are delineated. It is expected that the students who graduate from this program will become academically sound and possess visions, knowledge and skills needed to apply diplomacy to maintain needed peace in international relations.

Keywords: Curriculum Development, Peace Education, Peace Studies and Diplomacy

INTRODUCTION

This academic article qualitatively presents the latest development of the curriculum of the Master of Arts Program in Peace Studies and Diplomacy (MAPD) in the Graduate School of Peace Studies and Diplomacy at Siam University in Thailand.

The MAPD program was established in 2011 with partial funding from the University Mobility in Asia and the Pacific. The first curriculum was jointly written by representatives from Kung Hee University of South Korea, Angeles Foundation University of the Philippines, and Siam University of Thailand.

The latest MAPD curriculum revision was conducted in 2021, under the guidance of the Curriculum Development and Educational Standards Committee of Siam University and by the use of ASEAN University Network QA System (AUN-QA).

According to the AUN-QA, quality in higher education can be said to be multidimensional which embraces all of its functions and activities including teaching, research and scholarship, staffing, students, facilities, services to the communities, and academic environments (AUN-QA, (2021). AUN-QA harmonizes higher education systems and standards in the ASEAN, promotes mobility of faculty members and students, encourages collaborative researches, and facilitates credit transfer among members

(<http://uplb.edu.ph>>achievements; Retrieved on 1 March 2022). Key messages of AUN-QA are that learning outcomes relate more to the achievements of the learner rather than the intentions of the teacher (AUN-QA, Version 4).

OBJECTIVE OF STUDY

This study aims to study how the Graduate School of Peace Studies and Diplomacy can achieve the objective of the 2021 MAPD curriculum revision that shall fulfill the requirements of the Ministry of Higher Education, Science, Research, and Innovation (MHESRI) which stipulate that universities must revise their curricula every five years or less.

Conceptual Framework

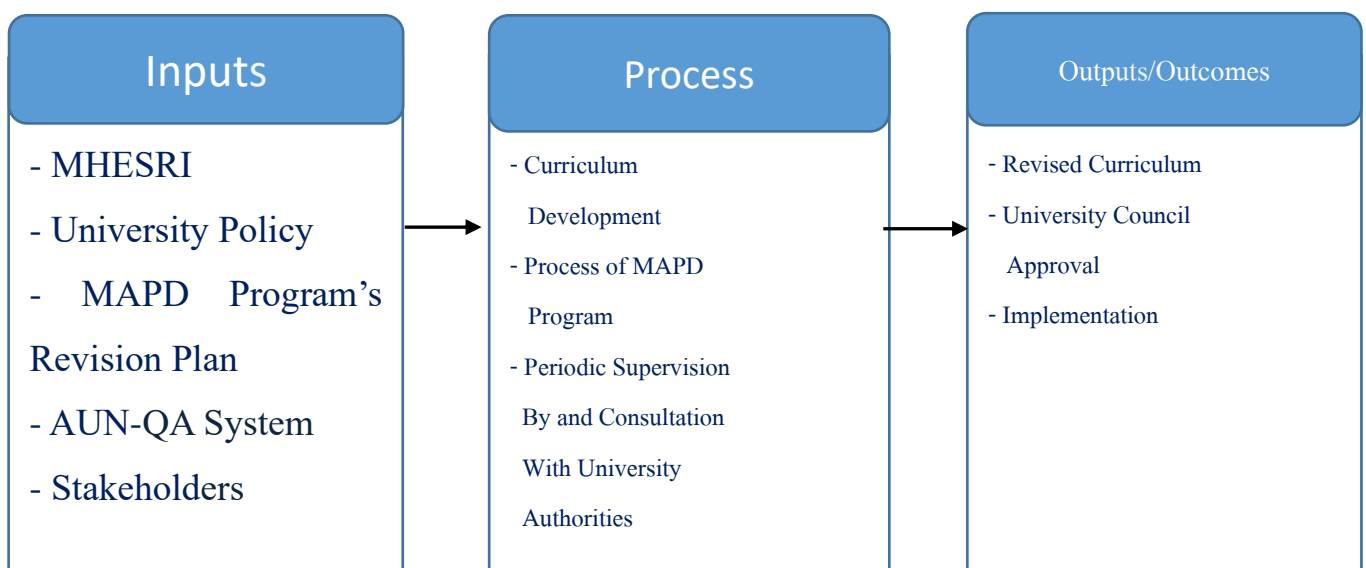


Figure 1: Conceptual Framework

RESULTS AND DISCUSSION

From the above conceptual framework in diagram 1, the researcher delineates and reveals the interaction between the background input factors, the process of MAPD Curriculum development, and subsequent factors of outputs/outcomes as follows:

1. The Ministry of Higher Education, Science, Research, and Innovation (MHESRI) Requirements

The MHESRI requires Thai higher education institutions to revise their curricula every five years or less. This is to keep up with major borderless changes including demographic, social, economic, educational, and political aspects. The objectives are to keep course contents updated and to follow the latest government regulations. New course contents give a platform to students to learn new techniques, tools and skills for the future.



2. Siam University Policy:

Under the vision of becoming the treasure of wisdom on sustainability, Siam University's main policy is to provide students with exciting experiences and professionalism to succeed and become proficient leaders in the future. Students are given the opportunities to share experiences with others from over forty countries around the world.

3. MAPD Program Curriculum Revision Plan:

The program is continuously committed to international standards of high-quality education. It intends to inspire a new generation of leaders who possess a vision of a new global society diligently work to help attain, promote, and maintain peace and social wellbeing through diplomacy and other related means. The MAPD program continues to revise its plan to integrate theoretical approaches with case studies, current issues, as well as practical skills.

Expected Learning Outcomes: Identification of desirable characteristics of the graduates after the course

The Master of Arts degree program in Peace Studies and Diplomacy, Siam University, defines the attributes of desirable graduates according to the following important principles and objectives:

1. It is an educational program to foster the use of diplomatic means as a tool for building and sustaining regional and global peace of international relations in the digital world.
2. It is an educational program to create a new generation of diplomats with visions, knowledge, skills, abilities and personality, consistent with diplomatic management in a global context.
3. It is an educational program to create opportunities for learners to gain international experience through exchange programs of students and faculty with leading international academic institutions.
4. It is an educational program to create opportunities for advancement for students in many future careers
 1. Foreign affairs officers, embassy staffs, intelligence agencies
 2. Employees of multinational corporations (MNCs)
 3. Foreign relations staffs of private companies
 4. Foreign news media
 5. Academics, researchers and experts in peace and diplomacy
 6. Non-governmental organizations (NGOs) and public benefit organizations
 7. International Organization Officers
 8. Organization of Human Security
 9. Others, etc.

Desirable characteristics must have a distinctive identity of the curriculum:

1. The program is unique in that it requires students to have knowledge and skills in diplomatic management to build peace and eliminate conflict within the framework of international law.



2. The program is unique that requires students to become diplomats
3. with a vision of maintaining sustainable peace and eliminating conflicts between nations.
4. The program is unique that that require students to be able to use technology to keep up with the changing diplomatic world in the digital age without frontiers.
5. The program is unique in that it requires students to be competent
6. to use research process skills in acquiring knowledge of peace and diplomacy in conducting international relations.

4. Design Process of Program Learning Outcome (PLOs)

The design process of Program Learning Outcome (PLOs) is based on a conceptual framework of the Outcome Based Education, starting from the creation of Program Learning Outcomes (PLOs) derived from an analysis of the needs of all stakeholders, who have an influence and impacts on the curriculum. The PLOs shall have to demonstrate that the students who graduate from the program should have what knowledge and skills for working and must achieve the learning outcomes of the course. The PLOs are then used to design the structure and content of the curriculum (Backward Curriculum Design). To achieve the defined PLOs, the curriculum must link the PLOs to Course Learning Outcomes (CLOs) and after that we shall design learning processes and activities, as well as assess learning outcomes in accordance with PLOs (Constructive Alignment), which can show details of curriculum design according to the framework of educational management.

AUN-QA Assessment Model: This model is one of the leading systems of quality assurance in higher education systems. It has its strength in being a holistic system intending to raise academic standards and enhance education, research and services among its member universities, and hence being recognized internationally.

AUN-QA Assessment System was developed to meet the necessary needs of quality assurance of higher education in ASEAN member countries. The AUN-QA criteria are stakeholder oriented. Stakeholders' needs are formulated into the expected learning outcomes which drive everything that the program wishes to achieve (Wongse-ek, Panvisavas, and Sivarak, 2022).

Some Highlights of Program Learning Outcome (PLOs)

Stakeholder Inputs: The stakeholders are divided into 4 groups as follows:

- Group 1: Stakeholders who have the power to influence change or make decisions
- Group 2: Stakeholders concerned with regulators and decision-making
- Group 3: Stakeholders affected by changes or decision-making
- Group 4: Stakeholders least affected and have no influence on change or decision-making.

Table 1: Information on Communication Means to Request Expected Learning Outcomes from Stakeholders

Stakeholders	Communication means
GROUP 1: Stakeholders who have the power to influence changes or decisions - Graduate users - External institutions	Questionnaire Website Phone Inquiries
Group 2: stakeholders concerned with regulators and decision-making - Ministry of Higher Education (MHESRI) - instructors (full-time and part-time instructors)	MKO. 2 Questionnaire
GROUP 3: Stakeholders affected by changes or decision-making - Current Students - Graduates	Assessment Form Classroom interview
GROUP 4: Stakeholders least affected and have no influence on changes or decision-making - General interested persons - Student's parents	Phone Inquiries Interview

Sample needs expressed by stakeholders

- Good at solving immediate problems and being an analyst.
- Good command of English in diplomatic and foreign affairs.
- Can use diplomacy and international negotiations in various ways to build lasting peace and reducing international conflicts.
- Able to analyze international situations for successful diplomatic negotiations.
- Can use other languages beside English.

PLO Taxonomy: Determine Program Learning Outcomes (PLOs) and Student Learning Outcomes

PLO 1: Having competence of diplomatic operations for peace in international relations

- 1.1 Be able to apply the concepts and theories of diplomatic operations for peace-building and international negotiations in the framework of international law.
- 1.2 Be able to apply critical diplomatic knowledge and skills in diplomatic missions to build peace in international relations.
- 1.3 Be able to evaluate negotiation outcomes between parties to achieve a success of international negotiations that are mutually satisfied by all parties in international relations operations.

PLO 2: Having visions of maintaining sustainable peace and eliminating international conflicts

- 2.1 Having analytical skills in concepts and theories of peace and diplomacy for sustainable development in international relations.



- 2.2 Having vision skills in preventing and solving problems of peace and security in international cooperation and conflicts.
- 2.3 Having vision skills to integrate the interdisciplinary knowledge for peace, security, justice and international cooperation.

PLO 3 : Be able to use technology to keep up with the changing situation of peace and diplomacy in the digital world

- 3.1 Be able to analyze the peace and diplomacy situation changed by technology in the digital age.
- 3.2 Be able to choose the right technology to keep up with changes in peace studies and diplomacy.
- 3.3 Be able to learn skills in using technology in diplomatic and international relations operations.

PLO 4: Having competence to use research process skills in peace studies and diplomacy with ethics.

- 4.1 Be able to use skills in defining research problem and designing appropriate research process for conducting research until it is successful.
- 4.2 Be able to use skills to conduct research properly in accordance with ethical responsibility of peace and diplomacy research methods.
- 4.3 Be able to use skills in data analysis, research conclusions, and useful recommendations for peace studies and diplomacy.

PLOs Matched with MAPD Courses

Table 2: PLOs Matched with MAPD Courses

PLOs	Courses
PLO 1: Capacity to develop and engage in practical diplomacy for peace building in international relations.	781606: Strategic Relations in Asia-Pacific and Indo-Pacific Regions 781608: Diplomacy and International Negotiations 781609: ASEAN Diplomacy for Peace 781705: International Public Law
PLO 2: Visions for sustainable peace and international conflict transformation.	781601: Peace and Governance 781603: Theory of Peace, Conflict And Security 781605: New International Political and Economic Order 781610: United Nations and Sustainable Development: An Analytical Study



PLOs	Courses
PLO 3: Use of appropriate fast changing digital technology for peace keeping and diplomacy.	781602: Diplomacy and International Negotiations 781718: Digital Diplomacy 700-201: English for Graduate Study 781691: Independent Studies 781692: Thesis
PLO 4: Capacity to apply research process in peace studies and diplomacy with ethical responsibilities.	700-511: Research Methodology in Social Sciences 781691: 781691: Independent Studies 781692: Thesis 700-201: English for Graduate Study

RECOMMENDATIONS

- Make a follow-up of the graduates who have been through the AUN-QA based MAPD programme and assess their work life performance;
- Perform a benchmark study to analyze factors that may help improve the AUN-QA Assessment in the long run.

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An Investigation into the Social Determinants of Crowdfunding Effectiveness in Developing, non-Western contexts: Some Evidence from Thailand

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ABSTRACT

This study examines the under-researched phenomenon of crowdfunding use and effectiveness in developing, non-western markets. More precisely, using an institutional theoretical lens, the research explores the attitudes, motivations and practice surrounding the initiation, development and receipt of crowdfunding campaigns in a business context symptomatic of widely dissimilar regulatory, normative cognitive institutional ‘pillars’ to those studied – and utilized in practice - to date. As, in essence, a form of alternative finance, crowdfunding is used primarily to fund a wide range of projects through the securement of small amounts of money from a large pool of investors/participants. Being tied almost inextricably to e-commerce channels, the practice of crowdfunding typically sources its means and communicates the purpose of each venture mainly, though not exclusively, online. The wide range of projects supported to date span social entrepreneurship, community benefits initiatives, creative and artistic endeavors, assistance to disadvantaged social cohorts and small business start-ups.

Adopting a longitudinal, comparative approach, the study reported on here embodies an investigation centered on six case start-up campaigns within the Thai societal context, covering a range of fundings calls and cause choices. Data was sourced from a variety of respondents using semi-structured interviews, observation (direct and participant) and company information. Results suggest that the motives and effectiveness of crowdfunding campaigns differ significantly in non-western consumer contexts from the norms that have evolved to date in mature Western contexts (particularly the US and UK). Specifically, whereas data on the different regulatory pressures showed relatively insignificant variation, the results regarding cognitive and, especially, normative dissimilarities between the Thai and US/UK institutional profiles surfaced potentially important differences with far-reaching implications. Particular issues to emerge from our data concerned consumer motivation in terms of support and engagement with different types of campaigns. This was found to stem from social norms symptomatic of ‘collectivist’ and ‘relations-based/particularistic’ cultural assistance behavior, in turn linked to deeply-held societal values regarding on interpersonal network (‘in group’) reciprocity.

This research serves to refine and extend the limited body of knowledge to date on crowdfunding by exploring the phenomenon in a non-western, non-developed country contexts where social norms and values differ. This was achieved through uncovering and



explicating the effects of cultural dissimilarity on motivation, decision-making, construed ethics and general engagement with crowdfunding ideas. Implications for theory into e-marketing and cross-cultural marketing, as well as for practitioners seeking to develop effective crowdfunding campaigns in a Southeast Asian cultural environment, are discussed to conclude the paper.

Keywords: Crowdfunding; institutional profile; consumer engagement; e-marketing; national culture; Thailand.



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