

## FOREWORD

On the brim of 2023, we are now living in a post-COVID period, with divergent recovery and varied resilience, looking ahead to another challenging year with hope, and determined for success.

On one side, we must proceed with care. The World Economic Forum's **Global Risks Report 2023**, includes a cost-of-living crisis, extreme weather, climate change, and cybercrime among its top-10 short term risks (< 2 years); while long term (10 years) risks encompass climate change, biodiversity loss, natural resource crises, and widespread cybercrime and cyber insecurity [<http://www.weforum.org/reports/global-risks-report-2023/>]

In line with the World Economic Forum's report, the key message from the World Trade Report 2022 is that trade and climate change are deeply intertwined and that more effective responses and that to adapt to climate change we need stronger and better international trade cooperation [[https://www.wto.org/english/res\\_e/publications\\_e/wtr22\\_e.htm](https://www.wto.org/english/res_e/publications_e/wtr22_e.htm)].

This issue will not far away from you, wherever you are. We in Thailand, may be more fortunate than those in Buffalo, New York, experiencing the largest snowfall in a century and temperatures dropping to -40 °C. Meanwhile, people in northern China, South Korea, and Japan are also facing extreme cold weather and snowstorms capable of causing deaths. Nevertheless, we in Thailand are suffering the effects of highly polluted air with high levels of PM2.5 calling for an effective reaction from authorities before the issue becomes a threat to the tourism revival.

On a bright side, thanks to continual technological advancement, the World Economic Forum presents **5 key Technology Trends** for 2023, namely **green tech** (now with the much lower cost of solar and wind power, making renewable energies cheaper than fuels, while EVs begin to replace gasoline cars); **hyper-connectivity** (expansion of 5G coverage); **quantum computing R&D** (facilitating R&D processes to solve complex problems quickly); **gene editing** (CRISPR—the gene-editing technology that won a Nobel Prize in 2020 will become more widely used in medicine); and lastly **AI—artificial intelligence** (watch out for Chat GPT! This AI can create a web page or a marketing ad for you in the blink of an eye!). [<http://www.weforum.org/agenda/2023/01/5-technology-trends-to-watch-in-2023/>].

We have seen major IT companies, such as Microsoft, lay off employees, while relying more heavily on AI in their work system. Humans must re-skill, up-skill, and gain new skills to stay ahead of the game and not become replaced by AI.

At the national level, Thailand tourism prospects look promising as Thailand and its major tourism locations (e.g. Bangkok, Phuket, Chiangmai) are listed as top choice travel destinations by many sources, such as Business Insider, [<https://www.worldatlas.com/articles/top-tourist-destinations-in-the-world.html>], [<https://www.holidify.com/collections/best-places-in-the-world>]

With more tourists coming in, the Thai Baht is becoming much stronger compared with last quarter of 2022. A few pieces of advice from us: (1) for Thai people in general, be proud to show off your Thainess—being a warm, kind, and friendly host. Just to give one WOM example regarding a French lady who loves Samui Island, and has kept coming on many occasions. One day local villagers there found her repeatedly and tirelessly picking up garbage on the beach. Deeply touched by her behavior, they offered her fresh, delicious coconuts to drink. There are limitless accounts of heart-warming stories like this. Be one and create more. This attracts foreigners to come and to love Thailand; (2) a warning message, especially for officials on duty as well as business owners, please don't compromise on safety measures. There should be no more loss of lives caused by lack of basic equipment or skills practice when

travel; (3) there should also be no corruption, over-charging, or illegal treatment to foreigners. In the digital era, one case can damage the whole country. Finally, (4) stay safe from Covid, protect yourself as well as ever.

Our last caution and a plea to those involved, with the continuing Russia-Ukraine conflict, and increasing support to Ukraine from America, Germany, and other countries, we pray for world peace and negotiations instead of war.

In this first issue of the year 2023, we are destined to work harder in an attempt to carefully screen and select only high-quality papers for publication while still nurturing the promising work from researchers with new insights in the hope that we will, as a result, move up to a higher quartile in all categories. As such, this January-March 2023 issue, we are especially proud to present 9 articles and a book review carefully selected for our readers. I wish to express my deep appreciation for our reviewers' time and input of expertise through their professional review process.

### **1) Consumers' Intentions to Buy Energy-Efficient Household Appliances in China**

This paper investigates the intentions of Chinese consumers to buy electrical household products with energy-efficient labels, using induction cookers as a case study. Data were collected from June to August 2019 using an online survey distributed to Chinese residents through convenience sampling. The SEM and G\*power analysis revealed that consumers' intentions to buy an energy-efficient induction cooker were primarily driven by their attitudes towards energy-efficiency. The study suggests that clear and sufficient information on energy-efficiency and energy labeling is necessary to adequately convince consumers.

### **2) How to Enhance Perceived E-Learning Usefulness: Evidence from Thai University Students**

This study aimed to investigate the perceived usefulness of e-learning among Thai university students via convenience sampling of 625 students currently studying through an e-learning platform. A total sample of 478 valid responses were collected for SEM analysis. The study revealed that confirmation and perceived risk showed significant impacts on students' perceived enjoyment. In addition, students' perceived usefulness of e-learning was significantly influenced by confirmation and perceived enjoyment, but not perceived risk.

### **3) The Likelihood of Fraud from the Fraud Hexagon Perspective: Evidence from Indonesia**

Fraudulence can have an enormous impact on business. It is unethical and punishable. Based on the fraud hexagon, the latest model introduced by Georgios L. Vousinas in 2019, this research examined the effect of the fraud hexagon elements on the likelihood of fraud from a sample of 76 manufacturing firms listed on the Indonesia Stock Exchange 2015-2019 using the Beneish M-Score model and logistic regression. The findings indicate that stimulus impacts the likelihood of fraud.

### **4) Visual Branding on Indonesian Tourism Destinations: Does it Affect Tourists?**

This study was conducted to reveal the interactions of the visual components of branding in Indonesia's tourism destinations with tourists' perceptions and affection. Shapes, colors, and slogans, could influence the perception of tourism destinations' characteristics, affecting tourists' choices in planning trips. A qualitative descriptive visual analysis was applied to review logos from a semiotic perspective. SEM-PLS analysis was used to uncover the relationships of the shape, color, and slogan variables, utilizing data collected from 216 respondents. Results were presented and discussed.

## **5) Neuromarketing Research on Consumers' Visual Perception of Cryptomarking a Product Package**

Packaging methods in the dairy industry are increasingly changing to meet the needs of consumers in the food industry. New digitalization concepts for dairy packaging include many features that provide not only protection and extended shelf life, but also improved consumer awareness of product quality and functionality. This article discusses the possibility of using cryptographic protection via a two-dimensional barcode (QR code) on milk packaging to effectively inform consumers about the product and its ingredients.

## **6) Identifying Factors Influencing Consumers Not to Skip TrueView Advertising on YouTube**

Identifying new factors driving customers to skip advertising has sparked attention in advertisement in the digital environment. This study aims to identify the factors that affect skipping advertising on YouTube, discussing the extent of advertising avoidance behavior. Data were collected via an online questionnaire from a sample of 478 individuals with experience watching TrueView advertising on YouTube. Using the theory of planned behavior, the findings show that attitude towards advertising value is a serious concern.

## **7) An Analysis of Destination Reputation, Perceived Value and Environmentally Responsible Behavioral Intentions of Domestic Tourists to Scuba Diving in Andaman Coast, Thailand**

This research aims to (1) study the effects of destination reputation on the environmentally responsible behavioral intentions of domestic tourists regarding scuba diving, and (2) perceived value as a mediator of the relationship between destination reputation and the environmentally responsible behavioral intentions of domestic tourists at the Andaman coast. The results showed that destination reputation did not affect environmentally responsible behavioral intentions. However, destination reputation affected the three dimensions of perceived value: epistemic value, conditional value, and functional value.

## **8) Understanding the Relationship Between Trade Show Motivational Attributes, Trade Show Participation, and Business Performance**

This empirical study identifies the dimensions of trade show motivational attributes and examines the relationship between trade show motivational attributes, trade show participation, and business performance. A quantitative approach was applied. Data were collected using both purposive and convenience sampling, with data collected from 501 exhibiting companies participating in various trade shows in Thailand, using online questionnaires. Exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM) were undertaken to analyze the data. The findings indicated that new normal activities had the greatest effect on trade show participation, followed by facilitating services, marketing intelligence activities, relationship marketing activities, enhancing corporate image, and commercial selling activities respectively.

## **9) Impacts of COVID-19 Non-pharmaceutical Interventions on Trade Flows: A Global Panel Vector Autoregression Analysis**

The COVID-19 outbreak has contributed to a tremendous global decline in international trade flows. The pandemic has affected the international movement of people, goods, and services. In this study, the Panel Vector Autoregression (PVAR) method was conducted using country-level panel data collected from various international sources including the United Nations, World Bank, and the University of Oxford. The results show that COVID-19 stringent closure and social distancing measures and containment and health-related measures had

significant negative impacts on trade flows. In contrast, economic support measures showed significant positive effects on trade.

### **10) Book Review**

This issue features a review of an excellent book titled “**Why Nations Fail: The Origins of Power, Prosperity, and Poverty**” authored by **Acemoglu, D.**, an award winner of The John Bate Clark Medal and world-renowned expert in political economy, now a professor at MIT, and **Robinson, J. A.**, a professor at Harvard University. Published in 2012, this book is a pioneer in exploring the impacts of political institutions on the economic development of a nation.

As stated earlier, we are proud to present the various papers of this issue, many of which were contributed by outstanding scholars in their respective fields who actively publish their papers in high-ranking international journals.

As ever, I wish to express my deep gratitude to many parties without whom we would never have accomplished this current issue: screeners, reviewers, editors, Editorial Board, editor team, and of course, our contributors and readers. My special thanks to Rev. Brother Dr. Bancha Saenghiran, the Board of Advisers, and the Editorial Board members.

Enjoy your reading and let us know any suggestions you may have.

**Absorn Meesing, Ed.D.**  
Editor-in-Chief  
ABAC Journal