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The International Journal of Intelligence, Sciences, Social Sciences and Sustainability created with the goal of spreading academic papers, research findings, and exchanging ideas, knowledge, and new developments. Intelligence, Sciences, Social Sciences and Sustainability Experts in related subjects from a variety of international institutions assessed each paper.

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IJISS has retained its prominent standing as one of the internationally authorised journals in the world ranking, as well as being user-friendly and easy to access and publish. The IJISS has consistently prioritised high-quality research for double-blind review by renowned and meticulous specialists. In this first volume, we are delighted to publish scholarly papers from our partner institutes, universities, professors, researchers, master's and doctoral students.

The challenge of the "New Advanced Social Intelligence Era 6.0," which emphasises high competency and quality in innovative creation, automation, production services, and adding value in production and services, is currently confronting intelligence, sciences, social sciences, economics, law, health, and sustainability. Driving necessitates additional investigation, learning, and expertise.

The journal's team would like to convey our heartfelt gratitude for the ongoing interest and participation from international academics, which helps to build a solid basis for our journal in the years to come.

Dr. Supot Rattanapun  
Editor in Chief,  
IJISS

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## AN INVESTIGATION OF SOCIAL MEDIA ON LEADERSHIP AND EDUCATION MANAGEMENT IN CHINESE ARTS COLLEGE

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### **Abstract:**

This study intends to investigate the on social media leadership in Chinese art learning, highlighting how new social media has had a positive impact on the new media leadership. This study used a mix of methods. in-depth examination using semi-structured interviews, The results show that the current situation of art learning environment in the new media era is examined, and art educators are encouraged to use new media software to assist in teaching. In the new media environment, we should adopt a constructive attitude toward the new media information platform and provide good teaching and administration of art students in colleges. The innovative work path of art learning environment in the new media era proposed in this paper encourages colleges to take corresponding measures in accordance with their actual situation, in order to improve leadership efficiency and effectiveness, promote college sustainability, and promote social harmony and progress.

**Keywords:** Arts learning environments, New media leadership

### **INTRODUCTION**

Students' creativity and imagination are shaped by arts education, which plays a significant part in their development and evolution. Traditional methods of arts education have become obsolete and ineffectual as technology has advanced and the influence of new media has grown. To understand the impact of technology on arts education and to find the best strategies to integrate new media into the arts education curriculum, innovative research into the administration of arts education in the new media age is required. Students' creativity and imagination are shaped by arts education, which plays a significant part in their development and evolution. Traditional methods of art education have become obsolete and ineffectual as technology has advanced and the influence of new media has grown. To understand the impact of technology on arts education and to find the best strategies to integrate new media into the arts education curriculum, innovative research into the administration of arts education in the age of new media is required.

### **RESEARCH QUESTIONS**

1. What are the current situation of Chinese art learning college?
2. What are the social media and leadership styles in Chinese art learning college?
3. What factors will impact to Chinese art college can be hamper their work performance performance?
4. How new social media and leadership has impact on Chinese art learning college?

## **RESEARCH OBJECTIVES**

The objectives of this study are:

1. To investigate new social media leadership in Chinese art learning,
2. To highlight the new social media leadership impact on Chinese art learning.
3. To improve the effective leadership of arts learning

## **RESEARCH HYPOTHESIS**

H1: New Social media influence the educational management of arts education by providing new and innovative approaches to teaching and learning, access to a wider range of resources, and increased opportunities for collaboration and interaction.

H2: The educational management of arts education impacts on arts students by providing them with more engaging and interactive learning experiences, access to a wider range of resources, and opportunities for collaboration and interaction.

H3: The impact of new social media on the educational management of arts education and on students will be measured in terms of their attitudes, engagement, motivation and achievement.

H4: Excessive usage of social media in Chinese art college hampers work performance

## **RESEARCH BENEFIT**

The study adds valuable insight into the problems and opportunities of integrating new social media leadership in art learning educational settings through its detailed analysis of the use of new social media leadership in arts art education environment. This study's research design and methods could be utilized as a template for similar studies in the future, and the results could yield important insights for teachers, school leaders, and policymakers. Researchers hope their findings will help them create new ways to organize arts instruction and push the boundaries of what's possible in the digital age.

## **THEORY AND LITERATURE REVIEWS**

### **1.1 New Social Media**

LinkedIn-like business social networks. Facebook, Line, Dingtalk, Tiktok, Instagram, Wechat, Twitter, etc. Some workplaces employ them. Social media has various commercial functions, including marketing, customer service, and internal communication. Social networking lets workers talk about employment and find new jobs. Human resources departments use social media to communicate organizational changes, company events, and employee social activities. Social media posts can reveal staff morale and motivation to managers. Companies can use social media for a variety of reasons, including communication, employee engagement, and morale. These digital mediums are advantageous since they are low-cost and easy to use. The promise of social media marketing is recognized by many businesses, especially those of a smaller scale. Unfortunately, few people know how to put together a successful social media marketing strategy.

It's possible that a business can get an edge by using social media to poll its customers. Better decisions may be made when pertinent information is readily available and shared in real time. This is a great way to collect and organize vital group information. This information is crucial for understanding the strategies and outcomes of one's competitors. Therefore, management can take action to counter the hazards. Factors like corporate culture, industry, and leadership style affect a CEO's level



of success and happiness with social media platforms. New social media is often associated with a number of positive connotations, including increased access to information, democratisation of the media, and greater opportunities for collaboration and creative expression. However, it also raises concerns about privacy, security and the quality of information available.

There are several key features of the new social media, including the rise of digital technology, the Internet and social media. It is characterised by a high degree of interactivity, user-generated content, and the blurring of traditional media boundaries. In addition, new social media is characterised by an increasing reliance on mobile devices and the growing importance of data and analytics.

### **1.2 Leadership**

A successful leader demonstrates the trait of being open to new ideas by taking into account the opinions of others around them (Eagly, Johannesen-Schmidt, & Van Engen, 2012). According to research by Collinson and Tourish (2015), employees are more inclined to provide their honest ideas when their manager appears reasonable by asking for them. This has the potential to improve the quality of decisions made, promote a healthy work environment, and reduce employee pushback.

Tannenbaum and Schmidt (1973) classify the various approaches to leadership as follows: autocratic, in which leaders make all decisions; participative, in which managers include employees in decision making; transactional, in which compliance is emphasized; and servant, in which the needs of others come before one's own. The way different types of leadership are practiced in the present era is being influenced by the prevalence of social media.

Hersey and Blanchard (1999) propose a situational leadership style that adapts to the development style (or level and ability) of followers and how ready and willing they are to perform tasks and consider the situation. Its practicality made this leadership style popular. Leaders use this approach to handle complicated difficulties and uncertain situations (Pawel, 2013). This leadership research is based on transformational leadership, which James MacGregor Burns established in 1978. Burns (1978) says that transformative leadership helps leaders and followers improve morale and motivation.

Transformational theory is an enlightened leadership theory which seeks to make tomorrow better, it endeavors to instill vision and purpose in employees. It is based on the philosophy of motivating and galvanizing employees and followers to get the desired results. As the name suggests, transactional theory largely deals with the transactional, generic, and administrative kinds of activities a leader does. Burns transformational theory was later further refined and expanded by Bass and Avolio based on the impact that it has on followers. He emphasized that the transformational leaders need to gain trust, respect and followership from the followers.

### **1.3 Educational management**

The purpose and significance of educational management have been the subject of numerous theoretical frameworks such as Systems theory, power-change theory, and transformational leadership theory. These theories serve to guide decision making and problem resolution in the context of educational management.

#### **1.4 Art learning Environment**

Students in the arts are those who want to learn more about the visual arts, music, dance, or theater. Creative and original thinking are common traits among art students, giving them a leg up in the classroom and on the job. However, teaching and mentoring art students can be difficult because of the need for certain expertise, as well as the availability of materials and facilities.

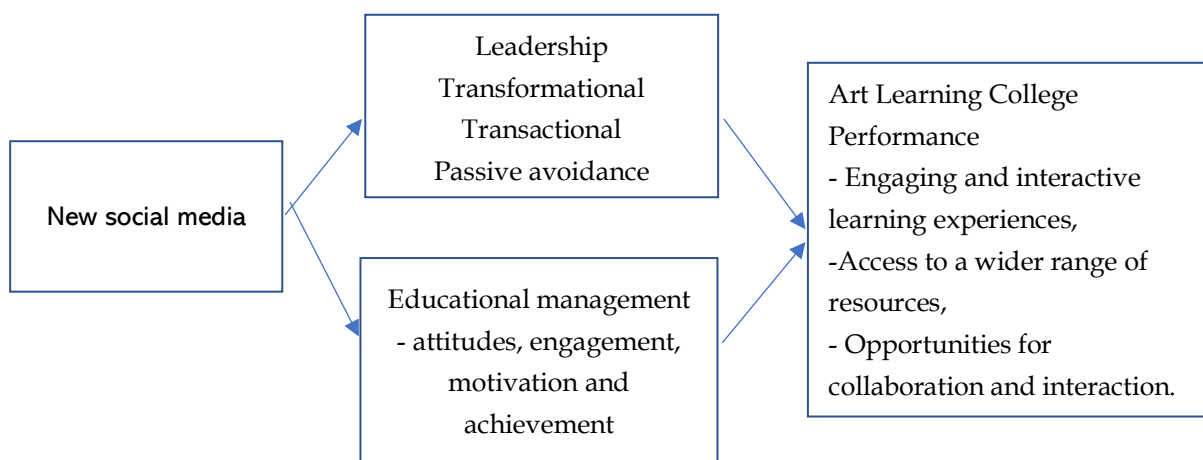
#### **2. Literature Reviews**

Sajjad Haider, Zhu Yanru, Fan Yunxin. (2016). Study on the impact of Social Media on Public leadership: A case-study of Public Officials in Lanzhou, China. (2023). This study examines how public sector executives in Lanzhou, China, are adapting to new organizational and societal changes. The internet and technology have changed workplaces and management, making leadership difficult. Social media can better lure today's more aware, knowledgeable, and smarter employees than traditional motivational approaches. The study collects empirical data from mid- and upper-mid career officers in public sector agencies. The results suggest that public officials use social media at work to interact with friends and family and less for organizational goals, and they utilize transformational leadership. This study helps explain how public sector officials use social media and their leadership styles.

Results from international studies comparing the effects of the digital era on the administration of arts education are consistent with those of studies conducted in the United States. The employment of digital technology in the classroom, the effect of social media on arts education, and the difficulties confronted by students of the arts in the modern media landscape have all been the subject of extensive international study. However, additional subjects, such as the influence of the new social media period on art education policies, and the role of art educators in the new social media age, have been examined in international studies. In a 2018 article, Fatma Koybasi Semin argues There has always been a sizable community of internet users who, using various types of online media, disseminate and discuss the work of others. User-generated data or content is currently at an all-time high, thanks to the advent of Web 2.0. Much writing has already pointed out the widespread practice of information sharing among new social media consumers that has resulted in the birth of this very database. Web 2.0 has evolved to place a greater emphasis on the free and open exchange of knowledge.

The most insightful analysis of the present social climate can be gleaned from the then-emerging new social media. Many researchers have tried to pin down what exactly constitutes "new social media," and they've done some serious work separating the various schools of thought on the subject. To develop, distribute, and trade customer-produced content or web-generated data mechanics, new social media users are equipped with a set of Internet tools and applications that are typically based on the idea of the Thousand Web (OpreaValentin, 2017). With the help of new social media, our students and others are able to share their thoughts and research with one another; have meaningful conversations about the content of information; and build meaningful connections with one another through online social networks.

## CONCEPTUAL FRAMEWORK



## RESEARCH METHODOLOGY

### 1. Population and Sample size

Participants were undergraduates at a specialized art university. Purposeful sampling was used to determine the sample for this investigation. Purposive sampling is a type of sampling in which respondents are chosen from a pool based on predetermined criteria, in this case, the presence or absence of previous experience with new social media arts education.

1017 art students from the city's universities, all aged eighteen and up and pursuing bachelor's degrees, made up the study's sample. We polled the intended demographic of college students with 1156 questionnaires and got back 1017 usable responses.

### 3. Data preparation and data analysis

Respondents' responses were recorded taking into account the selected variables and the information accumulated through the poll, and the data collected was broken down using the statistical software SPSS. The statistical software SPSS was used to check the reliability of the data collected. At this point, standard deviations and mean scores were calculated for each characteristic to identify the most influential factors. Next, an analysis of variance (ANOVA) was applied to assess and verify the consistency of respondents' opinions. In summary, the findings identified important information that can be used to assess the underlying factors that influence students' learning behaviour. The main objective of this study was to discover the positive and negative factors of learning in new social media courses, and how these factors influence the behaviour of our art students. After careful examination and screening, 18 factors that influence student behaviour were included in this study.

The questionnaire for the proposed study was designed in two parts to check the opinions of the respondents. The initial part of the survey collected demographic information about the respondents, such as age and gender. The second part of the survey consisted of 18 factors selected from the literature on the impact of new social media. The survey asked university students to answer questions based on both positive and negative factors indicating how these factors affect their daily lives, and this survey was based on a five-point Likert scale to assess the degree of agreement.

## **RESULTS OF DATA ANALYSIS**

The results of the test in the table above show that the KMO value is 0.982. large thousand 0.7 considers the questionnaire to have relatively good construct validity.

The mean value of positive influence is  $M=3.7534$  and the mean value of negative influence is  $M=3.7068$ , indicating that the positive influence of new social media is somewhat bigger than the negative influence. This suggests that positive variables have a stronger influence on pupils' learning behavior.

They use social media for a variety of reasons. 26.4% strongly agree that they connect with social media, while only 4.8% dispute that they utilize any type of social media. This demonstrates the extensive appeal of social media among ar college officials and demonstrates that they stay connected with their teams, supervisors, friends, and family.

The data gathered also revealed that a stunning 4% of firms have a comprehensive social media policy covering nearly everything; yet, 20% of organizations have a policy on social media but not a comprehensive one. 5% believe that policy is being considered, while 30% believe that no policy exists in their organizations. The majority of people (40%) are unaware of any social media policy in their organization.

## **CONCLUSION, AND RECOMMENDATIONS**

In today's society, traditional teaching models and learning environments have been challenged in a number of ways because they do not offer students the space and choice to change. The incredible and growing popularity of new social media has made flexible teaching and learning models possible. A review of the relevant literature and a survey of students' use of new social media types in the curriculum, together with demographic analysis data, has led to a new direction for this research.

From an educational perspective, students and teachers are considered to be the most important components of the educational process, and new social media applications facilitate the co-creation and sharing of learning environments and knowledge content. New social media tools are aids to the learning process for students and can be of great help to educators. At the same time, teachers and parents are advised that a healthy balance needs to be maintained in allowing the use of new social media software, as overuse may have a negative impact on students' minds and bodies but with the popularity of the internet, which is in almost every household, for the few cases where economically underdeveloped areas may not have access to the internet or in extreme conditions cannot connect to it, then new social media is almost This is because all new social media programmes need to be implemented via the internet, so it may not be possible to start a new social media-based teaching model in this area at all.

The new social media model allows students to communicate with each other around the world without contact and to plan their work without leaving home, which is unique in the context of the epidemic. The fun, innovative and interactive platform of the new social media programme makes it even more interesting than offline teaching.

Social media & Leadership

The influence of grassroots movements like Occupy Wall Street and the Black Lives Matter campaign. Crowdsourcing has even been traced back to the inception of well-known websites like Wikipedia and Facebook (Gautney, 2011). Many of these movements gained national and worldwide attention thanks to social media, but they were not led by a single person but rather by a group of people who used the hashtag system to identify and disseminate their views (Domelle, 2014). Members of a crowdsourcing group are treated equally, and their opinions are valued (Cancialosi, 2015; Shih, 2016). Together, group members discuss and weigh options before settling on a final decision (Gautney, 2011; Shih, 2016). The decision making procedure in a crowdsourced setting is open and public.

In crowdsourcing, participants work together to make decisions while considering multiple perspectives. Now that we live in a more varied society, it is essential that businesses solicit opinions from a wide variety of constituencies. Moreover, Millennials are more team-oriented than their predecessors of Generations X, Y, and the Baby Boomers. Millennials, the generation currently in the workforce, are more productive and happier when they can contribute to a team (Cancialosi, 2015; Shih, 2016). As more Millennials enter the workforce, leaders might benefit from adopting this method of making decisions.

Traditional hierarchical leadership instructions may be outdated due to the rapidity with which firms are evolving today (Jucan et al., 2013). Both customers and investors expect immediate responses and open communication. The always-connected customer cannot be satisfied by quarterly board meetings or news releases. Social media is a method of mass communication and promotion. In today's corporate world, when customers and employees can get messages from people all along the supply chain via social media, downward-only communication is becoming increasingly out of date (Jucan et al., 2013).

In conclusion, the positive impact of new social media on art students' learning is slightly greater than the negative impact, especially in the context of the epidemic, where contact-free, independent learning is essential.

## **DISCUSSION**

In response to the psychological situation of art students, who may have poor concentration, are easily tempted by new things, are more open-minded, have higher self-esteem, have weaker psychological tolerance and are easily depressed, schools can establish a systematic psychological guidance mechanism and create personalised psychological intervention files for students. We should also continuously follow up on the physical and mental development of students, and should pay particular attention to art students. In order to prevent psychological problems among students in the arts, we need to pay particular attention to strengthening communication with students. At the same time, we need to improve the psychological counselling system, regularly assess the psychological well-being of art students and, based on the information collected, provide targeted psychological counselling services and offer psychological health courses to address the root causes of psychological problems encountered by students. With the advent of the new social media era, the traditional management mode can no longer fully meet the needs of art college education and management. Therefore, based on the current social development, schools should have a deeper understanding of the psychological characteristics and needs of art students, and art college education managers should also adapt to the new educational development needs, innovate the management mode, and essentially

solve the problems of art college education management. The school should also adapt to the new educational development needs, innovate the management mode, and essentially solve the problems in the education and management of art universities, improve the education and management ability through innovation, improve the comprehensive quality of art students, and promote the overall improvement and development of students' practical operation ability and ideological and political ability.

Companies that emphasize servant leadership may be in the greatest position to use social media to advance their business in light of recent and projected developments. Being a leader is becoming less important than serving those under you. In the twenty-first century, leaders that put their company's community (i.e. stakeholders) first, including investors and customers, will be the most successful (Liden et al., 2013). They're the ones who can start a widespread conversation on social media and forge relationships with these key players. Leaders that adopt a servant mentality seek to understand their followers and connect with them on a genuine level (Gillin, 2016; Lichtenwalner, 2016). Using social media, businesses may easily learn about their employees' and consumers' personal and professional lives. Using social media is a simple and efficient technique for servant leaders to involve their stakeholders in the decision-making process (Jucan et al., 2013). These leaders can now receive feedback at scale in addition to providing it. The use of social media fuels this vast two-way feedback system (Jucan et al., 2013). In this era of social media and decentralized decision-making, the servant leader concept is more relevant than ever.

#### Social Media & Leadership

Many art colleges prefer transformational leadership. Since it's hard to change, some teachers prefer transactional. Young, educated, and reputable officials like transformative leadership. Others use a situational leadership style, which Hersey and Blanchard (1969, 1977, 1999) characterize as a mix of transformational and transactional leadership styles, shifting to both ends and choosing a strategy based on the situation. 1) the study found that the art college is familiar with social media and uses it for a variety of purposes, including connecting with family and friends, but its use in organizational purposes is still limited and needs to be improved to provide timely information and better services to citizens. 2) China is using more online social media. Social and personal networking are their main uses. However, they serve organizational aims. 3) Art colleges embrace transformational leadership. Leadership effectiveness improves leadership change. And 4) elderly leaders who fear change still believe in transactional leadership. Social media connects friends, family, employees, and teams. However, its organizational use needs improvement.

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## A STUDY ON MOBILE PLATFORM OF CHILDREN SHOE ENTERPRISES IN CHINA

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### Abstract

This research is mixed method of quantitative and qualitative research. The objectives are to study the current situational analysis of footwear industry, To analysis startup business of mobile O2O platform and to study feasibility analysis of SMEs footwear industry. This research analyzed the PESTEL, 5 forces analysis, and SWOT analysis. we used the SWOT model to determine the strategic direction of "centralization" and "differentiation" of the platform. Finally, the SWOT model was used to determine the platform's strategic direction of "centralization" and "differentiation" of marketing mode. After determining the strategic positioning of the platform, marketing analysis and STP analysis were conducted to determine that the platform is based in the ecommerce platform and serves small and medium-sized book enterprises whose main business is children's clothing, young people aged 20-30 and special clothing. Based on the above analysis, 4Ps marketing strategy planning was carried out. Then, to implement the strategy and marketing strategy, the platform's organizational structure, manpower investment and operation are analyzed. The future financial data of the platform is forecasted, and a more comprehensive financial analysis is conducted. The analysis yields an initial investment of B350,000 required for the project, a five-year NPV of B1,751,207, and an IRR of 19.66%. Through the arguments in this thesis, the platform is risk-controlled, and the investment is feasible. This business plan is important to explore the profit model and operation mode of mobile Internet era and mobile O2O application service.

**Keywords:** mobile o2o platform, operation model, profit model, strategy research

### INTRODUCTION

The footwear manufacturing industry can be broadly divided into two major segments: organized (which includes major brands such as Bata, Service, Footlib, Hush Puppies, Borjan, and others) and unorganized (which includes labor-intensive units with semi-mechanized manufacturing facilities). This research -feasibility report covers the fundamentals of establishing a semi-mechanized Children Shoes Manufacturing Unit. The venture's main product range includes several types of sleepers, chapals, sandals, fleets, and boots in all sizes for youngsters, ranging from size 03 (European 21) to size 05 (European 38). However, the September 2022 Pre-Feasibility Study Children Shoes Manufacturing Unit 6 The manufacture of various types of shoes will vary according to seasonal demands. For example, demand for closed shoes (such as fleets and boots) is higher in the winter, while demand for open shoes (such as sleepers, chapels, and sandals) is higher in the summer. To keep the project running throughout the year, the production of various types of footwear will be organized according to seasonal trends.



Machinery made in China is widely available in the local market and will be placed in the planned unit. The unit's installed capacity will be 600 pairs of shoes per day (198,000 pairs per year). The open and closed shoe product mix will mostly consist of "A Grade" and "B Grade" pairs of shoes. The planned venture will give direct work opportunities for 12 people, including the owner/manager. To lower initial capital expenditures, it is anticipated that the unit should be constructed near any big city in a rented premise.

## **CURRENT SITUATION ANALYSIS**

### **1. Environment Analysis**

PEST analysis requires a large amount of relevant research data and a deep understanding of the company under analysis, otherwise it is difficult to carry out such analysis. The main economic aspects are the level of economic development, size, growth rate, government revenues and expenditures, inflation rate, etc. Political aspects include political system, government policies, national industrial policies, relevant laws and regulations, etc. Social aspects are population, values, moral level, etc. Technological aspects are high technology, process technology and breakthroughs in basic research<sup>[13]</sup>.

1.1 Environmental analysis, the country has introduced various measures to coordinate planning, accelerate network upgrades, and coordinate the coordinated development of networks for 5G, WLAN, and LTE. It has provided basic network support for the development of mobile interconnection<sup>[14]</sup>.

#### **1.2 Economic analysis**

China's second-largest economy has boosted mobile Internet growth. Mobile users grow rapidly. 2022, China's communications industry to fully implement the spirit of the Party's 20th National Congress, resolutely implement the Party Central Committee and the State Council's important decisions and deployments, fully promote the construction of a strong network and digital China, focus on deepening the integration of the digital economy and the real economy, 5G, gigabit optical network, and other new information infrastructure construction has made new Telecommunications revenue would rise 8% to 1.58 trillion yuan in 2022, according to preliminary estimates. Telecom business rose 21.3% to 1.75 trillion yuan in 2022 [16]. In 2022, fixed Internet broadband access service revenue reached 240.2 billion yuan, up 7.1% from the previous year, while telecom business revenue declined from 15.3% to 15.2%, reducing telecom business revenue growth by 1.1 percentage points. 2022, the completion of Mobile data traffic business revenue of 639.7 billion yuan, a rise of 0.3% over the previous year, in telecommunications business revenue accounted for 43.4% of the previous year decreased to 40.5%, pulling 0.1 percentage points. In 2022, 1.863 billion households gained 3,933 telephone subscribers. The overall number of cell phone users was 1.683 billion, up 40.62 million from the previous year, and the penetration rate<sup>2</sup> was 119.2 per 100 people, up 2.9 from the previous year. 561 million 5G mobile phone users comprised 33.3% of cell phone customers, up 11.7 percentage points from the previous year. The number of fixed-line telephone subscribers dropped 1.286 million to 179 million, and the penetration rate dropped 0.1 per 100 people to 12.7 per 100 [17].

China's online shopping market continues to steadily improve. Data show that in 2021, the national online shopping market size reached 9.19 trillion yuan, up 18.5% year-on-year; among them, the online retail sales of physical goods amounted to 7.50 trillion yuan, up 15.2% year-on-year, accounting for

23.6% of the total retail sales of consumer goods, contributing 22.1% to the total growth of social zero, steadily improving for six consecutive months. The online shopping industry is expected to "remain on a high growth track" in 2022 <sup>[20]</sup>.

### 1.3 Social analysis

(1) User penetration has further increased, and the Internet industry in China has continued to grow in recent years. The Internet continues to create new industry opportunities and is more closely connected to people's lives. Although the growth rate of the number of Internet users in China has slowed down in recent years, the overall penetration level of the Internet in China is high, and the penetration rate will further increase in the future. According to the China Internet Network Information Center (CNNIC), the number of Internet users in China grew from 772 million to 1.032 billion from 2017 to 2021, with an average compound annual growth rate of about 8%. in 2022, the size of Internet users in China is expected to increase further, with the number of users reaching 1.084 billion <sup>[21]</sup>.

### 1.4 Technology analysis, 5G development to promote the layout of mobile Internet

Currently, China has entered a new stage of economic development driven by technological innovation. "The outline of the 14th Five-Year Plan emphasizes the importance of deepening the structural reform on the supply side and leading and creating new demand with innovation-driven, high-quality supply. To ensure high-quality and sustainable economic development, China needs to broaden the economic growth space through frontier technology innovation, and through years of technological catch-up and capital accumulation, China has the ability and foundation to do so <sup>[24]</sup>.

## 2. Five Forces Model

According to Michael Porter's (MichaelPorter) five forces model, the competitive environment of the platform is analyzed. Bargaining power of suppliers, bargaining power of buyers, the ability of potential competitors to enter, the substitution power of substitutes, and the current competitive power of competitors in the industry.

1) Existing competitors in the industry. Several Internet giants are accelerating the pace of building their respective ecosystems. Several giants can be said to be the leaders of the industry, establishing industry rules and actively influencing users to promote the development of the industry. It can be said to be the building period of the industry.

2) Threat of potential entrants: O2O can be said to be the last blue ocean of e-commerce, so there are few companies who want to enter this industry. And as users and companies recognize the O2O model, companies will also increase their investment in O2O and may build their own platforms similar to the platform.

3) The threat of substitutes. As O2O is an emerging industry, it was born along with social development and technological development. Traditional channels and e-commerce can be used as substitutes in one way or another. It can be said that O2O is a subversive innovation to traditional channels.

4) Bargaining power of suppliers. The main purpose of the platform is to provide O2O integration tools, involving mobile terminals, data centers, API interface resources, etc. The suppliers of the platform mainly involve the mainstream e-commerce platforms and social media platforms.

5) Bargaining power of buyers. Mobile O2O is the general trend of social development, and enterprises are inevitably involved in the flood of O2O, so the demand of enterprises in O2O is still very strong, but the initial entry threshold is low, and vicious competition of similar products inevitably occurs, which leads to a certain pressure in the bargaining power of buyers. In response to this consideration, the platform strives to create a niche service industry and enhance its core competitiveness.

### 1.2.3 SWOT Analysis

Strength	Opportunity
<p>The potential partner is conversant with all FMCG categories and has over 1,000 customer resources.</p> <p>The other partner has many years of IT service experience.</p>	<p>1) The rapid growth of China's local life service e-commerce business before O2O e-commerce macro environment study.</p> <p>2) Internet reaches second- and third-tier cities Ariadne reports that China's Internet is expanding to second-and third-tier cities and even rural areas, which will boost the O2O business.</p>
Weakness	Threat
<p>1) Unknown platform the startup platform lacks industry influence. Well, mobile O2O is an embryonic industry with few significant firms, success stories, and entrants still stumbling and exploring business models.</p> <p>2) User products are immature and still in development.</p> <p>3) Due to the platform's low initial investment, the operation team is inexperienced, and partners' industry influence is needed for first marketing.</p>	<p>Tencent's strategic stake in Popular Dianping, Ali's cooperation with Yintai, Tencent's stake in Jingdong and packaging its Pai Pai and QQ Online Shopping to Jingdong, and Ali's acquisition of Gaode signal that O2O is becoming a new hot spot, but they also indicate fierce competition.</p>

### RESEARCH OBJECTIVES

1. To study the current situation of footwear industry.
- 2.To provide mobile O2O services for regional scattered small and medium-sized footwear enterprises,
3. To explore a feasible O2O operation model and support system.
4. To the study of mobile O2O application scenarios and the attempt to promote O2O on the enterprise.

## **FEASIBILITY**

Online-to-offline (O2O) marketing focuses on connecting consumers with physical storefronts. More businesses on the platform will draw in more customers, and vice versa because of the platform's robust cross-side network effect. The platform's primary goal is to satisfy the requirements of all participants. The key to the growth of O2O platforms is their ability to strike a good balance between the requirements of online shoppers and those of traditional brick-and-mortar stores, thereby adding value for both. In particular, users are interested in receiving recommendations for what to buy, learning about sales and other discounts, finding ways to streamline their purchasing, and rating and discussing their own purchasing experiences. On the other side, retailers have an interest in the O2O platform since it can help them boost sales, cut expenses, build their brand, and study consumer preferences. Based on the results of the platform's market research, it has settled on serving mostly small and medium-sized businesses in the clothing and footwear industries, with a secondary focus on the motherhood and cosmetics industries. Despite their differences in size and focus, large businesses in this market share a number of characteristics, including a large user base, cyclical consumption, a need for offline experience, a plethora of small and medium-sized brand enterprises in the industry, and a shrinking profit space due to increasing competition in the Internet age.

To encourage consumers to buy genuine by offering unified points management, multiple points accumulation channels, and real-time consumer promotions and optimization; Convenience (Convenience), the platform to create online purchase + store experience, store pick-up mode, so that consumers enjoy both online and online convenience, to provide consumers with a variety of purchase methods, online purchase, store Self-pickup, online purchase, express delivery, offline experience, mobile terminal orders, and other combinations of services, convenient for users to choose, reasonable arrangements for shopping pickup time, prov Communication, the platform creates a new information flow by integrating information from mainstream social networking sites and platform companies, and platform-based shopping consumers can share their shopping or use experience, interact with companies and other consumers, and help other consumers buy. Reduce consumer-business distance. Complete zero-distance communication and unlimited buying. It's also marketable.

Organization and finance: Referring to the organizational structure of IT enterprises and B2C enterprises, and combining with the characteristics of O2O, the functional structure chart of this platform was designed. The manpower requirements and salaries of managers and employees were designed according to the platform's organizational structure and the local salary situation. Estimated manpower cost. Organizationally, the platform management philosophy and staff culture nurturing make the project practicable.

All platform financial indicators were budgeted. After a detailed analysis of the platform's initial period of platform construction and hardware network investment, the platform's revenue for the next five years was estimated using data on expected resident enterprises and registered users, customer unit price and conversion rate, etc. Then the platform's cost composition was studied, each cost indicator was estimated based on the number of users at different stages of the platform, and each cost and expense was budgeted. Finally, based on the calculated costs, based on calculated investment and cost expenditures, the platform's five-year income statement, balance sheet, and cash flow statement were drawn.

This pre-feasibility study is based on an installed capacity of manufacturing 600 pairs of shoes per day on one shift basis (i.e. for 8 hours) and will be able to produce 198,000 pair of shoes annually with 330 operational days.

Table 1: Installed and Operational Capacity

Description	Total Production Capacity (Annually)	% Of Total Production	Operational Capacity 40 % (Year 1)	Maximum Operational Capacity 80 % (Year 5)
A-Pairs Production	198,000	95%	75,240	150,480
B-Pairs Production		5%	3,960	7,920
Total		100%	79,200	158,400

This business initiative relies on beautiful designs, high-quality shoes, and reasonable costs. Build solid supplier relationships for affordable, high-quality items. Sales networking with footwear wholesalers/retailers. Knowledge of current industry trends and efficient inventory management. Training salespeople for customer service. Chinese items and related producers are increasing rivalry.

#### Geographic potential

Karachi, Faisalabad, Hyderabad, Sahiwal, Peshawar, and Rawalpindi are footwear hubs. These cities have all shoe factories. Thus, any of the above cities could house a children's shoe factory. These cities also provide raw materials and labor.

#### Target Audience

The proposed programme targets middle- and lower-middle-class children aged one to fourteen. Pakistan has the 7th-largest population. 3.2 million babies are born annually.

43% of our 180 million-plus population is under 15. Pakistan's population is mostly middle- and lower-class. This creates many investment opportunities in this sector.

#### Project Cost Summary

A detailed financial model has been developed to analyze the commercial viability of Children Shoes Manufacturing Unit. Various costs and revenue related assumptions along with results of the analysis are outlined in this section. The projected Income Statement, Cash Flow Statement and Balance Sheet are also attached as annexure. 9.1 Project Economics All the assumptions in this financial model are based upon total installed capacity of 198,000 pairs annually. Whereas, during first year production capacity utilization is targeted at 40%, i.e. 79,200 pairs to be produced while 75,900 pairs (72,105 A-Grade pairs and 3,795 B-Grade pairs) will be sold. The remaining 3,300 pairs (3,135 A-Grade pairs and 165 B-Grade pairs) will be the finished goods inventory for next year.

## MARKETING PLAN

### 1. Segmentation, Target and Positioning

The O2O platform has consumers on one side and offline local merchants on the other side. Both sides of the platform have a strong cross-side network effect, i.e. more merchants will attract more consumers and vice versa. Large enterprises in such markets have the following commonalities, a large user base, circular consumption, the need for offline experience, many small and medium-sized brand enterprises in the industry,

**Market target,** The above five regions of Guangdong, Zhejiang, Jiangsu, Shandong, Fujian account for more than 80% of the national garment production, and the key regions of the platform are the above five regions. In the early stage, due to the lack of their own, the platform is located in the region of Guangdong, the early focus on digging deeper into Guangdong customers.

For the footwear industry, the target customer market can be roughly subdivided into eight different market segments: 0-4 years old, 5-16 years old, 17-19 years old, 20-25 years old, 26-30 years old, 31-40 years old, 41 years old and above, and special body clothing.

**Market positioning, Platform positioning:** Integrating mainstream social media and e-commerce, providing small and medium-sized footwear enterprises with easy-to-use products, helping them to attract traffic through the platform's resource integration advantages, while combining their own high-quality products and attractive prices, and repeating the platform's information promotion role for products with real potential to build brand reputation and improve product viscosity.

**Consumer positioning:** Through the previous market analysis, the target customer group of this platform is young and middle-aged people who widely accept the Internet and mobile Internet, and the main service objects of the platform are children and infant footwear enterprises and footwear enterprises between 20-30 years old in Guangdong region.

## **2. Marketing strategies**

**Product,** "Concentration, integration, and ease of use" is our product approach. We focus on the shoes and clothes market, which is more established in e-commerce, without scattering resources and concentrating our capabilities to strengthen our core competitiveness. The goods are simple and functional, without unnecessary features. Consider what the user wants and accomplish it comfortably.

**Price,** Platform services for small and medium-sized apparel enterprises should not be too expensive. The initial consideration is not to charge 100,000 yuan for the operation and maintenance of the enterprise, and later through the platform for the enterprise to bring increased sales and collect a sales commission, expected to be 2%, to achieve a win-win situation.

**Place,** Platforms like WeChat, Twitter, Jingdong, Taobao, and others build a business-centric ecosystem. Through the large platform to attract traffic, the platform is committed to opening up the enterprise offline entity and online e-commerce channels to integrate them and close the loop to improve enterprise sales. Improve chain efficiency, not channel efficiency. Improve platform services, promote word-of-mouth, and establish a footwear industry reputation. Social network marketing without middlemen.

**Promotion,** In the initial phase, we'll serve a few high-quality customers and expand the platform's features and usability to match the industry. When the platform's main operations mature, small merchants who fit the platform can adopt a reduced service cost or free strategy, with platform traffic and a percentage of the commission.

## **MANAGEMENT & OPERATION PLAN**

IT and marketing dominate early work. In the early stage, there is no client and platform operation data to build an operation department. Two partners—IT and marketing—funded the initiative. During the initial construction of the project, the IT department is mainly responsible for the product prototype and DEMO production, taking into account cost considerations, we consider partially outsourcing or hiring two R & D personnel, the IT department is fully responsible for one



partner, mainly focusing on the platform's construction, operation, and maintenance, taking into account the platform's information security considerations, the ma Another partner manages the marketing department and promotes platform derivatives.

O2O is a new field that combines e-commerce and offline economy. Innovation and new thinking are needed. A platform's health and competitiveness depend on its innovative corporate culture. Internet technology is competitive and constantly changing. In such a field, constant crisis awareness, innovation, reactivity, and long-term passion for work are essential. The company fosters equality, openness, and collaboration. We encourage innovation and give workers some freedom. Encourage employee innovation and financially compensate them for implementing their ideas. Flat management and equal employee cooperation. Create open, progressive, cooperative, and innovative company ideals. Focus on users' needs and do everything. Recognise market shifts.

## VI. FINANCIAL PROJECTIONS

### NPV, IRR, ROI

Three indicators, net cash flow (NPV), internal rate of return (IRR), and payback period, will be budgeted using the financial data derived from the previous sections.

Table 1 Financial projection

No.	Item	2023	2024	2025	2026	2027	2028
1	EBIT		-249100	398800	2291220	3068062.64	5604060.3
2	Depreciation expense						
3	Income taxes			99700	572805	767015.66	1401015.08
4	Operating cash flow		-249100	299100	1718415	2301046.98	4203045.23
5	Net capital expenditure						
6	Change in NWC	350000	230000	250000	280000	350000	500000
7	Total project cash flows	-350000	-479100	49100	1438415	1951046	3703045
8	Discount rate 0.12						
9	PV			39142.22	1023835.39	1239925.628	2101207.31
10	NPV						1751207.309

Net cash flow projection by the value engineering method: The annual cash flow is discounted at the benchmark rate of return (ic=12) to calculate the net cash flow. See the table above for details:

NPV (12%) = 1,751,207;

IRR = 19.67%;

Payback period  $\approx$  2 years.

**Breakeven point**

the sales revenue in the first year has to reach 284,383.56 yuan for the company to break even, based on the sales revenue in the projected five-year income statement (annual report), the sales revenue of the company in the first year is 935,200 yuan, which obviously reaches the break even. From that perspective, the project is feasible.

## **CONCLUSION AND SUGGESTION**

Mobile O2O will emerge from the mobile Internet conflict. O2O will be the next gold mine and blue ocean for traditional enterprises. Big companies are moving in 2022. Traditional firms still struggle with O2O transformation. This background spawned this platform. It helps traditional SMEs change O2O by fully integrating mainstream social media, e-commerce, and mobile terminals to solve technological issues. This strategy plan analyses the mobile O2O platform's environment, industry, rivals, advantages, marketing, and finances to reach the following conclusions:

Entering mobile O2O now is rare. Traditional businesses and consumers originally accepted O2O, driven by huge Internet companies. The market is promising as many organisations invest in O2O as a new business potential.

Employing a differentiated marketing mix and centralization to specialise. Mobile O2O should apply the product strategy of "innovation, integration, and ease of use" to build a solid reputation and brand influence in the region. Local footwear mobile O2O should be strengthened to build regional brand advantage and influence.

The platform combines its own advantages, avoids the current major platforms and mainstream local life O2O fields, takes traditional enterprises as the entry point and centre, integrates enterprises' online (official e-mall, third-party mall) and offline physical resources, forms enterprises' complete, omnichannel closed-loop shopping experience, and benefits enterprises and consumers.

The investment estimates, funding sources, and a five-year financial forecast and analysis of the platform's operation. The project requires \$350,000, mostly from partner money, with a five-year NPV of 1,751,207 and an IRR of 19.67%, Payback period  $\approx$  2 years, more than the required rate of return. Technology, market, and management risks of the platform are manageable. This platform can be invested in after thorough investigation.

## **SUGGESTION**

O2O platform companies and offline service providers must rethink their partnerships. Communication and dialogue should help both parties understand each other's relevant information, including o2o platform enterprises' field visits to offline merchants' physical stores (location, type of products or services, etc.) and the quality of goods or services, while offline merchants understand o2o platform enterprises' operation mode and joining methods. Dialogue to assess cooperation. After determining cooperation through dialogue, the o2o platform enterprise obtains detailed product or service information from the offline service merchant, builds the merchant's web service provision interface, and ensures effective information transfer. Assess risk duties and decide benefits distribution. Transparency is essential for honest and efficient cooperation.

Business-to-consumer platform, O2O platform firms must focus on customer participation and rethink consumer roles. o2o platform firms must communicate with consumers to understand their service needs, and consumers must share their thoughts for interface functioning with them. O2o



platform firms analyse consumers' needs to locate eligible offline merchants and integrate resources, making it easier for consumers to get relevant services fast. At the same time, since there is a danger of leakage of consumers' registration information and payment security, o2o platform providers should assess and address consumer hazards.

Customers and offline providers, Offline service providers must reassess their customers' experiences. Offline service providers should engage with consumers to learn their service demands and their experience after obtaining the service to summarise client issues and enhance service. Offline service suppliers should also offer easy delivery alternatives like express delivery. Consumers should also consider the hazards of offline service providers, such as bogus good reviews to boost the merchant's credit.

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## FACTORS RELATED TO THE OVERSEAS PURCHASE INTENTION OF CHINESE PEOPLE: A CASE STUDY OF THE REAL ESTATE INDUSTRY IN THAILAND

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### ABSTRACT

This research aimed to investigate the behaviour of Chinese real estate buyers, the largest foreign group in Thailand, to investigate the factors that influence Chinese purchase intentions in the Thai market, to study the relationship between environment and purchasing behavior, to study the relationship between Purchase Intention and attitudes, buying intentions, individual specifications, prices, and environmental awareness and to 5. Improving real estate buying intentions for investment and residential purposes in relation to Thai economic growth. The data was gathered using online and offline questionnaires in Thailand and China. The population for Chinese persons above the age of 18. The locations chosen for the offline survey include Chinatown, Central World, and the Grand Palace. The sample size is 366, with 180 useful off-line and 186 useful online for analysis. This study used of Multinomial logistic regression is a technique for generating logistic regression for various issues with more than two discrete outcomes. This result shows that attitudes, purchase intentions, personal specifications, price consciousness, environmental factors are related to purchasing behavior.

**Keywords:** Thai real estate, purchasing behavior, residence, investment.

### INTRODUCTION

20 years ago, there is an obviously rises of real estate market for all most of the countries in the world, due to a great fall of US sub-prime mortgage crisis, financial crisis brought a global economic recession. China also has an expansion for industry of real estate. During 1998 and 2009, the market of the apartment prices rose by 130%, real estate investment accounted for the proportion of total fixed asset investment rose to 15% in 2008 (Zhang et al., 2010). Rent price in large cities have following buying market price to increase by 30-70 percent. However, housing mortgage loan rise by 50 percent in 200. The rise in housing prices in China has led to a false perception of the sustainability of real estate, which means that a collapse in property prices can be dangerous for the economy, as 80% of homes in China are owned by individuals (Hui and Ng, 2009). The rise in real estate prices has also sparked discussions among professionals about whether There is a real estate bubble in China.

As the competitive power of Chinese enterprises increases and the international market environment changes, more and more Chinese enterprises have begun to set up overseas. As the largest country in the world in terms of installed capacity of photovoltaic power generation, in recent years, the Chinese PV enterprises have taken root in Thailand (Yang et al., 2021).

After the "One Belt and One Road" the enterprise was put ahead in 2013, Chinese enterprises are

exploring more suitable and potential markets in the world, promoting international capacity cooperation, and achieving win-win situation with other countries along the route. The "Belt and Road Initiative" has also been echoed by the Thai government. This year Thailand launched the 4.0 plan for Thailand's economic development, hoping to attract more Chinese enterprises to invest.

China is currently buying real estate in Thailand mainly concentrated in Bangkok, 29.3% of the respondents currently have a home in the capital of Thailand. The second investment destination is Chiang Mai, 21.8% of the respondents in northern Thailand to buy real estate in Chiang Mai, Phuket (17.3%) and Pattaya (15.8%).

Located in the east coast of Thailand, Thai-Chung Luong Yong Industrial Park is ideally located less than 30 km from Thailand's largest deep-water port. Among the already developed Phase I and II projects, Chinese enterprises account for the majority. The park design and factory layout are like those of some industrial parks in China. The scope of business of the Chinese enterprises in the park involves many industries such as automobile and motorcycle parts, machinery, electrical appliances and building materials. At present, the total investment exceeds 2.5 billion U.S. dollars and more than 20,000 local jobs have been created.

### **RESEARCH OBJECTIVES**

1. To investigate the behaviour of Chinese real estate buyers, the largest foreign group in Thailand.
2. To investigate the factors that influence Chinese purchase intentions in the Thai market.
3. To study the relationship between environment and purchasing behavior.
4. To study the relationship between Purchase Intention and attitudes, buying intentions, individual specifications, prices, and environmental awareness.
5. Improving real estate buying intentions for investment and residential purposes in relation to Thai economic growth.

### **RESEARCH HYPOTHESIS**

H1: The attitude of Chinese people is significantly affecting their purchase intention of real estate in Thailand.

H3: The personal norms of Chinese people are significantly affecting their purchase intention of real estate in Thailand.

H4: The price consciousness of Chinese people is significantly affecting their purchase intention of real estate in Thailand.

H2: The Environment factor is significantly affecting Chinese people purchase intention of real estate in Thailand.

### **THEORIES AND LITERATURE REVIEWS**

#### **1. Concepts and Theories**

According to Lussier (2019), he explained that Maslow's hierarchy of needs theory is a theory of motivation in psychology holds that when people aim to fulfill basic needs, they will fulfill a series of higher needs in turn. It is often described in the shape of a pyramid. The most basic needs are at the bottom of the pyramid, while the more complex needs are at the top. Maslow's theory is that the need of self-realization, that is to say, human needs must give full play to their potential, and only after other requirements are met. Self-actualization is an inner tendency of human development, is to maximize inherent talents and potential.

Just as Trivedi & Mehta (2019) informed that, according to Maslow's theory, the first level contains the fundamental physiological needs such as food, shelter, and clothes. Once these needs are met, the implementation process will be to meet the needs of the next lower level to create momentum, to be safe and free from danger. Also, once you meet the conditions, there will be the next phase of intrinsic motivation, and so on.

Although Maslow's concept has certain reference significance for our social work, there are also some critical voices. Some note the ambiguity of what constitutes a "defect"; One person's weakness is not necessarily another person's weakness. Secondly, it seems that there are all kinds of exceptions that often happen. For example, Some people often risk their lives to save others.

Therefore, in social work, researchers often encounter such a situation: for some people, to go beyond the first two levels of life is very difficult. Efforts to survive in adversity necessarily mean emotional energy resources or energy cannot be freely used for other operations, such as looking for a job, solve the problem of the school or meet other demands. It has an important influence on our work because it might mean to users to provide the appropriate service actual or material assistance or emotional support, you can release the self-sufficient and independent power and power. If you do not understand this, we can pour resources and services into a bottomless pit and fundamental change will occur. While this theory has serious limitations, there is no doubt that Maslow's hierarchy of needs is still applicable in social work today. I think our social workers should understand the theory and try to apply it to our day-to-day work. Theory and practice, there exists a certain gap between needs us through his own experience to improve and find a balance.

#### Theory of Reasoned Action (TRA)

Just as Banwo & Du (2019) informed that the theory of rational action is to explain the purpose of the action of the will. Out of its scope for interpretation are such actions as spontaneous, impulsive, the result of habit, desire, or simply scripted or unconscious action. The acts were excluded because their performances may not have been voluntary, or because they may not have been a conscious decision involving the actors. TRA will require special skills, unique opportunities or resources, or cooperation to complete left-out-of-range behavior. A man may perform a certain act for want of skill, or want of opportunity, or want of co-operation with others, and not because he has voluntarily decided not to take part in the act.

#### Theory of Planned Behaviour (TPB)

The theoretical model of planned behavior (TPB) was used to help analyze the relationship between various variables (Joo et al., 2020). Joo et al., (2020) also informed that Planned behavior (TPB) theory to predict a people at a particular time and place in a kind of behavior intention. It assumes that the individual behaviour is driven by behavioral intention, the role of the three determinants of behavior intention is: Individual attitudes to behavior, subjective norms, and perceived control of behavior. TPB is a three-stage behavioral analysis model: in the first stage, the behavioral intention determines the behavior of the individual. In the second phase, behavioral attitudes, subjective norms, and perceived behaviors control decision-making behavioral intentions; In the third stage, the corresponding faith (beliefs) determines the behavioral attitude, subjective norm, and perceived behavior control.

The theory of planned behavior is an extension of the theory of rational action, it is because the original

model in dealing with people will not completely control the behavior of the limitations (Montano & Kasprzyk, 2015). The board will development has experienced three stages. In the 1980 s as the period of the theory and correction, mainly is the basic theory was proposed and a preliminary test module; In the 1990 s theory is a perfect time, mainly in the further definition of the basic variables, the discovery of new mediation variables and adjustment, as well as the revision of the measurement method; In the first decade of this century is the theory of all-round development stage, the TPB in different areas, different countries, the different context of applicability was confirmed, and the theory of interdisciplinary extension has been completed.

### Literature Review

This part will interpret meaning of each variable. The interpretation follows from earlier analyses. The dependent variable is referred to by the researcher in Chapter one which is the Purchase Intention, the independent variable is the attitude, purchase intention, personal specification, price consciousness, and the environment. This section also will show the relationship between different variables in detail. Dependent variable and independent variable. All content is forming the previous research. The following sections will explain Purchase Intention, attitude, purchase intention, the relationship between the price consciousness, personal standard, and environment.

#### 1.1 Purchase Intention

Shawn (2003) represented the consumer Purchase Intention is consumers in the market to buy a product or service attitude, preference, intention, behaviors and decided to put together. The study of consumer behavior using the anthropology, psychology, sociology, and economics and other social science disciplines. Normally can be divided as four steps of Standard Behavioral Model.

Problem recognition - The first step is to recognize the problem. In this step, the consumer realizes that she has an unmet need or want. Normalized search - The next step is to gather the relevant information needed to solve the problem. After evaluation, information collection, evaluation of consumer needs, wants, preferences, and financial resources are available for purchase. Buying - at this stage, consumers make buying decisions. The final decision may depend on factors such as price or availability. Neil (2016) informed that Purchase Intention is consumers into buying process and method when making purchase decisions follow system. So, Purchase Intention is a process of recognition need or problems, then buyer collect and evaluate the information, then make decision to buy. This is kind of consumer decision-making process, step by step and common decision model, are useful when making marketing strategy. Therefore, make a purchase decision process is Purchase Intention.

#### 1.2 Attitude

Tonette (2004) found that a person's attitude towards a certain behavior for or against. According to Ajzen (2009), Attitude is described as a mental disposition, through for a specific entity or aversion estimates to express. Although attitude. According to Yusliza(2011), attitude is defined as an individual's reaction style and tendency. Previous studies Ramayah(2008) found that Between attitude and Purchase Intention has a strong and stable relationship. Keller (2006) explained that customer before deciding, will be perceived service comparing with the desired service. If buyer find service didn't meet expectations, they will not satisfy. However, if the customer feels equal or exceed their expectations, they will feel satisfied. Therefore, they are going to purchases from vendors. Vida (2009) also found that the emotion affects the custom of the buyer purchase process of prefabricated houses.



Therefore, the attitude is the important factors that affect Purchase Intention.

As mentioned above, attitudes are related to Purchase Intention. A positive attitude can make Chinese people buy. The Chinese care about price, quality and function of the apartment. Attitude may be a key factor in the process of Chinese buying decision, it is a very important factor.

## **2. Literature Reviews**

### **2.1. Environment**

Adam (2012) mentioned that due to the perspective of economic theory, the environment can be considered as an unique resource which delivers an economically utilitarian function for society. Environment also can be divided into a group of substances (physical and biological) and non-material elements - objects, strength and phenomenon, they are within the scope of the limited space to create a mutual contact of the dynamic system. Agnieszka (2012) stated human's relationship with that system is one of interdependence. By catering to evolutionary biological and social needs, systems create immaterial living conditions for humans. People's basic needs are a high standard of living, and a safe environment with good landscape value. Environment also can be defined as a set of natural elements, especially the fossil, terrain, soil, water, air, plants, animals, nature and human landscape. So, environment may have a important relationship with Purchase Intention.

Meng and Xu (2012), Attempts to analyze the planning impulse, or experiential, of travel Purchase Intention. They looked at actual Purchase Intention. The researchers sent 400 questionnaires to tourist shopping centers and recalled 385 useful ones. Researchers have designed questionnaires using the Likert scale, the option from 1 to 5. Results show that all of the assumptions are meaningful. Therefore, this investigation proved that the relationship between the purchase intention and actual Purchase Intention. Environmental factors have a certain relationship with customer purchasing behavior.

One theoretical framework was made by Chaipradernsak (2007) which stated the points that factors influence on customers. The researcher figured out that Demographic, Marketing Mix Factors have relationship with Purchase Intention. Among market mix factors, the researcher specified about 4P model which are product, price, place and promotion. Finally found Marketing combination factors and Purchase Intention has a significant relationship between in.

### **2.2 Personal norms**

According to Schwartz (1977), He defined personal norms as connected to self-concepts, experiences as feelings of fulfilling moral obligations in an act. Kallgren supported (2000) that Internal rather than external regulation process control behavior. Thøgersen (2009) mentioned Personal specification at least to some extent, is not to consider social expectations and derived from careful reasoning and reflection. Onwezen (2013) For example, Observation of the relevant individual norms and pride, and non-observation of the individual norms associated with guilt. Under the background of environment, Nordlund and Garvill (2003) examination has indicated that those who feel a moral obligation to protect the environment are more likely to decline the use of private cars, plan to use public transport (Bamberg et al., 2007), or to buy organic food. Therefore, personal norm which be more controlled internal of a person can be important factor to affect Purchase Intention.

Ajzen (1991) stated what do people think on his/her pressure to perform or not perform purchasing behavior. Jabareen (2005) mentioned the relative importance of social and cultural factors in

the housing preference plays an important role, while housing preference is determined by religion, kinship and social relations. Phung wong (2010) defined by others when consumer buys a product factors upon his social awareness includes friends, parents, party and involved in the buying decision agents. People live in the certain social and culture which will influence their personal norm more or less and most of personal norm based on social and cultural which will lead to their standard of performance. Therefore, personal norm has significant relationship with Purchase Intention.

Chaipradernsak (2007), tried to test the relationship between demographic factors, The influence of marketing mix factors, including product, price, location and promotion, on purchasing behavior. After this, the researcher distributed 400 questionnaires items to participating target customers by using method of Yamane equation. Researchers have designed questionnaire using Likert scale, the option from 1 to 5. The data collection tool of this study is personal (face-to-face) questionnaire design. Data collection process is as follows: 1) The experimenters used data accumulated from a variety of sources, such as books, journals, government publications, reports, and the Internet. 2) To ensure the reliability and validity of the research tool, constructed questionnaires were translated into Thai and then distributed to people who already used pet retailers' products or services. 3) The researchers analyzed the data and verify the hypothesis. 4) the researchers concluded the results and Suggestions are put forward.

### 2.3 Price Consciousness

Kotler and Armstrong (2010) mentioned Price is defined by the customer with a service or product or their value in exchange for money. Levy & Weitz (2012) stated For a company, It is important to keep loyal customers, they are willing to pay higher prices for their favorite brand, rather than at a low price to buy. Wickliffe and Pysarchik (2001) introduced those products, as the customer behavior, has intrinsic characteristics such as brand and price. These two elements contain important components of product functionality. Hermann (2007) examinations demonstrated that Price is an important factor influence the Purchase Intention of customers, so prices have important effects on customers' purchasing behavior.

The relations between the different variables are detailed in Branch. The dependent and independent variables. All details are based on previous deconstructions. The Purchase Intention is explained in the following sections, attitude, purchase intention, the relationship between price consciousness, personal standard, and the environment.

As mentioned above, there is a relationship between attitude and purchasing Intention. A positive attitude can make Chinese people make purchases. The Chinese care about the price, quality, and functionality of apartments. Attitude may be a Chinese is one of the keys to making the purchase decision factors, it is a very important factor.

Some researchers have informed the information of purchase intention and informed some factors which may affect the purchase intention of customer in different regions.

Azmi et al. (2021) also informed that how the house purchase intention can be affected by Virtual reality (VR) of residential real estate marketing. Based on consumer behavior literature, this study hypothesizes a relationship between the pleasant emotions of the virtual environment and arousal and the subsequent effect of the emotions on purchase intentions. This study is an object study with 60 real potential home buyers and has been designed experimentally subject to validation assumptions. Paired sample t-test and partial least squares structural equation model (PLS-SEM) to analyze the data. The



results show significant differences between real and virtual environments in terms of ambiance and purchase intent. On the other hand, the pleasant emotions induced and awakened by the real and virtual environments did not differ significantly. The results show that the atmosphere significantly affects the sensation of pleasure and arousal, which in turn has a significant effect on the purchase intention, and that the sensation of arousal in the virtual environment has no significant effect on the purchase intention. Due to the limited budget, this study was limited to the HTC Vive as the VR device and only one building design was evaluated. With this study, significant empirical results are provided, and, based on the findings, recommendations can be made to help facilitate the revival of real estate marketing and VR integration. This study will extend the existing knowledge from the stimulus-bio-response framework to use VR for smart real estate marketing strategies.

Zhang, Y et al. (2020) informed that development of Chinese real estate market, and what factors may affect the purchase intention of Chinese customer toward real estate. The number of property projects for industrial brownfield development in China has risen sharply amid industrial restructuring and scarce land resources. To date, several new policies and procedures have been developed with such properties in mind. While their success depends on how well they are received by the public, quantitative studies of the public's willingness to support these programs are rare. This study extends the standard theory of planned behavior (TPB) model, including trust and risk perception, to determine the factors influencing REDIB purchase intention and provide the basis for policy-making and development strategy. A structural equation model was applied to 338 valid survey responses from Chinese residents to analyze them. Empirical results show that in the original TPB model, consumer attitudes are the main factor affecting intent access; It is interesting to note that subjective norm and perceptual behavioral control are not significant. Moreover, risk awareness and trust serve as additional features to extend the theory of planned behavior, greatly improving the interpretability of the standard model. These findings provide important insights into the purchase intentions of industrial brownfield developments in real estate projects. Based on the results, policy recommendations and strategies for further development of industrial brownfields were developed.

Wang et al. (2019) also informed that how social media affect the purchase intention of customer. The firstly informed that the social networking sites can be built by brand community, which may affect the attitude of customer, and then affect the purchase intention of customer. However, improving marketing performance through SNS brand community consumer brand relationships has been a challenge. Therefore, this study aims to identify and test the main factors associated with the prediction of purchase intent by the SNS brand community. Conceptual models include community experience, commitment, brand attitude, and purchase intent. Using 278 south Korean consumers samples of structural equation modeling (SEM), according to the results of experience, in addition to the information of other experiences (entertainment, homogeneity, and relationship) has a positive effect on community commitment. This research builds on the experience of committed community relations. SNS brand community commitment has a positive impact on brand attitudes. The SNS brand community commitment did not have a significant effect on purchase intentions. Finally, the results demonstrate the relationship between SNS brand community commitment to SNS community experience and brand attitudes with a partial intermediary role. This study suggests that companies should strategically manage the consumer brands of SNS community experiences and commitments. Other theoretical implications and managerial implications are also discussed.

## CONCEPTUAL FRAMEWORK

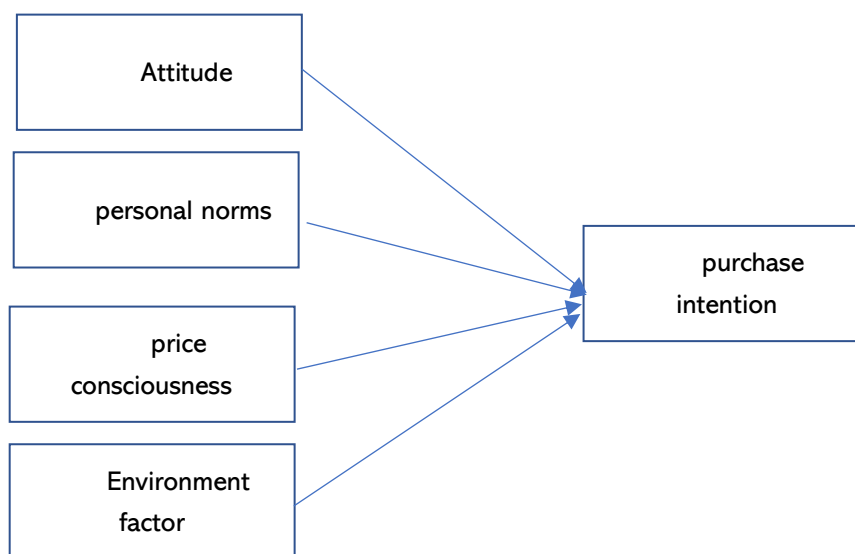


Figure 1 Conceptual Framework

## RESEARCH METHODOLOGY

In individual research, most of details examination are used Statistical Package for the Social Sciences (SPSS). It can be considered as a famous statistical software in the world. The data investigation of this paper includes two parts, the foremost is descriptive analysis, and the second is inferential analysis. The researchers collected data from survey respondents and then conducted a descriptive analysis. It is a process of turning data into graphs that facilitate interpretation and summarization of information. Calculating the average of general information including, frequency and percentage. Inferential Statistics, Researchers collect geographic data; the next step is inferential analysis. Due to Zikmund (2003), defined as judgment to explain every hypothesis. The researcher finally uses Pearson's Correlation to summarize data.

**Population and Sample Selection**

The researchers collected primary with survey way. These data used to summarize Chinese Purchase Intention of real estate in Thailand. For primary data, target groups for the Chinese people over the age of 18. The selected places are for off-line survey is at China-town, central world and the Grand palace. In the end, researcher got 180 useful off-line questionnaires and 186 useful online questionnaires for analysis. Total valid questionnaires are 366.

**Sample**

About age, 31-40 years old., at 41.8% has highest age level. The second one is 21-30 years old, at 24.6%. Next is 41-50 years old, at 71 people and 19.4%.

The highest one is people who have bachelor's degree, at 82%. Next is person who have higher than bachelor's degree, at 10.1%. The less people have lower than bachelor's degree, at 7.9%.

When summarize income level, most people have income 3000-6000 RMB, at 55.5%. The second high group is people income 6000-9000 Rumba 27.3%. Next group is people whose income less than 3000 RMB.at 11.7%. There are 20 people income more than 9000 RMB, they have 5.5%. So, most of person

have income between 3000-6000 RMB.

The majority are employees, with 226 and 61.7 percent. The second group, business owners, accounted for 21.3 percent. The third group were students, 27, or 7.4 percent, and specialists/enterprises, 24, or 6.6 percent. Only 11 people, or 3 percent, are unemployed.

### Variables Characteristics

Table 1 Descriptive Statistics of purchase intention

Variable	Mean	Standard deviation
1.Purchase intention		
1.1 I have started to think about buy housing in Thailand.	3.765	0.641
1.2 I will buy housing in Thailand.	3.910	0.942
1.3 I had plan to buy housing in Thailand before	3.896	0.592

Multinomial logistic regression is a method that creates logistic regression to multiple problems with more than two possible discrete outcomes. It is used to predict the probabilities of the different possible outcomes of a categorically distributed dependent variable, given the multi-independent variables.

## 5. RESULTS

### 5.1 Descriptive Analysis for Demographic Factors

From table, highest mean is "I will buy housing in Thailand.", the mean is 3.910. It means people are agreeing to buy housing in Thailand. The lowest mean is "I start to think about buy housing in Thailand", it has 3.765, people not start to think about buy housing in Thailand. The lowest standard deviation is "I had plan to buy housing in Thailand before", the number is 0.592. The highest standard deviation is 0.942.

From table, highest mean is "I will buy housing in Thailand.", the mean is 3.910. It means people are agreeing to buy housing in Thailand. The lowest mean is "I start to think about buy housing in Thailand", it has 3.765, people not start to think about buy housing in Thailand. The lowest standard deviation is "I had plan to buy housing in Thailand before", the number is 0.592. The highest standard deviation is 0.942.

Table 2 Descriptive Statistics of Attitude

Variable	Mean	Standard deviation
2.Attitude		
2.1 <input type="checkbox"/> Buying housing is a beneficial decision	4.642	0.508
2.2 Buying housing is a good idea	4.795	0.411
2.3 Buying housing is a wise decision	4.525	0.537
2.4 Buying housing is an admired decision.	4.762	0.439

From above, highest mean with question "Buying housing is a good idea", the mean is 4.795, it means respondents strongly agree Buying housing is a good idea. The lowest mean is "Buying housing is a wise decision", which means they are not sure buying house is a wise decision or not, the average is 4.525. The lowest standard deviation is "Buying housing is a good idea", the number is 0.411. The

highest standard deviation is 0.537. Same as that Chung and Psychic (2000) Defining attitudes also affects consumer purchasing intentions, attitudes affect consumer purchasing intentions. Therefore, the attitude toward the real estate in Thailand will influence behavior that Chinese customers purchase. If they have positive attitude to check information and collection data about Thailand real estate, it can prove they are more likely to purchase house in Thailand so that it will positively impact on Purchase Intention.

Table 3 Descriptive Statistics of Personal Norm

Variable	Mean	Standard deviation
3. Personal Norm		
3.1 I think I should buy housing in Thailand	3.359	0.540
3.2 I want to buy a housing in Thailand	3.965	0.607
3.3 I would like to live in Thailand and buy housing.	4.101	0.701

From table, the highest mean is "I would like to live in Thailand and buy housing.", the mean is 4.101, and people agree to live in Thailand and buy housing. The lowest mean is "I think I should buy housing in Thailand", This means that people do not know if I want to buy a home in Thailand, with a mean value of 3.359. Minimum standard deviation is also "I think I should buy housing in Thailand", the value of 0.540.

People live in the certain social and culture which will influence their personal norm more or less and most of personal norm based on social and cultural which will lead to their standard of performance. Therefore, personal norm has significant relationship with Purchase Intention.

Table 4 Descriptive Statistics of price consciousness

Variable	Mean	Standard deviation
4. Price consciousness		
4.1 I will consider more about price when purchase housing in Thailand.	4.500	0.724
4.2 I will not pay a premium for housing in Thailand.	4.410	0.593
4.3 The extra gift will attract me when I consider about buy housing in Thailand.	4.414	0.597

From table, the highest mean is for "I will consider more about price when purchase housing in Thailand", the mean is 4.500, and it means respondents agree that they will consider more about price when purchase housing in Thailand. The lowest mean is for "I will not pay a premium for housing in Thailand.", it means respondents agree they will not pay a premium for housing in Thailand. the mean is 4.410. The lowest standard deviation is question "I will not pay a premium for housing in Thailand.", the number is 0.593. The highest standard deviation is 0.724, it is "I will consider more about price when purchase housing in Thailand". Price is an important factor influence the Purchase Intention of customers, so prices have important effects on customers' purchasing behavior.

Table 5.6 Descriptive Statistics of Environment

Variable	Mean	Standard deviation
Environment		
5.1 Thailand is a good place to live	4.620	0.540
5.2 I will consider more about facility when I purchase housing.	4.670	0.482
5.3 Building material is most important factor for me when purchase housing in Thailand.	4.720	0.513

From table, the highest mean is for “building material” is most important factor for me when purchase housing.” the mean is 4.720, and it means respondents agree salty is most important factor when purchase house. The lowest mean is for “Thailand is a good place to live”, the mean still relatively high about 4.620, it means they agree Thailand is a good place to live. The lowest standard deviation is for “I will consider more about facility when I purchase housing”, the number is 0.482. The highest standard deviation is 0.540, it is “Thailand is a good place to live.”

Environment also can be defined as a set of natural elements, especially the fossil, terrain, soil, water, air, plants, animals, nature, and human landscape. So, environment may have an important relationship with Purchase Intention.

#### 5.7 Reliability Analysis

Table 4.7 Reliability Test

Variable	Alpha Test	Number of Questions
Attitude	0.782	4
Personal norms	0.813	3
Price consciousness	0.842	3
Environment	0.811	3
Purchase intention	0.763	3

Due to above Reliability Test table, we can find that all five independent variables and one dependent variable are all higher than 0.7.

#### Inferential Analysis

Correlation Coefficient for hypotheses testing.

H10: Attitude has no statistical correlation with Chinese people purchase intention in real estate in Thailand.

H1a: Attitude has a statistical correlation with Chinese people purchase intention in real estate in Thailand.

Table 4.8 A statistically significant relationship between attitudes and Chinese Purchase Intention was analyzed using Pearson product moment correlation coefficients.

	Purchase intention
Attitude	0.432**

From above table, significant is equal to 0.000 (p-value <0.05), It explains the rejection of the null

hypothesis. Therefore, the attitudes and behavior of Chinese people buying property in Thailand are statistically significantly correlated.

H2o: Personal norms has no statistical correlation with Chinese people Purchase Intention in real estate in Thailand.

H2a: Personal norms has a statistical correlation with Chinese people Purchase Intention in real estate in Thailand.

Table 5.9 the analysis of the statistically significant relationship between Personal norms and Purchase Intention by using Pearson product moment correlation coefficient.

	Purchase intention
Personal norms	0.282**

From table 5.9, significant is equal to 0.000 (p-value <0.05), it explained that null hypothesis is rejected. Therefore, Personal norms has a statistical correlation with Chinese people Purchase Intention in real estate in Thailand.

Correlation coefficient value is 0.282. It is means there is a weak relationship between personal norms and Purchase Intention.

H3o: Price consciousness has no statistical correlation with Chinese people Purchase Intention in real estate in Thailand.

H3a: Price consciousness has a statistical correlation with Chinese people Purchase Intention in real estate in Thailand.

Table 5.10 the analysis of the statistically significant relationship between Price consciousness and Purchase Intention by using Pearson product moment correlation coefficient.

	Purchase intention
Price consciousness	0.200**

From table, significant is equal to 0.000 (p-value <0.05), it explained that null hypothesis is rejected. Therefore, price consciousness has a statistical correlation with Chinese people Purchase Intention in real estate in Thailand.

Correlation coefficient value is 0.200. It is means there is a weak relationship between price consciousness and Purchase Intention.

H4o: Environment has no statistical correlation with Chinese people Purchase Intention in real estate in Thailand.

H4a: Environment has a statistical correlation with Chinese people Purchase Intention in real estate in Thailand.

Table 5.11 the analysis of the statistically significant relationship between environment and Purchase Intention by using Pearson product moment correlation coefficient.

	Purchase intention
Environment	0.518**

From table, significant is equal to 0.000 (p-value <0.05), it explained that null hypothesis is

rejected. Therefore, environment has a statistical correlation with Chinese people Purchase Intention in real estate in Thailand. He before, toted.

Correlation coefficient value is 0.518 It is means there is a moderate relationship between environment and Purchase Intention.

To conclude, above table can be concluded as following:

Table 5.12 Relationship Analysis Between variables

	Purchase intention
Attitude	0.432**
Personal norms	0.282**
Price consciousness	0.200**
Environment	0.518**

H1: The attitude of Chinese people is significantly affecting their purchase intention of real estate in Thailand.

H2: The Environment factor is significantly affecting Chinese people purchase intention of real estate in Thailand.

H3: The price consciousness of Chinese people is significantly affecting their purchase intention of real estate in Thailand.

H4: The personal norms of Chinese people is significantly affecting their purchase intention of real estate in Thailand.

Table 5.12 Summary of Hypotheses result

Hypothesis	Statistical Test	Significant value (alpha)	Correlation Coefficient	Result
H1a: Attitude has a statistical correlation with Purchase Intention	Pearson's Correlation	0.432	0.000	rejected .
H2a: environment has a statistical correlation with Purchase Intention.	Pearson's Correlation	0.518	0.000	rejected .
H3a: Price consciousness has a statistical correlation with Purchase Intention.	Pearson's Correlation	0.200	0.000	rejected .
H4a: Personal norms has a statistical correlation with Purchase Intention.	Pearson's Correlation	0.282	0.000	rejected .

## CONCLUSION AND DISCUSSION

From research result, critical discussion, and conclusion of this research, researcher conclude some useful suggestions for Real Estate Company, and government.

This study shows that attitudes, purchase intentions, personal specifications, price consciousness, environmental factors, etc. are related to purchasing behavior.

First, real estate companies can undertake more cooperation with Chinese real estate companies to find more business opportunities. Many Chinese tourists come to Thailand every year, company



should attract them and let more Chinese know about situation of Thai real estate.

Second, choose more health building material, as environment is a main factor when people decided to buy a house. And improve employee's skill to make them can more understand customers' personal norms and their attitude for better communicating with customers so that improve purchase decision.

For Thai government, they can come out with some policy to simplify the buying house documents process to make it easier and more convenient for Chinese buyers.

Moreover, Thai Real Estate Company also can provide after sales service to manage property for customers who buy house for investment purposes.

### **FUTURE RESEARCH STUDY**

First, the demographic profile can be added, the researcher can ask the respondents more relevant questions toward background information. Such as, marital status, cultural factors, religious background.

Second, do research more widely to find the result of Chinese people who live outside of China beside Thailand, such as America, Canada, and Japan. If possible, research company in China who want to start a business in Thailand, because the commercial real estate is also a part of real estate.

In addition, the researchers were able to find more supportive purchasing behavior variables, and the researchers were able to create more factors affecting consumer Purchase Intention.

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A STUDY ON THE USE OF SMART WATCH APPLICATIONS FOR HEALTH CARE SERVICES  
INDUSTRY IN THE AGED SOCIETY

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**Abstract:** This research aims to study the use of smart watches in health care services in aging society. this study used mixed method research both of quantitative and qualitative. in-depth interview, and content analysis. The study found that: The smart watches in health care services is built on cloud computing and 5G technologies for Internet of things services more than 200,000 aged care service providers, and 80% of these providers have internet platforms, such as specialized apps or tiny programs, that help with service delivery. The Financial Projection cash flow for 5 years, where Initial investment is 2,200,000 Yuan, Net Present Value NPV = 1,339,200 Yuan, IRR is 19.3%, ROI average per year = 32.17% and Breakeven point = Payback period = 3 years and 2 months. According to the findings, smart watches are being used in health care services. The findings confirm the factors of SW adoption ( $R^2=0.756$ ), perceived ease of use ( $R^2=0.774$ ), and perceived effectiveness ( $R^2=0.827$ ).

**Keywords:** Healthcare product online store

## INTRODUCTION

According to projections by the National Health Commission, by 2035 China will have a senior population larger than the current populations of both the United Kingdom and the United States. Life expectancy is anticipated to exceed 80 years by 2050, up from roughly 44 years in 1960, and is now greater than in the United States. Currently, there are five working people supporting each retiree. The ratio is currently 4-to-1 but is expected to drop to 2-to-1 by 2050. Demographers and economists agree that the current pension system must be overhauled because of the growing number of pensioners and the decreasing number of working-age people paying into the system.

Health care for the elderly is under stress, which has sparked considerable societal concern. First and foremost, the health-care insurance system is unjust. Such insurance covers 95% of Chinese<sup>2</sup>, but there are significant variations between the New Cooperative Medical Scheme, Urban Resident Basic Medical Insurance, Urban Employee Basic Medical Insurance, and Official Medical Insurance system for the aged. Second, there are insufficient resources to care for the aged. There are too few geriatric hospitals and nursing homes, which may result in subpar geriatric medicine, rehabilitative, psychiatric, and palliative care treatments. China should speed up the development of community-based primary care for the elderly. A questionnaire-based study<sup>3</sup> of older persons revealed that doctors' competence, services given, medical equipment, and outpatient waiting time in community-based primary health care need to be improved. Furthermore, fundamental health awareness is relatively inadequate among senior Chinese people. People aged 65-69 years had the lowest health literacy (381%), according to the Chinese Ministry of Public Health.<sup>4</sup> Health education and the promotion of healthy behaviors among

the old Chinese population, both in urban and rural regions, have not been widely popularized. Importantly, disability and chronic illness in older people can be avoided or postponed by health education and promotion, which should be prioritized alongside cure. According to Dai Xianglong, Chairman of China's Social Security Fund, China's pension reserves amount for 2% of GDP, which is insufficient for the goal of scientific progress.<sup>5</sup> China will face significant challenges in the coming decades as its population ages. Population aging will cause widespread, significant, and long-term changes in an already overcrowded healthcare system.

Developments and challenges in Chinese medicine In an effort to improve the quality of clinical practice in China, the National Health and Family Planning Commission has announced guidelines to standardize the training of young doctors. These guidelines are based on the residency systems of high-income nations.<sup>1</sup> The number of Chinese articles published in prestigious medical publications like The Lancet has grown.<sup>2</sup> Xiangya (Hunan) Medical University is one of the schools that has begun adopting the US-style 4+4 medical education model; each year, 50 of its students will receive training in the USA. Over the past decade, the New Cooperative Medical System has helped countless low-income families avoid disease. The Chinese medical system and health services have made great strides forward, yet there are still many challenges to be met. The first step in ensuring the security of medical personnel is to strengthen the law against criminals who specifically target doctors. Second, China needs to speed up the pace at which it opens up its healthcare sector. Finally, there is an immediate need to modify the public hospital management systems that dominate in China, and to promote the growth of private hospitals. Chinese medicine can only achieve significant advancements if the current healthcare system is continuously improved upon.

Since China is under increasing strain due to its rapidly aging population, Smart Watch application has decided to focus primarily on providing health care services for the aging in China. Since we are an internet-based business, we have developed a "Smart Watch application for the old that we've provide a more comprehensive level of service for the senior population.

The smart watch application is founded on the wants and needs of China's aging population, and we plan to capitalize on the growing popularity of "smart watch application" to make our venture a success. A new business model for providing care for the elderly has been developed using the smart watch, Internet of things, big data, and other means to establish connections between various businesses, hospital, public health organization, and the people who receive their services.

### **RESEARCH OBJECTIVES**

The objectives of this study are:

1. To study Smart watches of health care service industry in China.
2. To study the relationship of Smart watches application and aging society.
3. To analyze the use of smart watches application for healthcare service Industry in China.

### **CURRENT SITUATION ANALYSIS**

From external environment and market analysis by PESTEL and SWOT analysis found that: China now has one of the fastest aging populations in the world as well as the largest old population. Another issue that affects the entire society is how to help the elderly "enjoy the elders." China has recently published several policies regarding elderly care, strongly encouraging social forces to build the elderly

care service business. A new form of effective elder care is gradually emerging. And against this backdrop, our company's i-pension application is a reaction to a call from our government. Additionally, the Chinese government provides us with many beneficial policies, including those that are "simple to approve" and "lower taxes. And company is a corporation which means we are the most common form of corporation; regulated by statute; treated as a separate legal entity for liability and tax purposes.

The size of the Chinese smartwatch market in 2020 amounted to 27.2 billion yuan. Around 38 percent of smartwatch shipments were devices for children. Popular brands of children's smartwatches include BBK Electronics and Huawei. In comparison, the Apple Watch is less popular among consumers under 15 years old.

### Product Features of the Smartwatch

5 The Chinese smartwatch is loaded with health tracking features and is suitable for active people. This watch comes with a pedometer, calorie counter, and sleep monitor. With an affordable price tag of under \$50, it is easy to buy one and enjoy the benefits of a smartwatch. A large IPS display lets you view all the notifications on your smartphone and your fitness readings. The Chinese smartwatch also offers a 30-day money-back guarantee.

6

7 Brand	8 Features
9 YAMAY	10 known for making a quality product. It has a heart rate monitor and an oxygen sensor. This feature can help the user monitor their heart's oxygen levels. The watch also has a built-in GPS. With the help of the GPS, you can track your activity anytime. You can also check your sleep patterns and see how often you need to rest.
11 YouPorn	12 began as a shopping platform for electronic products. 13 It expanded its manufacturing capacity to meet the increasing demand for smart products. They have a line of wearables, including the Haylou Solar Smart Watch Series.
14 Xiaomi Mi Band 2	15 one of the most popular Chinese smartwatches. Its IP68 waterproof rating and long battery life make it an affordable alternative to expensive smartwatches.
16 Huawei Watch 2	17 It's elegant and functional. It also tracks fitness and works with other fitness monitoring apps. Budget users should choose a Chinese smartwatch. Its small screen and lack of GPS make it perfect for exercise and health monitoring. GPS and heart rate sensors are included. Fitness-minded buyers can afford the Chinese smartwatch with numerous amazing features. Its water- and dust-resistant design and different colors make it popular. Chinese smartwatches are comfortable and cheaper than popular models. Popular Chinese smartwatch Huawei Watch 2. Its GPS-enabled screen displays exercise goals and personal data. It receives smartphone notifications. It tracks fitness and is dust- and water-resistant. For outdoor enthusiasts, it works with Android and iPhones. Chinese smartwatch Huawei Watch 2 has several perks. It suits design-conscious users. GPS, heart rate sensor, and waterproof. It's Bluetooth and Wi-Fi. Excellent battery life. Notifications



	and cell phone notifications are clever features. Choosing a Samsung Gear S3 is difficult because to its many features.
18 Amazfit Neo	19 The Amazfit Neo is an inexpensive smartwatch with premium features like a heart rate monitor and notifications. It has an IP68 water-resistant body and is suitable for people looking for a smartwatch for everyday use. It is available in several colors and is waterproof up to 40 meters.
20 Amazfit Watch 2	21 The Amazfit Watch 2 is one of the most popular Chinese smartwatches in the market.
22 Xiaomi Watch Color 2	23 The Xiaomi Watch Color 2 is a good choice for those looking for a smartwatch with many features. It has 200+ watch faces and an IP68 water-resistant rating. It is also waterproof, which is important if you plan on swimming. The Xiaomi Watch Color 2 is good for users looking for a smartwatch with long battery life. It has a great display with a large screen, and the phone's screen is easy to read.

Table 1. Studies on Smartwatch Adoption/ Acceptance.

Constructs	Items	Instrument	Source
Adoption of SW	ASW1	ASW1 Using SW is recommended within medical environment	[52,62,63]
	ASW2	ASW2 Using SW with my patients and peers develops helps me in my career	
Perceived Ease of Use	PEOU1	I think that SW is easy to use among doctors and patients	[64,65]
	PEOU2 [64,65]	PEOU2 [64,65] I think SW can replace other technology because it is easy to use.	
	PEOU3 I	PEOU3 I think SW is a complicated device and need mental effort	
Perceived Usefulness	PU1 I	PU1 I think that SW helps in developing my technical abilities	[64,65]
	PU2 I	PU2 I think that SW improves my desire to get new information regularly.	
	PU3 I	PU3 I think that SW is a good source of medical information for both doctors and patients	
	PU4 I	PU4 I think that using SW makes it difficult to get an immediate type of information	

## FEASIBILITY ANALYSIS

Smart watched application for health care service build with JAVA. It has thus far been the tool of choice for all clients and high-end government agencies when it comes to large-scale software systems. J2EE-compliant application servers are the key core platform for developing object-oriented, multi-layer commercial applications, and JAVA technology has become the de facto standard for managing huge applications in other nations. It has established itself as the go-to platform for object-oriented

development of organizational applications due to its simple portability, broad openness, high security, support for rapid development, and other attributes. Because it is platform-independent, secure, stable, simple to design, well-maintained, and highly network-usable, Java has established itself as the industry standard. With a multi-tier distributed application paradigm, component reuse, a consistent security model, and customizable transaction control methods, J2EE is the industry standard for corporate applications. It offers a component-based method to designing, creating, assembling, and deploying enterprise applications. It features flexible transaction management mechanisms, a multi-tier distributed application concept, component reuse, and a consistent security strategy. It features XML-based data exchange, a unified security mechanism, configurable transaction management, and reuse capabilities.

### **1. Smartwatch Market Analysis**

#### **Professional Guide to Smartwatch from China in 2022**

24 Smartwatch market is a booming industry with huge scope. According to the global industry report, more than half of the world's population will reside in urban areas by 2050. The Asia-Pacific region will witness a high increase in spending on the Internet of Things. Several key players are operating in this market, including Apple Inc., Fitbit Inc., Garmin, Huawei Technologies, Fossil Group, Samsung Electronics, LG Electronics, and Sony. The study provides the market size and competitive landscape of these major players.

25 The market has become a popular gadget amongst consumers. The demand for smartwatches is rising steadily, especially in emerging countries. Pebble, an early smartwatch, set a record by raising over 10 million dollars in a successful crowdfunding campaign. This shows the rising interest in smartwatches. The report provides a detailed analysis of the global market and the various key players. It also highlights the development opportunities and risks.

26 The Smartwatch market report focuses on the size and growth of the market and its segments. It also evaluates the competitive landscape and development trends. The report covers cost analysis and supplies chain analysis for the different product categories. Further, the report provides an in-depth analysis of the major vendors in the market. In addition, the report also analyzes the potential opportunities and risks in the market. The report also features the inputs of key players in the industry.

27 The report covers a comprehensive overview of the global Smartwatch market and analyses the sector's competitive landscape. It details the size and growth potential of different segments and industries and identifies the main drivers and challenges for the market. Further, it highlights key trends and factors likely to impact the overall market. The report also examines the downstream application fields of the Smartwatch market. The analysis is complemented by an in-depth discussion of the emerging segments in the industry.

28 The smartwatch market is highly competitive, and it is likely to grow substantially in the coming years. Factors such as increasing smartphone use, increased internet penetration, and a growing variety of specialty items will fuel market expansion. Furthermore, the research will go over the competitive landscape and growth potential in the smartwatch sector. This study will also highlight the important participants' essential strategies and tactics. There are numerous more market segments that can help the industry. The research will also include an overview of the Smartwatch market, as well as significant companies. It will identify market trends, the competitive landscape, and growth models. It



will also go through the industry's growth potential and threats. The research will also look at the competitive environment. The report will also overview the Smartwatch industry, including the key players. It will identify market trends, competitive landscape, and development models. It will also discuss the growth opportunities and risks of the industry. The report will also examine the competitive landscape of the smartwatch industry in the downstream application fields. The report will include the various government policies and initiatives that will influence the market. The study will also provide a comprehensive evaluation of the competitors.

## **2. Global Smartwatch Market Analysis**

29 The global smartwatch market was estimated at over \$702 million in 2013, with shipments exceeding two million units. However, consumer demand has since cooled as consumers wait for improved functionality. While this may be a temporary situation, early demand for smartwatches suggests that the industry could explode once functionality is improved. Although projections for this market vary, the growth of wearable technology will remain strong for the next several years. Here's a closer look at the key aspects driving the growth of this market.

30 The worldwide smartwatch market study examines the competitive landscape in detail. It discovers and evaluates the important market players, as well as prospective growth possibilities. The report also looks at the market's main trends and drivers. It focuses on the major categories and investigates significant players' strategic positions. It also looks at the smartwatch's downstream applications. It also shows the market's potential over the next two years. The global smartwatch market is expected to grow at a significant pace. This report includes market size and growth estimates in various regions, countries, and regions. It covers a detailed qualitative and quantitative market analysis, including market size and growth. The report also looks at the market dynamics, such as supply and demand. It also discusses the key opportunities and challenges that will shape the market. It concludes that the worldwide smartwatch industry is poised to grow significantly over the next several years.

31 The research also discusses the worldwide smartwatch market's competitive landscape. It highlights major stakeholders, growth strategies, and possibilities and hazards. The research contains a detailed examination of the key players in each region as well as their growth strategies. By the conclusion of the forecast period, the global smartwatch market is estimated to be worth USD 1.2 billion. In addition, the paper evaluates the competitive environment by area, including growing markets, emerging countries, and downstream application categories.

The Global Smartwatch Market research investigates several micro-markets, ranging from the United States to emerging markets. Each region is evaluated based on its size, worth, and future potential. North America, South and Central America, and Europe are the four major regions. The research also identifies the many emerging markets. Each region has its own strategy for competing.

China and India are the two major markets among them. While the United States has the largest consumer market, the United Kingdom and Germany are the two that are growing the fastest.

The study includes market data for each country. It describes the expansion and rivalry in each region. By 2028, the global smartwatch market is anticipated to be worth USD 2 billion. Developing countries have the potential to take a sizable share of the global market.

### 3. Brands Strategy

Brand	32 Brands summary
<b>Huawei</b>	enjoys a good reputation among Chinese consumers. Driven by price cuts, its Children Watch 4 Pro ranked first in the bestseller list for the market in 2022. The Watch 3 Pro and GT 3 (46mm) were the other two top-three models for Huawei. The brand benefited from its relatively more focus on HLOS smartwatches, with its HLOS smartwatch shipments doubling in 2022 to support Huawei's 9% YoY growth in 2022.
<b>Apple's</b> Watch Series 7 models	Good sales of <b>Apple's</b> Watch Series 7 models, coupled with the newly released Watch Series 8 and Ultra models, helped Apple register 4% YoY shipment growth in China. Continued innovation in health monitoring functions, as well as the perfect data and interaction experience, drove Apple's growth. Meanwhile, the Ultra has created a new segment of professional smartwatches, which helped Apple dominate the premium segments.
<b>BBK (imoo)</b>	recorded a double-digit shipment decline YoY. BBK relies more on offline channels, which were impacted by the strict COVID policy in 2022. Although the brand's Q1A and Z6A models ranked second and third respectively in the China smartwatch market in 2022, its newly launched Z8 and D3 models failed to overtake previous annual sales leaders Z3 and Z5.
<b>Xiaomi's</b>	smartwatches mainly belong to the <\$200 segments. Its annual sales in the China market dropped 18% YoY in 2022 as demand shrank in the \$101-\$200 and ≤\$50 segments.
<b>OPPO</b>	saw a 105% YoY gain in 2022, mainly driven by its newly released Watch 3 Series. Its market share also increased to 3%.

### MARKETING PLAN

Our smart watches for the health care market are divided into two categories: "home care," "community care," and "institutional care." Institutional old-age care (different laws and regulations established by the national civil affairs department) refers to the government, society, and family working together to provide old-age care services, and it is a supplement and update to the conventional family old-age care model. It comprises day care centers for the aged, canteens for the elderly, activity centers for the elderly, schools for the elderly, and so on. Target online customers who focus our sales first in Shanghai and the neighboring areas; people who are largely intellectual employees who face more stress and strain than manual labor. Both the aged care and medical care markets.

Smart wristband and positioning app. Our APP has three platforms, each of which is customized to match the demands of the user. Because of the complexity of the content, family members may easily

understand the elderly person's physical condition and bring them supplies. The community side compiles health information and service requirements for the elderly in order to provide high-quality services to them.

#### Marketing strategy

**Products:** The product approach includes a mobile application and a smart wristband. Our app is available on three different platforms, each of which can be tailored to individual users' preferences.

**Prices:** Health management services, such as daily massages, foot baths, hydrotherapy, and acupuncture, might be bundled together and sold to customers at a discounted rate in order to provide seniors with more meaningful support.

**Place:** In addition to plastering hospitals, villages, and pharmacy stores with posters promoting our app and wristband, we want to open a modest retail outlet to sell them.

**Promotion:** As a promotional tool, a membership system that provides unique value-added services in exchange for a small monthly price is ideal.

**People:** The usage of highly experienced professionals is common.

**Process:** Professional, high-quality process service

**Physical evidence:** In our i-pension display store, we will primarily demonstrate the bracelet and software that powers it.

### MANAGEMENT AND OPERATION PLAN

The management team's united perspective on the aging population's demands and the impact they expect the service to have on their loved ones' lives is maintained continuously, and the ensuing services are in line with what their clients actually want.

Competition, including both existing and hypothetical competitors who may exhibit similar behavior in the future, is the primary driver of production plan measurements of market risk. Products may be released sooner than those of competitors since the company's technological application development cycle is not too long.

More than 80% of the more than 240,000 suppliers of elderly care services use internet platforms, such as specialized applications or mini programs, to aid in the delivery of services; this is made possible by the operation plan firm "I Pension," which is built on cloud computing and 5G technology. In my country, the number of companies providing care for the elderly has increased rapidly over the previous decade, reaching double-digit growth rates in the past two years alone. With over 250,000 downloads, "Sunshine Lunch Pension" has become the most popular pension-related app available.

### FINANCIAL PROJECTIONS

Table 1 Cash flow statement projection for 5 years of internet popular tea beverage brands

Discount rate 8%	2024	2025	2026	2027	2028	5 Years Total Yuan
Return	200,000	400,000	840,000	1,800,000	1,500,000	4,261,500
Discount rate (8%)	0.926	0.857	0.794	0.735	0.681	
Return PV (8%)	185,000	342,800	666,960	1,323,000	1,021,500	3,539,260
Accumulate return	185,000	527,800	1,194,760	2,517,760	3,539,260	

Based on the financial data Table 1

Initial investment 2,200,000 Yuan

1. Net Present Value NPV

Net Present Value NPV = 3,539,260 - 2,200,000 = 1,339,200 Yuan

2. Internal Rate Return (IRR)

Cash flow table 1 and the calculation the IRR of this project is 19.3%,

3. Breakeven point

Breakeven point = Payback period = 3 years and 2 months.

4. Return on Investment (ROI)

ROI average per year = 32.17%

## RESULTS

**Table 1** Convergent validity results which assure acceptable values (Factor loading, Cronbach's Alpha, composite reliability  $\geq 0.70$  & AVE  $> 0.5$ ).

Constructs	Items	Factor Loading	Cronbach's Alpha	CR	AVE
Adoption of SW	ADSW1	0.857	0.848	0.858	0.658
	ADSW2	0.851			
Perceived ease of use	PEOU1	0.849	0.898	0.833	0.687
	PEOU2	0.800			
	PEOU3	0.786			
Perceived usefulness	PCU1	0.882	0.834	0.903	0.779
	PCU2	0.881			
	PCU3	0.844			
	PCU4	0.858			

**Table 2** Hypotheses-testing of the research model (significant at \*\*  $p \leq 0.01$ , \*  $p < 0.05$ ).

H	Relationship P	Path	t-Value	P-Value	Direction	Decision
<b>1</b>	PCU-> ADSW	0.668	12.433	0.004	Positive	Supported **
<b>2</b>	PEOU-> ADSW	0.420	3.275	0.043	Positive	Supported *

**Table . R<sup>2</sup> of the endogenous latent variables.**

Constructs	R <sup>2</sup>	Results
ADSW	0.756	High
PEOU	0.827	High
PCU	0.774	High

The result shows that the smart watches in health care services of Adoption of SW ( $r^2=0.756$ ), Perceived ease of use ( $R^2=0.774$ ) and Perceived usefulness ( $R^2=0.827$ ) are supported.

## CONCLUSION

33 To maintain a high quality of life, seniors in the community require access to a variety of essential services, including those related to their physical and mental health, as well as their spiritual and social well-being.

- (1) Since family care is the primary means of providing for the elderly, family members play an important role in the everyday lives of the elderly in terms of fundamental life services.
- (2) There is a continuing rise in the demand for medical care for the elderly due to the prevalence of chronic conditions among this demographic.
- (3) Medical professionals notice a steady reduction in the physiological functions of the elderly as they age. There are more pressing concerns, such as the state of their physical condition.
- (4) The family is the primary source of emotional support for the aged in spiritual social services. Some older persons feel a deep sense of isolation because of the practical constraints of children's work and life that make it hard to provide spiritual and thorough care for them.
- (5) China's smartwatch shipments fell 8.8% YoY in 2022, mainly due to the COVID-zero policy's impact on demand, according to Counterpoint Research's latest Global Smartwatch Model Tracker. The year saw the country's smartwatch market size shrinking to pre-COVID levels, with only Q1 2022 registering a quarterly YoY growth in shipments. The global smartwatch shipments grew 9% YoY during the same period.

34 Huawei and Apple dominated the China smartwatch market in 2022, with their combined share rising to almost 50%. Only OPPO (105% YoY), Apple (4% YoY) and Huawei (9% YoY) grew YoY among key brands.

35 "China's strict anti-COVID policies impacted consumer sentiment in 2022. Curbs on movement and remote education regulations further impacted the demand for kids' smartwatches in the country, the world's biggest kids' smartwatch market, and their shipments fell 25% YoY. From key brands' perspective, only Huawei, Apple and OPPO achieved YoY growth, driven by the success of their new launches."

36 The biggest standout feature of the year was the high-to-premium segments' (>\$200) share rise. Shipments in the \$301-\$400 segment grew 31% YoY, while shipments in the ≥\$401 segment grew a whopping 1138% YoY. The ≤\$50 segment's share dropped to 22%, with a 28% YoY decrease in shipments compared to the previous year.

- (6) The result shows that the smart watches in health care services of Adoption of SW ( $r^2=0.756$ ), Perceived ease of use ( $R^2=0.774$ ) and Perceived usefulness ( $R^2=0.827$ ) are supported.

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## MARKETING INFLUENCING FACTORS ON HEALTH TOURISM SATISFACTION AND THE COMPETITIVE ADVANTAGE OF THE AGEING SOCIETY

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### Abstract

This research is qualitative research. The objectives are 1) to study on the competitive advantages of health tourism for the elderly society 2) To study the relationship between competitive strategy and health tourism for the elderly society and 3) to develop the health tourism for the elderly society. This strategy not only broadens the elderly's horizons, but also allows them to enjoy their health. The vacation and retirement project has the following advantages as an investment hotspot in the next 5 to 10 years. The rapid speed of the health industry is supported by three engines: 1) the revitalization of the notion of health care and an increase in demand; 2) an increase in the amount of money spent on health care; and 3) a slew of favourable governmental policies aimed at promoting the growth of the pension business. Marketing Strategy, in addition to utilising local recreational resources, the company will methodically educate a professional housekeeping staff comprised of its own rehabilitators and physiotherapists, as well as a team of housekeepers for each base. The financial projection shows that, Initial investment 13 Ten thousand Yuan, NPV = 20.153 - 13 = 7.153 Ten thousand Yuan, IRR = 21.1 %, ROI average per year  $20.153/5 = 4.030$ , ROI average per year  $4.030 / 13 \times 100 = 31.00\%$  and Pay Back Period = 3 years and 1 month. The results of this research (regression analysis) show that the product, price, location, promotion, people, process, and physical evidence all have a major impact on tourist satisfaction. However, according to linear regression, none of the components have a positive effect on satisfaction. Tourists were satisfied by the quality, pricing, location, people, and physical signs of health tourism.

**Keywords:** Marketing strategy, health Tourism, Competitive advantage, Ageing society

### INTRODUCTION

Much focus in the Seventh Five-Year Plan data has been placed on the age structure of the population, especially statistics representing the trend of ageing. The numbers show that 18.7% of China's population is made up of adults 60 and older, with 191 million people 65 and older constituting 13.5% of the population.

There are three stages of population ageing, defined by the percentage of the population that is at least 65 years old: entrance, deep, and super. When the percentage of the population that is 65 and up rises above 7%, it is deemed to have entered the ageing process; when it rises above 14%, it is considered to be deeply ageing. The population's underlying structural issues are coming to the forefront.

There is also a trend towards reduced family sizes in modern Chinese society. The Seventh Five-Year Plan reports that the average household contains 2.62 people, while other studies reveal that "one generation households" (small families, old families, empty nesters, solitary families, butch families, etc.) make up nearly 50% of all families.



According to the issues have arisen due to China's increasing life expectancy: when fewer of the country's original "three families and four generations together" remain, who will take up the traditional model of family retirement?

Economist Guan Qingyou, founder and president of the Ruizi Financial Research Institute, predicts that retirement in China won't follow the pattern of individualistic retirement seen in the West. Chinese retirement may evolve into a new shape, with retirement products and a system that are not totally equivalent to those in other countries due to cultural and economic differences.

He contends that Chinese ageing is distinctive because it will probably continue to be the traditional at-home ageing in Eastern countries, but that this "ageing at home" will be a hybrid of home and institutional care.

One of the leading sectors actively pursuing and advocating for alternative retirement models is the insurance sector. Large insurance companies have diversified into the pension sector by offering a range of pension insurance products.

Everybody Insurance Group is currently working to expand its offerings in the senior care industry. We All Insurance recently announced that it has combined its expertise in caring for the elderly with those of its other divisions to launch a new professional brand called "We All Home," which offers insurance coverage in addition to senior care services. WeCare Insurance offers a variety of retirement-related services, such as risk protection, wealth management, and retirement planning, as well as payment channels for retirement communities. The company has also established retirement communities focused on medical care and travel, as well as communities focused on retirement abroad.

Over the past decade or so, more than ten insurance firms have planned approximately sixty senior living communities, with most of the head agencies developing their own senior living community brands and further testing different models, albeit these numbers are likely underreported.

The growth of China's tourism market is indicative of the importance tourism now holds as a national development initiative. When compared to other countries, however, our tourism industry is woefully inadequate to support our growing economy and improving level of living. As the market economy grows and people's incomes rise, so does their desire to spend money on vacations, elevating domestic tourism to a pivotal position in the national economy.

While China's tourist business has expanded significantly since the reform and opening up, it is still characterised by low consumption, mass, low level, medium to close range travel. Although improvements have been made quickly, the infrastructure still falls short of what the domestic tourism sector requires. The tourism industry is booming as both the number of visitors and their spending continue to rise. Economically developed, high-profile, tourist amenities are more complete in 4A-level scenic locations, which account for the vast majority of the country's most popular domestic tourist areas. Self-guided trips are on the rise while group tours are on the decline, and the resort industry has its own unique economy.

China's tourism industry has taken a major hit since 2020 due to the New Crown outbreak, and domestic tourism has shown only a gradual comeback since then. Demand for inbound business travel and study in China will continue to be the underpinning support for inbound tourism, and the domestic market for tourism is progressively recovering, with suburban tourism perhaps leading the industry's recovery as the key market.

The field of tourism intelligence will quickly advance. The pandemic has opened our eyes to the value of intelligence, and it has also altered the way many people travel, giving rise to a new emphasis on "smart" vacations. Fresh air, organic food, wide open spaces, and a sense of nostalgia for simpler times all contribute to rural areas' attractiveness as potential tourist destinations. We must also put effort into fostering the growth of the wellness tourism industry. Wellness will emerge as a new industry as the demand for health and longevity drives change in the travel industry.

## **2.2 Environmental Analysis**

The contemporary "black guides" and "black tours" are a reoccurring source of disruption in the tourism industry, with malicious charges, compulsory purchasing, overcrowding in beautiful sites, inadequate scenic environments, sellers in scenic areas, and packed agendas. The immaturity of China's tourism industry's current development is also a contributing factor to the existence of disorder, such as black guides. Both the professionalism of practitioners and the general administration of the tourism business are a long way from reaching a mature stage at the present time. As China's tourism industry has grown, problems like "black guides" and other forms of disorder have emerged. Many avid travellers avoid going on organised tours because they are nervous about running into difficulties like these, preferring instead to do their own research before leaving and book lodging and entrance fees to attractions independently. Buying plane tickets and reserving hotel rooms independently is a time-consuming and costly endeavour. This approach is also not helpful for the elderly and the middle-aged, who may lack the physical or mental stamina to deal with the minor difficulties associated with using their mobile devices to gain access to information or make travel arrangements. There is a dearth of butler-style travel services in China.

Economic factors: Domestic tourism in China has shown only a gradual comeback after the enormous blow it received in 2020, when the new crown plague hit. The domestic economy has been impacted by the pandemic, and many businesses are struggling due to a lack of orders and the difficulties of getting back to work. Most young people just do not have the disposable income to go on vacation.

As a result of its culture, China has a long and illustrious history of providing for its senior citizens. It is now ingrained in every Chinese person to respect and care for their elders.

When it comes to the nuts and bolts, China has been heavily investing in recreational and nursing projects like those involving the care of the elderly, as well as rehabilitation and nursing care, in recent years. The goal of subsidising leisure and nursing training programmes across the country is to strengthen the technical standards of the industry, govern the guidelines for the elderly care business, and foster growth in the recreation and nursing sectors.

Concerning the Law Those who pledge their support to the elderly should do what they can to meet their material, physical, emotional, and spiritual requirements. If a kid fails to pay maintenance to a parent who is disabled, unemployed, or otherwise struggling to make ends meet, the parent can file a petition in court to have the child pay maintenance.

The aged should be treated with respect and care by their family members in accordance with the requirements of the Law of the People's Republic of China on the Protection of the Rights and Interests of the aged. The breadwinner is responsible for meeting the elders' material needs, assisting

them with their everyday life, comforting them spiritually, and seeing to their other unique requirements.

When an elderly person they care about becomes unwell, their supporters have a responsibility to see that they get the care they need as soon as possible. The primary earner must assume responsibility for the welfare of dependent seniors; if that person is unable to do so, the senior's loved ones or a senior care facility may be entrusted with that responsibility.

### 2.3 Lifestyle Market Analysis

Industry trends, projected growth, and market size projections

Institutional care homes in China have the highest care requirements at the moment, but there are not enough high-quality care institutions on the market to meet these needs because of their uneven geographical distribution and the need for a clear policy from the payer before large-scale development is possible. However, the real estate market has a major impact on the availability of retirement homes, nursing facilities, and other medical services. Although the demand for nursing, rehabilitation, and assisted living services is minimal in China at present, this will change as the market develops and evolves. Property and insurance firms have found creative ways to target the high-net-worth elderly market in an effort to boost returns and lower risk, but the market's inability to grow beyond its current size is a result of the restrictions imposed by the presence of high-value assets and high-income individuals. There is a significant market opportunity, and it will expand rapidly as long-term care insurance is introduced and refined.

There is a glaring opening in the market. Care in the community is an emerging practise that is still being evaluated.

A lack of professional competence and a lack of defined positioning make the existing state of aged care services precarious, creating a misalignment between supply and demand. Huge changes are coming, and incompetent senior care providers will go from the industry. However, investors that are interested in the novel institutional model of community-based elder care face a lengthy investment cycle and substantial outlay of capital. This is because there are additional software needs, such as those associated with medical services, in addition to the requisite hardware facilities.

### 2.4 SWOT Analysis:

<p>Strengths.</p> <p>The company has a strong metallic backing.</p> <p>The company has been in business for a long time and has a large amount of information on tourists and dealers.</p> <p>The company has numerous tourist attractions, hotels and other business partners throughout the country.</p> <p>The company has its own air transport service, easy coordination of route planning and low</p>	<p>Weakness</p> <p>The company is not involved in many areas of recreation projects and has insufficient management and operational experience.</p> <p>The company lacks staff with professional wellness care skills.</p>
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operating costs.	
<p>Opportunities.</p> <p>The wellness industry is not very well developed at present, with the majority of nursing homes in China, but relatively few wellness projects.</p> <p>China is entering the stage of population ageing and the elderly dependency ratio is increasing year by year.</p> <p>At this stage in China, middle-aged people are living and working under great pressure and do not have the extra energy to take care of the elderly at home.</p> <p>Many elderly people have high retirement salaries and are more concerned about their own health.</p>	<p>Threats.</p> <p>There are many nursing homes and day care centers in the local community in proximity.</p> <p>The socio-economic downturn has reduced the amount of cash available in the hands of consumers to support additional economic spending.</p>

## 2.5 Competitive Advantage

Porter highlights two critical competencies: product differentiation and product cost (efficiency). He began by categorising each of the three variables (degree of differentiation, relative product cost, and target market scope) as low, medium, or high and juxtaposing them in a three-dimensional matrix. That instance, the category scheme was represented as a 3x3x3 cube, but the majority of the twenty-seven possible combinations were not practical.

The ability of a company to establish economies of scale through exceptionally efficient operations that produce a big volume is referred to as cost leadership. Cost leaders include companies like Procter & Gamble, Walmart, McDonald's, and other huge corporations that produce a vast volume of items that are supplied at a low cost (in comparison to the competitors).

Differentiation is less tangible and easily defined, but it is still an incredibly powerful technique when implemented effectively. Differentiation refers to a company's capacity to generate a difficult-to-replicate good, hence meeting unique demands. This strategy may include developing a strong brand image that allows the organisation to charge a premium for its products or services. Coach handbags are an excellent illustration of difference; the company's margins are strong due to the markup on each bag (which primarily covers marketing costs rather than production costs).

Market segmentation is a hybrid of the two methods (cost leadership and differentiation are both rather broad in scope). Segmentation is to find specialised market segments that larger corporations might not otherwise seek.

## RESEARCH OBJECTS

1. To study on the competitive advantages of health tourism for the elderly society
2. To study the relationship between competitive strategy and health tourism for the elderly society.
3. To develop the health tourism for the elderly society.

## CONCEPTUAL FRAMEWORK

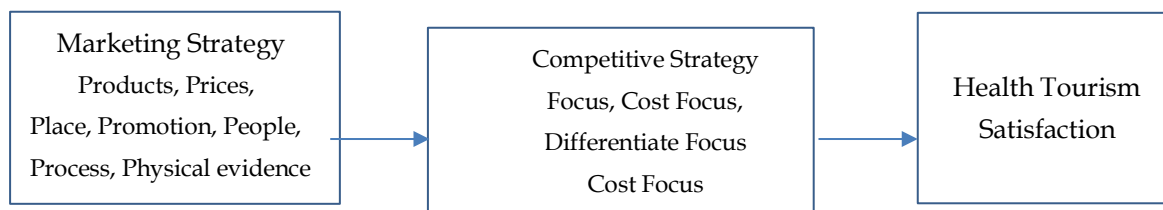


Fig. 1 Conceptual framework

## FEASIBILITY ANALYSIS

It is China's largest chain-operated travel and charter wholesaler with about RMB 2 billion in yearly revenue. Shanghai has fifty chains and wholly owned enterprises in 31 large and medium-sized domestic cities, including Beijing, Guangzhou, Xi'an, Shenyang, and Sanya, most of which have two to ten chains. Seven US, Thai, UK, German, Japanese, Australian, and Hong Kong corporations are totally owned. More than 400 in Jiangsu and Zhejiang and nearly 2,000 nationwide network members use Spring Tours' computer system to sell products and "send out casual passengers every day, one person can also travel the world" with convenient instant booking for casual passengers.

### Key partners

The company now partners with top travel agents and suppliers to offer a wide choice of travel items to travellers. We work with over 100 recommended suppliers, including Xianglong Wanliang, Wufang International Travel, Youpai Travel, Monkey Dad Travel, Panorama Travel, and Tao Travel.

### Buyer behaviour

This sector targets highly educated, prosperous 55-80-year-olds with self-care and mobility. They earn over \$200,000 a year and have enough disposable income to spend for their older health. This high-income group also values living and recovering abroad. In their golden years, they enjoy senior parties, senior universities, and tours to improve their souls and live colourfully. They prioritise health and life quality. They understand physiotherapy, wellness, and recreation programmes.

## 4.4 Competitor Analysis

Taikang Home, a medical and healthcare industry brand under Taikang Insurance Group, was founded in 2009 to build and operate elderly care, nursing, and rehabilitation facilities and innovative service areas. It integrates health and wellbeing with insurance products to provide a health care platform for the elderly. It has grown into a large chain of high-quality elderly care institutions, with Tai Kang Homes in Beijing, Shanghai, Guangzhou, and Chengdu, replicating the US model and combining the physical and mental traits of Chinese elders to create an international medical and healthcare community. Tai Kang Home uses the US CCRC model of continuous care to provide residents with four types of living services: independent living, assisted living, skilled nursing care, and memory care.

Strengths: Long history, insurance parent business, targeted clientele, easy traffic.	Weaknesses: Insufficient elderly care radiation, only in a few key Chinese cities, few city choices for customers.
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Everbright Huichen, founded in 2007, owns China Everbright Pension and Health Industry Co. 27 elderly care institutes in Beijing, Shanghai, and the rest of China provide various elderly care services. It integrates senior institutions, medical care, rehabilitation, and community services.

Strengths: Long history of establishment, concentrated distribution of target service groups, comprehensive institutional, community, and migratory bird services.	Weakness: regional centralised senior care industry, regional limits.
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Jiu Ru Cheng, founded in 2009, is a comprehensive operator of elderly care services that integrates medicine, health, research, health care, education, and travel, starting with the "Zun Lao Society" project and cultivating the health care industry for nearly ten years using a standardised system to improve service quality. We pioneered medical and nursing integration, combining rehabilitation and senior care with a comprehensive medical, recreational, and nursing resource system. Meeting all aged care needs in a region. The Group operates over 100 elderly and medical institutions and day care centres with 30,000 beds in 20 cities in the Yangtze River Delta and Pearl River Delta.

Strengths: Comprehensive medical, health, and care resources and life cycle services.	Weakness: Regional aged-care facilities with inadequate group resources.
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## MARKETING PLAN

### Market segmentation

Product and positioning are the most common market segmentations, including elderly services. They can be segmented by product, placement, and a three-tier system: rich, middle class, and poor class. All consumer segmentation models must be applied to Thus, these three strata have different operating philosophies and products. The World Bank defines the upper income group as those earning US\$36,500 or above, or around RMB 240,000. Quality medical and care services are the bare minimum for this affluent group. different organisations in different marketplaces compete with surprising and human services, quality, depth, and range of complete services, such as pleasant living environment, comfortable body temperature, convenient transit environment, etc. However, society and the government must address disadvantaged old age. Middle-income people earn US\$3650 to US\$36,500, or RMB24,000 to RMB240,000, according to the World Bank. The government's inclusive retirement system addresses this group's requirements while expanding services.

#### Target market selection

Based on market segmentation and our resources, we targeted the upper income category. The company operates offline shops nationwide and partners with key tourist destinations, hotels, and leisure bases for easy resources. We chose high-end users and mid-to-high-end vacation and recreation projects.

#### Products/Services

High-end wellness packages, travel and wellness packages, mid-range wellness packages, and mid-range travel and wellness packages are the main travel and wellness services.



High-end wellness packages include first-class airfare during the journey, a high-standard suite in a wellness base or hotel with a separate bedroom and living room, good light and scenery, a daily diet menu designed by a nutritionist with reasonable matching and supplemented with medicinal food, lunch and dinner with five dishes and one soup as standard, with reasonable meat and vegetable matching, and The package includes a daily basic health test, three times a week of rehabilitation and physiotherapy treatment, and a variety of physiotherapy services according to client needs; once a month, an outreach tour of the city where the tour takes place, with an itinerary of about three days, VIP services at scenic spots and through train services; and a personal butler to arrange local activities like clothing, food, and accommodations.

The mid-range recreation package includes economy class airfare, a business room in a recreation base or hotel with good light and scenery, a daily diet menu designed by a nutritionist, lunch and dinner with five dishes and one soup, a reasonable mix of meat and vegetables and a flexible mix of seasonal fruits and vegetables, a daily basic health test, weekly rehabilitation physiotherapy, and a daily basic health test. A personal butler can organise clothing, food, lodging, transportation, medical treatment, and recovery.

The main services include first-class air travel during the journey; accommodation in a high-standard suite in a recreational base or hotel, with a separate bedroom and living room with good light and a good view; a daily diet designed by a nutritionist, with five dishes and one soup for lunch and dinner, a reasonable mix of meat and vegetables, and a flexible mix of seasonal fruits and vegetables; two weekly health checks; and Two outreach excursions to the city, one lasting 5-6 days, with VIP service in scenic areas and through-train service, and a personal butler to coordinate local activities including apparel, food, accommodation, transportation, medication, and health.

The mid-range package includes economy class air travel during the journey; accommodation in a business room in a recreation base or hotel with good light and scenery; a daily diet menu designed by a nutritionist with a reasonable mix of five dishes and one soup for lunch and dinner, with a reasonable mix of meat and vegetables and a flexible mix of seasonal fruits and vegetables; two regular health checks per week; and two outreach excursions. A personal butler arranges clothing, food, lodging, transportation, medical treatment, and health care for the 5- to 6-day tour.

### **MANAGEMENT AND OPERATION PLAN**

A rehabilitation therapist who has earned a bachelor's degree or higher in rehabilitation therapy technology. He/she is currently certified as a "Rehabilitation Therapist" or "Rehabilitation Therapist" by the Ministries of Health and Human Resources. Rehabilitation therapists help patients get better by using physiotherapy, occupational therapy, speech therapy, rehabilitation engineering, and traditional rehabilitation. They oversee receiving patients for rehabilitation consultation, functional examination and assessment, arranging short-term rehabilitation training programmes, and recommending that some patients who are able to do so purchase intelligent rehabilitation equipment and perform long-term passive stretching exercises to prevent muscle atrophy and promote or maintain patients' functions.

Elder care employees with qualifications in aged care have a thorough understanding of life care, technical care, rehabilitation care, and psychological care.

Choose a 'linear-functional' organisational structure based on your company's needs.



It combines a straight-line structure with a functional structure based on a straight line and establishes functional departments under the administrative head at each level, each engaged in professional management, as the leader's staff, implementing the unified command of the head and the functional departments of the staff, and guiding the organisational structure's form. The line manager approves and issues the plans, programmes, and related instructions developed by the functional staff departments; the functional staff departments only provide operational recommendations and do not have the ability to issue direct commands.

#### Operation Plan

Spring travel agency has been open for a long time, has good credibility, and has led domestic tourism for thirteen years. All urban areas have more than 4,000 offline agent travel stores. Spring Airlines leads the nation with 20,000 charter flights and 99% of total average passenger capacity. Spring Airlines has good customers and long-term strategic partnerships with picturesque sites, motels, and leisure bases nationwide.

Spring Travel's initial Journey for Mum and Dad programme is popular. The elderly remembered Zhangjiajie, Jade Dragon Snow Mountain, and the major red unique tourism project. Seniors say our exclusive travel programme suits their tastes and pace. With extended itineraries and the option to switch between sites, there is plenty of time to admire the surroundings and truly explore a foreign city. To conserve energy, don't race through the sights. The tour is only for older adults, who are comparable in age and have lots to talk about, so they don't get bored or despised.

Many seniors claimed they couldn't stop thinking about the trip afterward. They wanted to get out more and enjoy senior life. Consumer input prompted a vacation and recreation service. Depending on climate, environment, and recreational circumstances, many recreational bases will be selected nationwide for seniors in need of rehabilitation and recuperation to relax their bodies and minds and focus on physical training.

We introduced a travel and recreation company to the travel agency's offline stores and promoted the Spring and Autumn travel and recreation project in cooperative hotels, beautiful sites, and recreation bases. The company's organisational plans for leisure bases across the country rotate experience and insight, expanding the elderly's retirement options beyond local retirement homes and institutions. This meets the elderly's retirement needs and expands their spirituality and horizons.

In addition to local recreation resources, the company will train a professional housekeeping team with its own rehabilitation therapists and physiotherapists for each residence recreation base. The organisation also provides a team of housekeepers at each base to arrange for the whole spectrum of clothing, food, accommodation, transportation, medical treatment and recuperation, solving residence and recuperation service concerns.

#### FINANCIAL PROJECTIONS

Funding and use Self-financing, reinvesting the company's net profit. The company developed a new travel and recreation business, which required renting a new office building at 600,000 yuan a year and spending 240,000 yuan on office decoration. The company needs 20 office PCs, 2 projectors, printers, copiers, shredders, etc. RMB 180,000. Office filing cabinets 12 sets, 22 sets of office tables and chairs, two sets of large conference tables and chairs, reception customers leisure couch tables and chairs 4 sets, coffee machine, water dispenser, etc. are projected to cost 120,000 yuan. Two customer-receiving and

business-negotiating vans are projected to cost RMB 600,000. RMB 120,000 covers pre-opening registration, training, travel, etc. Advertising and marketing costs RMB200,000.

Table 1 Cash flow projection for 5 years

Unit: Ten thousand Yuan

Total	2023	2024	2025	2026	2027
Revenue (ten thousand Yuan)	1.8	4.0	5.8	6.9	7.8
Factors (Discount rate 8 %)	0.926	0.857	0.794	0.735	0.681
PV Revenue (Discount rate 8 %)	1.666	3.500	4.605	5.071	5.311
Accumurate PV Revenue	1.666	5.166	9.771	14.842	20.153

From table 1

Initial investment 13 Ten thousand Yuan

NPV =20.153 - 13= 7.153Ten thousand Yuan

IRR = 21.1 %

ROI average per year  $20.153/5= 4.030$

ROI average per year  $4.030 /13 \times 100 = 31.00 \%$

Pay Back Period = 3 years and 1 month.

## RESEARCH RESULT

Data was collected using a sample size of 100. Pearson correlation and ANOVA are used to analyse the data. The results are shown in the table below.

Table 2 Demographic Characteristics of the Respondents (N=100)

	Frequency	Percentage
Gender		
Male	57	57%
Female	43	43%
Occupation		
Student	20	20%
Service Holder	27	27%
Businessman	53	53%
Age Group		
16-29	68	68%
30-41	32	32%

Table 3 Pearson correlation analysis

	Correlation	Sig (2 tailed)
Product	.546	.000
Price	.560	.000
Place	.484	.000
Promotion	.472	.000
People	.473	.000
Process	.457	.000
Physical evidence	.514	.000

Table 4 Coefficients

Model	B	Stand error	Standardized Coefficients Beta	Result of Hypothesis	Significance Level (P Value)
Constant	-2.857	.654		-4.367	.000
Product	.364	.130	.256	2.799	.008
Price	.329	.133	.245	2.478	.017
Place	.231	.106	.197	2.187	.034
Promotion	.073	.078	.092	.932	.356
People	.360	.135	.243	2.668	.011
Process	.188	.109	.158	1.734	.090
Physical evidence	.324	.137	.216	2.357	.023

R = 0.845a , R Square 0.714, . Adjusted R Square 0.666, Std error 0.40875

Table 5 Descriptive statistics

Variables	correlation coefficient R2	Critical Value	Mean	SD	t	Sig
Product	.546**	t=1.6766	4.280	.4965	t=2.799	.008*
Physical evidence	.514**	t=1.6766	3.680	.4712	t=2.357	.023*
Price	.560**	t=1.6766	3.640	.5253	t= 2.478	.017*
Promotion	.472**	t=1.6766	2.900	.8864	t= .932	.356
Place	.484**	t=1.6766	2.620	.6024	t= 2.187	.034*
Process	.457**	t=1.6766	1.880	.5939	t=1.734	0.05*
People	.473**	t=1.6766	1.7600	.47638	t=2.668	.011*

P= 0.05, R = 0.845a , R Square 0.714, . Adjusted R Square 0.666, Std error 0.40875

## CONCLUSION AND DISCUSSION

Tourism industry can be a handy tool of alleviating poverty and improve the standard of living by maximizing the satisfaction of tourist in any region (Emaad, 2007). For the growth of the tourists 'satisfaction, satisfaction with all marketing mix elements is very important. Though health tourism is enriched with tourism elements like historical places, archeological sites, natural beauty, the promotional activities of

health tourism is very poor and most of the respondents are dissatisfied with the tourism delivery process of this destination. That's why this destination is failed to attract the visitors after having a good amount of tourism elements.

At present, the tourist satisfaction with health tourism is 'somewhat dissatisfied'; it can be upgraded to the next 'high' level if proper management with respect to promotional activities and tour operation process are applied. Similarly, it can be expected that in the other areas of tourism. Based on the results of the study showed that except two (Promotion and process) had a positive and significant effect on tourist's satisfaction in health tourism. Therefore, if the better implementation of these two-marketing mix, it will increase tourists satisfaction and eventually that will bring a positive synergy for economic and social development of health tourism.

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## THE RELATIONSHIP OF THE TALENT MANAGEMENT AND CREATIVITY MANAGEMENT IN ART UNIVERSITIES

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### Abstract :

The objectives of this research are as follows: 1) to identify talent management and creativity in the Art universities. 2) To examine the current state of art practice, art teaching of students and teachers in Art university. And 3) to improve talent and creativity management in order to support the spirit of strategy adoption in art college. This is a mixed technique study. The population consisted of approximately 100 samples drawn from all art college personnel. Kerjesi-Morgan was used to calculate sample size. Two standard questionnaires were used to collect data, including Mirzaee's talent management questionnaire and Darabedghe's organizational creativity questionnaire. The validity of two questionnaires was assessed using the KNO index and the Bartlet test, with the validity of the talent management test being 0.718 and the validity of organizational creativity being 0.767. Kcronbach alpha values for the questionnaire's reliability in the talent management test and organizational creativity were 0.940 and 0.947, respectively. For hypothesis testing, the Pearson correlation test was performed. The obtained results revealed a substantial association between talent management and creativity management, as well as other components of talent management that have a positive and significant relationship with creativity management.

**Keywords:** Practice management skills, art college students, practice courses, internship practice

### INTRODUCTION

Education and training of the bright, talented, and creative have gained attention in all sectors of industry, education, and service since the turn of the twentieth century. There are numerous benefits to supporting high-achieving individuals in the realm of science. As a result, the growth of the mental and creative assessment movement is bound to impact the evolution of the pursuit of the gifted and talented. The majority of the creative traits are present in the talented persons in the art college, and this is because finding the gifted and talented necessitates measuring their talents in some way. Adopting the scientific method in research requires a creative mindset that can identify problems in institutes and society, formulate testable hypotheses, collect and analyse data, and disseminate its findings to a wide audience (Downe, 2012).

Organisations today realise that their strength in achieving success comes from talented and creative individuals, not through the use of the best technologies, or the best methods. As a result, they seek to survive by relying on the most talented, excelling, and creative individuals in accomplishing difficult tasks that preserve their distinction and survival. Instead, they get it from their ability to adapt



and create new things. These benefits, and others that help the communities where these businesses operate, are made possible by the hard work of the people who work there.

As a platform for extending and broadening classroom teaching, art practise is a crucial process that combines theory and practise. Artistic practise is vital to musical education and instruction because it serves purposes and plays roles that no other method of instruction can match. Connecting theory with practise, as well as developing students' all-around quality and creative awareness, are crucial to enhancing their artistic skills and preparing them for professional success. Students' art practise and performance activities are carried out as part of art practise, with a focus on honing students' art practise abilities through independent study and exploration. This is done so that students can hone their performance skills and boost their business acumen through a wide range of art practise activities. All areas of student fitness will be encouraged. The essence of art education is to immerse students in the world of work, to encourage them to seek out the most authentic and everyday sources of inspiration and material for their own artistic endeavours, to encourage them to reflect on these discoveries in light of their theoretical knowledge, and to help them develop a keen, unbiased eye for the world around them.

### **RESEARCH QUESTIONS**

The following sub-questions arise:

1. What is the current state of affairs and issues with talent and creativity in art college?
2. What is the relationship between talent management and creative management in an art college?
3. Does the college practise talent management, adds to higher levels of creativity management?

### **RESEARCH OBJECTIVES**

1. To identify the talent management and creativity in Art institute.
2. To analyze the current situation of art practice and management of art students.
3. To improve the talent and creativity management to support the spirit of adopting strategies in art college.

### **RESEARCH HYPOTHESIS**

The significant relationship between talent management and creativity management in art college

### **CONTRIBUTION**

Strengthening the conceptual framework for rethinking art education in higher ed institutions of all stripes. This article systematically discusses the theories related to college art practice course teaching, further enriches and improves the theories related to art practice teaching and sociology, puts forward new ideas of college art practice course reform, and contributes to solving the challenges faced by the current system of college art practice course teaching. It has theoretical and academic significance because it advances our understanding of how to best instruct art practice courses in higher education

and offers theoretical guidance for the development of more systematic approaches to instructing in this context.

### CONCEPTUAL FRAMEWORK

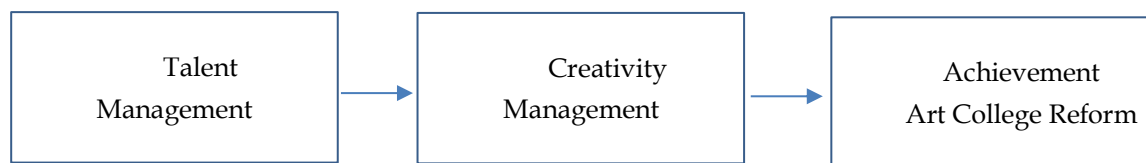


Fig. 1 Conceptual framework

### LITERATURE REVIEWS

According to the teaching objectives, we implement the vocational education concept of "practical teaching as the main focus", and develop a professional training plan with practical training as the main focus and theoretical courses attached to practical courses. The curriculum should be integrated with the vocational standards, the teaching content should cover the national vocational qualification standards as far as possible, and combine the students' skills appraisal with the school's teaching assessment, so that the teaching assessment can maintain the vocational direction, but also to avoid repeated assessment. The teaching objectives of cultural foundation courses, professional core courses and practical courses should be adjusted according to the actual literacy level of students and the needs of employment, and multi-level objectives should be set. According to the professional training program and the requirements of talent training objectives, the systematic skill training requirements are put forward and the contents that must be completed or chosen to be completed are stipulated. The standard of practical courses should make clear provisions on the content, purpose requirements, time (hours) arrangement, teaching forms and means, facilities and conditions required for teaching, assessment methods, etc. of each practical teaching link. It includes experiments, comprehensive practical training, course design, skills training, internship, graduation design, social investigation and other forms of teaching. The departments pay attention to the optimization of the content of each course when formulating the standards of practical courses to avoid repetition or disconnection; increase the proportion of practical training and design and comprehensive experimental practice, so that the practical courses can really play the role of cultivating students' hands-on ability and creative ability. Each practical teaching link should have a supporting practical instruction book.

#### Talent Management

There are numerous techniques that researchers have taken to address the subject of talent management. It is defined as an integrated process that includes attracting employees with exceptional performance, supporting, and developing them in order to retain and benefit from their talent within clear strategies that attempt to fulfil the organization's goals (Ahlam, 2019). It is also defined as an integrated system that begins by identifying the organization's talent needs, comparing them to the talents available within the organisation, determining their inability to work on attracting them from outside the organisation, then working on developing current and new talents, and developing strategies to preserve talents and

provide them with an appropriate environment to earn their loyalty and commitment to the organisation. Management strives to find, attract, and develop human skills, capabilities, and innovations in order to create competitive advantages and success in the labour market for employees and the organisation as a whole (Abdeen, 2019). It is defined as integrated strategies to attract, develop, and retain people in order to achieve goals, as well as to fulfil the need to benefit from the experiences and capabilities that these competences hold in order to achieve organisational excellence (Millan, 2008; Kalman, 2014). According to academics, human talent management is concerned with a high quality of individuals with high skills and capabilities.

The talent management consists of the following integrated operations that interact with one another to achieve excellence in performance (Muhammad, 2015):

1. Inputs; These include the following elements: mission, philosophy, goals, structure, organisation, administrative communications, systems and procedures, which include policies, legislation, rules and methods, procedures, facilities, and the environment.

2. Operations; These include human talent management methods such as talent attraction, talent development, and talent retention tactics.

3. Outputs; These include exceptional job performance, such as productivity, quality, and efficiency.

The talent management has a distinct meaning in and of itself. It immediately transports the listener's thoughts to somewhere mystical or imaginative. The following are the most significant functions of talent management:

1. Creating strategies for identifying the existing and future needs of the organization's plan.
2. Determining the organization's existing and future available and required competencies.
3. Creating methods and processes that are compatible with working people's current and future demands.
4. Using the most effective techniques and strategies to identify and attract brilliant and ambitious individuals.
5. Identifying appropriate approaches to deal with those who provide no value to the organisation.
6. Ensuring that the institution's plan guarantees that the institution achieves its optimal performance today and in the future.

#### Talent management

1. Attracting talent management refers to the practise of attracting job seekers to apply to an institution for open positions (Fournier, 2017). This could be done using extended media as an input to tell job seekers about the institution's available opportunities. As a result, the administration has a broader range of options for picking the best candidates.

2. Talent Planning (TM); it is the foundation upon which the organization's existing and potential skills are developed, and with which it addresses current and future job needs. Furthermore, the organisation determines the quality and size of the skills that must be taken for specific and potential needs in order to attain and accomplish the desired goals. The management processes include adapting to the means that work to achieve and complete the talent management strategy, which must ensure the motivation and retention of appropriate work methods and means for highly talented employees (Gakovic and Yardley, 2007; Adil and Muhammad, 2020).

3. Talent retention is a major issue for many organisations since the high turnover rate of high-capacity individuals harms quality and customer service, resulting in a lack of competitive advantage. Work regulations and rules that motivate the talented, provide opportunities for professional and personal growth, freedom to carry out work duties, encourage creative thinking, and a work environment that stimulates innovation are all ways that talents are retained. These techniques help to retain and grow talent by focusing on people with high skills and capabilities and providing them with an appropriate environment (Abdumuneim, 2017; Abdeen, 2019).

4. Talent development is the rising ability of talented people to deal with changes in their surroundings and succeed in attaining their own and the organization's goals. For the organization's talented employees, career development is critical. The talented employee's knowledge, behaviour, and talents must all be developed. This is accomplished by developing talent points, participating in goals and undertaking new tasks to acquire skills that aid in the development of performance, and increasing the provision of opportunities for growth and development based on the skills that require development through participation in training programmes, the ability to apply new ideas, and dealing with renewable work problems. (2018) (Mahmoud)

#### Creativity management.

Creativity management is defined as a shift in administrative work that leads to improvements in work procedures and organizational methods, which leads to increased productivity and efficiency.

Characteristics has various qualities that go down to the slightest aspects. Creativity can lead to goal achievement, so the individual or group has goals that go beyond the bare minimum to higher-value goals for the company and society. Ideas and procedures can both be creative. The boundaries of the creative process cannot be predicted in terms of the products given and the ways of contact with the audience. The following summarizes the levels of organizational and administrative creativity:

1. Individual creativity; it is what individuals preserve based on creative qualities and attributes such as knowledge, intelligence, curiosity, initiative, stamina, and thinking independence. When a creative individual is actively working, the group is motivated to follow his/her example in terms of thinking and dealing with work difficulties with intelligence, astuteness, and flexibility in applying laws.

2. Creativity at the group level; It is the creativity achieved by the group based on the feature of exchanging opinions and experiences and cooperation to solve problems, which is affected by several factors, including safe participation and commitment to excellence in performance and support for performance based on the rapid changes in the environment today that include all Concepts for collective creativity to become one of the most important.

3. Organizational creativity; Because the organization is an administrative and organizational entity consisting of groups, individuals, and workers in various locations with the goal of achieving a specific goal, organizational creativity is in creating an organizational climate and in recruiting everyone to create excellence so that organizational creativity becomes the basis for development. The knowledge foundation and the accumulation of information over time are the two primary elements (Al-Fadhil, 2009).

There is the creative management process, (Hussain and Hamad, 2016) divide into four groups, which are as follows:

1. The Preparation step; This is the step in which the individual acquires the information, abilities, and experience components necessary to evaluate the problem.
2. The Testing step; incubation represents this step. It is distinguished by the creative individual's strong attempt to find a solution to the challenge.
3. The Supervision and Follow-up Stage; this stage includes the appearance of a creative flash, which is the time when a new idea emerges. That thought leads to the solution of the problem.
4. The Verification and Application Stage (Jarwan, 1998). This stage comprises testing and implementing the unique idea.

## **RESEARCH METHODOLOGY**

A questionnaire was administered in accordance with the study's research theme to evaluate the current situation of graduating current college students in Hunan's art institutions. This study distributes questionnaires to 100 art teachers who teach in colleges and universities and 100 art students who are about to graduate in schools using the self-edited "Practice Management and Inquiry of Contemporary Art Students in Hunan (Students)" and "Practice Management and Inquiry of Contemporary Art Students in Hunan (Teachers)". The surveys were delivered to 100 art teachers and 100 graduating art students.

Teachers and students from several art colleges in Hunan Province were questioned using a questionnaire to assess the challenges and causes for their existence.

We locate the breakthrough point of the challenges in art practice of art college students and build the research ideas by reading the literature and refining the reflections in actual work.

Discuss the research content and objectives with the tutor and students before developing the questionnaire and interview plan. Create and gather surveys and statistical data, as well as propose an acceptable new course practice model that can be managed in a reasonable and scientific manner.

The feedback report for the new model will be finalized based on the literature research, questionnaires, and talks with school teachers and college students about to enter society.

## **RESEARCH RESULT**

The data from student questionnaires and teacher questionnaires were recorded and analyzed using descriptive statistics. They have enough teaching experience and can accurately grasp the teaching pace and teach according to the material in the actual teaching activities. However, teaching is usually not very lively or has some routine, and students will be bored over time. Therefore, after a long period of teaching, teachers also need to learn new teaching ideas and start practicing with students. Secondly, the gender statistics indicate that the number of male teachers is significantly higher than the number of female teachers, which is also in line with the characteristic that there are more males than females among Chinese art teachers. Although males are more accomplished in the creation of art in the world art category, they are still less delicate in dealing with works from a sensual perspective compared to females to a certain extent. The results of art teachers' education and titles can be found that the education of Hunan art college teachers shows a high degree of education, in terms of titles most of them are mainly associate professors, and there are also a large number of professors with master or doctoral degrees, with a relatively broad knowledge base and relatively superb teaching skills, with a short time to adapt to teaching activities, with the characteristics of quick results and strong

adaptability. With the deepening of China's curriculum reform, the concept of student-oriented gradually takes root, the main position of students in educational activities is increasingly prominent, and the idea of student-oriented education has penetrated into all teaching activities, so in the process of teaching activities of art practice courses in art colleges and universities, we should fully respect and pay attention to the main position of learning, understand students' ideas and suggestions, and strengthen the effective communication between teachers and students. communication in order to improve the effectiveness of teaching.

Based on correlation data is obtained in acceptable confidence interval ( $P < 0.05$ ), it indicates that there is a significant and positive relationship between talent management and creativity management. By increase in the talent management level, creativity management will increase. This result was confirmed in 0.001 confidence level. there is a significant relationship between talent management and creativity management in art college.

Table 1 Relation between talent management and organizational creativity in Maskan bank using Pearson correlation test

Variables	Mean	SD	R	P Value
Talent management	3.24	0.494	0.609	0.001
creativity Management	3.17	0.62		

According to the (t--test), the talent management has a statistically significant influence on the creativity management. Furthermore, the calculated critical ratio for regression weight (CR) for the variables is greater than the tabular value (1.96), the variation coefficient ( $R^2$ ) is (48%), and the remaining percentage is due to random error or may be due to the form not including other independent variables that should have been included. By applying it to the personnel of the organization under study and research, it is clear that there is a statistically significant association between the independent variable - talent management - and the dependent variable - administrative creativity.

According to the results of the Kruskal-Wells analysis of variance and the Mann-Whitney test, there are statistically significant differences between the opinions of the respondents (employees of the company under study and research) about the dimensions of the study (talent management, administrative creativity) based on demographic characteristics.

## CONCLUSION

In the process of art practice teaching in colleges and universities, there are problems of unreasonable age and academic title structure, unreasonable choice of teaching objectives, short teaching time and imperfect teaching assessment and evaluation on the part of teachers. In the process of art practice teaching in colleges and universities, there are problems that students do not know enough about the art practice course and are not satisfied with the art practice course. In the process of art practice education in colleges and universities, there are problems such as management system. The main factors that affect the development of art practice in colleges and universities are students' awareness of art practice, teaching problems, etc.

1. There is a considerable association between talent management and creativity management.
2. There is a considerable influence between the talent management and creativity management.



3. Company survival and continuity are tied to what they supply to talent management in terms of care, attention, and development, with a rise in knowledge and technology with current and future college development.

### **SUGRESSION AND RECOMMENDATION**

From the results, The suggestiona and recommendation are as follow:

1. Contents of the practical teaching goal system, To enable students to gain practical knowledge, broaden their horizons, enrich and enliven their minds, deepen their understanding and mastery of theoretical knowledge, and then revise, expand and innovate theoretical knowledge in practice.2) To cultivate students' basic skills and professional and technical skills, so that students have the professional quality and ability to engage in a certain industry. 3) Enhance practical emotion and practical concept, cultivate good professional ethics and responsibility consciousness, cultivate a practical and serious scientific attitude and a hard-working and persevering working style, and cultivate the spirit of exploration and innovation.

2. Adjustment of teaching objectives, The objective system of practical teaching is mainly based on the cultivation of vocational ability, and is constructed with the modules of basic vocational quality, job employability and career development ability cultivation. The design of the practical teaching system is centered on the cultivation of vocational ability, while considering the vocational quality education and reflecting the characteristics of higher vocational education.

3. Adjustment of talent training program, According to the teaching objectives, implement the vocational education concept of "practical teaching as the main focus", and develop a professional training program with practical training as the main focus and theoretical courses attached to practical courses. The curriculum should be integrated with the vocational standards, the teaching content should cover the national vocational qualification standards as far as possible, and combine the students' skills appraisal with the school's teaching assessment, so that the teaching assessment can maintain the vocational direction and avoid repeated assessment.

4. Develop professional skill specifications, According to the requirements of the professional training program and the talent training objectives, put forward systematic skill training requirements and stipulate the contents that must be completed or chosen to be completed.

5. Revise the practical teaching plan, According to the requirements of talent training program and the actual situation of our college, all majors revise the practical teaching plan to make it more scientific, operable and pay attention to the effectiveness. It is necessary to avoid the tendency of emphasizing the proportion of practical teaching hours but not the quality of practical teaching. Liberal arts majors should pay more attention when writing the practical teaching plan.

6. Improve teachers' standards, Strengthen the construction of teachers and improve their practice management ability, while encouraging them to participate in practical activities and cooperate with enterprises and art institutions to enrich teaching contents [2]. Schools can provide teachers with professional training and development opportunities, such as attending industry seminars and academic exchange activities, to help teachers understand the latest art management theories and practices.

For talent management and Creativity management

1. Identifying talented individuals in organizations through a series of steps, the most essential



of which are nomination, selection, and finally evaluation.

2. Company leaders should strive to create a culture of creativity, innovation, and renewal in their businesses to enable possibilities for continual excellence.

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