



*Taiwan  
Academy Of  
Social Sciences*



**2019**

**TASS International Conference on  
Social Science, Humanities, Management  
Business & Economics**

**Date: September 06-07, 2019**

**Venue: The Howard Plaza Hotel Taipei, Taiwan**

***CONFERENCE BOOK  
OF ABSTRACT  
PROCEEDINGS***

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# **Book of Abstracts Proceedings**

**TASS 2nd International Conference on Social Science, Humanities, Management,  
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Proceedings of the TASS 2nd International Conference on Social Science, Humanities, Management, Business & Economics

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***TASS 2nd International Conference on Social Science,  
Humanities, Management, Business & Economics***

**Venue: The Howard Plaza Hotel Taipei, Taiwan**

**Conference Theme:** Emerging Social Changes that Result from New  
Social Dynamics.



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## CONFERENCE TRACKS

- Social Sciences and Humanities
- Business and Economics
- Management and Interdisciplinary
- Banking and finance Business
- Marketing
- International Enterprise
- Human resources
- Hotel and Institutional Management
- Interdisciplinary

## CONFERENCE CHAIR MESSAGE

### **Tadashi Kimura**

“International Conference of Taiwan Academy of Social Sciences (TASS) ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Tadashi Kimura

Conference Chair

Email: [Tadashi\\_Kimura@academy-ss.com](mailto:Tadashi_Kimura@academy-ss.com)



# CONFERENCE AGENDA

**DATE:** September 06-07, 2019

**LOCATION:** The Howard Plaza Hotel Taipei, Taiwan

**DAY:** Friday-Saturday

**Event Title:** TASS 2nd International Conference on Social Science, Humanities,  
Management, Business & Economics (SHMBE)

## Start Time

08:00 am - 08:05 am: Registration & Kit Distribution  
08:05 am - 08:10 am: Introduction of Participants  
08:10 am - 08:15 am: Inauguration and Opening address  
08:15 am - 08:20 am: Grand Networking Session

**Tea/Coffee Break (08:20 am - 08:30 am)**

# CONFERENCE AGENDA

**DATE:** September 06-07, 2019

**LOCATION:** The Howard Plaza Hotel Taipei, Taiwan

**DAY:** Friday-Saturday

**Event Title:** TASS 2nd International Conference on Social Science, Humanities,  
Management, Business & Economics (SHMBE)

Session: 01

08:30 am - 12:00 pm: Presentation Session

Track A: Business, Economics, Social sciences & Humanities

Paper ID	Manuscript Title	Presenter Name
Zahidah Abd Kadir	A Mixed-Method Approach: The Design and Development of BMT Digital Learning Resource for Basic Movement Therapy Course in Undergraduate Physiotherapy Program	SHMBE-SEP19-106
Feby Iswandi	Virtual Credit Card Adoption in Indonesia	SHMBE-SEP19-107
Sarinna Maplook	Comparison of the Classification Efficiencies of Candlestick Body Length on the World Gold Price Candlestick Chart Using K-Means and Hierarchical Clustering	SHMBE-SEP19-110
Nuenghatai Chairaporn	Factors Affecting Agriculturists Blood Chemical Level	SHMBE-SEP19-111
Kasidit Kumpek	The Purchasing Behavior of Customer for Flower Seeds Product (Retail Package) in Amphoe Mueng, Chiang Mai.	SHMBE-SEP19-115
Yvonne, Hsiao Ying Cheng	Exploring the standard deviations of six standard deviations to improve product quality: Under Managerial Accounting Perspectives	SHMBE-SEP19-116
Pusanisa Thechatakerng	Multi-Layer Distributions System Of Agricultural Entrepreneurs In Hygienic Fruits & Vegetables : Current Situation In Chiangmai, Thailand	SHMBE-SEP19-117
Chinnawee Chotebhiromkorn	Alternative Marketing of Premium Cosmetic Counter Brand to Penetrate the Metrosexual Market in Muang District, Chiang Mai	SHMBE-SEP19-118
Panomporn Chalermwan	The Managing Administration of Maejo University Organic Agriculture Group	SHMBE-SEP19-125
Ravipreeya Jiranantaraporn	Brand Audit of Laurier Consumer in Chiang Mai	SHMBE-SEP19-126

**Lunch Break & Closing Ceremony (12:00 pm - 01:00 pm)**



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## **Conference Day 02 (September 07, 2019)**

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



*TASS 2nd International Conference on Social Science, Humanities,  
Management, Business & Economics (SHMBE)*  
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***TRACK A***

***BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES***

## **A Mixed-Method Approach: The Design and Development of BMT Digital Learning Resource for Basic Movement Therapy Course in Undergraduate Physiotherapy Program**

<sup>1\*</sup>Zahidah Abd Kadir, <sup>2</sup>Nurul Shuhadah Rosni, <sup>3</sup>Zaidatul Husna Abd Rahman,  
<sup>4</sup>Nurulain Abu Bakar  
<sup>1,2,3,4</sup>Universiti Kuala Lumpur, MIIT, Kuala Lumpur, Malaysia  
Corresponding Email: zahidah@unikl.edu.my

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**Keywords:** Physiotherapy, Educational technology, Education, Mixed method, Multi-media design

The evolution of technologies and the development of new media design for educational purposes are expanding. This work aims to evaluate BMT Digital Learning for undergraduate physiotherapy students in blended learning approach. Based on instructors and students perceptions towards learning content design along with multimedia design guideline, BMT Digital Learning has been design and developed carefully aims to improve students skill performance in basic movement therapy. This study employed mixed method approach to gather data from semi-structured interviews as design guideline for BMT Digital Learning application. A quantitative method using quasi-experimental design were used to evaluate students score performance while descriptive statistic used to evaluate learning content design. A total of 103 students from the Universiti Kuala Lumpur, RCMP (Royal College Medical, Perak) was divided in two groups. The Control group received standard teaching sessions (N=51). The Treatment group received the same standard sessions but additionally used BMT Digital Learning Resource application (N=52). Written test on basic movement therapy was done by students before and after the intervention. Statistically significant better scorings for the treatment group were found. The results strongly suggest that the use of BMT Digital Learning Resource application is suitable for practical procedure purposes.



## Virtual Credit Card Adoption in Indonesia

<sup>1\*</sup>Febby Iswandi, <sup>2</sup>Deddy Priatmodjo Koesrindartoto, Ph.D.

<sup>1,2</sup>School of Business and Management-Institut Teknologi Bandung, Indonesia

Corresponding Email: feby.rizkia@sbm-itb.ac.id

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**Keywords:** Virtual Credit Card, Intention To Use, Perceived Usefulness, Perceived Ease Of Use, Security, Compatibility, Self-Efficacy

Lately with the development of e-commerce that is rife in Indonesia, making institutions both banking and non-banking issue many products that can be used as a transaction tool. One of them is a virtual credit card, as one of the first gliding players it doesn't seem to have an echo that is as big as other products in the same industry. Therefore, this research was conducted to review the adoption of virtual credit cards in Indonesia. The study aims to empirically examine the effect of self-efficacy, security, compatibility, perceived usefulness and perceived ease in a technology acceptance model (TAM) on interest in using a virtual credit card. This analysis uses independent variables, namely the influence of self-efficacy, security, compatibility, perceived usefulness and perceived ease as independent variable, and intention to use as a dependent variable. The samples of this study are the population of Indonesia with specifications aged 17 - 32 years old and above which can be considered as productive age population. Data collection was conducted with a questionnaire distributed directly through online surveys as much as 352 respondents with statistical method used is Partial Least Square Path Model. The results of this study indicate that the influence of self-efficacy, compatibility, perceived usefulness and perceived ease significantly influence intention to use as independent variable, meanwhile the security variable does not significantly affect interest in using a credit card virtual.

## **Comparison of the Classification Efficiencies of Candlestick Body Length on the World Gold Price Candlestick Chart Using K-Means and Hierarchical Clustering**

\*Sarinna Maplook

Statistics Program, Faculty of Science, Maejo University, Chiang Mai , Thailand

Corresponding Email: sarinna.joy@gmail.com

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**Keywords:** Candlestick , World Gold Price , K-Means Clustering , Hierarchical Clustering

In this study, the classification efficiencies of candle stick body length on the world gold price candlestick chart using K-means and hierarchical clustering were compared with the objective to reduce the ambiguity in the size of the candlestick body. The data used in this study consisted of the opening price, closing price, highest trading price and lowest trading price from the daily gold price in the world market of the United States during January 2, 2009 to April 30, 2019 for a total of 2608 days. The data was divided into 2 groups: training data and testing data. The experiment consisted of the calculation of length, ratio, mean and standard deviation and standardization. The data was then clustered using K-means and hierarchical clustering which it was found that K-means clustering resulted in 5 clusters, while hierarchical clustering resulted in 3 clustered. The classification efficiencies of candlestick body using CCI for training data and testing data were 70% for both clustering methods. This indicated that the classification was quite effective. However, K-means clustering was more effective compared to hierarchical clustering for gold price data in the world market.

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## Factors Affecting Agriculturists Blood Chemical Level

\*Nuenghatai Chairporn

Statistics Program, Faculty of Science, Maejo University, Chiang Mai , Thailand

Corresponding Email: ttunti@hotmail.com

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**Keywords:** Logistic Regression Analysis, Blood Chemical Level, Factors

The aim of this research is to study factors affecting agriculturists blood chemical level. The secondary data, by which the Office of Disease Prevention & Control 10 Chiang Mai collected, consists of 4 districts in 2 provinces as follows; Jaehom (Jaehom district), Nong-Lom (Hangchat district) of Lampang province, Ta Phamok (Long district) and Nam Rad (Nongmuangkhai district) of Phrae province, are employed in this research. The study of 628 participated agriculturists determined that 284 agriculturists has normal blood chemical level (45.20 percent) and 344 agriculturists were in the blood chemical disorders condition (54.80 percent). The multiple logistic regression analysis indicates that the factors affecting agriculturists blood chemical level involves gender and the usage of fertilizers or accelerators. Male agriculturists in the blood chemical disorders condition are greater than female agriculturists 1.407 times (95% CI = 1.023-1.936) and those agriculturists who use fertilizers or accelerators would have a higher chance to face the blood chemical disorders condition rather than others 5.418 times (95% CI = 1.136-25.839).

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## **The Purchasing Behavior of Customer for Flower Seeds Product (Retail Package) in Amphoe Mueng, Chiang Mai.**

<sup>1\*</sup>Kasidit Kumpek, <sup>2</sup>Pusanisa Thechatakerng

<sup>1,2</sup>Faculty of Business Administration, Maejo University, Chiangmai, Thailand

Corresponding Email: kasiditrud@gmail.com

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**Keywords:** Customer behavior, Flower seeds (retail package), Marketing mixes

The seed industry is an important upstream industry that affecting the quantity and quality of agricultural production is of great significance to national and food stability. Presently, Thailand is the seeds exporter in rank 21st in the world and in the rank 3rd in Asia. In 2014 the seeds market share was 69.15% of the exporting value \$188 million USD. Currently, most of the seeds company in Thailand are vegetable seeds company and the amount of seed in the country is estimated at 2,000 million baht per year with market growth of 10-15% per year. Therefore, the seeds business in Thailand are an interesting business to study especially in the flower seeds business due to there are few studies in flower seeds business in Thailand and there are more interesting point to study especially the marketing mixes and customer purchasing behavior of flower seeds business. Then, this paper tries to answer the research question; what marketing mixes factors are influenced the purchasing behavior of retail package flower seeds of customer in Muang district, Chiangmai province. 400 of customers who have purchased the flower seeds product were collected data using questionnaires in Chiangmai province. The results show that most customers were females, 23-30 years old, private company officer, bachelors degree and their monthly income was 15,001 - 20,000 Baht average. T-test and F-test confirmed that the difference in gender, age and occupation had no influence on the level of agreement toward marketing mix factors of flower seeds product (retail package). Moreover, demographic factors of customers; education level and monthly income showed significantly the difference in gender, age and occupation had no influence on the level of agreement toward marketing mix factors of flower seeds product (retail package) in three categories; product, place, and promotion.

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## **Exploring the standard deviations of six standard deviations to improve product quality: Under Managerial Accounting Perspectives**

\*Yvonne, Hsiao Ying Cheng  
National Chengchi University-Taipei City, Taiwan, R.O.C.  
Corresponding Email: yvonne.cheng@sgs.com

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**Keywords:** Managerial Accounting, Six Standard Deviations, Analytical Research Method

The method of modern managerial accounting belongs to the analytical method. It is based on the specific characteristics of the research questions, using a certain research method to make a more accurate quantitative description of the object being studied and to find out the interdependence and mutual existence between the variables. Restrict the relationship and establish a corresponding economic quantity model. Under managerial accounting perspective to explore the standard deviation of six standard deviations improve product quality, reduce the degree of change in production and business processes, including statistical methods and establish an efficiency structure and structure of personnel within the organization. According to the specific steps, explore whether to achieve the realization of specific financial goals, to achieve an increase in corporate value. In accordance with the changes in the company's income, bridge the changes in financial profit and loss, the implementation of the results of the six standard deviations of the implementation of the conversion into financial tracking and output reports and management accounting accruals, the specific method of thinking process is qualitative analytical methods, from the dynamic to grasp the main aspects and main processes of enterprise production and management. Using the combination of six standard deviations of precision and modern managerial accounting, effectively integrated from the simple accounting of financial accounting to the analysis of the past, the control of the present, and the planning of the future.

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## **Multi-Layer Distributions System Of Agricultural Entrepreneurs In Hygienic Fruits & Vegetables : Current Situation In Chiangmai, Thailand**

\*Pusanisa Thechatakerng

Faulty of Business Administration, Maejo University, Chiangmai, Thailand

Corresponding Email: thepusanisa@yahoo.com

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**Keywords:** Multi-Layer Distribution, Agricultural Entrepreneur, Hygienic, Fruit, Vegetable, Chiangmai

This paper aims to study structure of the multi-layer distribution system of agricultural entrepreneurs in hygienic fruits and vegetables, Phrao, Chiang Mai. 400 of middlemen who act as entrepreneurs in buying fruits and vegetables from the 1st source were the samplings collected data using questionnaires and the additional five major entrepreneurs of hygienic fruits and vegetables were interviewed. The results from qualitative research show that the structure of the multi-layer distribution system of Hygienic fruit & vegetable from farmers to end consumers divided into 2 types; Domestic and International channels. The domestics channel involves entrepreneurs, small farmers, local wholesalers, local retailers, local central markets, outsiders delivered to the end customers. International channel involves local entrepreneurs/collectors, local exporters, local brokers who contact with foreign customers, domestic collectors to foreign customers. Moreover, the results show that most of entrepreneurs were females aged over 50 years old, secondary school education, more than 10 years of experience with annual income less than 500,000 Thai baht. T-test confirmed that entrepreneurs characteristics such as gender, age, education, experience, income affected the structure of distribution channel in hygienic fruits and vegetables. The entrepreneurs aged between 41-50 years preferred to distribute their products to customers with higher price while less than 30 year of age preferred to distribute with fair condition relying on financial risk and transportation. At the same time, those with vocational education distributed their products to middlemen with large order, those with primary degree preferred the advance buying. Besides, those with high experiences in selling agricultural products between 1-5 years preferred selling to large order middlemen, while those with less experiences focused more on financial condition. Lastly, entrepreneurs whose annual incomes are between 100,000-500,000 Thai baht would focus on the reliability of middleman, while those with more than 1,000,000 baht would focus on payment condition.

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## **Alternative Marketing of Premium Cosmetic Counter Brand to Penetrate the Metrosexual Market in Muang District, Chiang Mai**

<sup>1\*</sup>Chinnawee Chotebhiromkorn, <sup>2</sup>Pusanisa Thechatakerng

<sup>1,2</sup>Faulty of Business Administration, Maejo University, Chiangmai, Thailand

Corresponding Email: [artit\\_makeup@hotmail.com](mailto:artit_makeup@hotmail.com)

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**Keywords:** Alternative Marketing, Counter Brand, Premium Cosmetic Brand, Metrosexual, Customer Behavior.

Nowadays, men began to taking care of themselves rather than the past especially skincare and health. Specifically, men in the Metrosexual group are extremely popular and have been increasing steadily. The cosmetic premium counter brand is becoming important in the consumer daily life in Thailand particularly in the Metrosexual group, market value of the premium cosmetic counter brand in Thailand in 2015 were 1.2 hundred billion Baht the average growth rate was 10% and has been continually increased every year. Hence, for the cosmetic premium counter brand in the Metrosexual group market is the one of the interesting and potential business in Thailand at present and there are some interesting to study especially in the customer purchasing behavior and alternative marketing due to in the metrosexual market is different than other market and more complicated. Then, this paper tries to answer the research question: Which alternative marketing model are suitable for a premium cosmetic counter brand of the metrosexual group in Chiangmai province? 400 of metrosexual customers were collected data using questionnaires in Chiangmai province. The results showed that most of the metrosexual group respondents were 41 - 50 years old, single, bachelors degree, government/state enterprise officer, and their monthly income was 30,001 - 40,000 Baht at average. F-test confirmed that the differences in personal factors in age, education, career and monthly income had the differences model of alternative marketing in premium cosmetic counter brand factors. Moreover, the approaches in each model that is the most appropriate are the television advertisement, direct marketing, media sharing through Line mobile application and participate in marketing activities at the point of sale or other channels.

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## **The Managing Administration of Maejo University Organic Agriculture Group**

\*Panomporn Chalermwan

Faulty of Business Administration, Maejo University, Chiang Mai, Thailand

Corresponding Email: iamrainstorm@gmail.com

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**Keywords:** Management, Organic Agriculture

This research is concerned on the study of management of Maejo University Organic Agriculture Group. The research aims to study the work of organic agriculture group, problems and the solutions as well as to study the managing administration of Maejo University Organic Agriculture Group. This qualitative research data were collected from members of Maejo University Organic Agriculture Group. This research found that the groups members distributed their organic products in term of vegetables and foods. The problems of this organic agriculture group are products' similarity, lacking of other knowledges, lacking of coordination, too less varity and uncertainty of products selling period. However, they concerned in 4 management functions; planning, organizing, leading and controlling.



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## **Brand Audit of Laurier Consumer in Chiang Mai**

<sup>1\*</sup>Ravipreeya Jiranantharaporn , <sup>2</sup>Preeda Srinaruewan , <sup>3</sup>Pusanisa Thechatakerng  
<sup>1,2,3</sup>Faulty of Business Administration, Maejo University, Chiangmai, Thailand  
Corresponding Email: ravipreeya.jiranantharaporn@gmail.com

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**Keywords:** Brand Audit, consumers, Laurie brand, Chiangmai

The objective of this research is to check the brand health of the Laurier brand of consumers in Chiang Mai. 9 factors; Awareness, Familiarity, Association, Preference, Decision, Promise, Inspiration, Ambassador and Advocacy are used as index to check the level of the brand perception. 400 customers of Laurier are asked to answer by questionnaires. The results indicate that The result of studying indicated that the products under the Laurie brand are in the market at the highest level to familiar feeling by seeing. Laurie brand products often are at the highest level the connection with something that has a lot of value in every factor. The interest and favorite in the brand identity by liking the method of conveying the brand and like the variety of products which are at a high level to demand for buying and considering the brand. The decision to buy and reliability are at a high level in all factors. As for the fulfillment of customers' identity that the Laurie brand is part of the lifestyle of each month. And also contribute to a better level of daily living on the representatives of brands and brand sponsors which consumers are satisfied with the product. Moreover, there are customers who always use the brand's products. T-Test confirms that demographic of customers influences on brand perceptions.

## ***UP COMING EVENTS***

You can find the details regarding our upcoming events by following below:

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## VISION

The vision of Taiwan Academy of Social Sciences (TASS) is to be a world leading forum for research presentation and networking in academic community.

