



ISSN: 2672-9091 (Print) and ISSN: 2408-2112 (Online)

Journal of Business, Economics and Communications, Naresuan University

♦ Volume 18 Issue 3 (July - September 2023)

Research Article

- ◆ The Influence of the U.S. Economy on the Financial Businesses Act and Fluctuation of Thai Economy

 Kovit Charnvitayapong and Thitaya Dangpradub
- ◆ Challenging Experiential Marketing with Augmented Reality Innovation

Kantalas Thongboonma and Chutisant Kerdvibulvech

◆ An Examination of the Niche-strategy Content and Structure of the Small Firms in the Hospitality Industry: The Impact on Niche-strategy Organizational Performance

Nitirat Maleewat and Jantima Banjongprasert

- ◆ Air Cargo Competitiveness and Economic Performance of Asia-Pacific Countries

 Supara Kapasuwan and Dolchai La-ornual
- ◆ The Effects of CFO Characteristics and Historical Financial Performance on the Adoption of Advanced Costing Practices: Evidence from Thai Listed Companies

Witchulada Vetchagool and Rudchanee Buttarat

◆ Factors Affecting Consumers' Decision Making in Choice of Service Destinations under the COVID-19
Situation Using MIMIC Analysis

Issarapong Poltanee

◆ Attractiveness of Hotel Price Framing Methods for Thai Customers

Supawan Teerathongkum and Sarinya Sungkatavat

◆ The Effects of SME Performance on Credit Accessibility in Border Economic Zones: The Case of Nong Khai Province, Thailand

Grid Rangsungnoen

- ◆ Factors Influencing the Decision in Using a Novel Reading Application of the Generation Y and Z

 Chanisara Malangpoothong and Nararuk Boonyanam
- ◆ Thai Visitors' Street Food Motivation Influencing Destination Loyalty: The Case Study of Bangkok
 Warit Chaowanasilp and Charoenchai Agmapisarn
- Examining Responsible Tourism Experience of Thai Tourists in Salak Khok, Trat

Yosita Pataratanakobkul and Paramet Damchoo

Obstacles in Event Marketing in Thailand and Work Adjustments at the Beginning of the COVID-19
 Outbreak

Pattanan Dedkaew

TABLE OF CONTENTS

Research Articles	Page
The Influence of the U.S. Economy on the Financial Businesses Act and Fluctuation of	1
Thai Economy	
Kovit Charnvitayapong and Thitaya Dangpradub	
Challenging Experiential Marketing with Augmented Reality Innovation	29
Kantalas Thongboonma and Chutisant Kerdvibulvech	
An Examination of the Niche-strategy Content and Structure of the Small Firms in the	53
Hospitality Industry: The Impact on Niche-strategy Organizational Performance	
Nitirat Maleewat and Jantima Banjongprasert	
Air Cargo Competitiveness and Economic Performance of Asia-Pacific Countries	72
Supara Kapasuwan and Dolchai La-ornual	
The Effects of CFO Characteristics and Historical Financial Performance on the Adoption	92
of Advanced Costing Practices: Evidence from Thai Listed Companies	
Witchulada Vetchagool and Rudchanee Buttarat	
Factors Affecting Consumers' Decision Making in Choice of Service Destinations under	113
the COVID-19 Situation Using MIMIC Analysis	
Issarapong Poltanee	
Attractiveness of Hotel Price Framing Methods for Thai Customers	127
Supawan Teerathongkum and Sarinya Sungkatavat	
The Effects of SME Performance on Credit Accessibility in Border Economic Zones: The	145
Case of Nong Khai Province, Thailand	
Grid Rangsungnoen	
Factors Influencing the Decision in Using a Novel Reading Application of the Generation	165
Y and Z	
Chanisara Malangpoothong and Nararuk Boonyanam	
Thai Visitors' Street Food Motivation Influencing Destination Loyalty: The Case Study	181
of Bangkok	
Warit Chaowanasilp and Charoenchai Agmapisarn	
Examining Responsible Tourism Experience of Thai Tourists in Salak Khok, Trat	199
Yosita Pataratanakobkul and Paramet Damchoo	
Obstacles in Event Marketing in Thailand and Work Adjustments at the Beginning of the	216
COVID-19 Outbreak	
Pattanan Dedkaew	

Journal of Business, Economics and Communications, Naresuan University

Volume 18, Issue 3 July – September 2023 ISSN: 2672-9091 (Print)

ISSN: 2408-2112 (Online)

Owner Faculty of Business, Economics and Communications

Adviser Prasit Watanapa, MD, PhD, FRCS, FACS Chairman of Naresuan University Council

Honorary Professor Kanchana Ngourungsi, Ph.D. President of Naresuan University

	rionorary rion	Cosor Nationalia Ngoarangsi, 111.2.	resident of Naresdan Oniversity
Editor			
	Assoc. Prof. Vichayanan	Rattanawiboonsom, Ph.D.	Naresuan University
Manag	ing Editor		
	Asst. Prof. Kanokkarn	Snae Namahoot, Ph.D.	Naresuan University
Assista	nt Managing Editor		
	Suntaree	Tungsriwong, Ph.D.	Naresuan University
Editori	al Board		
	Prof. Kamonchanok Suth	niwartnarueput, Ph.D.	Chulalongkorn University
	Prof. Direk Pattamasiriwa	it, Ph.D.	National Institute of Development
			Administration (NIDA)
	Assoc. Prof. (Honors) Cha	ackrit Duangphastra, Ph.D.	Chulalongkorn University
	Assoc. Prof. Somchanok	(Kumphan) Passakonjaras, Ph.D.	Chulalongkorn University
	Assoc. Prof. Duangpun K	ritchanchai Singkarin, Ph.D.	Mahidol University
	Assoc. Prof. Nopadol Ro	mpho, Ph.D.	Thammasat University
	Assoc. Prof. Wai Chamor	nmarn, Ph.D.	Thammasat University
	Assoc. Prof. Niramon Sut	:ummakid, Ph.D.	Thammasat University
	Assoc. Prof. Ravi Lonkan	i, Ph.D.	Chiang Mai University
	Assoc. Prof. Somnuk Auj	irapongpan, Ph.D.	Walailak University
	Assoc. Prof. Kornchai Ph	ornlaphatchakorn, Ph.D.	Mahasarakham University
	Assoc. Prof. Ranee Esich	aikul, Ph.D.	Sukhothai Thammathirat Open University
	Asst. Prof. Sungworn Ngu	udgratoke, Ph.D.	Sukhothai Thammathirat Open University
	Asst. Prof. Pairat Kanjana	karoon, Ph.D.	Chiang Mai University
	Asst. Prof. Banpot Wiroo	nratch, Ph.D.	Burapha University
	Asst. Prof. Somdech Run	gsrisawat, Ph.D.	Suan Sunandha Rajabhat University
	Asst. Prof. Wasin Liampre	eecha, Ph.D.	Naresuan University
	Asst. Prof. Pnomsit Sonp	rajuk, Ph.D.	Naresuan University
	Asst. Prof. Pudtan Phant	hunane, Ph.D.	Naresuan University
	Asst. Prof. Pattaraporn P	ongsaporamat, Ph.D.	Naresuan University
	Asst. Prof. Bhagaporn Wa	attanadumrong, Ph.D.	Naresuan University
	Dr.Warawude Rurkwararı	uk	Naresuan University
	Dr.Paramet Damchoo		Naresuan University
Proofre	eader		
	Asst. Prof. Siripen Dabph	et, Ph.D.	Naresuan University

Naresuan University

Naresuan University

Naresuan University

Asst. Prof. Siriwan Kitchot

Asst. Prof. Chutchonook Charutwinyo, Ph.D.

Asst. Prof. Supaporn Dokmaithong

Asst. Prof. Akkaya Senkrua, Ph.D.

Fuangfa Panya, Ph.D.

Kritcha Yawised, Ph.D.

Maresuan University

Mada Chayathatto, Ph.D.

Naresuan University

Naresuan University

Naresuan University

Naresuan University

Naresuan University

Mesirin Kwanjai, Ph.D.

Naresuan University

Naresuan University

Naresuan University

Naresuan University

Naresuan University

Copy Editors

Assoc. Prof. Phongsakorn Methitham, Ph.D. Naresuan University Asst. Prof. Usa Padgate, Ph.D. Naresuan University Asst. Prof. Sampan Nettayanun, Ph.D. Naresuan University Asst. Prof. Chairat Choesawan, Ph.D. Naresuan University Asst. Prof. Ruankwan Intanon Naresuan University Asst. Prof. Pattanan Dedkaew Naresuan University Asst. Prof. Warawit Phetruen, Ph.D. Naresuan University Pawinee Stargell, Ph.D. Naresuan University Pakchira Nugbanleng, Ph.D. Naresuan University Nuatip Sumkaew, Ph.D. Naresuan University Suparawadee Trongtortam, Ph.D. Naresuan University Maneerut Chatrangsan, Ph.D. Naresuan University Woraprat Yoelau, Ph.D. Naresuan University Montira Intason. Ph.D. Naresuan University Chalat Boonparn, Ph.D. Naresuan University Chunhagate Kanchankitsakul Naresuan University Naresuan University Songpol Chumnumwat

Art Directors

Rattapol Chaiyarat, Ph.D.

Naresuan University

Sansern Rianthong

Naresuan University

Editorial Coordinator

Rommanee Jairux Naresuan University
Chalida Theamsangwal Naresuan University

Publication Frequency

The BEC Journal published 4 issues a year

1st issue January – March 2nd issue April – June 3rd issue July – September

Contact

Faculty of Business, Economics and Communications, Naresuan University 99 Moo 9, Tapho, Muang, Phitsanulok 65000

Tel 0-5596-4808 Fax 0-5596-4800 Email: bec-journal@nu.ac.th

Journal of Business, Economics and Communications: BEC Journal www.tci-thaijo.org/index.php/BECJournal/

October - December



Published: September, 29th 2023

4th issue

Reprinting and requesting permission All articles published in this journal are owned by Faculty of Business, Economics, and Communications, Naresuan University. It is not permitted to republish the articles. If any organization wants to disseminate all or part of the articles, specific permission from Faculty of Business, Economics and Communications, Naresuan University is required. Each article which published in this journal, as well as images and comments, belong to the author. It is neither the opinion nor responsibility of Journal of Business, Economics and Communications.