

Appendix B
Panel of Experts

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1. Professor Dr. Harmen Oppewal
Department of Marketing, Monash University, Australia
2. Professor Dr. Nonglak Wiratchai
Faculty of Education, Chulalongkorn University
3. Associate Professor Dr. Yothin Sawangdee
Institute for Population and Social Research, Mahidol University
4. Bangkok University Ethics Committee for Human Research
5. Associate Professor Wattana Sunthornthai
Department of Statistics, Bangkok University
6. Assistant Professor Paul Launglath
Department of Marketing, Bangkok University International College
7. Associate Professor Dr. Suthinan Pomsuwan
Graduate School, Bangkok University