



## ACCELERATING BRAND AWARENESS OF LAUNDROMAT DISTRIBUTOR ALLIANCE LAUNDRY SYSTEMS THAILAND THROUGH YOUTUBE: CONTENT MARKETING

Sukree Kirai<sup>i</sup>

Alliance Laundry Systems LLC,  
USA

### Abstract:

This research article explores the utilization of YouTube content marketing strategies to enhance brand awareness in the laundromat industry, with a focus on Alliance Laundry System LLC in Thailand. The study investigates various content formats employed for online advertising, emphasizing the fusion of content marketing strategies with educational approaches. With a significant online presence and a growing user base in Thailand, YouTube serves as a crucial platform for brand promotion and customer engagement. The research examines 31 YouTube clips released by Alliance Laundry Systems LLC. over a year, analysing their content strategies, narrative structures, and message compositions. The results highlight the importance of storytelling in content marketing, as it engages consumers emotionally, fosters brand recognition, and encourages audience participation. The study underscores the significance of creating valuable content to captivate consumers and drive long-term brand success. The findings of this research provide a valuable framework for laundromat businesses and online marketers to devise effective content marketing strategies, particularly on YouTube. Storytelling emerges as a potent tool for enhancing brand visibility and customer engagement. This study contributes to our understanding of content marketing practices in the laundromat industry and offers insights for businesses looking to effectively communicate their brand messages to a digital audience.

**Keywords:** Alliance Laundry Systems LLC, content marketing, laundromat, Thailand, YouTube

### 1. Introduction

The concept of joint laundry encompasses facilities such as communal laundry rooms and self-service coin-operated laundries, often referred to as laundromats (LM). These have emerged as an alternative consumption model within the context of the transition

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<sup>i</sup> Correspondence: email [sukree.kirai@alliances.com](mailto:sukree.kirai@alliances.com)

to the circular economy (Bocken et al., 2018) and have the potential to alleviate the environmental burden on households (Sigüenza et al., 2021) and indoor space usage when compared to personal washing machines. Laundromats, initially offering washers and dryers to customers, have been in operation for decades in both Europe and the United States. However, with substantial technological advancements in the laundry industry, industrial-grade washing machines and dryers have been increasingly employed, resulting in enhanced energy and water efficiency due to their quicker operational capabilities. Moreover, industrial laundromats have the adaptability to align with contemporary consumer lifestyles, thus enhancing their appeal. Notably, modern laundromat franchises have experienced rapid and sustainable growth, particularly in Southeast Asian countries such as Thailand (Gikis, 2021).

Consequently, brands, including those operating within the laundromat industry, have employed various strategies to augment their brand awareness and expand customer accessibility to their offerings. One of the most prevalent and regarded as effective marketing communication tools is content marketing advertising. This approach predominantly focuses on highlighting the product or service's features and value. It aims to enable viewers to recognize the inherent value of the product or service. However, conventional advertising methods often fall short in authentically conveying the brand's identity. This aspect is crucial, as a brand's image comprises the thoughts and perceptions that it imparts to consumers. A positive brand image can lead to increased sales and a favorable brand perception among the audience. In the contemporary era of online social engagement, most consumers are technology-driven. Consequently, advertising has evolved to engage with a group of consumers known as "Online Advertising," which encompasses various forms of online media and internet-based advertisements. This digital approach is designed to stimulate product or service sales, enhance brand recall, and establish a lasting brand image (Chen & Panyarueng, 2021).

To delve further into this realm, online advertising encompasses diverse formats, including Display Ads, Mobile Ads, Google Search Ads, Direct Mail Ads, Viral Marketing Ads, Social Media Advertising, and Online Ads on platforms like YouTube. In 2020, it was observed that social media, particularly Facebook and YouTube, dominated the online landscape in Thailand, with a combined user base of 52 million users, representing 94% of the total population. Moreover, data from the Digital Advertising Association (Thailand) indicated a substantial growth in digital media spending, reaching 22,000 million baht in 2020, reflecting a 13% increase from the previous year (Laksamana, 2020). Consequently, the fusion of content marketing strategies with educational approaches, disseminated through online channels such as YouTube, holds the potential to create and distribute valuable content that captures the attention of customers, leading to future sales, profitability, and positive outcomes. This approach emphasizes long-term results over short-term gains (Sophontanakij, 2017) and serves as a form of marketing aimed at creating, sharing, and distributing content that encourages consumers to transition into loyal business customers (Nosrati, Karimi, Mohammadi, & Malekian, 2013).

Considering the above, this research endeavors to scrutinize the content formats utilized as online advertising tools on YouTube to promote brand awareness for Allianz Thailand's laundromat brands. Allianz Thailand offers equipment, tools, and comprehensive support related to the establishment, planning, management, and consulting services for laundromat businesses in Thailand. This study seeks to provide valuable research data for both academic reference and practical application in the convenience store industry, offering benefits to entrepreneurs in this field.

## **2. Research Objectives**

The primary aims of this study are as follows:

- 1) To examine the strategies, plans, and presentation formats employed by Alliance Laundry Systems LLC., a laundry equipment company, on their YouTube channel with the goal of enhancing brand awareness.
- 2) To scrutinize the composition and design of advertisements (message design) featured within the video content of Alliance Laundry Systems LLC's YouTube channel, to augment their brand recognition.

## **3. Scope of the Research**

This research centers its focus on the realms of video content, narrative structure, and message composition, specifically within the context of laundromat brands represented on the online platform of YouTube. Though the video shooting was mainly intended to broadcast the contents in the TV program, the study entails a retrospective content analysis of advertisements featured on YouTube over a span of a year, commencing from June to December 2019. This analysis encompasses a total of seven distinct advertisements.

## **4. Literature Review**

### **4.1 Brand Awareness**

Brand awareness is the cognitive capacity to discern or identify a brand across diverse contexts, a phenomenon rooted in the strength of brand-related information stored within the consumer's memory. This concept, as elucidated by Keller (1996), is typically stratified into two distinct tiers: namely, the level of brand recognition and the level of brand recall. However, it is imperative to note that Jasin (2022) has proffered an alternative taxonomy of brand awareness, consisting of four levels: unawareness, brand recognition, brand recall, and top of mind, where consumers are presumed to have achieved brand recognition.

Within the domain of brand recognition, consumers must demonstrate the capacity to acknowledge a brand when specifically prompted or furnished with aided recall, a modality divergent from brand recall or unaided recall wherein consumers

spontaneously recollect a brand without any external stimulus. Notably, the zenith of brand awareness resides at the "top of mind," representing the brand that immediately surfaces in the consumer's consciousness when prompted. This echelon is regarded as the pinnacle aspiration for brands to attain.

Furthermore, brand recognition is characterized by consumers' ability to acknowledge their prior exposure, knowledge, or familiarity with a brand (Keller, 1993). It manifests when consumers can discern the distinct attributes or characteristics of a brand and accurately identify it when prompted by relevant stimuli (Law & Braun, 2000). This achievement of brand recognition can be facilitated through a multitude of consumer engagement channels, encompassing advertising mediums such as television, radio, email marketing, flyer distribution, promotional sales initiatives, and the cultivation of brand awareness via social media platforms, among others. It is important to underscore that while brand recognition hinges on the ability of individuals to identify that they have previously encountered, heard of, or been acquainted with a brand, it does not invariably equate to a predisposition for consumers to make purchases (Panomupatam, 2018). Keller (2013) posited that the effective establishment of brand awareness can yield three pivotal advantages. Primarily, it serves as a foundational point for cultivating a brand image within the minds of consumers. This, in turn, emerges as a vital constituent that contributes substantially to the construction of the brand's image. When judiciously selected information and brand elements are employed, this endeavor engenders a favorable awareness that facilitates the augmentation of extant consumer perceptions pertaining to the brand. Furthermore, the augmentation of brand awareness can engender Consideration Advantages. Elevating brand awareness within the consumer psyche renders the brand one among the limited pool of options that consumers contemplate when making purchasing decisions. Extensive research substantiates that consumers typically entertain only a handful of alternative brands during the decision-making process. Therefore, a brand's ability to establish itself as a prominent choice among these alternatives heightens the likelihood of being selected over competitors. Ultimately, the cultivation of Choice Advantages materializes when consumers possess a substantial degree of awareness concerning the brand. This heightened awareness substantially amplifies the probability of the brand being chosen by consumers. Empirical studies have consistently demonstrated that consumers exhibit a propensity to select brands with which they harbor a sense of familiarity, even when these brands may not be the most optimal in satisfying their needs (Keller, 2013).

#### **4.2 YouTube Content Marketing to Promote Brand Awareness and Marketing**

In recent years, YouTube has advanced its repertoire of marketing metrics, thereby affording marketers enhanced tools for gauging the efficacy of online advertising campaigns on the platform. Proficient marketers harness this data to attain a more precise and comprehensive understanding of campaign effectiveness. This entails scrutinizing factors such as target audience engagement levels, content accessibility, frequency of content exposure, brand visibility, and recognition. It is worth noting that YouTube,

being one of the world's most widely frequented websites, draws a substantial daily viewership, including from Thailand. Frequent viewers of video content on the platform encounter pre-roll advertisements preceding their desired video content. Statistical data reveals that Thai users collectively dedicate upwards of one million hours per day to YouTube video consumption, resulting in over one billion monthly views, with an annual growth rate of 50%. These statistics underscore the burgeoning interest in leveraging YouTube as a versatile marketing medium (De Mooij, 2019). One may posit that YouTube has evolved into a viable channel for comprehensive product and service promotion, concurrently affording opportunities for entities with limited advertising budgets to engage with consumers, thereby fostering market opportunities for both new and established products and services.

The investigation unearthed a notable revelation wherein an overwhelming majority, as high as 90% of consumers, underscored the pivotal role of brand storytelling or narrative content in influencing their purchase deliberations, with a particular emphasis on the platform of YouTube. Failure on the part of brands to harness this narrative potential could result in a missed opportunity, as competitors could capitalize on crafting emotionally resonant content, a facet intimately connected with the propensity of individuals to undertake specific actions. This proclivity is further magnified by the unique capacity of video content to communicate emotions efficiently and compellingly, thus engendering a profound impact in a condensed timeframe. To evoke and manipulate emotions strategically, brands possess the option of employing various elements, such as linguistic choices, ambient auditory cues, and typographical variations, which are judiciously tailored to evoke desired emotional responses across different phases of their content dissemination. It is worth emphasizing that the term "emotional" in this context is not confined to inducing sadness but encompasses the ability to elicit happiness, engender positive sentiments, or inspire audiences through content. In the realm of the digital sphere, video content reigns supreme as a potent medium, extensively leveraged by numerous brands to allure prospective customers. This assertion finds support in the insights of Sahadej and Sattawadin (2017), who elucidated that content disseminated via YouTube stands as the most preeminent form of content consumption.

#### **4.3 The laundromat, Alliance Laundry Systems LLC.**

Alliance Laundry Systems LLC. is considered the origin of the laundromat equipment supplier in Thailand, which has evolved from the inception of the premier laundromat. This establishment, reminiscent of the traditional coin-operated laundromats that have been in existence for several decades, employs standard home washing machines. These laundromats offer a choice of location, such as within the vicinity of a grocery store, on the premises of residential buildings, or along alleyways. Smaller outlets typically house 1 to 5 washing machines, whereas larger establishments may have a dedicated room within a commercial building, accommodating approximately 10 or more washing

machines. Furthermore, some of these establishments provide drying facilities through commonly used household dryers.

In terms of service fees for wash and dry, the average cost ranges from 20 to 40 baht per cycle and wash taking approximately 55 minutes and dry around 60 minutes to complete. Operating hours vary based on the convenience of the shopkeeper who introduced this novel concept in Thailand, characterised by its 24-hour availability and the utilization of industrial-grade washing machines and dryers. This innovation marks a significant transformation in the laundromat industry, elevating it to meet modern standards.

However, various factors contribute to this modernization, including the size of the establishment, interior lighting, and location. The primary customer base of these establishments overlaps with the traditional laundromat clientele and the initial convenience store users from 2011 to 2015, leading up to the present year of 2021. Thailand currently boasts 2,443 convenient laundromat outlets under the supervision of the Ministry of Commerce's Department of Business Development. The latter has identified laundromat services as one of the most promising emerging business sectors in 2021, thanks to the enthusiastic support from the younger generation and the trend toward urbanization. Notably, certain brands have extended their services to online platforms through mobile applications. This technological integration enables customers to check machine availability and preprogram washing cycles. In Thailand, a multitude of new franchised Laundromats are anticipated to launch nationwide by the year 2023-2024 (Phupisith & Kurisu, 2022).

## **5. Material and Methods**

This study incorporated two distinct datasets. The initial set of data was acquired through an examination of secondary sources pertaining to the programmatic aspects and production plans associated with the content provided by Alliance Laundry Systems LLC. The second dataset was extracted from a corpus of 31 online YouTube clips, which were disseminated by the company during the period spanning from June to December 2019. Subsequently, these datasets underwent meticulous analysis and were expounded upon utilizing descriptive analytical techniques.

## **6. Results**

To examine the strategies, plans, and presentation formats employed by Alliance Laundry Systems LLC., a laundry equipment company, on their YouTube channel with the goal of enhancing brand awareness, the results from this study can be shown as follows:

Sukree Kirai  
ACCELERATING BRAND AWARENESS OF LAUNDROMAT DISTRIBUTOR ALLIANCE  
LAUNDRY SYSTEMS THAILAND THROUGH YOUTUBE: CONTENT MARKETING

**Table 1:** Series of YouTube Clips and Plans for Broadcasting

No.	ALS distributors	Topic	Brand	Location	Broadcasting dates
1	VJ	Laundromat Today	SpeedQueen	BKK	1-Jun-19
2	LY	Laundromat Today	SpeedQueen	BKK	08-Jun-19
3	ALS	Factory opening #1	Alliance	BKK	15-Jun-19
4	ALS	Factory opening #2	Alliance	BKK	22-Jun-19
5	VJ	New Laundromat	SpeedQueen	BKK	29-Jun-19
6	LY	New Laundromat	SpeedQueen	BKK	06-Jul-19
7	ALS	Home Style#1	ALS	Nivati Thonglor23	13-Jul-19
8	LY	Laundromat Lifestyle	SpeedQueen	Max Value Kaset Navamin	20-Jul-19
9	VJ	Laundromat Lifestyle	SpeedQueen	K.AE Nakornpathorm	27-Jul-19
10	ALS	Home Style#2	ALS	Fong Fab	03-Aug-19
11	ALS	Washing Principles	ALS	Lumpini Condo [Pok]	10-Aug-19
12	LY	Drying Principles	SpeedQueen	WashXpress Nuanjan 28	17-Aug-19
13	ALS	Speed Queen Insights Technology	ALS	Scott	24-Aug-19
14	ALS	Why invest to Laundromat	ALS	insert Jeff / Francisco footage	31-Aug-19
15	LY	Laundromat in Thailand	SpeedQueen	BKK	07-Sep-19
16	ALS	Business Opportunities	ALS	P'Nu Shop@Kingkaew	14-Sep-19
17	VJ	Own Your Laundromat	SpeedQueen	Midas	21-Sep-19
18	LY	Own Your Laundromat	SpeedQueen	Ladprao 101	28-Sep-19
19	ALS	Our Partners	ALS	Footage ALS day	05-Oct-19
20	VJ	Laundromat in Thailand	SpeedQueen	Hippo Phuket	12-Oct-19
21	LY	Laundromat in Thailand	SpeedQueen	BKK	19-Oct-19
22	VJ	New business model	SpeedQueen	Noble revolve	26-Oct-19
23	VJ	Laundromat Business	SpeedQueen	<a href="#">Ajarn@Bangson</a>	02-Nov-19
24	LY	Franchise Business	SpeedQueen	WashXpress Rangsit	09-Nov-19
25	VJ	Laundromat Business	SpeedQueen	City Home Jaransanitwong	16-Nov-19
26	VJ	SMEs Business	SpeedQueen	BKK	23-Nov-19
27	LY	SMEs Business	SpeedQueen	WashXpress Bangna Trad	30-Nov-19
28	ALS	Let's Invest in Laundromat	ALS	Footage from ALS day	07-Dec-19
29	VJ	Greeting Season	SpeedQueen	BKK	14-Dec-19
30	LY	Greeting Season	SpeedQueen	BKK	21-Dec-19
31	ALS	Greeting Season	ALS	BKK	28-Dec-19

Table 1 presents data indicating the availability of 31 series that were ultimately released on the YouTube platform. Each episode of these series was dedicated to the dual objectives of educating and disseminating information to a diverse audience, comprising both individuals utilizing laundromat services and proprietors of laundromat businesses. Evidently, the locations chosen for filming each episode varied, aligning with the specific content themes, namely laundromats designed for domestic use, those catering to commercial laundry operations, and those serving distinct niche purposes.

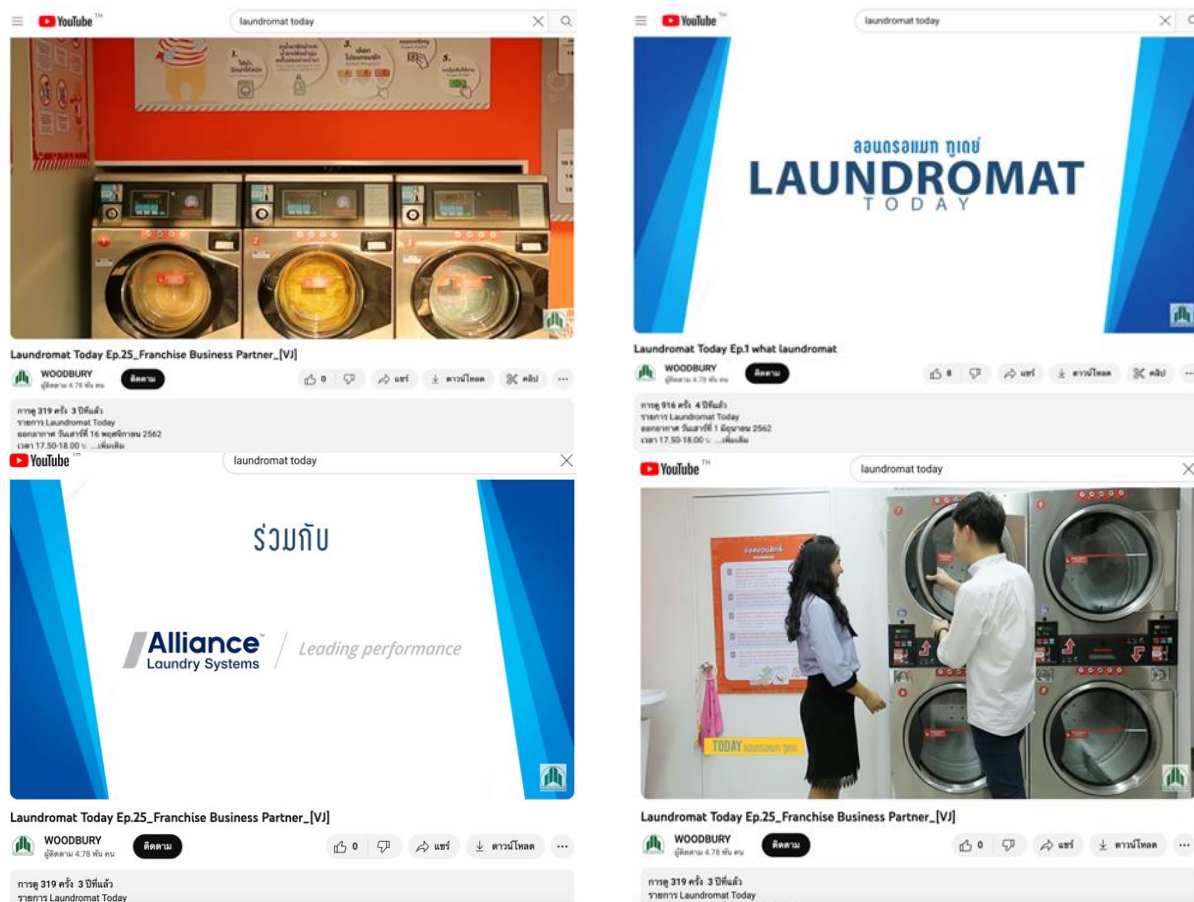


Figure 1: Examples of YouTube Clips Broadcasting Online

Figure 1 illustrates exemplars of content attributes featured within YouTube videos centered on the promotion of products, concurrently imparting knowledge about laundromat operations and investment strategies, while also showcasing tangible product instances, complemented by informative contributions from the business proprietor.

## 7. Discussion

Based on the data, it is evident that the most prominent form of online advertising is found in YouTube advertisements, which are on par with Facebook advertisements. These serve as instrumental tools for promoting various brands through diverse



presentations. Nonetheless, the utilization of YouTube as a promotional mechanism for enhancing brand awareness within the laundromat industry in Thailand has yet to be exhaustively examined, leaving a gap in our understanding of its adoption. Moreover, this advertising medium is predominantly constrained to endorsing products related solely to household laundry equipment, specifically washing machine brands.

The contemporary cohort of consumers exhibits a heightened interest in narrative-driven content, particularly through the medium of video clips disseminated via YouTube channels, especially for the laundromat industry. This form of storytelling is an influential technique that laundromat businesses must employ, as it concentrates on instilling shared emotions in consumers, thereby piquing their interest, engendering prolonged engagement, fostering brand recognition, eliciting audience participation, and facilitating word-of-mouth dissemination. In today's commercial landscape, the mere presentation of a product is insufficient to capture consumer attention. Instead, the imperative lies in creating an allure that captivates consumers from the inception to the culmination of the advertisement. Storytelling in content marketing here stands as a pivotal tool to attain this objective. It continues to be a method that is readily embraced by consumers, possessing the requisite potency to evoke emotions and establish a profound connection with the audience. Irrespective of the quality of the product or service, without effective storytelling, an organization cannot attain the heights of business success (Daradkeh, 2021).

In essence, storytelling emerges as a strategic component of content marketing, facilitating the creation and dissemination of valuable content. This approach is designed to captivate the attention of customers with a view to fostering future sales, profitability, or favorable outcomes. It places a premium on generating enduring results rather than transient ones (Sophontanakij, 2017). This mode of marketing encompasses the creation, sharing, and distribution of media and content, thereby enabling consumers to transition from mere observers to active patrons of a business (Nosrati et al., 2013). It relies on a set of commendable attributes and techniques that curate information that is both pertinent and valuable to consumers, aligning with the marketing objectives aimed at altering or preserving consumer behavior. This is accomplished by leveraging diverse media forms, including print and animation, while maintaining a keen focus on a clearly defined target audience (Lankow, Crooks, & Ritchie, 2012) within the context of the brand communication process.

The brand communication process commences with the sender, who serves as the initiator of communication, transmitting various brand-related messages across diverse communication channels to the recipient, who constitutes the intended audience or stakeholders of the brand. The recipient, in turn, responds by receiving and processing the message, thereby establishing a feedback loop. This communication process is centered on crafting and presenting information, news, and service communications that cater to the needs, gratify the desires, and cultivate loyalty among the target audience, all aligned with the overarching objectives of the business, as exemplified in the content

marketing practices of Alliance Laundry Systems LLC in Thailand (Siripai & Sutirat, 2022).

## 8. Recommendations

Based on the findings of our research, it is recommended that the utilization of storytelling as a content marketing strategy, particularly on the online platform of YouTube, be considered. This approach has the potential to enhance visibility and foster brand awareness, a critical requirement in the contemporary landscape of businesses such as laundromats. Nevertheless, it is imperative to exercise prudent content planning to construct compelling and impactful narratives that effectively engage with the target customer base.

## 9. Conclusion

This research holds significant potential for online marketers, particularly those within the laundromat industry, as it offers a comprehensive framework for devising content strategies aimed at effectively communicating advertising messages online, particularly on the YouTube platform, to effectively target and attain their marketing objectives. Additionally, this study is poised to serve as a valuable reference point for the formulation of content designs, particularly within the laundromat sector, facilitating improved and precise engagement with the target audience.

## Conflict of Interest Statement

The author declares no conflicts of interest.

## About the Author

Sukree Kirai is a Sales Director – Southeast Asia, Alliance Laundry Systems LLC. USA with extensive experience in sales and business development across Southeast Asia. Currently, he is holding a PhD in Communication Art, a master's in mass communication and a bachelor's in business management.

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