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## Conversational commerce and cryptocurrency research in urban office employees in Thailand (Article)

Rungvithu, T., Kerdvibulvech, C.

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National Institute of Development Administration (NIDA), Krung Thep Maha Nakhon, Thailand

### Abstract

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Conversational commerce has become an emerging global marketing communication trend in the past few years. Recent studies suggested some beneficial aspects of conversational commerce in customer satisfaction, while some claimed different areas that conventional (traditional) commerce still excels in. Therefore, this research examined and compared conversational commerce with conventional commerce in terms of customer satisfaction towards Thai urban office employees, which helped to determine areas of improvement for conversational commerce sellers. Accordingly, a convenient sampling quantitative and qualitative surveys were conducted with the sample size of 50 (n=50), on Thai office employees aged 22-60 years. Nine different customer satisfaction factors and commentary session were employed to determine the effectiveness and winner of each commerce type via vertically designed ordinal Likert Scales. Cryptocurrency research is also conducted using interviews as a data collect method. Copyright © 2019, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

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