



DIGITAL MUTELU: CRAFTING STRATEGIC DESIGN GUIDELINE FOR DIGITAL
SPIRITUAL PRACTICES OF THAI GENERATION Z

BY

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A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE
DESIGN, BUSINESS AND TECHNOLOGY MANAGEMENT
FACULTY OF ARCHITECTURE AND PLANNING
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2024

THAMMASAT UNIVERSITY
FACULTY OF ARCHITECTURE AND PLANNING

THESIS

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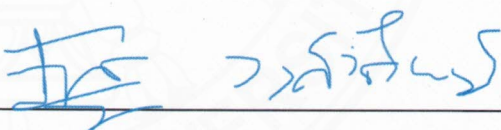
ENTITLED

DIGITAL MUTELU: CRAFTING STRATEGIC DESIGN GUIDELINE FOR
DIGITAL SPIRITUAL PRACTICES OF THAI GENERATION Z

was approved as partial fulfillment of the requirements for
the degree of Master of Science (Design, Business and Technology Management)

on July 18, 2025

Chairman



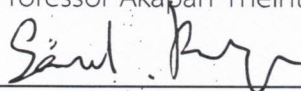
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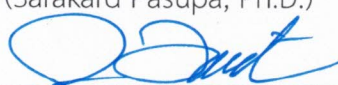
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Thesis Title	DIGITAL MUTELU: CRAFTING STRATEGIC DESIGN GUIDELINE FOR DIGITAL SPIRITUAL PRACTICES OF THAI GENERATION Z
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Major Field/Faculty/University	Faculty of Architecture and Planning Thammasat University
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Academic Year	2024

ABSTRACT

This research examines the burgeoning engagement of Thai Generation Z with Mutelu a form of spiritual and religious practice—within the realm of digital platforms. It seeks to unpack the digital manifestations of these Mutelu practices and how they cater to the unique proclivities of a generation that is increasingly intertwined with the virtual world. The study navigates through the lenses of cultural adaptation, technology integration, and user-centered design, presenting a nuanced exploration of how spiritual beliefs are recontextualized in the digital age.

Employing a qualitative methodology, the research delves into the multifaceted experiences of Thai Gen Z individuals, assessing their interactions with various digital platforms that facilitate Mutelu practices. Through in-depth interviews and thematic analysis, the study captures the interplay between spiritual practices and modern-day technological affordances.

The findings illuminate a landscape where spiritual practices meet modernity, revealing the design suggestions and user experience expectations of Thai generation Z that is at the vanguard of digital consumption. These insights contribute to the development of a strategic design guideline tailored for digital belief-related platforms, aimed at enhancing user engagement and satisfaction.

Keywords: Mutelu, Beliefs, Digital platform, Generation Z

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to all those who provided me the possibility to complete this thesis. A heartfelt thank you to Assistant Professor Akapan Theinthaworn, Ph.D., my supervisor, for his support and guidance throughout the research process. His expertise and insights have been invaluable, not only to this thesis but also to my growth as an academic.

Special thanks to the members of my committee, Hyunwook Hwangbo, Ph.D. and Sarakard Pasupa, Ph.D., whose input and feedback have been instrumental in refining my work. Their suggestions and rigorous reviews have significantly contributed to the quality of this study.

I extend my thanks to the DBTM staff for their assistance and for creating an atmosphere of learning and innovation.

I am deeply thankful to my family for their patience, love, and unconditional support. Without their encouragement and constant belief in me, this journey would have been much more difficult.

Lastly, I extend my thanks to the participants of my study, who have shared their insights and experiences with me. Their contributions have been the cornerstone of my research.

This thesis is not only a product of my work but the encouragement and collaboration of many individuals. To all who supported me, whether mentioned or not, thank you.

Chawannuch Muenram

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In recent years, there has been a discernible shift in the beliefs, values, and behaviors of Thailand's younger generation, specifically Generation Z. As the world becomes more interconnected via the internet and social media, the influence of traditional cultural and religious practices is waning, and new belief systems and practices are emerging. The younger generation is now more likely to seek out modernized belief-related products and services that align with their lifestyle and reflect their values (Baker, 2022).

Prior research indicates that traditional beliefs and practices have been modernized to appeal to the younger generation. For example, well-known brands have partnered with renowned fortune-tellers to offer services that reflect modern lifestyle choices and preferences (Mission To The Moon, 2022). Brands have also created collections of modernized auspicious jewelry and wallpaper that appeal to the aesthetic sensibilities of the younger generation (Jan, 2021; Line, 2022b).

Nevertheless, there is a significant gap in the literature regarding Generation Z Thais' engagement with religion and spirituality in the digital landscape, particularly through belief-related digital platforms. Existing research has not delved deeply into the beliefs and behaviors of Generation Z regarding Mutelu products and other belief-related digital services (CMMU, 2021; Jiaviriyaboonya, 2021; Yuyuennan, 2016; Pinkaew, 2009). This knowledge gap hinders the ability to understand how Thai Generation Z interacts with belief-related platforms, their specific needs and preferences, as well as the opportunities and challenges involved in designing and implementing effective belief-related digital platforms for this demographic.

This research aims to investigate the engagement of Thai Generation Z with digital Mutelu practices, and to develop tools for designers and business owners that enhance user experience and engagement on digital platforms that is tailored to Generation Z's needs and reflects their beliefs and values to effectively engage Thai

Generation Z in their spiritual journeys while respecting their beliefs, values, and cultural context.

1.2 Research Aim

1.2.1 To investigate the engagement of Thai Generation Z with digital Mutelu practices, and to develop tools for designers and business owners that enhance user experience and engagement on digital platforms.

1.2.2 To accomplish the research aim, this research is guided by the following research objectives:

1.3 Research Questions

1.3.1 How can digital platforms be effectively utilized to support Thai Gen Z's engagement with Mutelu practices?

1.3.2 What drives Thai Gen Z's engagement and preferences when interacting with digital Mutelu platforms?

1.3.3 What principles should guide the design of user-centered digital Mutelu platforms for Thai Gen Z?

1.4 Research Objectives

1.4.1 To explore the interaction of Thai Gen Z with digital Mutelu platforms.

1.4.2 To understand the preferences and behaviors of Thai Gen Z in using digital Mutelu platforms.

1.4.3 To propose design guidelines for developing digital platforms that align with the needs and expectations of Thai Gen Z, thereby assisting designers and business owners in creating more user-centric digital experiences.

1.5 Expected Benefits

1.5.1 Aids designers and business owners in creating tailored digital Mutelu platforms by providing user-centered design insights, enhancing the relevance and appeal of these platforms to Thai Generation Z.

1.5.2 Facilitates academic and market researchers in understanding the digital Mutelu practices of Thai Generation Z, supporting further research and development in this evolving field.

1.5.3 Empowers Mutelu service providers with actionable guidelines for optimizing Mutelu services on digital platforms, fostering a more engaging and meaningful user experience for the target demographic.



CHAPTER 2

LITERATURE REVIEW

This chapter focuses on the investigation of modern spiritual beliefs among Thai Generation Z for belief-related digital platforms. It involves a comprehensive review of relevant literature including research papers, scholarly books, reports, and journal articles in order to gain understanding and knowledge of spiritual practices in Thailand. The objective is to build a solid foundation of information that will serve as a guide and conceptual framework for this research study. This chapter will provide valuable insights into the modern spiritual beliefs of Generation Z Thais as well as key design considerations for the belief-related digital platforms.

2.1 Impact of the Globalization on Beliefs

The impact of globalization on beliefs has been extensively discussed according to Panyawilad and Yooyen (2021), globalization has diminished the significance of beliefs, whereas neoliberalism has given rise to a capitalist economy and a consumerist culture. The emergence of neoliberal ideas through globalization has led to the spread of the capitalist system's production-for-profit principle and the use of money as a medium of exchange for goods in Thailand. Thailand has a per capita income of approximately 50,000 Baht and most people are aware of and experience globalization of communication and trade (Taisrikhot, Phakeaw, & Saiboonyuan, 2020).

Malangpoo (2022) explained the phenomenon of uncertainty by referencing Rosa (2015)'s definition of late modernity. Rapid social and cultural changes, coupled with the concept of social acceleration, have shortened the lifespan of skills and knowledge, resulting in a sense of instability and temporariness. Individuals are becoming increasingly aware that stability is temporary and must seek out activities and strategies to prolong stable periods. As a result, individuals are compelled to seek a variety of opportunities, tools, and knowledge in order to navigate the perceived insecurity of the times (Rosa, 2015).

Neoliberalism, which has fostered a networked-hyper economy (Hassan, 2009), is responsible for the complexity and diversity of uncertainty. The pursuit of profit and capital accumulation motivates neoliberal capitalism to prioritize the acceleration of production processes. This logic has spawned a worldwide phenomenon known as flexible capital accumulation (Harvey, 1989). The contemporary global economy is fueled by an abstract source of profit and is characterized by instability and unpredictability. This circumstance generates pervasive "hyper-anxiety" as a result of an inability to comprehend and anticipate the future (Hassan, 2009). In this interplay between uncertainty and acceleration, religion is frequently viewed as a means of overcoming the inherent difficulties of uncertainty. Beliefs, which have been a part of Thai culture for a very long time, provide a mental anchor for Thais in uncertain situations and motivate them to function because they believe that something they worship will protect them (Kitiarsa, 2012).

The adaptation of humans to globalization has resulted in the emergence of new belief-related businesses, which has been the foundation of Mutelu's success. However, the COVID-19 pandemic has continued to impact the economy, society, and people's lives for many years, resulting in a world of uncertainty and stress that affects consumer behavior (Bennett & Lemoine, 2014). Marketing in the Uncertain World research conducted by graduate students in Marketing at the College of Management, Mahidol University (2021) surveyed 1,200 Thais of all ages and identified several factors that cause Thais to feel uncertain. The pandemic was cited by 76.8% of respondents, followed by environmental issues (74.6%), social issues (65%), the high cost of living and job insecurity (64%), the inability to keep up with new technologies (62.8%), and politics affecting daily life (62.8%). In an ever-changing world, Thai people turn to Mutelu or have superstitious beliefs to cope with their stress and anxiety.

2.2 Mutelu

National Discovery Museum Institute (NDMI) (2023) defines that "Mutelu" is a slang term used in a meaning that means superstition or black magic which derived from the title of the 1979 Indonesian horror film *Mutelu: Occult War*, which was released in Thailand as *Penangkal Ilmu Teluh*. The film is about a woman who practices

black magic. The term originates from the Indonesian Malay phrase ilmu teluh, where ilmu means knowledge and Teluh means superstition or black magic. However, ilmu teluh was shortened to Mu Teluh and eventually became Mutelu.

Later, the Thai variety show "Moo Night" popularized the term and its associated beliefs, including astrology, gypsy cards, prophecy, talismans, sacred objects, and supernatural occurrences (INN Horoscope, 2021; Thairath, 2022). Then it became so catchy that a group of teen singers named PiXXiE released a song titled "Mutelu." The song referenced praying for people who secretly like them to feel the same way by reciting magic spells, wearing auspicious colored clothing to increase their daily fortune, and using auspicious phone numbers.

During the worship of talismans such as Takruds and auspicious bracelets, the term "Mutelu" gained widespread popularity in Thailand, particularly after internet celebrities, actors, and influencers began promoting these objects (Zort, 2022). Thais believe that worshipping or possessing Mutelu artifacts can improve their luck, careers, and romantic relationships, as well as repel negative energy and attract positive energy but it must be coupled with making merit and behaving well (Duangvisate, 2022).

2.2.1 Trends in Thailand

In contemporary Thailand, traditional religious practices have adapted to a capitalist society. There is the mainstreaming of previously fringe practices like the worship of historical kings, the purchasing of amulets, and the consultation of spirit mediums (Jackson, 2021). These practices, once linked to the economic boom and bust, have proliferated and become integrated into modern Thai life. The trend reflects a shift from seeking protection to pursuing prosperity, influenced by consumerism and media, with practices now endorsed by commercial and political figures (Baker, 2022).

The adaptation of brands to be more modern and in line with the lifestyles of the new generation also contributes to the rise in the popularity of belief-based practices. Brands are collaborating with well-known fortune tellers, incorporating tarot card fortune-telling activities into their events, and introducing new products with auspicious or zodiac themes (Mission To The Moon, 2022). For example, CIMB Thai Bank partnered with Mae Mo Pim Fah, a renowned fortune teller, to offer auspicious banking services, and Maybelline released a collection of twelve lipsticks

corresponding to the twelve zodiac signs (Jan, 2021). Due to their modern aesthetic and auspicious concept, brands such as Ravipa, Mizuchol, and Harmenstone are gaining immense popularity on social media, reflecting the growing interest in auspicious jewelry.

In addition, the modernization of belief-related services has made it simpler for the younger generation to worship and pay homage to gods in various locations. Numerous providers offer online services for paying homage, requesting god's blessings, and making votive offerings, meeting the needs of individuals who are hesitant to do so due to image concerns or a lack of time. "BokBoon Delivery" provides full services for making merit and paying homage to Buddha images, whereas "Dragon Rare" is a trading platform for talismans. Websites such as "Faith.online" aim to make it simple for users to request blessings, seek solutions for vows, and obtain fortune readings. "Mootae World" is a platform where fortune tellers specializing in diverse disciplines such as Feng Shui and Tarot cards set trends for auspicious wallpapers and associated content. The prevalence of lucky wallpapers and LINE stickers with Mutelu themes reflects the new generation's growing interest in religious practices. In the past year, two prominent wallpaper brands, Mootae World and Horowall, have achieved success, and fortune-telling websites now offer free auspicious or Mutelu wallpapers online. LINE TODAY's fortune-telling tab receives 30,000 views per day for the auspicious shirt color feature and 42 million views of tarot cards in 2022, with more than half of all downloads used for Mutelu themes for love, work, and wealth (Line, 2022b).

Line Thailand Company's Line Horo service provides popular services including daily horoscopes based on zodiac signs, auspicious colors, fortune-telling cards, Kau Cim sticks from famous temples, and prayer services to accommodate Thai beliefs. According to Line Thailand Company, Line Horo reaches 3 million users per day, and on significant religious holidays in Thailand and abroad, as well as the day before the 1st and 16th of each month, which is the lottery day, Line Horo service usage is 50% higher than average (Line, 2022a; Thichaphat, 2021).

Overall, these trends suggest that belief-related practices in Thailand have transformed from traditional superstitions to a phenomenon that reflects the new generation's shifting values and lifestyles.

2.2.2 Business Growth

The Ministry of Commerce has disclosed the 2022 revenue of the Mutelu enterprise (Department of Business Development, 2023). According to the findings, this industry has experienced significant growth, becoming one of the top 10 industries. Revenues have increased by more than 113%, while assets have increased by more than 50%.

Belief-related practices have been utilized effectively as offline and online marketing strategies. Multiple companies have utilized Mutelu to develop and market their products and services. Various campaigns and content related to Mutelu have been organized, frequently with the participation of celebrities or influencers. In consequence, Mutelu has become a highly popular trend in daily life, resulting in three years of sustained growth as the following Table 2.1

Table 2.1 Mutelu Business Growth

Year	Number of registered company	Total capital in million Baht
2020	11	7.59
2021	20	13.41
2022	24	27.45

Note. Data from Department of Business Development (2023)

There are currently 93 Mutelu businesses operating in Thailand, with a total investment value of over 101.98 million baht. The cumulative revenue from 2019 to 2021 is approximately 114 million baht, and total assets will reach 168 million baht by the 31st of January, 2023. It should be noted that the majority of these companies fall under the category of small businesses. Distribution across Thailand's various regions is depicted in the following Table 2.2

Table 2.2 Mutelu Business Distribution Across Thailand

Region	Number of Companies	Percentage of Total Companies	Registered Capital (in million baht)	Percentage of Total Capital
Bangkok	46	49.46%	60.33	59.16%
Central region	22	23.66%	17.41	17.07%
Eastern region	6	6.45%	5.9	5.79%
Northeast region	6	6.45%	5.55	5.44%
Northern region	5	5.38%	1.29	1.26%
Southern region	5	5.38%	9.4	9.22%
Western region	3	3.22%	2.1	2.06%

Note. Data from Department of Business Development (2023)

The majority of Mutelu's investors are Thai individuals, who have contributed approximately 98.55 million baht, or 96.64 percent of the total investment. In addition, there have been investments from two foreign countries: China, totaling 2.45 million baht or approximately 2.4%, and France, totaling 0.98 million baht or approximately 0.96%.

2.2.3 Practices

Mutelu or belief-related practices have a significant presence in Thai culture, which has a long and varied history rooted in centuries of tradition (Terwiel, 2012).

Originating in ancient times, these traditions and beliefs continue to be passed down through the generations. The dominant religion in Thailand, Buddhism, also plays a significant role in belief-related practices. Numerous Thai Buddhist customs and rituals, such as merit-making, ordination, and meditation, are distinctive (Ganwiboon, 2022). These customs are deeply rooted in Thai culture and are observed by individuals of all ages. Belief-related practices are an integral part of Thai culture, with a wide variety of practices reflecting the country's rich history and traditions.

Mutelu has undergone a transformation from its appearance in films associated with black magic, occultism, and mysticism to its current context. Presently, Mutelu has a positive connotation and is used to promote various facets of life, such as education, work, finances, love, health, and family, with the goal of achieving prosperity and personal growth. This is accomplished through the use of protective objects such as amulets, Takruds, and charms that serve as symbols of benevolence.

According to CMMU (2021), a significant number of the Thai population, approximately 80% or more than 52 million people, hold superstitious beliefs. The study determines the most popular superstitions among Thai people, resulting in the following top five:

- 1) Fortune-telling (Daily, weekly, monthly forecasts/palmistry/tarot reading)
- 2) Amulets and sacred objects
- 3) Auspicious colors
- 4) Auspicious numbers
- 5) Supernatural phenomena

Mutelu's belief system has evolved beyond that of a simple set of beliefs. It is now incorporated into several areas of modern life, including fashion, the selection of auspicious colors, and the wearing of body jewelry such as necklaces, rings, and bracelets. Even mobile wallpapers depicting auspicious symbols now play a significant role in enhancing different aspects of life.



Figure 2.1 Categorized Mutelu Products

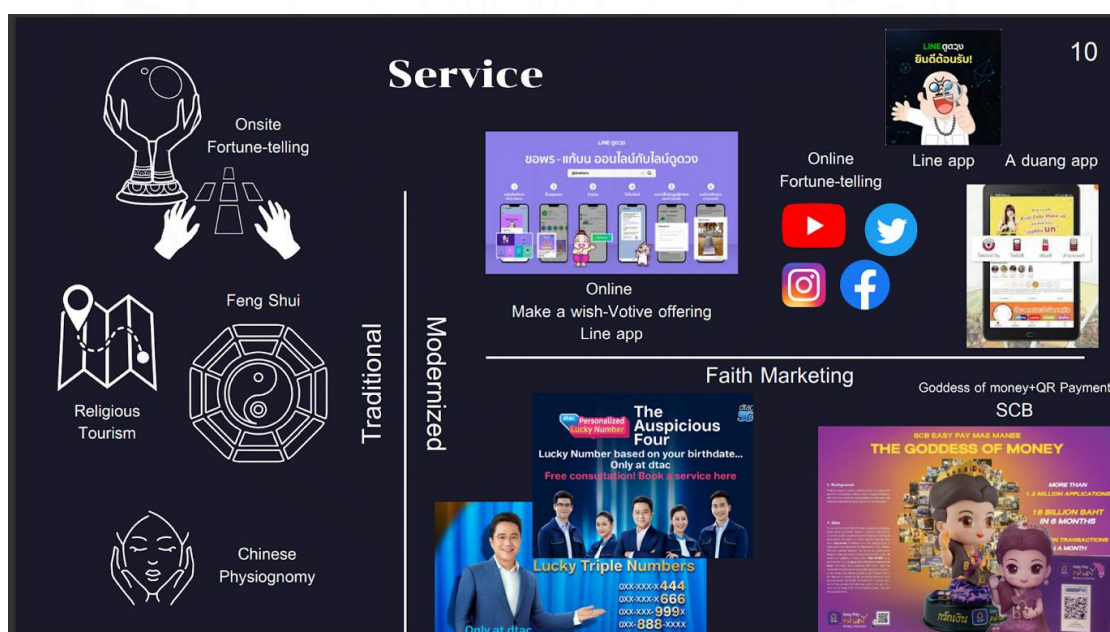


Figure 2.2 Categorized Mutelu Services

Within the realm of Mutelu, a wide variety of items and artifacts exist, including both traditional and modern adaptations. In the context of this study, the researchers have developed the aforementioned category to classify Mutelu in the figures above. The researcher will discuss further with the focus on the exploration of digital-based Mutelu such as digital Mutelu services and products in the cultural significance, their

adaptation to the digital age, and their role in offering individuals guidance, self-awareness, and personal growth in the face of uncertainty.

1) Online Fortune-Telling

Numerous Asian nations, including Japan, China, Thailand, and India, consider fortune-telling when making significant decisions regarding relationships, careers, education, and wealth (Tritipthumrongchok, 2015; Kornsing, n.d.). The trend of Thai astrology business is in an expanding direction both in terms of counseling and in terms of education. The majority of Thais, regardless of religion, are receptive to fortune-telling, and the profession has continued to expand, generating 2,500 billion Thai Baht annually (Sanon, Tianthai, Kaimook & Sattapong, 2016). Numerous types of fortune-telling exist, including tarot cards, palm reading, horoscopes, numerology, and birthday predictions (Tritipthumrongchok, 2015). Fortune-telling demonstrates that humans do not always require rationality and are therefore encouraged to live in this uncertain world (Thanawatchaikul, 2022).

Fortune-telling columns frequently appeared in popular magazines such as *KhuSrangKhuSom*, which is best known for its accurate horoscopes, and *ILIKE*, which is favored by teenagers for its love horoscopes. Due to the declining popularity of printed magazines, fortune-telling has adopted new platforms (Reethasri, 2019). The horoscope columns have been moved to websites with dedicated horoscope pages and a large number of daily visitors, such as Pantip, Sanook.com, and Mthai.com. Services of fortune-telling are becoming more business-oriented, and the horoscope has been simplified for the new generation by employing straightforward language and symbols (Jan, 2021).

Jameel (2021) compares the individualistic nature of fortune-telling with the broader social explanations provided by various scientific disciplines. Specifically, the modern practice of horoscope reading facilitates individuals' access to specific insights. Unless a person sought personalized consultations with a fortune teller, traditional fortune-telling relied on general predictions based on zodiac signs. Modern approaches, however, have introduced more tailored and accurate methods, such as selecting cards to explore particular topics or utilizing horoscope calculations based on birthdates via various applications. These modifications cater to the preferences of the new

generation, which places a premium on individuality, self-expression, and societal diversity. In addition to predicting future events, fortune-telling provides insight into an individual's strengths, weaknesses, and fundamental characteristics. Similar to a personality test but in the area of Mutelu, many people use these insights for self-understanding and personal development.

There are well-known service providers such as A Duang, an application with well-known online fortune tellers that target the younger generation, and Horolive, the selling point is professional fortune tellers and provides a variety of fortune tellers to choose from based on personal preferences. There is a one-time fee for such platforms, which may limit the amount of time or number of questions the fortune-teller can ask per session. Numerous fortune-telling methods, such as digital Kau Cim sticks, Tarot cards, and oracle cards, are available as applications that combine fortune-telling and technology. The advantages of the digital age allow fortune-tellers to communicate directly with clients and use social media platforms such as to find new clients (Reethasri, 2019). Leveraging the familiarity and ease of use of social media, fortune-tellers can also conduct their practice through social media platforms too. It offers the flexibility to tailor marketing strategies based on specific objectives or target audiences, no operational charge in utilizing social media for fortune-telling services and has a simple payment process (ETDA, 2021).

2) Auspicious Wallpaper

Long popular, auspicious wallpapers are a belief-based product believed to bring good fortune and positive outcomes to one's life. Setting Cai Shen (God of wealth and fortune) as a wallpaper, for instance, is believed to attract good fortune (Ruangprapan, 2021). Such belief-based practices have evolved from auspicious home decoration items to phone screen decorations due to the close relationship between people and mobile phones in the digital age. Particularly popular in Thailand are tarot card wallpapers, which combine tarot card images with auspicious meanings based on astrology, alchemy, and ancient beliefs such as Kabbalah. According to Dtac's data collection, 31.3% of Thais who use auspicious mobile wallpaper wish to improve their luck with money, 24.2% wish to improve their work prosperity, 16.8% wish to improve

their love, 11% wish to improve kindness from adults, and 7.7% wish to improve their health (The Standard, 2022).

From investigating the Mootaeeworld website, there are four categories of auspicious wallpapers available: love, work, finances, and fan fortune enhancement. The cards are arranged uniquely for each individual. For love, specific cards are chosen to open up opportunities or attract people, whereas, for individuals in a relationship, cards that promote a harmonious relationship are selected. For work, People prefer wallpapers that can assist them in interacting with customers and gaining favor with their boss. For finance, keeping money flowing in and promoting good luck and fortune are priorities. Lastly, for the enhancement of the fan's fortune, a card arrangement is chosen that increases the likelihood of having more moments with the artist, such as purchasing concert or meeting tickets. The type of arrangement of tarot cards in the wallpaper can vary depending on the provider's website and the needs of each provider's customer groups.

Table 2.3 Digital-Based Mutelu Practices

Digital Mutelu Practices	Cultural Significance	Adaptation to the Digital Age	Role in life
Online Fortune-telling	Fortune-telling is considered significant in various Asian cultures for making important decisions in relationships, careers, education, and wealth.	Transitioned from printed magazines to dedicated websites and applications, offering tailored insights.	Provides individuals with specific insights into their strengths, weaknesses, and fundamental characteristics, aiding in self-understanding and personal development.

Table 2.3 Digital-Based Mutelu Practices (Continue)

Digital Mutelu Practices	Cultural Significance	Adaptation to the Digital Age	Role in life
Auspicious Wallpaper	Auspicious wallpapers symbolize good fortune and positive outcomes.	Evolved from home decorations or physical talisman to phone screen decorations, catering to the digital age.	Aim to enhance luck, prosperity, love, and health, providing individuals with a sense of guidance and an opportunity for self-improvement in various aspects of life.

2.2.4 Psychological Mechanism

Superstition is a complex phenomenon with multiple facets that has fascinated psychologists for decades (Vyse, 2014). To gain a comprehensive understanding of why superstitious beliefs and Mutelu practices persist in modern society, this section aims to understand the underlying psychological mechanisms that support them. Superstitions are beliefs and practices that are not based on evidence or logic, but rather on tradition, culture, or personal experience (Risen & Gilovich, 2008). Superstitions serve vital psychological functions for individuals and communities despite their association with irrationality and magical thinking (Damisch, Stoberock, & Mussweiler, 2010).

The desire for control, social affiliation, and cognitive bias are interconnected psychological factors that help explain why superstitions are pervasive and persistent. These factors are discussed in this literature review because empirical research has consistently identified them as important contributors to superstitious beliefs and behaviors (Vyse, 2014; Lindeman, Svedholm, Riekk, Raj & Hari, 2013). Although other factors may play a role in superstition, these three were chosen due to their prominence in the literature and their clear connections to the psychological motivations underlying superstitious behaviors.

As previously mentioned, the desire for control can motivate people to adopt superstitions in an effort to gain a sense of predictability and control in uncertain situations (Langer, 1975; Damisch et al., 2010). On the other hand, social belonging motivates superstitious practices as a way of signaling group membership and fostering a sense of connection and solidarity with others who share similar beliefs (Lindeman et al., 2013). Cognitive biases, such as confirmation bias and illusory correlation, can contribute to the persistence of superstitious beliefs by reinforcing the perception of connections between unrelated events (Tversky & Kahneman, 1974; Risen & Gilovich, 2008). The following sections will delve deeper into each of these factors to provide a comprehensive understanding of the psychological underpinnings of superstition and highlight psychological motivations behind the use of superstitions as well as provide insights into why individuals engage in superstitious practices.

1) Desire for Control

The desire for control over uncertain or unpredictable events is a psychological motivation for using superstition products (Kay, Whitson, Gaucher & Galinsky, 2009). When people feel anxious or helpless in the face of an uncertain future, such as before an important exam, job interview, or medical procedure, they frequently resort to superstitions (Grossmann & Varnum, 2015). Superstitions can provide a sense of comfort and security by creating the illusion of control over outcomes that are uncontrollable (Damisch et al., 2010). This is known as the illusion of control, which is the belief that an individual can influence outcomes that are determined by chance or external factors (Langer, 1975).

2) Social Belonging

The need for social belonging and identity is a further psychological motive for using superstition products (Lindeman et al., 2013). Often transmitted through social networks and cultural traditions, superstitions can serve as identifiers of group membership and affiliation (Risen & Gilovich, 2008). For instance, wearing a lucky bracelet or carrying a talisman can indicate membership in a specific group or community with shared beliefs and values (Kay et al., 2009). Superstitions can also foster a sense of group solidarity and shared fate, which can strengthen social cohesion and collaboration (Lindeman et al., 2013).

3) Cognitive Bias

The influence of cognitive biases and heuristics is a third psychological motivation for utilizing superstition products (Risen & Gilovich, 2008). People frequently rely on cognitive shortcuts and biases to make decisions and judgments, such as the availability heuristic and confirmation bias (Tversky & Kahneman, 1974). Superstitions can be viewed as a cognitive shortcut because they offer a straightforward and intuitive solution to complex problems and uncertainty (Vyse, 2014). For instance, wearing a lucky shirt can induce a positive mental state and boost confidence, thereby enhancing performance in multiple domains (Lindeman et al., 2013). However, this effect may be the result of a self-fulfilling prophecy or the placebo effect, as opposed to any inherent supernatural or magical power (Risen & Gilovich, 2008).

Table 2.4 Psychology in Superstition

Psychological mechanism	Significance
Desire for Control	- Provides a sense of predictability and control in uncertain situations. - Offers comfort and security by creating an illusion of control over uncontrollable outcomes.
Social Belonging	- Signals group membership and fosters a sense of connection and solidarity. - Strengthens social cohesion and collaboration.
Cognitive Bias	- Cognitive shortcuts and biases contribute to the persistence of superstitious beliefs. - Offers intuitive solutions to complex problems and uncertainty. - Effects may be attributed to self-fulfilling prophecies.

2.2.5 Goals for the Use of Belief-Related Products

The study of the use of belief-related products allows researchers to delve deeper into the psychological, social, and emotional aspects of individuals' experiences. It provides valuable insights into the various ways in which belief-related products meet the needs of users, contribute to their well-being, and shape their identities and behaviors within various cultural and societal contexts. Understanding these objectives can inform the development of more tailored and effective belief-related options and serve as a basis for future research in this field.

By applying the Uses and Gratifications Theory (UGT) to the study of belief-related products, researchers can investigate how these products satisfy users' specific needs and desires. Katz, Blum, and Gurevitch (1973) propose that individuals actively select and use media to satisfy their needs for information, entertainment, social interaction, and personal identity, among others. Similarly, the use of belief-related products can serve a variety of user-centric purposes, including protection, connection, empowerment, comfort, and entertainment.

1) Protection

Protection is a common reason for using belief-related products, as individuals may seek to guard themselves against harm or misfortune (Rubin, 2008). Amulets, talismans, and lucky charms are commonly believed to have protective effects, providing users with a sense of safety and security (Lindeman et al., 2013). Individuals may actively seek out these products to satisfy their need for protection when viewed through the lens of UGT (Katz et al., 1973). In Thai culture, for instance, many individuals wear amulets for protection against accidents and other dangers.

2) Connection

Belief-related products can also serve as a means of fostering cultural and religious traditions and fostering social ties (Severin & Tankard, 1997). By using these products, individuals may feel a sense of belonging and affiliation with similar people or communities (Rubin, 2008). People may turn to belief-related products to satisfy their need for social interaction and cultural connection. Many people in India, for instance, wear rudraksha beads as a sign of their connection to Lord Shiva and other Hindu deities.

3) Empowerment

Empowerment is another objective that users of belief-related products may seek. These products can improve the confidence and performance of users in a variety of areas, including work, relationships, and personal development (Ruggiero, 2000). Individuals may actively use belief-related products to gain a sense of mastery and control in their lives (McQuail, 1996), and people may feel more in control of their lives, according to the illusion of control theory, when they believe they can predict or control future outcomes (Langer, 1975). Numerous individuals, for instance, use astrology as a tool for self-discovery and empowerment.

4) Comfort

In times of uncertainty and stress, belief-related products may provide comfort and reassurance. Users may rely on these products to deal with difficult situations and alleviate feelings of anxiety and hopelessness (Severin & Tankard, 1997). The use of belief-related products can satisfy the need for emotional support and psychological comfort (Rubin, 2008). During times of stress, for instance, many people utilize prayer as a source of comfort and guidance.

5) Entertainment

Belief-related products can also be used as a form of entertainment, providing users with enjoyment and amusement. People may interact with these products out of amusement, curiosity, or a desire for adventure (Ruggiero, 2000). Individuals may actively seek out belief-related products to satisfy their need for pleasure and diversion (Rubin, 2008). The Ouija board, which is a board game believed to facilitate communication with the dead, is an example of a superstition-based entertainment product.

Table 2.5 Summary of Goals for the Use of Belief-Related Products

Goal	Significance	Example	Psychological mechanism
Protection	Protection is a common reason for using belief-related products, as individuals may seek to guard themselves against harm or misfortune (Rubin, 2008). Individuals may actively seek out these products to satisfy their need for protection when viewed through the lens of UGT (Katz et al., 1973).	Many individuals in Thai culture wear amulets for protection against accidents and other dangers.	Desire for Control Provides a sense of comfort and security by creating an illusion of control over uncontrollable outcomes.

Table 2.5 Summary of Goals for the Use of Belief-Related Products (Continue)

Goal	Significance	Example	Psychological mechanism
Connection	Belief-related products can foster cultural and religious traditions and foster social ties (Severin & Tankard, 1997). By using these products, individuals may feel a sense of belonging and affiliation with similar people or communities (Rubin, 2008). People may turn to belief-related products to satisfy their need for social interaction and cultural connection.	In India, many people wear rudraksha beads as a sign of their connection to Lord Shiva and other Hindu deities.	Social Belonging • Signals group membership and fosters a sense of connection and solidarity.

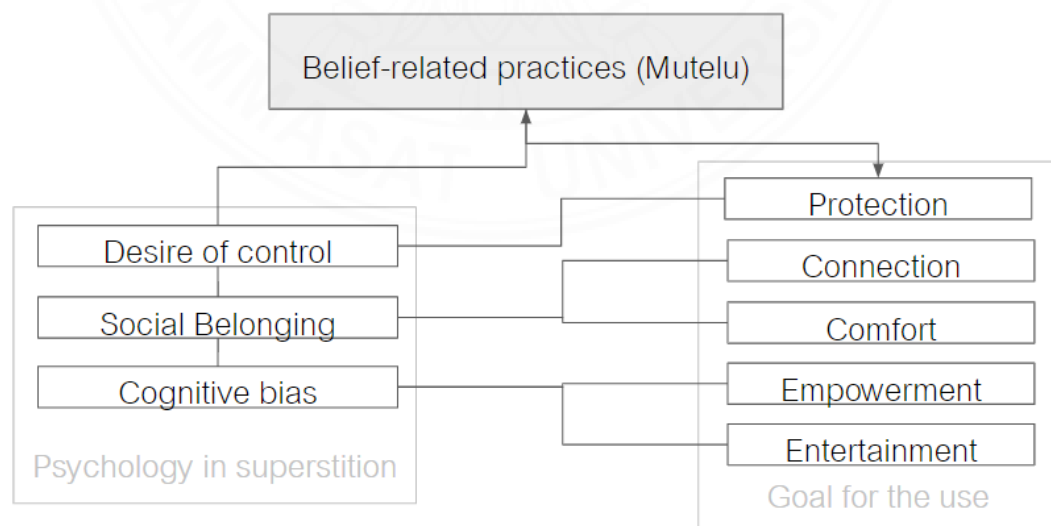
Table 2.5 Summary of Goals for the Use of Belief-Related Products (Continue)

Goal	Significance	Example	Psychological mechanism
Empowerment	Users of belief-related products may seek empowerment, gaining confidence and control in various aspects of life (Ruggiero, 2000). People may feel more in control of their lives, according to the illusion of control theory, when they believe they can predict or control future outcomes (Langer, 1975).	Astrology is frequently used as a tool for self-discovery and empowerment by numerous individuals.	Confirmation Bias Offers intuitive solutions to complex problems and uncertainty.
Comfort	Belief-related products provide comfort and reassurance in times of uncertainty and stress (Severin & Tankard, 1997). The use of belief-related products can satisfy the need for emotional support and psychological comfort (Rubin, 2008).	During times of stress, many individuals find comfort and guidance through prayer.	Social Belonging Provides emotional support and psychological comfort.

Table 2.5 Summary of Goals for the Use of Belief-Related Products (Continue)

Goal	Significance	Example	Psychological mechanism
Entertainment	Belief-related products can serve as a form of entertainment, offering enjoyment and amusement to users (Ruggiero, 2000). Individuals may actively seek out belief-related products to satisfy their need for pleasure and diversion (Rubin, 2008).	The Ouija board, a superstition-based board game believed to facilitate communication with the dead, is an example of an entertainment product.	Confirmation Bias Cognitive shortcuts and biases contribute to the persistence of superstitious beliefs.

In the realm of belief-related practices, Figure 2.3 Summary of belief-related practices posits a structured relationship between psychological mechanisms and the objectives for utilizing belief-centric products.

**Figure 2.3** Summary of Belief-Related Practices

Core psychological tenets such as the desire for control, the need for social belonging, and prevalent cognitive biases underpin the engagement with these practices. For instance, the desire for control manifests in the use of products aimed at protection, offering individuals a semblance of power over chance events. Social belonging is twofold: it both fosters connections within cultural and religious contexts and provides comfort during times of stress, indicating that these practices serve as a conduit for communal ties and emotional support. Cognitive biases, particularly confirmation bias, are evident in practices that offer empowerment and entertainment, suggesting a preference for superstitious beliefs that align with one's existing worldview. Collectively, these elements elucidate the complex interplay between the psychological underpinnings and the multifaceted goals that belief-related products fulfill, ranging from protection to pleasure.

2.3 Thai Generation Z

According to Kasikorn Research Center (2021), Thai people of Generation Z were born between 1995 and 2009, comprising approximately 19% of the total Thai population and roughly a quarter of the Thai population. This generation grew up with the internet and social media which has led to a significant increase in their use of technology and digital platforms. This group is anticipated to constitute a quarter of the Asia-Pacific (APAC) population by 2025. (Kim, McInerney, Smith, & Yamakawa, 2020). Significantly higher than millennials, approximately one-third of Generation Z in APAC spends six hours or more per day on their mobile devices (Kim et al., 2020). To determine the most effective platform to reach this demographic, it is essential to comprehend their shifting behaviors, such as their use of digital media. McCann World Group (2021) discovered that 84% of Thai Generation Z members are constantly seeking new experiences, ranking first among the countries surveyed and exceeding the global average of 60%. They are known to be technologically savvy, highly connected, and heavily influenced by social media (Kasikorn Research Center, 2021).

In addition to their desire for new experiences, Thai members of Generation Z have shown a growing interest in belief-related practices. According to Business Wire (2019), a supernatural-driven culture is on the rise among 18-to-34-year-olds, and over

43 percent of Generation Z members are making significant decisions in life from fortune-telling or tarot card reading as well as the survey results of ABAC Poll (2007, cited in Khaosod, 2007), studying a sample of 1,456 people aged 18 years and over, it was found that 53.8% of Bangkok's 18-year-olds had visited a fortune-teller, read predictions, or consulted their horoscope within the previous six months. However, Brand Buffet (2019) notes that this interest is not purely superstitious, but rather serves to boost confidence. As significant changes occur in love, finances, work, and study during this age, Thai members of Generation Z utilize horoscope content to boost their confidence. Moreover, Thai Generation Z members have expressed significant concern about the pandemic as well as environmental, social, economic, political, and technological issues (CMMU, 2021). As a result, they seek decision-making resources and a higher level of certainty in a VUCA environment, with Mutelu being one of the tools they utilize.

Thai Gen Z members exhibit a unique set of characteristics and attitudes, such as their extensive use of technology and digital platforms, their desire for new experiences, and their growing interest in belief-related practices. They have an open mind, value individual experience, and beliefs, and are heavily influenced by technology and digital platforms. These factors require a shift in marketing strategies and resources to reach this demographic more effectively.

2.3.1 Increasing Use of Digital Technology in Uses of Mutelu Services

According to the Technology Acceptance Model (TAM) (Davis, 1989), perceived ease of use and perceived usefulness are two crucial factors that influence users' acceptance and utilization of technology. This model can be used to comprehend Thai Generation Z's utilization of technology and digital platforms.

Thai Generation Z perceives digital platforms as intuitive and useful, integrating them seamlessly into their daily lives for social interaction, entertainment, education, and shopping (Tan, 2022). Research indicates that collectivist cultures are more likely to adopt technologies that facilitate relationship-building (Gaspay et al., 2008). This trend is observable in Thailand, where the primary reason for Thais to use the internet in 2021 will be to communicate via social networking sites (ETDA, 2021). Popular social media platforms provide an intuitive interface for connecting with friends, sharing

experiences, accessing news, and expressing opinions. They typically spend more time on TikTok and Instagram than other generations. Daily, Gen Z consumers spend at least two hours on Instagram and Tiktok. Similarly, online streaming platforms such as Netflix and Line TV to their preferences for convenience and customized experiences (Kemp, 2023), thereby reinforcing their perceived utility.

The incorporation of fortune-telling content into the LINE TODAY platform demonstrates how the platform's features and content can influence Thai Generation Z's acceptance and use of technology by ctering to their interests and beliefs. The Fortune Clinic campaign, which invited renowned fortune-tellers to answer user questions, resulted in a 15–20% increase in teenage users, demonstrating the importance of perceived utility in driving technology acceptance (Brand Buffet, 2019). In the context of accessing Mutelu-related content and Thai people's superstitions, the findings of a survey (CMMU, 2021) reveal the primary information sources. The majority of individuals rely on social media and websites as their primary source of information, according to the survey (73.8%). In addition, interacting with acquaintances (59.6 %) and consulting experts in the field (29.7 %) are significant means of acquiring this knowledge. Fewer individuals cited newspapers and magazines (20.1%) and television and radio (19.6%) as sources of news and information

Moreover, Thai Generation Z's consumer behavior is consistent with TAM principles. Their reliance on online reviews and preference for online shopping demonstrates the perceived utility of digital platforms as informational resources and convenient purchasing channels. In addition, their expectation that brands will interact with them on social media reflects the perceived ease with which these platforms facilitate communication and interaction.

2.4 User-Centered Design (UCD) Applied to Belief-Related Digital Platforms

In the context of this investigation, a digital platform is a digital environment that facilitates the exploration and sharing (O'Reilly, 2007) of spirituality and religion-related beliefs, values, and practices, especially among Thai Generation Z. The design of such a platform plays a crucial role in shaping users' experiences and ensuring its effectiveness in fostering engagement, promoting connection, and supporting spiritual

and religious practices among users (Garrett, 2011). The Internet and social media have altered how people communicate, access information, and interact with one another. The emergence of digital platforms has transformed how individuals practice and express spirituality.

2.4.1 Defining Digital Platform Design

In the current digital era, the term "digital platform" has emerged as a central concept that facilitates interactions and transactions among users, businesses, and consumers. Hein, Schrieck, Riasanow, Setzke, Wiesche, Böhm and Krcmar (2019) and Stallkamp & Schotter (2021) articulate a digital platform as a technical infrastructure that serves as a cornerstone of the digital economy. This infrastructure is not just a passive backdrop but acts as a dynamic facilitator of activities ranging from search and communication to commerce and transport. It encompasses a wide spectrum of applications, including search engines, social media, e-commerce, messaging, and ride-hailing services. The transformative power of digital platforms lies in their ability to reshape traditional operations and experiences, transitioning them into the digital realm.

User experience (UX) plays a pivotal role in the effectiveness of digital platforms. UX encompasses all aspects of the end-user's interaction with the company, its services, and its products (Nielsen & Nielsen Norman Group, 2001). A well-designed UX is critical for digital platforms as it directly influences user satisfaction, engagement, and loyalty (Garrett, 2011).

Designing an effective digital platform necessitates a thorough comprehension of the user's requirements, behaviors, and expectations (Courage, Baxter, & Caine, 2015). This user-centric approach ensures that the platform not only satisfies functional requirements but also provides a positive user experience, resulting in a more engaged and satisfied user base.

In this research, a digital platform is viewed as a medium that serves as a confluence of traditional and modern spiritual practices, tailored to meet the needs and preferences of Thai Generation Z. It combines the aspects of content interaction, community engagement, and spiritual exploration in a culturally sensitive and technologically advanced setting. This definition builds upon the foundational aspects

laid out by Hein et al. (2019), Stallkamp & Schotter (2021), and others, focusing on the unique intersection of spirituality, technology, and user experience.

2.4.2 Enhancing User Experience in Digital Platform Design

The integration of User-Centered Design (UCD) principles is pivotal in enhancing the usability of digital platforms centered on beliefs for Thai Generation Z. These principles, when aligned with the specific needs, preferences, and behaviors of the users, can lead to significant improvements in usability.

2.4.2.1 Enhancing Usability

Usability refers to the ease of use, efficiency, and effectiveness with which users can interact with a platform to achieve their objectives (Nielsen, 1994). A platform with high usability is more likely to satisfy users, leading to an enhanced user experience and greater user engagement (Dix, Finlay, Abowd, & Beale, 2004). To ensure the usability of a belief-related online platform for Thai Generation Z, the platform must consider key principles such as visual design, personalization and customization, and social interaction are instrumental in creating a more intuitive, engaging, and user-friendly platform experience (Garrett, 2011). These concepts echo the foundational ideas set forth by Norman and Draper (1986), who underscored the importance of user-focused design in technology.

a) Visual

Visual design elements can enhance the users' sense of security and comfort. Aesthetically appealing and intuitively designed interfaces make users feel safe and secure, which contributes to their sense of security (Tractinsky, Katz, & Ikar, 2000). This is especially crucial in a religious context where users frequently seek spiritual protection. Additionally, a well-designed interface or product provides a sense of ease, making the platform simple to navigate and comprehend. When incorporated thoughtfully, visual cues can guide users through the platform, thereby increasing usability and enhancing the overall user experience (Norman, 2004).

b) Social interaction

Social interaction features cater to the needs of connection, empowerment, comfort, and entertainment. Forums and comment sections foster a sense of community among users, allowing them to share their beliefs and experiences (Preece, 2000). This exchange can also result in empowerment, as users gain knowledge from one another and confidence in their own convictions. The sense of belonging that social interaction provides can make platform users feel at ease. As users participate in discussions or simply observe the interactions of others, these social features also provide a form of entertainment (Rogers et al., 2011).

c) Personalization and Customization

Personalization and customization features can enhance all aspects of users' objectives, including protection, connection, empowerment, comfort, and entertainment. (Blom, 2000) Personalized recommendations or customized user interfaces can make users feel valued and comprehended, thereby enhancing their sense of security. In addition to fostering connection, these features allow users to see content that aligns with their beliefs. The ability to control and personalize the platform experience can be empowering, providing users with the tools necessary to shape their spiritual journey. Moreover, the intuitive and user-friendly nature of the platform is enhanced by the customized experience that these features offer. The uniqueness and originality of personalized content can also make the platform more entertaining for users (Kobs, 2001).

In conclusion, the interaction between visual design, personalization and customization, and social interaction significantly improves the usability of belief-related digital platforms, making it more engaging and user-friendly for Thai Generation Z users (Norman & Draper, 1986). Understanding these principles is essential for designing belief-related platforms that meet the specific preferences and needs of Thai Generation Z users.

2.4.2.2 Consideration of Multisensory Design

The incorporation of the five senses in Human-Computer Interaction (HCI) can lead to a richer and more immersive user experience. In the context of designing a belief-related (Mutelu) digital platform for Thai Generation Z, here's how each sense can potentially be utilized:

a) Sight

The importance of visual design in usability underscores the significant role sight plays in HCI. An interface that integrates culturally significant visuals, symbols, and colors not only ensures aesthetic appeal but also resonates with the users' beliefs and Thai culture. Such visual cues create a sense of familiarity and security, guiding users and making the platform experience more intuitive, as emphasized in usability principles (Lidwell, Holden, & Butler, 2010).

b) Hearing

Incorporating sound elements augments social interaction—a key usability principle. Sound designs, whether through ambient background music, notifications, or voice interactions, can make user engagements more dynamic, establishing a deeper connection and creating a spiritual ambiance reminiscent of shared community experiences in a more immersive environment (Gaver, 1986).

c) Touch

Personalization and customization, as usability principles, emphasize the need for user control and engagement. In digital platforms, this can be heightened through haptic feedback. The tactile responses, like vibrations in reaction to user actions, create a tangible connection, making users feel more involved and in control of their spiritual journey (Obrist et al., 2016).

d) Smell & Taste

While these senses are currently less explored in HCI, there are emerging technologies and research exploring olfactory and gustatory interfaces. Although challenging to implement in a digital platform, these senses could potentially be stimulated in future versions of the platform to create a more immersive experience, for example, through smell-releasing devices that users could opt to use in conjunction with the platform (Narumi et al., 2011).

To conclude, the amalgamation of multisensory design with traditional UCD principles paves the way for platforms that are not only engaging and user-friendly but also deeply immersive and resonant with Thai Generation Z's needs and preferences in belief-related contexts. This integrated approach is pivotal for designers aiming to build platforms that truly understand and cater to the unique desires and beliefs of Thai Generation Z users.

2.4.3 User-Centered Design (UCD) Process in Digital Platform Development

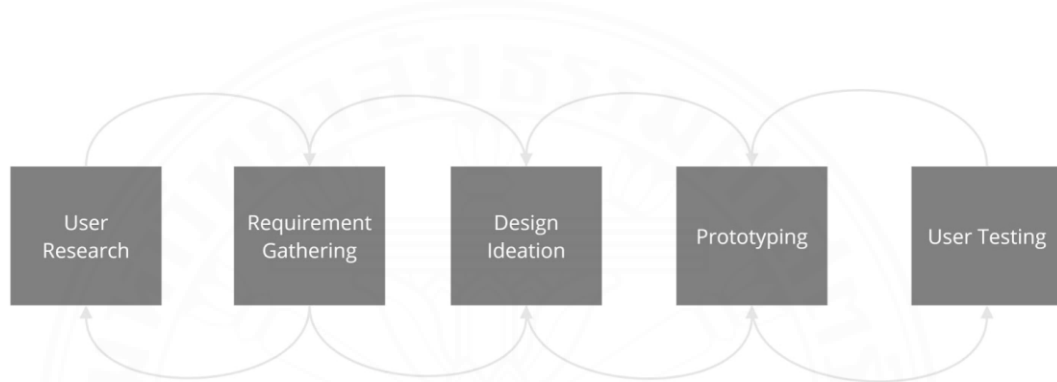


Figure 2.4 User-Centered Design (UCD) Process

User-Centered Design (UCD) principles applied to belief-related digital platforms have the potential to increase the engagement of Thai Generation Z. UCD, which is grounded in the needs, desires, and limitations of end-users, promotes the development of user-friendly, efficient, and enjoyable platforms (Norman & Draper, 1986). Several factors contribute to UCD's relevance to belief-related platforms for Thai Generation Z. First, as digital natives, Gen Z expects intuitive, quick, and user-friendly interfaces (Prensky, 2001). Second, they are known for their desire for personalized and distinctive experiences, which UCD can facilitate via customization (Twenge, 2017). Lastly, UCD can accommodate the unique cultural, social, and psychological needs of Thai Generation Z when interacting with belief-related content, thereby increasing user satisfaction and engagement.

User-Centered Design (UCD) emphasizes the importance of understanding user behaviors, motivations, and goals to create effective and meaningful design solutions. In the context of belief-related digital platforms, applying UCD principles can help ensure that these platforms meet the specific needs and expectations of users engaging in spiritual and religious practices online. User-Centered Design is rooted in

the principles of human-computer interaction and usability engineering. It places users at the center of the design process, involving them in the design and evaluation stages to ensure the final product aligns with their needs and preferences. UCD encompasses several iterative steps, including user research, requirement gathering, design ideation, prototyping, and user testing (ISO, 2010). These steps are aimed at creating intuitive, accessible, and engaging user experiences.

Belief-related digital platforms play a significant role in facilitating spiritual and religious practices for users, particularly for Generation Z who are technologically savvy and heavily influenced by digital platforms (Hassenzahl & Tractinsky, 2006). Applying UCD principles to the design of these platforms can enhance user engagement, satisfaction, and overall experience.

1) User Research: Conducting user research is crucial to gain insights into the beliefs, values, and behaviors of the target audience. This can be done through interviews, surveys, and observation, allowing designers to understand the specific needs, motivations, and expectations of users engaging with belief-related digital platforms.

2) Requirement Gathering: Based on the user research findings, designers can identify key requirements and features that will address the users' needs. This involves determining the functionalities, content, and interactive elements that will support users in their spiritual and religious practices. For example, the platform may include features such as personalized recommendations, interactive rituals, and community engagement options.

3) Design Ideation: UCD encourages designers to generate a wide range of design ideas and concepts. In the case of belief-related digital platforms, designers can explore various visual styles, information architecture, and content presentation that resonate with the target audience. Collaboration with users and domain experts can enrich the ideation process, ensuring the design reflects cultural sensitivities and aligns with users' spiritual beliefs.

4) Prototyping: Prototyping involves creating low-fidelity or high-fidelity representations of the platform to test and evaluate its usability and effectiveness. Designers can develop interactive prototypes that allow users to navigate the platform,

perform tasks, and provide feedback. This iterative process helps refine the design and address any usability issues.

5) User Testing: User testing involves observing and collecting feedback from users as they interact with the platform. This can be done through usability testing sessions or beta testing with a selected group of users. By involving users in the testing process, designers can identify usability problems, gather insights on user preferences, and validate design decisions.

User-Centered Design (UCD) provides a systematic and iterative approach to designing belief-related digital platforms that meet the needs and expectations of users engaging in spiritual and religious practices. By understanding user behaviors, motivations, and goals, designers can create intuitive, accessible, and engaging platforms that enhance the user experience and foster a sense of connection and empowerment. Applying UCD principles throughout the design process can ultimately result in more meaningful and effective belief-related digital platforms.

2.5 Summary of Literature Review

Table 2.6 in this section summarizes the key findings, as well as the research opportunities and gaps that can be utilized to develop a research methodology and questionnaire.

Table 2.6 Summary of Literature Review

Topic	Key findings	Sources	Gap and Opportunity
2.1 Impact of globalization on beliefs	• Globalization has diminished the significance of beliefs. • Uncertainty in late modernity drives individuals to seek stability and meaning through beliefs. • Beliefs serve as mental anchors in uncertain situations.	Panyawilad & Yooyen (2021) ; Malangpoo (2022); Rosa (2015); Kitiarsa (2012)	Limited research on the specific impact of globalization on beliefs in Thailand. Further investigating the role of beliefs as coping mechanisms in an uncertain world.
2.2 Mutelu	• "Mutelu" is a term used in Thailand to refer to superstition or black magic. • Mutelu beliefs include astrology, Tarot cards, prophecy, talismans, and sacred objects.	National Discovery Museum Institute (NDMI) (2023) ; Duangvisate (2022); INN Horoscope (2021); Thairath (2022); Zort (2022)	Limited academic research on the cultural phenomenon of Mutelu in Thailand. Further examination of the role of

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
	Thais believe that possessing Mutelu artifacts can enhance luck, career, relationships, and repel negative energy.		Mutelu in Thai society and its impact on individuals' beliefs and behaviors.
2.2.1 Trends in Thailand	- Belief-related practices have gained popularity in Thailand, with people seeking lifestyle-enhancing and services. - Brands are incorporating Mutelu beliefs catering to the modern aesthetics and interests of the new generation. - The modernization of belief-related services has made it more convenient and accessible for the younger generation to engage in religious practices.	Jackson (2002); Baker (2022); Mission To The Moon (2022); Jan (2021); Line (2022a, 2022b); Thichaphat (2021)	Limited academic research Investigate the intersection of technology and belief-related practices. Explore the motivations and experiences of users engaging with digital belief-related services.

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
2.2.2 Business Growth	• Mutelu industry has experienced significant growth, becoming one of the top 10 industries in Thailand. • Mutelu practices have been effectively used as offline and online marketing strategies by companies.	Department of Business Development (2023)	Limited research on the growth and development of the Mutelu industry. Opportunity to explore of Mutelu in marketing on consumer behavior.
2.2.3 Practices	• Belief-related practices are deeply rooted in Thai culture, reflecting rich traditions. • Mutelu has transformed from black magic to a positive practice for personal growth. • Focus on digital-based practices	Terwiel (2012); Ganwiboon (2022); CMMU (2021)	There is a gap in understanding the contemporary manifestation and evolution of belief-related practices in the digital age. Opportunity to explore the motivations, beliefs, and experiences of individuals who engage in Mutelu practices.

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
2.2.3.1 Online Fortune-telling	• Transition from traditional to online fortune-telling platforms. • Digital platforms utilize technology and social media to connect with clients.	Tritipthumrongchok (2015); Jameel (2021); Reethasri (2019); Jan (2021); ETDA (2021)	There is a gap in understanding the implications of the shift to digital platforms Opportunity to examine user experiences, motivations, and satisfaction with online fortune-telling services.

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
2.2.3.2 Auspicious wallpaper	• Auspicious wallpapers are believed to bring good fortune. • Offer personalized experiences based on intentions. • Variation in tarot card arrangement across providers for different customer groups.	Ruangprapan (2021); The Standard (2022); Mootae World	There are gaps in understanding the design and visual elements of auspicious wallpapers and their impact on user perceptions and experiences as well as understanding the psychological and emotional effects of using auspicious wallpapers on individuals.

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
2.2.4 Psycho Logy mechanism	Superstitions are complex phenomena influenced by psychological factors such as the desire for control, social belonging, and cognitive biases.	Vyse (2014); Risen & Gilovich (2008); Damisch, Stoberock, & Mussweiler (2010); Kay, Whitson, Gaucher & Galinsky (2009); Langer (1975); Tversky & Kahneman (1974); Lindeman et al. (2013)	There is a lack of research investigate the psychological motivations behind the adoption of superstitions in the context of Mutelu practices. Examine the role of psychological factors in shaping consumer behavior related to belief-related products and services.

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
2.2.5 Goals for the use of belief-related products	The Uses and Gratifications Theory (UGT) can be applied to study how belief-related products satisfy users' needs for a) protection, b) connection, c) empowerment, d) comfort, and e) entertainment.	Katz, Blum, & Gurevitch (1973); Rubin (2008); Severin & Tankard (1997); McQuail (1996); Ruggiero (2000); Lindeman et al. (2013);	There is limited research examining the role of belief-related products in fulfilling users' needs for protection, connection, empowerment, comfort, and entertainment. Investigate the motivations behind users' selection and use of specific belief-related products.

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
2.3 Thai Generation Z Increasing use of digital technology in uses of Mutelu services	Thai Generation Z (born 1995-2009) comprises a significant portion of the population, characterized by extensive use of technology, desire for new experiences, and growing interest in belief-related practices.	Kasikorn Research Center (2021); Business Wire (2019); McCann World Group (2021); Brand Buffet (2019)	Lack of research on the impact of technology and online platforms on Generation Z's beliefs, values, and behaviors. Investigate the role of belief-related practices in fulfilling the needs and aspirations of Generation Z. Develop innovative approaches and platforms that cater to the unique characteristics.
	- Thai Gen Z finds technology and digital platforms easy to use and useful, incorporating them into daily life for various purposes. - Thai Gen Z relies on social media for information, online reviews for purchasing decisions, and expects brand interaction on social media.	Davis (1989); Tan (2022); Brand Buffet (2019); Kemp (2023); CMMU (2021)	

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
2.4 User-Centered Design (UCD) applied to belief-related digital platforms	- Applying UCD principles to belief-related digital platforms can increase Thai Generation Z's engagement. - UCD can accommodate unique cultural, social, and psychological needs of Thai Generation Z when interacting with belief-related content, thereby increasing user satisfaction and engagement.	Norman & Draper (1986); Prensky (2001); Twenge (2017)	The literature lacks a comprehensive exploration of how UCD principles can be effectively applied in the context of belief-related digital platforms for Thai Generation Z.
2.4.1 Defining Digital Platform Design	- An digital platform is a web-based or internet-enabled digital environment - Allows users to interact with content, services, or other users.	Hein et al.(2019); Stallkamp & Schotter (2021); Garrett (2011); Courage, Baxter, & Caine (2015); Nielsen & Nielsen Norman Group (2001)	There's a gap in understanding how digital platforms can be specifically designed to cater to the spiritual.

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
2.4.2 Enhancing User Experience in Digital Platform Design	• UCD principles improve usability tailored for Thai Gen Z	Norman, 2004	Aligning UCD principles with users' needs can lead to intuitive, engaging platforms.
2.4.2.1 Enhancing Usability	• Visual design enhances security & comfort • Social interactions foster community & empowerment • Personalization increases security and offers unique content	Norman & Draper, 1986; Garrett, 2011; Tractinsky, Katz, & Ikar, 2000; Preece, 2000; Rogers et al., 2011; Blom, 2000; Kobs, 2001	Limited incorporation of the design principles in current Mutelu digital platforms.
2.4.2.2 Consideration of Multisensory Design	• Five senses lead to immersive UX • Visuals resonate with Thai culture • Sound enhances social interaction • Haptic feedback augments user control • Potential for smell & taste interfaces	Lidwell, Holden, & Butler, 2010; Gaver, 1986; Obrist et al., 2016; Narumi et al., 2011	Smell & Taste senses are underexplored in HCI. Opportunity to create deeply immersive platform experience.

Table 2.6 Summary of Literature Review (Continue)

Topic	Key findings	Sources	Gap and Opportunity
2.4.3 User-Centered Design (UCD) Process in Digital Platform Development	• UCD process involves user research, requirement gathering, design ideation, prototyping, and user testing. • Emphasizes the importance of understanding user behaviors, motivations, and goals to create effective and meaningful design solutions.	Norman & Draper (1986); Prensky (2001); Twenge (2017); Hassenzahl & Tractinsky (2006); ISO (2010)	Existing literature lacks an in-depth examination of the UCD process specific to belief-related digital platforms.

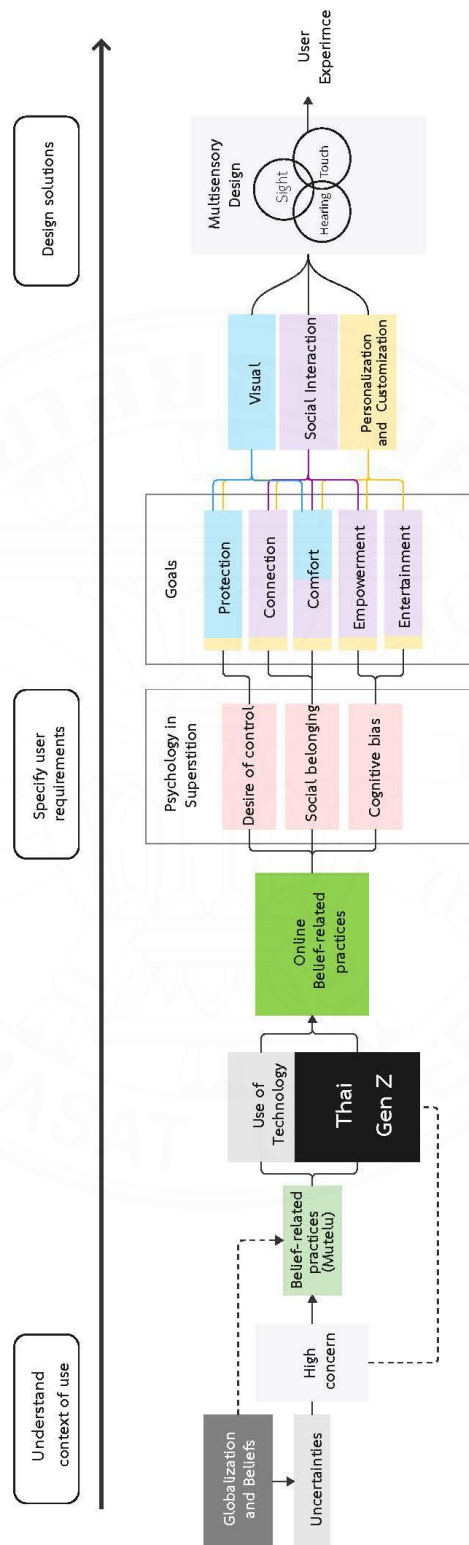


Figure 2.5 Conceptual framework

This conceptual framework presents an understanding of how Thai Generation Z interacts with belief-related digital platforms. It encompasses several key themes that help understand and predict the engagement of Thai Generation Z with these platforms.

The factors in this study include globalization, the pandemic, psychology in superstition, goals for the use of belief-related products, and modern belief-related practices. These variables may influence how Thai Generation Z engages with online belief-related practices.

1) Understand Context of Use: This is the foundational step to understand the underlying factors and influences that determine how and why Thai Gen Z interacts with belief-related practices.

1.1 Globalization and Beliefs: This suggests that global influences impact the beliefs and practices of Thai Gen Z. Globalization, with its broad influence on culture and technology, shapes the way this generation perceives and interacts with belief systems.

1.2 Uncertainties: There may be uncertainties events that drive people to seek security in life. Such as the pandemic that might increase the need for spiritual comfort.

1.3 High Concern: These uncertainties lead to a high level of concern or anxiety related to current circumstances, making the Gen Z population seek solutions or clarity.

1.4 Belief-related Practices (Mutelu): A specific belief or practice (indicated by the term 'Mutelu') that Thai Gen Z adheres to or consults for guidance or reassurance.

2) Specify User Requirements: After understanding the context, it's crucial to identify the specific needs or requirements of Thai Gen Z in relation to their digital belief-related practices.

2.1 Use of Technology: Thai Gen Z is technologically savvy, and their engagement with belief-related practices is significantly influenced by technology. The access to technology mediates the relationship between Thai Generation Z and their engagement with digital belief-related practices. As this generation has grown up with

technology, their access to and familiarity with it is likely to enhance their engagement with belief-related digital platforms.

2.2 Psychology in Superstition: Their engagement with digital belief practices can be driven by psychological factors like a desire for control, the need for social belonging, and cognitive biases. Each of these psychological factors can significantly shape how they interact with digital platforms or services that cater to their beliefs.

2.3 Goals: These are the objectives or desired outcomes Thai Gen Z seeks from engaging in digital belief-related practices. They include protection, connection, comfort, empowerment, and entertainment. Each goal represents a different facet of their interaction with the digital realm of beliefs and superstitions.

3) Design Solutions: Based on the understanding and user requirements focused on user-centered design, one can proceed to design solutions tailored to Thai Gen Z's needs and preferences.

3.1 Visual, Social Interaction, Personalization and Customization: These elements underscore the importance of interactive and visually appealing designs that can be tailored to individual preferences. It also emphasizes the social aspect, suggesting that Thai Gen Z values platforms that allow them to connect and interact with others.

3.2 Multisensory Design: This emphasizes the need for a holistic user experience, integrating sight, hearing, and touch. It suggests that for a richer and more immersive experience, platforms should engage multiple senses.

3.3 User Experience: The aim of the framework is to enhance the user experience for Thai Gen Z as they navigate and engage with digital belief-related platforms and services.

In conclusion, the conceptual framework presents a comprehensive model of how various factors, including globalization, psychology in superstition, Use of technology and modern belief-related practices, influence the engagement of Thai Generation Z with belief-related digital platforms. The framework illustrates the journey from understanding the unique context of Thai Gen Z's engagement with

belief-related practices, identifying their specific needs, and designing solutions that offer an enriched, multisensory user experience



CHAPTER 3

RESEARCH METHODOLOGY

This chapter describes the methodology used to investigate the modern spiritual beliefs of Thai Generation Z in relation to belief-related digital platforms. The primary objective of this study is to investigate the beliefs, values, and practices of Thai Generation Z, with a focus on their use of digital platforms. The ultimate objective is to create a strategic design guideline for a digital platform that meets their specific requirements and is consistent with their beliefs and values. Informed by the findings of the literature review, a systematic methodology is adopted in order to accomplish this goal. This methodology ensures the collection and analysis of trustworthy and insightful data, resulting in a deeper understanding of the modern spiritual beliefs of Thai Generation Z.



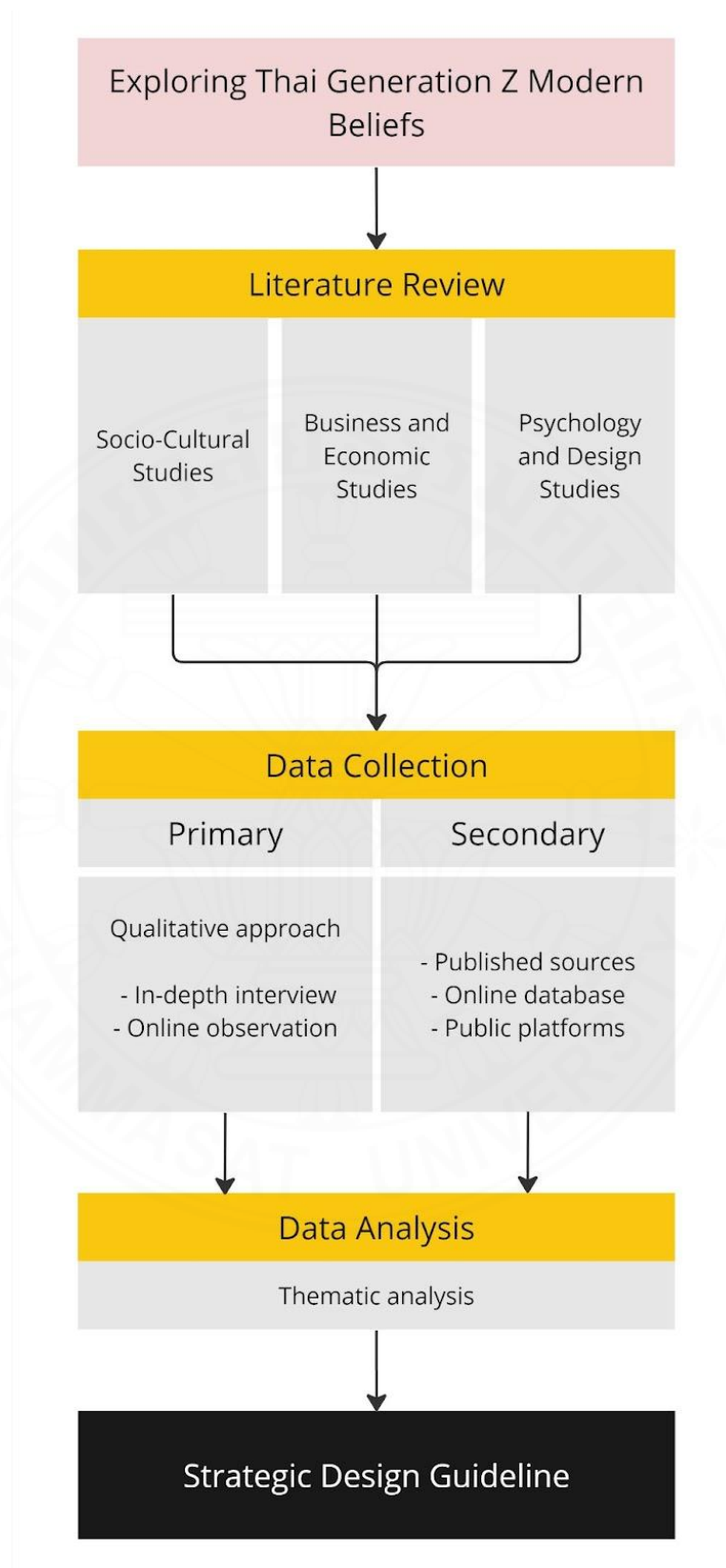


Figure 3.1 Research Framework

3.1 Research Design

This research uses qualitative research methods because it allows for a deep exploration of subjective experiences and provides rich and nuanced insights that quantitative methods may not capture (Creswell, 2014). It enables researchers to understand the complexities and context of individuals' beliefs and behaviors to gain an in-depth understanding of Thai Generation Z's spirituality and religion-related beliefs, values, and practices, as well as their engagement with digital platforms. The qualitative approach enables the exploration of participants' experiences, perspectives, and motivations, which is essential for developing a belief-related digital platform that meets the needs and reflects the values of Thai Generation Z.

3.2 Qualitative Research Methodology

This study employs a qualitative research methodology, specifically semi-structured interviews, to comprehend the experiences, beliefs, and preferences of Thai Generation Z regarding spirituality and belief-related digital platforms. The choice of semi-structured interviews as the primary research method was based on their capacity to provide in-depth and detailed insights (Bryman, 2016). The use of open-ended questions in a semi-structured format enables flexibility and the exploration of additional topics that may come up during interviews (Creswell, 2013). This methodology enables researchers to collect rich, nuanced data that captures the unique perspectives and experiences of participants (Merriam, 2009). Using qualitative research methods, this study seeks to uncover the underlying motivations, values, and needs of Thai Generation Z about spirituality and belief-related digital platforms, thereby contributing to a comprehensive understanding of their perspectives and informing the development of platforms tailored to their specific needs.

3.3 Sampling Strategy

The research employed a two sampling strategy, consisting of purposive sampling and snowball sampling, to identify participants who met the research criteria of Thai Generation Z users engaging in Mutelu practices on digital platforms.

1) Purposive Sampling

Participants were selected using purposeful sampling through two primary channels: social networks and personal networks. This sampling technique was deemed appropriate due to its efficiency in identifying individuals with pertinent characteristics or experiences (Bryman, 2012).

Instagram, a social media platform that Generation Z Thais use frequently, was chosen for participant recruitment. The creation and promotion of an Instagram story targeting individuals who frequently view Mutelu-related hashtags or content. The article outlined the interview criteria and encouraged audience participation in the study. Despite reaching 265 viewers, only three individuals responded with an indication of participation. LINE, a popular messaging application, was used to recruit participants. Due to its popularity among Thai Generation Z, it served as an efficient platform for contacting prospective participants. Ten members of the personal network who were observed engaging in Mutelu practices were contacted via LINE. Only two individuals consented to participate in the study.

2) Snowball Sampling

Following the use of purposive sampling, snowball sampling was utilized to recruit additional participants. This strategy consisted of asking initial participants to recommend additional potential participants who meet the research criteria. Given the nature of the study and the target population, snowball sampling was an effective technique for locating potential participants who were not easily identifiable or accessible (Noy, 2008).

Snowball sampling further ensured the sample's diversity by enabling the collection of a wide range of experiences and perspectives. While purposive sampling was used to reach mainstream or heavy users, Snowball sampling was anticipated to capture a broader spectrum of users, including less visible or less engaged users. and thus provide a more comprehensive understanding of the research topic than purposive sampling.

In conclusion, the combined purposive and snowball sampling strategy was effective in selecting a diverse range of participants who were able to provide insightful commentary on the topic of the study. This strategy ensured a comprehensive and

representative sample of Thai Generation Z users engaging in Mutelu practices on digital platforms.

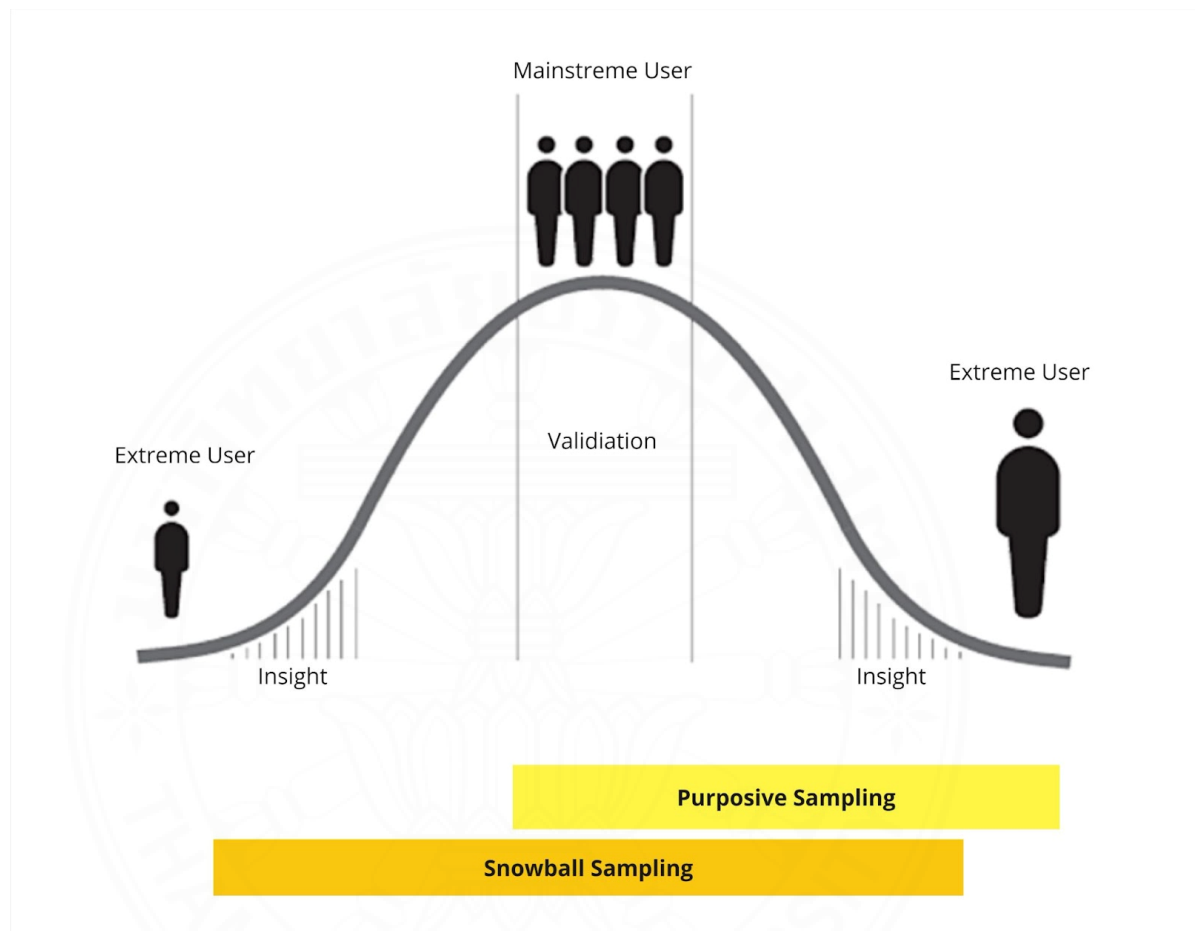


Figure 3.2 Sampling Strategy

Due to the scope and resource limitations of this study, the sample will include a total of 17 participants, including 10 users of belief-related services, 4 direct stakeholders, and 3 indirect stakeholder of such services. The purpose of this study, despite the relatively small sample size, is to collect in-depth insights from participants who have direct experience with belief-related practices and concepts. The decision to interview 10 users was influenced by the principle of data saturation in qualitative research, which refers to the point at which no new themes or insights emerge from the data (Guest, Bunce, & Johnson, 2006). The user participants represent a diverse cross-section of the user base of online belief-related practices in order to capture a wide range of experiences and viewpoints. This study aims to gain valuable insights

into the spirituality and religion-related beliefs, values, and practices of Thai Generation Z. The need to understand the design, delivery, and perceived impact of online belief-related services simultaneously led to the decision to interview online belief-related service providers, which are fortune-tellers as well as auspicious wallpaper artists and indirect stakeholders. This may appear to be a small sample, but the objective of qualitative research is not to generalize but to gain an in-depth understanding of phenomena. Thus, interviews with a small number of service providers can still yield rich and useful information.

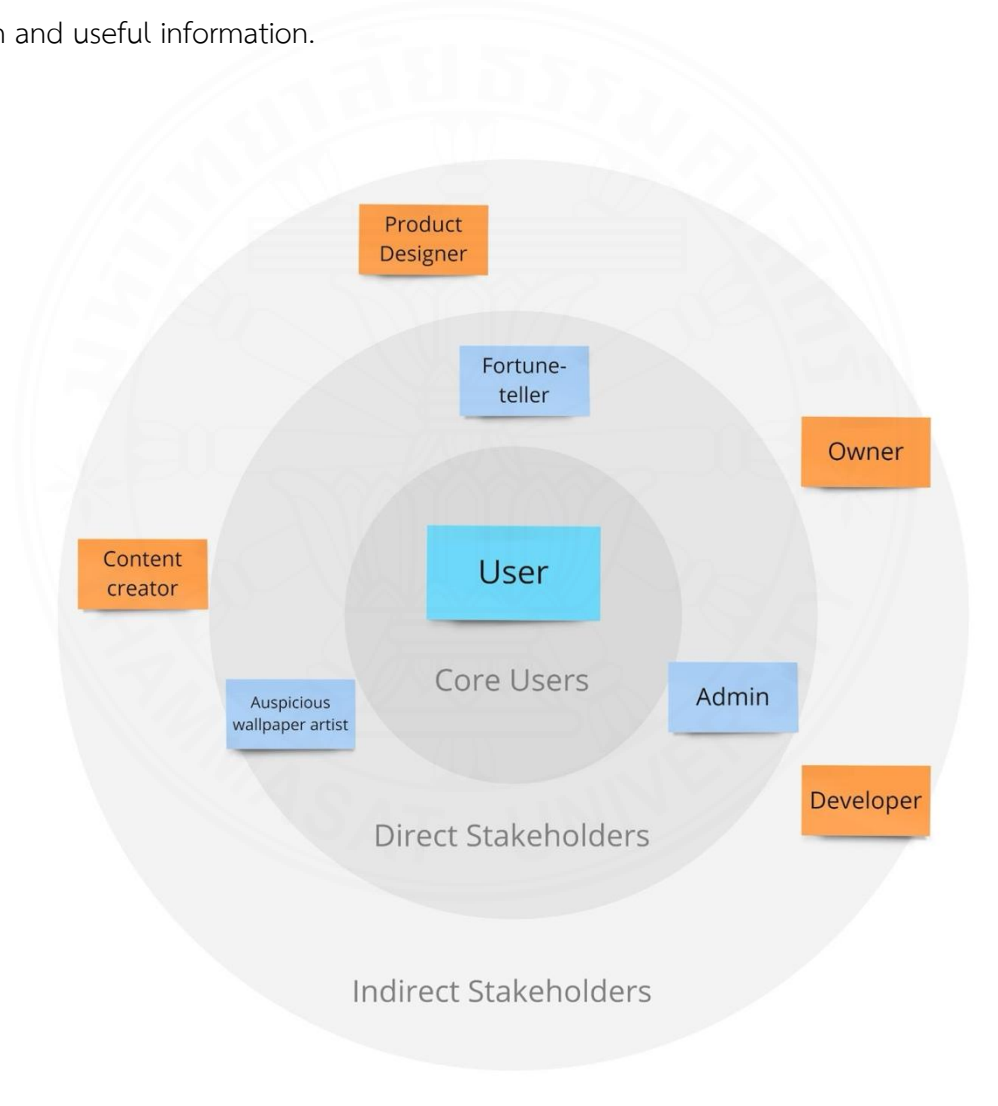


Figure 3.3 Stakeholder Mapping

Table 3.1 Participant Selection

Participants	Criteria	Quantity
Core users	Digital belief-related platform users which are Thai participants in Generation Z engaging in belief-related practices and concepts, active online.	10
Direct stakeholders	Digital belief-related service providers which are Online fortune-teller and auspicious wallpaper artist who has experience providing online service.	4
Indirect stakeholders	Owner or designer of belief-related platforms.	3

The rationale for employing purposive sampling is that it enables the selection of participants with the necessary skills, experiences, and insights to address the research objectives (Tongco, 2007). By focusing on individuals who are actively engaged in online belief-related practices, the research can collect valuable insights from those with relevant experiences and perspectives. To ensure a thorough understanding of the target population, the sample will aim for gender, socioeconomic, and religious diversity. By including participants from diverse backgrounds, the research can capture a variety of perspectives and experiences, thereby enhancing the overall validity of the study and enriching the findings.

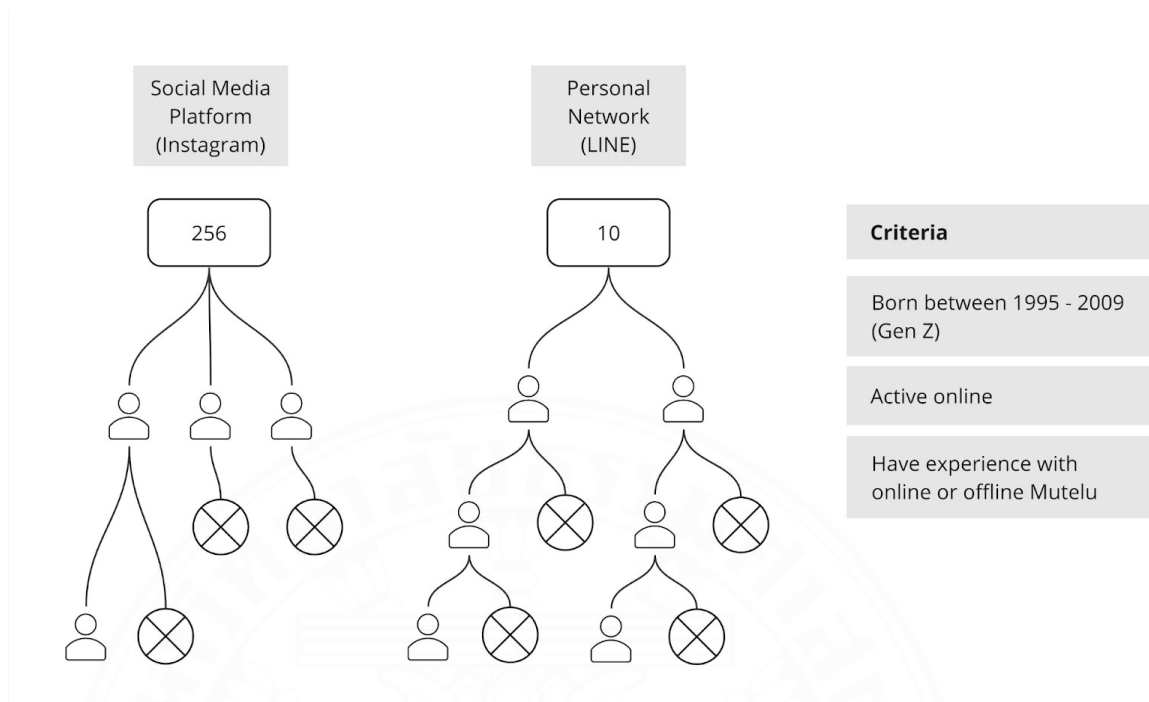


Figure 3.4 Core User Recruitment

Various channels, such as social media platforms, and personal networks, will be utilized in recruitment efforts. These channels will enable communication with prospective participants who are actively engaged in online belief-related practices. However, it should be noted that the sample size is small and may not represent the entire population of Thai Generation Z who engage in belief-related practices and ideas.

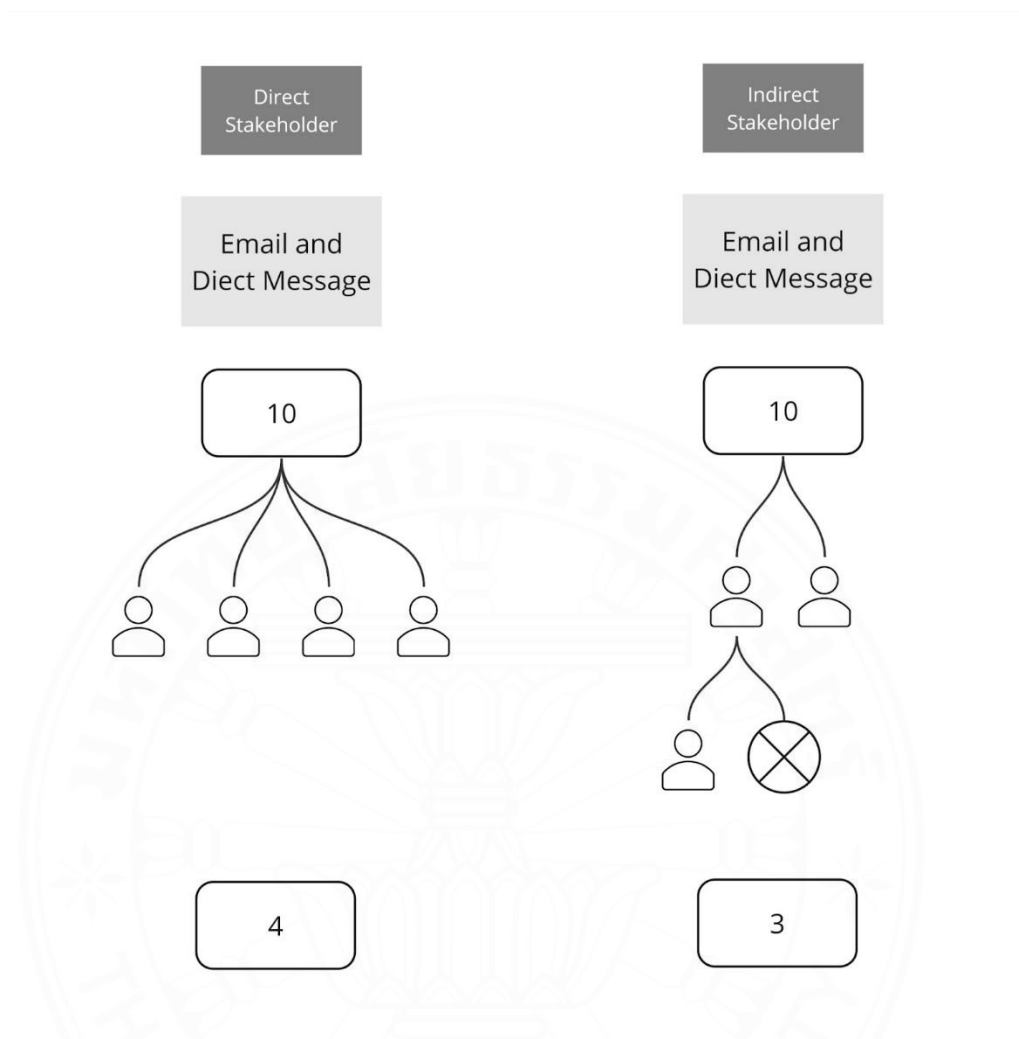


Figure 3.5 Direct and Indirect Stakeholder Recruitment

Due to the small sample size, it is possible that the results of this study cannot be generalized to the larger population. However, the objective is to provide rich qualitative insights and a thorough comprehension of the experiences and perspectives of the selected participants. The findings can serve as the basis for additional research and investigation in this area.

3.4 Data Collection

Depending on the preferences and geographic locations of the participants, data will be gathered through semi-structured one-on-one interviews conducted in person or via video conferencing platforms. With the participants' consent, interviews will be audio recorded to ensure the accuracy of transcription and data analysis. The

interview guide will include questions about the spiritual and religious practices of participants, their engagement with digital platforms, and their preferences and requirements for a belief-related digital platform based on literature review and conceptual framework.

3.5 Data Analysis: Thematic Analysis Approach

The researcher will employ a thematic analysis strategy, as described by Braun and Clarke (2006), to decipher the insights accumulated and summarize the results according to each code or theme in the research. These themes emerge from the conceptual framework and the research goals, focusing on understanding the interaction of Thai Generation Z with online belief-related platforms.

1) Familiarization with the data: Following the completion of the in-depth interviews, the audio recordings will be transcribed into text and written notes will be added to the dataset. Through a thorough review of the transcripts and notes, data familiarization aims to develop an in-depth understanding of the content, identify initial impressions, and identify recurring concepts that facilitate the creation of preliminary codes.

2) Coding the data: Using a rigorous coding procedure, pertinent and intriguing passages of the transcripts will be highlighted with concise descriptors or codes. These codes serve to encapsulate the essence of each segment, thereby identifying recurring patterns, emotions, or themes that characterize Generation Z's engagement with digital platforms related to religious beliefs in Thailand.

3) Identification of themes: Following the coding process, the researcher will proceed to aggregate related codes into broader categories or themes that shed light on notable trends within the data that are in line with the research objectives.

4) Formulation of the report: The final step is the synthesis and presentation of the findings in a comprehensive report. This report will highlight the major themes and subthemes derived from the analysis, supported by pertinent interview transcript excerpts. In addition, the report will conduct an analysis of the correlation between these themes and existing literature, providing valuable insights into Generation Z's engagement with digital belief-related platforms in Thailand.

The limitations of time in the research may result in the data analysis being unable to comprehensively investigate all possible themes or aspects of Thai Generation Z's involvement with belief-oriented digital platforms. Subsequent investigations could be carried out to explore any aspects that were not addressed in the present analysis.



CHAPTER 4

RESULT AND DISCUSSION

The ever-evolving digital landscape and the intrinsic values of Thai Generation Z converge in the realm of digital platforms dedicated to spiritual and religious practices. The intent of this chapter is to delve into the outcomes derived from the meticulous process of semi-structured interviews, which aimed to shed light on the intricacies of how Thai Generation Z interacts with belief-oriented digital platforms. Through the dual strategies of purposive and snowball sampling from 3 Participants group includes Digital belief-related platform users, Digital belief-related service providers and Owner or designer of belief-related platforms. The study was able to gather a diverse array of perspectives that encapsulate the myriad ways in which Generation Z Thais engage in online Mutelu practices. The analysis results and presenting the data as follows:

4.1 The role of digital platforms in the spiritual and religious practices of Thai Generation Z

4.2 The factors that affect the needs and preferences of Thai Generation Z for a belief-related digital platform.

4.3 Design considerations for a digital belief-related platform.

4.1 The Role of Digital Platforms in the Spiritual and Religious Practices of Thai Gen Z

From interviews with all 3 groups of participants about The role of digital platforms in the spiritual and religious practices of Thai Gen Z The researcher conducted an analysis on questions related to each group of participants. The details of each aspect are as follows.

4.1.1 Participants Demographic

Results of general data analysis of 3 groups of participants, consisting of 10 core user which are digital belief-related platform users, 4 direct stakeholder which are

digital belief-related service providers, and 3 indirect stakeholders which are UX/UI designers, totaling 17 people, as follows:

1) Core user (Digital belief-related platform users)

The user group primarily comprised students from different educational levels, reflecting a youthful and dynamic demographic. This group's varied backgrounds provide a rich tapestry of perspectives on the use of digital platforms. Among them:

Students: Forming the majority, these individuals ranged from undergraduates to those pursuing master's degrees, indicating a diverse range of educational experiences and outlooks.

Professionals: A portion of this group included individuals engaged in various professions such as chef, makeup artist, and online seller. This diversity in occupation suggests a range of needs and preferences when interacting with digital platforms, reflecting the multifaceted nature of their daily lives and challenges.

Age Distribution: The user group's age varied from 18 to 26 years old. This age group is particularly relevant as Generation Z which represents a transition phase from education to professional life, impacting their spiritual and online engagement behaviors.

2) Direct Stakeholder (Digital belief-related service providers)

The service providers, instrumental in shaping the digital spiritual experience, had distinctive characteristics:

Diverse Life Stages: Some service providers are still students, indicating that younger individuals are not only consumers but also creators and curators of digital spiritual content. As well as the presence of housewives among service providers points to the inclusivity of the digital spiritual space, catering to individuals at different life stages and with varied daily routines and responsibilities.

Platforms of Operation: Their choice of platforms like Twitter, 1900 System, and Instagram underscores the adaptability and responsiveness to the digital preferences of their audience. These platforms are known for their wide reach and appeal to younger demographics, aligning well with the service providers' target audience.

3) Indirect Stakeholder is crucial in shaping the user experience of these platforms, brought professional expertise from various sectors:

Professional Diversity: All stakeholders are UX/UI designers, yet their involvement spanned across diverse industries such as finance and technology. This variety in professional background enriched their understanding of user experience, allowing them to tailor platforms that are not only technologically sound but also user-centric.

Industry Cross-Section: Their engagement in different industries indicates an intersection of technology and user experience. This amalgamation of skills and perspectives is critical in designing platforms that are both appealing and functional for Thai Generation Z users.

Research and Design Focus: A significant portion of stakeholders integrated research into their roles, highlighting the importance of data-driven design decisions. Their focus on both research and design suggests a balanced approach to creating platforms that are not only aesthetically pleasing but also grounded in user behavior and preferences.

In summary, the demographics of the participants – Core users, Direct stakeholders, and Indirect stakeholders – offer a comprehensive view into the ecosystem of digital spiritual platforms. Their varied backgrounds, professions, and roles provide a multifaceted understanding of how different segments of Thai Generation Z interact with and contribute to these digital spaces.

4.1.2 Adoption of Mutelu in Daily Life

In examining the multifaceted factors contributing to Generation Z's adoption of Mutelu practices, it becomes evident that this demographic's engagement is not solely rooted in contemporary digital phenomena but is also deeply intertwined with traditional familial customs. As articulated by User 8, the initiation into Mutelu often originates from long-standing family rituals, such as regular temple visits initiated by parental figures "My father took me to the temple often ... that's how it started". In contrast, the influence of modern digital platforms on spiritual exploration is underscored by User 6, who recounts their intrigue with Mutelu being sparked by trending topics on social media "I saw it trending on Twitter and got curious".

From the perspective of service providers, the pathways through which Gen Z clients encounter Mutelu are diverse. Service Provider 3 delineates a dual-channel

approach to client engagement, where digital platforms such as Twitter serve as a conduit for new clientele, while personal recommendations attest to a more traditional, word-of-mouth dynamic "My fortune telling shop finds customers in many ways ... If a customer comes after I post on Twitter, I'll know it's from Twitter. But if it's a customer who suddenly sends a message, you will know that this customer has a friend recommending my service".

The critical role of digital platforms in shaping the accessibility and engagement of Gen Z with Mutelu is further emphasized by insights from UX/UI designers. Designer 1 advocates for a design ethos that mirrors the unique digital consumption patterns of this generation, emphasizing the necessity for platforms to be both accessible and engaging "The adoption patterns of Gen Z influence how platforms are designed, emphasizing accessibility and engagement". This approach is supported by the same designer's call for the creation of platforms that resonate profoundly with Gen Z's digital habits, suggesting an alignment with their expectations and behaviors "Should focus on creating something that resonates with Gen Z's digital habits".

Collectively, these narratives illuminate the complex landscape of Mutelu adoption among Gen Z, which straddles the traditional influences of family practices and the evolving trends of the digital age. This underscores the importance for service providers and digital platform designers to craft experiences that honor the rich heritage of Mutelu while innovating to meet the dynamic needs of a digitally-savvy generation.

From the thematic analysis, there are factors that contribute to Thai Gen Z's engagement with Mutelu through digital platforms. It is a blend of traditional family practices and modern digital trends that influence this engagement.

Family and friends are depicted as key conduits for introducing Gen Z individuals to Mutelu, suggesting that the transmission of these practices occurs within a traditional social context. Concurrently, modern digital trends are instrumental in piquing individual curiosity. Social media platforms are recognized for their ever-evolving content, which attracts and retains the attention of young viewers, suggesting that the dynamic nature of these platforms is crucial for sustaining interest. Credibility is identified as a vital element influencing engagement with digital Mutelu platforms.

The trustworthiness of a platform, as informed by user reviews and the presentation of the online storefront, is crucial in establishing its legitimacy and thus its appeal to users.

In summary, the adoption of Mutelu practices by Thai Generation Z is an intricate process, deeply rooted in cultural tradition, yet heavily influenced by the interactive and constantly updating nature of digital media. This interplay highlights the importance of a responsive and credible online presence for the sustained interest and active participation of Gen Z in the realm of Mutelu.

4.1.3 The Evolution of Personal Mutelu Beliefs Among Thai Generation Z (User's Insights)

The examination of belief evolution among participants has revealed a dynamic constellation of belief systems. The thematic analysis elucidates a sophisticated interplay between familial spiritual influences and personal experiences, suggesting that belief systems are not mere byproducts of inheritance but are actively shaped by a variety of determinants.

Table 4.1 The Evolution of Personal Mutelu Beliefs Among Thai Generation Z

Stage	Influences	Quotations from Participants	Outcome
Starter Social Environment	Family and communal context	"I grew up surrounded by strong religious influences..." (User 2) "My initial beliefs were shaped mostly by my family." (User 7)	Early belief systems
	Structured spiritual teachings	"My parents follow religious practices diligently." (User 3)	
	Doctrinal and ethical paradigms	"My parents always said..." (User 3) "I wear things that my mother bought for me. Mom said it's good to wear, so I put it on." (User 7)	
Change of Time	Natural evolution of beliefs	"As the years went by, I started questioning things." (User 1) "Over time, my perspectives began to shift." (User 7)	Maturation of beliefs
Change of Social Environment	New social interactions	"When I moved for college, I was exposed to many different viewpoints." (User 4)	Evolution of belief systems

Table 4.1 The Evolution of Personal Mutelu Beliefs Among Thai Generation Z (continue)

Stage	Influences	Quotations from Participants	Outcome
Own Beliefs	Synthesis of upbringing and personal revelations	"Today, I can confidently say my beliefs are a mix of my upbringing and my personal experiences." (User 5)	Personal belief identity

Table 4.1 encapsulates the journey from an inherited belief system to a personal and evolving set of convictions shaped by time and social environment, as narrated by the participants through direct quotes. It provides a representation tracing the individual's belief journey from the foundational social environment to the formation of personal convictions. Utilizing direct quotations from the participants, the research delineates the intricate relationship between various shaping factors.

1) The 'Starter Social Environment' is depicted as the bedrock, indicative of the initial familial and communal contexts that participants are born into. For instance, User 2's reflection, "I grew up surrounded by strong religious influences," underscores the profound impact of one's immediate environment in shaping early belief systems. This foundational influence is reinforced by User7's statement, "My initial beliefs were shaped mostly by my family."

2) The 'Religion' denotes the structured spiritual teachings and rituals prevalent in the participants' early life. User 3's remark, "My parents follow religious practices diligently," reflects the entrenched role of religious practices in shaping belief systems.

3) The 'Parent's Beliefs' segment highlights the doctrinal and ethical paradigms imparted by parents. User 3's reminiscence, "My parents always said..." and User 7's memory, "I wear things that my mother bought for me. Mom said it's good to wear, so I put it on." point to parental influence as a cornerstone in the foundation of belief systems.

4) 'Time' as a factor represents the natural evolution and transformation of beliefs as individuals progress through life stages. User1's observation, "As the years

went by, I started questioning things," and User 7's insight, "Over time, my perspectives began to shift," illustrate the temporal dynamic in belief maturation.

5) The 'Change of Social Environment' reflects the impact of new social interactions and contexts on belief systems. User 4's experience, "When I moved for college, I was exposed to many different viewpoints," exemplifies the profound influence that changing social landscapes exert on the evolution of individual belief systems.

6) The terminal point, 'Own Beliefs,' epitomizes the unique constellation of beliefs that participants ultimately identify with, a synthesis of their upbringing and personal revelations. User 6 asserts, "Today, I can confidently say my beliefs are a mix of my upbringing and my personal experiences."

In summary, the thematic analysis substantiated by direct participant quotes paints a vivid portrait of belief evolution as a dynamic process. It underscores the transition from inherited beliefs and cultural norms to a more individualized belief system, reflecting an ongoing negotiation with one's changing circumstances and maturing ideologies. The findings of this section, therefore, illuminate the intricate tapestry of belief systems as a living narrative, continuously woven by the threads of tradition, temporal progression, and personal growth.

4.1.4 Definition and Interpretation of Mutelu

The discourse surrounding the definition and interpretation of Mutelu encapsulates a range of perceptions highlighting the multifaceted nature of this concept as understood by different stakeholders.

From the user's perspective, Mutelu is associated with various aspects of personal spirituality and well-being. User 2 articulates this by stating, "For me, Mutelu is about spiritual guidance," which suggests a reliance on Mutelu for navigating life's spiritual dimensions. The notion of efficacy and personal relevance is further echoed by User 8: "It's intriguing how often it turns out to be accurate." The practical application of Mutelu as a tool for psychological comfort is voiced by User 6: "I'm doing Mutelu to calm my mind ... It gives me peace of mind." Moreover, User 9 emphasizes the intrinsic value of the practice, independent of empirical validation: "Mutelu is something that

doesn't need to be proven or to know if it's true. Just doing it for comfort. It gives me encouragement to do something."

Service providers, on the other hand, interpret Mutelu through the lens of client motivations and behavioral patterns. Service Provider 1 observes the fundamental human drive for understanding, stating that "People are naturally curious. They want answers, and Mutelu provides that, especially when things seem uncertain." This suggests that service providers perceive Mutelu as fulfilling a basic human desire for answers in the face of life's ambiguities. Service Provider 3 offers a deeper psychological insight into the role of Mutelu by describing it as "a mental dependency," signifying its potential to fulfill emotional or cognitive needs, particularly when one is "trying to get an answer, often from the unclear situation they've encountered."

From a design standpoint, UX/UI Designer 3 discusses how the digital interpretation of Mutelu by Generation Z influences the creation of platforms that cater to this demographic. The designer emphasizes the need for design strategies that align with the users' context: "Designs reflect a mix of traditional symbols with modern aesthetics to cater to Gen Z's interpretation of Mutelu." Furthermore, the designer advises on the approach to representing Mutelu in digital spaces: "Try to represent what Mutelu means to today's youth."

These narratives collectively suggest that the definition and interpretation of Mutelu are not monolithic but rather exist as a dynamic constellation of meanings. Users seek out Mutelu for personal solace and spiritual direction, while service providers recognize Mutelu's role in addressing the human condition's inherent uncertainties.

Meanwhile, UX/UI designers challenged themselves to encapsulate these diverse understandings into digital interfaces that are both meaningful and engaging for Generation Z. The task at hand is not simply to create visually appealing designs but to craft experiences that reflect the complex interplay between tradition and contemporary digital culture. As the designer points out, the aim is to "try to represent what Mutelu means to today's youth," indicating an acute awareness of the importance of relevance and relatability in design practices for digital platforms associated with Mutelu.

This section underscores the necessity for a nuanced approach to the digital representation of cultural practices. In the context of Mutelu, this involves acknowledging its roots in traditional spirituality while also recognizing its evolution and adaptation within a modern, digitally-centric world. The insights provided by users and service providers contribute to a deeper understanding of the personal and societal functions of Mutelu, informing designers on how to bridge the gap between user expectations and the digital manifestation of age-old practices. This synthesis of views serves as a testament to the evolving nature of cultural expressions and the pivotal role of design in their continual reinvention for new generations.

The motivations and outcomes associated with the engagement in Mutelu practices, particularly as they pertain to Thai Gen Z. It connects uncertainties with various personal and social needs, leading to several key aspects of the Mutelu experience.

At the foundation, uncertainties drive the need for Mutelu, with motivations such as curiosity, guidance, validation, peace of mind, and solace stemming from these initial uncertainties. These motivations are depicted as the underlying reasons for seeking out Mutelu practices, suggesting that individuals turn to these practices in search of answers or comfort in times of ambiguity or doubt.

From these motivations, it branches out into different motivational aspects that define the Mutelu experience: 'Entertainment', 'Comfort', 'Connection', 'Empowerment', and 'Protection'. These motivational aspects can lead to the key results as personal exploration and mental support. These aspects are likely the perceived benefits or goals that individuals hope to achieve through their engagement with Mutelu.

1) Entertainment: This suggests that part of the Mutelu experience is the enjoyment or amusement derived from the practice, possibly indicating that some individuals engage with Mutelu for leisure or casual interest.

2) Comfort: Mutelu is seen as a source of comfort, providing a reassuring presence or a means of coping with stress or uncertainty.

3) Connection: The practice fosters a sense of connection, likely both in a social sense with others who share similar beliefs, and in a spiritual sense with the divine or supernatural.

4) Empowerment: Mutelu may empower individuals by providing them with a sense of control or the ability to influence their circumstances.

5) Protection: Engaging in Mutelu may offer a sense of protection, whether it be spiritual safeguarding or a psychological buffer against fears and anxieties.

In conclusion, it redefines Mutelu as an adaptive construct that encompasses traditional practices, individual exploration, and community building within a modern context. This serves to underscore the evolving nature of cultural practices, highlighting how they are reinterpreted and integrated into contemporary life, fulfilling not only spiritual but also emotional and social functions.

4.1.5 Role of Technology

In the contemporary examination of Mutelu practices, technology emerges as a pivotal element in bridging traditional practices with the accessibility afforded by the digital age.

An analysis of user interactions reveals a growing predilection for engaging with Mutelu through technological mediums. User 4 exemplifies this trend, highlighting the ease with which Mutelu topics infiltrate everyday digital encounters: "I often see Mutelu topics on my IG feed. Technology makes it so accessible." This sentiment is echoed by User 2, who expresses a preference for the expediency of digital platforms: "When shopping or even discussing Mutelu, I prefer doing it online. It's just quicker and more convenient."

Service providers corroborate this shift, acknowledging the expanded reach and connectivity facilitated by digital platforms. Service Provider 2 notes the efficacy of digital mediums in reaching a broader, younger audience: "Digital platforms have expanded our reach, allowing us to connect with a younger audience more effectively." The strategic importance of technology in client engagement is further articulated by Service Provider 1, who emphasizes the role of technology in customer service: "Technology plays a very important role ... there is a need for technology to approach the customer ..."

From the vantage point of UX/UI design, the discussion shifts toward the experiential potential that technology holds. UX/UI Designer 2 remarks on the capacity for technology to create more engaging and immersive experiences: "With technology, the whole experience can be more immersive and interactive." This perspective underscores the transformative potential of technology to not only facilitate access to Mutelu practices but also to enrich the user's engagement with these practices through interactive and immersive design approaches.

The convergence of views from users, service providers, and designers encapsulates the significant role of technology in the evolution of Mutelu practices. Stakeholders illustrate a shared acknowledgment of the benefits that technology brings to the domain of spiritual practices, highlighting both the convenience of access and the enhanced quality of user experience. The insights provided by these stakeholders serve as a testament to the symbiotic relationship between tradition and modernity, mediated by the ever-evolving landscape of technology.

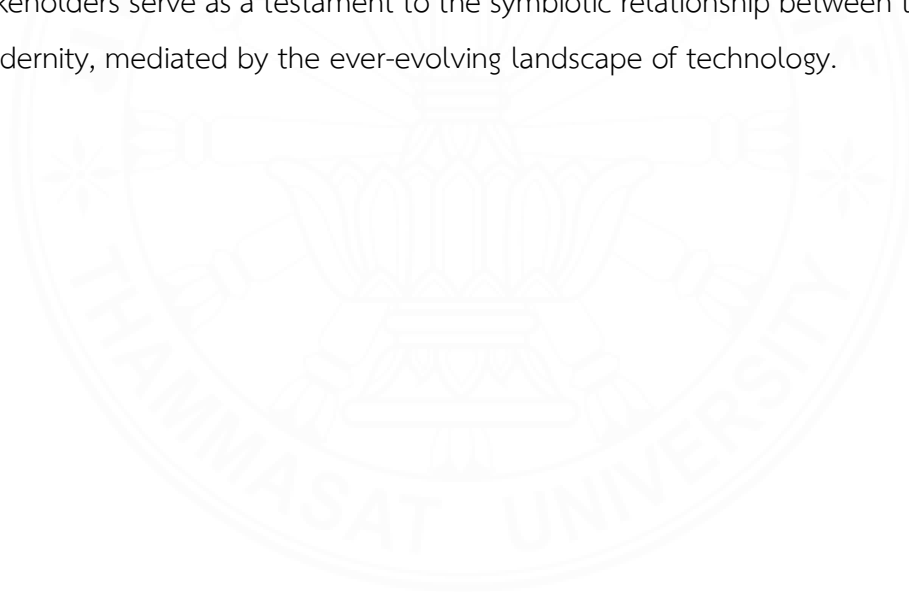


Table 4.2 Role of Technology

Aspect	Traditional Practice	Modern Digital Counterpart	Mediating Factor: Technology
Modality	Physical	Digital	Increases accessibility and convenience
Practice	On-site Fortune-telling	Online Fortune-telling	Allows for remote engagement with services
	Talismans	Auspicious Wallpaper	Facilitates integration into daily digital use
User Engagement	Location-based, tangible	Any location, intangible	Enhances reach and usability for contemporary users
Relevance to Generation Z	Adapted to fit modern context without losing essence	Suits younger, tech-savvy generations	Preserves cultural practices like Mutelu while modernizing them

Table 4.2 shows the contrasts of traditional and modern practices of fortune-telling and the use of talismans, illustrating how technology has bridged the gap between the two. Positioning On-site Fortune-telling and Talismans as traditional and physical modalities of engaging with belief practices. These are then linked through Technology to their modern counterparts: Online Fortune-telling and Auspicious Wallpaper.

Technology is highlighted as the mediating factor that transforms these practices, making them more "Accessible" and "Convenient" for contemporary users. The transition from physical, location-based fortune-telling to online methods demonstrates an evolution in access, allowing users to engage with fortune-telling

services from any location. Similarly, the shift from physical talismans to digital Auspicious Wallpapers reflects a move towards convenience, where protective or lucky symbols can be easily integrated into daily life through digital devices.

The thematic analysis shows that Technology does not replace traditional practices but rather adapts them to fit the modern context, preserving their essence while enhancing their reach and usability. This adaptation is crucial for maintaining the relevance and appeal of cultural practices like Mutelu among younger, tech-savvy generations.

4.1.6 Digital Platforms and Channels

Results of data analysis from online interviews with belief-related platform users are of the opinion that most users engage with spiritual practices through a variety of digital platforms. The most popular among these platforms are social media platforms which are Twitter, LINE, Instagram, Facebook and specialized horoscope websites. User3 mentioned, “I found Line Horo and went to explore it. From then on I use it to check my horoscope every morning till this day.” This resonates with the sentiment that the most popular platforms for such engagement are Twitter, LINE, Facebook, Instagram, and specialized horoscope websites.

Table 4.3 Participant Engagement with Digital Platforms for Mutelu Practices

Category	Platform	Participants
Social Media	LINE (Chat/Call)	P1, P2, P3, P5, P8, P10, SP1, SP2, SP3, SP4
	LINE Horo	P1, P3, P4, SP1
	Twitter	P2, SP1, SP4
	YouTube	P1, P7, P8
	Instagram	P3, P6, P10, SP1
	Facebook	P5
	Yello Talk	SP1
	BingoLive	SP1
	TikTok	SP3, SP4
Websites	HoroWall	P4, P5, P9, P10
	Random Fortune-telling sites	P5, P6
	LifeGraph	P5

Note. P = Participant; SP = Service provider.

User6 specified their method, “I search terms like 'horoscope' or 'love compatibility' on Google.” This showcases how users are proactive in their search for spiritual content. In addition, User 5 noted, “Most of the horoscopes I read are from retweets on Twitter. But if it's content like guessing habits, it will be on Facebook. If it's on Twitter, I follow some hashtags. On Facebook I used to follow the group I joined, but because now I have joined so many groups, I didn't check it often.”

Social media platforms for videos such as YouTube or TikTok are not far behind. User 1 shared, “I Like to listen, to watch, I am lazy to read, so I like to listen to horoscope predictions on YouTube.” as well as User 8 who shared a similar experience “I do fortune-telling on YouTube because it has sound, pictures, I can see everything, what cards come up, and there is a voice over too.” This highlights users' hopes for success and smoother spiritual workflows through these platforms.

User 5 gave insights into their active participation, “I don’t just read; I share my horoscope with my friends, and retweets too.” The active sharing, retweeting, and discussion of online spiritual content showcase a sense of community and camaraderie.

User 8 emphasized the importance of reviews, “I pay for fortune telling and choose a fortune teller account based on reviews. I looked at the review’s hashtag of each fortune teller account. Each fortune teller has its own hashtag for reviews on Twitter.”

In the realm of horoscope readings, User 3 stated, “When I do fortune telling, I choose to read or believe only good things. If I find that my luck is not good, I won't believe it and will seek for other predictions until I find the horoscope that says today will be good.”

The inclination towards personalization was evident from User 2's statement, “I set Cai Qing Ye as my phone and iPad wallpaper as well as my computer and LINE chat background. So I feel that gods are in almost every app of mine.” This showcases how many users express their spirituality by personalizing their digital spaces, emphasizing their commitment and making their interaction with these platforms more intimate and in line with their beliefs.

Table 4.4 Platform-Specific Engagement of Thai Generation Z with Digital Mutelu Practices

Platform	Participant	Direct Quote (Representative)
LINE (Chat/Call)	SP2	"I connect with my clients primarily via LINE chats. It's direct and personal."
LINE Horo	P3	"Every morning, I check my horoscope on LINE Horo. It sets the tone for my day."
Twitter	P2	"I used to do Love horoscopes by paying 10 fortune-teller accounts on Twitter to see if their predictions matched. I want to know if it will match or not."
YouTube	P1	"I've subscribed to several fortune-telling channels on YouTube."
Instagram	P6	"I know fortune tellers from influencers. Or that it came up on Instagram itself from an algorithm."
Facebook	P5	"I saw fortunetelling content on Facebook. I often engage there."
HoroWall	P9	"Auspicious wallpapers I made with the website called Horowall."
Random Fortune-telling Website	P5	"One of my favorite and frequently viewed websites is Life Graph. I do yearly horoscopes and keep an eye out for the warnings given ... I look at it as a way to live my own life to avoid bad things."

Note. P = Participant; SP = Service provider.

In the area of modern spiritual engagement, digital platforms have become a cornerstone for Generation Z's interaction with practices such as Mutelu. The usage patterns of these platforms are elucidated through the perspectives of users and service providers, as well as the strategic considerations of UX/UI designers.

Users articulate a preference for multi-platform engagement, with specific platforms serving distinct purposes. User 5 describes a bifurcated approach to digital engagement: "I usually consult through Line but explore on Instagram for general insights." This indicates a nuanced use of platforms, where Line serves as a channel for consultation and Instagram as a space for broader exploration. Similarly, User 3 expands on the platform diversity, particularly highlighting Twitter's role: "Apart from Line, I also use Twitter a lot. It's where I get to see diverse options about Mutelu."

Service providers affirm the importance of a multi-platform presence for effectively connecting with their audience. Service Provider 3 details their content strategy aimed at customer acquisition, noting the distinct role of TikTok in their digital outreach: "I mainly provide online horoscopes and auspicious wallpapers through Twitter... But TikTok, I will only create content to bring customers to my fortune teller shop." In a similar vein, Service Provider 4 emphasizes the significance of social media presence across various channels for the visibility of their services: "I provide services through three channels: Twitter, Line, and Instagram ... I open a Mutelu shop on social media platforms instead of dedicated horoscope platforms because I personally want people to know more about my shop."

The perspective of UX/UI designers sheds light on the evolution of digital strategy in the context of spiritual services. UX/UI Designer 1 critiques the traditional app-centric approach and suggests a broader view of user engagement: "I've seen cases where we used to think just making an app was the solution. There are people who are also too lazy to load the app ... So I think nowadays, sometimes just creating apps is not the final answer."

Collectively, these insights reveal the dynamic interplay between user behavior, service provision, and design strategy within the digital landscape of Mutelu. The evidence from direct quotes underscores a trend towards diversified digital engagement, reflecting the unique ways in which Generation Z interacts with and accesses spiritual content. These findings highlight the need to consider a variety of digital platforms and channels to understand and cater to the complex digital Mutelu practices of younger generations.

Social Media Platform	Messaging	Voice Messaging	Voice Call	Video Call	Live Stream	Sensory Engagement
Instagram 	Yes	Yes	Yes	Yes	Yes	   SIGHT HEARING TOUCH
Twitter 	Yes	No	No	No	Yes	   SIGHT HEARING TOUCH
Line 	Yes	Yes	Yes	Yes	No	   SIGHT HEARING TOUCH
Facebook 	Yes	Yes	Yes	Yes	Yes	   SIGHT HEARING TOUCH
YouTube 	Yes (Only text message in comments and live chat)	No	No	No	Yes	   SIGHT HEARING TOUCH
TikTok 	Yes	No	No	No	Yes	   SIGHT HEARING TOUCH

Figure 4.1 Social Media Platform Comparison

In the landscape of digital engagement, the use of digital platforms and channels for Mutelu practices underscores the diverse interaction strategies adopted by users, service providers, and UX/UI designers.

Users exhibit a preference for consuming Mutelu-related content in a way that aligns with their personal media consumption habits. User 1's statement, "I like to listen, like to watch, lazy to read, so I like to listen to predictions on YouTube," captures the essence of multimedia engagement in the digital sphere. Meanwhile, User 8 highlights the use of Twitter for specific feedback, "I looked at the hashtag reviews of each fortune teller account. Each fortune teller has its own review hashtag on Twitter," showcasing how the platform's features are utilized to assess the credibility of service providers.

Service providers adapt their content strategies according to the nature of each platform. Service Provider 3 contrasts the content creation strategies across platforms: "If it's a fortune teller shop on Instagram or Facebook, I have to create content ... so that people follow and share the post continuously. But on Twitter, I just added a hashtag." Similarly, Service Provider 4 is tapping into TikTok's rising popularity, "Recently I'm going to make a fortune telling shop on TikTok because I feel that trendy things are coming fast from this app nowadays, indicating the need to stay relevant within the fast-paced social media landscape.

UX/UI designers reflect on the nuances of creating platforms that facilitate ongoing user engagement. UX/UI Designer 1 offers a perspective on the need for interactive features within apps, "Maybe the specific Mutelu app is not the end result.

But as an add-on, there are, for example, Line OA ... If through Line no matter what, people have to use it to contact or sometimes the message pops up as a notification, there will be a way to bring people back to use."

This synthesis of perspectives demonstrates the importance of tailoring the digital approach to the preferences and behaviors of users while ensuring that service providers maintain visibility and engagement on the platforms preferred by their audience. The insights from UX/UI designers emphasize the importance of integrating features that enhance user retention and encourage active participation. Collectively, these viewpoints offer a comprehensive understanding of the strategic considerations required for designing digital Mutelu engagement that is both effective and user-centric.

Discussing the utilization of social media as primary channels for Mutelu interactions among Gen Z, Users articulate a preference for consulting and exploring Mutelu-related content across various social media platforms. User 5 notes a bifurcated approach: "I usually consult through Line but explore on Instagram for general insights." This suggests a strategic use of platforms based on their strengths—Line for in-depth consultation and Instagram for broader exploration. Similarly, User 3 acknowledges the breadth of content available on Twitter: "Apart from Line, I also use Twitter a lot. It's where I get to see diverse options about Mutelu."

Service providers reflect on the efficacy of social media for reaching out to and engaging with customers. Service Provider 3 speaks to the reciprocal nature of social media interactions: "Social media is where I reach out to customers. Then customers come to us... It is convenient for both parties and creates an identity for the fortune teller shop that will last forever." Additionally, Service Provider 4 emphasizes the importance of visibility: "I provide services through three channels: Twitter, Line, and Instagram ... I open a Mutelu shop on social media platforms instead of dedicated horoscope platforms because I personally want people to know more about my shop."

The UX/UI designer perspective suggests a shift away from traditional app-centric approaches to a more integrative use of existing platforms. UX/UI Designer 1 comments on the changing landscape reflect a broader trend in digital strategy, where user convenience and platform familiarity may outweigh the bespoke nature of dedicated applications.

It provides a rich tapestry of how digital platforms are perceived and utilized by different stakeholders. The user comments highlight how platform features align with the ways in which Gen Z users seek and interact with Mutelu content. The service providers underscore the platforms' dual role in marketing and identity formation. The UX/UI designer's insights contribute to a larger discourse on the evolution of digital strategy, noting a shift towards leveraging existing social media ecosystems for their ubiquity and ease of access. This integration of social media platforms represents a significant shift in the digital engagement with cultural and spiritual services, suggesting an adaptive approach to meeting the needs of a technologically savvy and diverse user base.

4.2 The Factors that Affect the Needs and Preferences of Thai Generation Z for a Belief-Related Digital Platform

From interviews with all 3 groups of participants about the factors that affect the needs and preferences of Thai Generation Z for a belief-related digital platform. The researcher conducted an analysis on questions related to each group of participants. The details of each aspect are as follows.

4.2.1 Nature of Mutelu Content

The thematic analysis delineates the evolving landscape of Mutelu-related content, emphasizing the preferences and strategies that shape user engagement and service delivery within the digital milieu.

Users express a clear preference for platforms that provide rapid and easy access to spiritual content. User 9, for instance, values the immediacy of services like Line horo for tarot readings, noting, "I used to open quick tarot cards on Line horo, which is a daily tarot prediction. For example, on important days..." This inclination towards quick and actionable insights is further reinforced by User 5, who utilizes services that enable prompt interaction: "So I did some online horoscopes. Found this Twitter account that he provides horoscope services via Line Call."

Service providers, attuned to these user preferences, tailor their offerings to align with contemporary digital consumption trends. Service Provider 3 highlights the importance of content that resonates with the prevailing trends, as evidenced by their

approach: “I chose to make Pick a card content because it was following the trend...” Additionally, Service Provider 2 articulates a strategy that combines time-sensitive promotions with comprehensive readings, offering a retrospective and prospective analysis of a customer's horoscope: “In case the customer buys a horoscope promotion for 1 time, 30 minutes (LINE call)... I will make a horoscope for 1 year in advance, and if there is no further question, I will give horoscopes for customers like this.”

Complementing these observations, a UX/UI designer comments on the transient nature of digital content and its reception by Generation Z, stating, “Like everything it always comes and goes fast. So I think it's quite a character of GenZ.” This suggests a recognition of the need for digital content to be not only engaging but also reflective of the consumption patterns characteristic of the demographic.

These quotes from users and service providers evidence a dynamic environment where Mutelu content is shaped by the demand for immediacy and relevance. The integration of content into popular social media platforms and the strategic use of promotional timing indicate a sophisticated understanding of digital engagement. The UX/UI designer's insights underscore the necessity to consider the ephemeral nature of content engagement among Generation Z, influencing the design and delivery of digital spiritual services. This nuanced understanding of digital content strategies highlights the imperative for providers and designers to continually adapt to the shifting preferences and behaviors of users in the digital age.

Table 4.5 Nature of Mutelu Content

Product Type	Attributes	Mode of Communication	Content Type	Format Examples	Usage Type
Generic Product	Public, Free or Cheaper	One-way communication	Short-term, Non-personalized	Text, Static Images, GIFs, Short Videos	Daily prediction, Zodiac horoscope
Personalized Product	Private, Paid	Two-way communication	Long-term, Personalized	Text Conversations, Voice Calls, Video Calls	Extended horoscope analysis

Table 4.5 outlines the differentiation between generic and personalized Mutelu products, mediated by technology, particularly through social media platforms. It delineates how the mode of communication and the nature of the content determine the user's experience and the value of the service provided.

Generic products are characterized as public and often free or cheaper, implying that these services are widely accessible and cater to a broad audience with no personalized interaction. These products, such as daily predictions or zodiac horoscopes, are typically designed for short-term usage and are disseminated via one-way communication channels, which may include non-interactive formats like text or static images, or interactive formats such as GIFs or short videos. The content here is aimed at a general audience and lacks personalization.

Personalized products are depicted as private and typically paid, suggesting a tailored service offered to individuals, often requiring a longer-term commitment. These services facilitate two-way communication, which can be realized through text conversations, voice calls, or video calls, suggesting a deeper level of personal engagement. Long-term usage services, like detailed horoscope analyses, are crafted

to suit individual needs over extended periods, reflecting the personal investment and value attributed to such tailored experiences.

The central role of social media platforms as a medium for both types of content is crucial. These platforms bridge the gap between the generic and personalized Mutelu services by offering a spectrum of communication possibilities, from simple, public posts to private, in-depth consultations.

This illustrates the evolving landscape of Mutelu content consumption facilitated by digital technology. It highlights a shift from a one-size-fits-all approach to more nuanced, individual-centric offerings. This shift reflects the broader trend in digital services towards personalization and user engagement, aligning with the increasing demand for services that cater to the unique preferences and expectations of users. Through the lens of Mutelu practices, it underscores the importance of adapting traditional services to the digital environment while maintaining the essence of personal touch and relevance.

4.2.2 The Constant Development of Platforms

The thematic analysis presents viewpoints on the iterative improvement and user-centric design of social media platforms, as seen through the eyes of users, service providers, and a UX/UI designer.

From a user perspective, the appreciation of content dynamism on platforms like YouTube is evident. User 8 lauds the platform's constant evolution, saying: “There's nothing for YouTube to improve. Most of them are content that is constantly evolving so that a lot of people come to watch the channel. It continues to evolve in its own way.” This suggests a user's satisfaction with how the platform manages to stay relevant and engaging through continuous content updates.

Service providers focus on the practical aspects of platform functionality and security. Service Provider 1 remarks on the necessity of ongoing improvements in apps like Line or Instagram and the need for vigilance against technical issues: “Line app or Instagram, I feel that it continues to improve itself. I'm very okay with these two apps. Yello talk itself will update sometimes, there are too many bugs. It's as if anyone can hack it, it's obvious. I would like the app to fix this, Bingo live, I feel it's ok to some extent. But when it comes to reviewing the app, it should check several things before

publishing.” This reflects a concern with maintaining high standards of performance and security to ensure user trust and satisfaction.

The UX/UI designer underscores the significance of understanding user requirements as foundational to the design process. Designer 3 emphasizes the necessity of identifying user pain points to inform development priorities: “When designing, requirements are really important to look at ... Most of the time I have to ask why I got this requirement. What pain does the user have? Because they will collect information that should be developed here.” This approach is indicative of a user-centered design philosophy where the objective is to alleviate user challenges and enhance the overall user experience.

It shows the different dimensions that contribute to platform development from a user experience perspective. Users appreciate platforms that can grow and adapt organically, service providers are concerned with the technical robustness and security of platforms, and designers prioritize the identification and resolution of user pain points to guide the development process. These insights collectively suggest that successful platform development in the context of social media and digital services hinges on a balance between content evolution, functional reliability, and a deep understanding of user needs.

4.2.3 Roles of Service Provision in Mutelu Practices (Muetelu Service Provider’s Insight)

The results outline the division of labor and personalized approaches taken by various service providers in the provision of Mutelu digital services. Each service provider describes their role and method of service delivery, revealing a combination of personal involvement and delegation, as well as the use of digital platforms to enhance their offerings.

Service Provider 1 emphasizes the use of social media to broadcast and interact with clients, noting a personal touch in content creation: “I provide core services via social media... I will broadcast pick a card horoscopes... And my shop has an Instagram horoscope.” They also highlight the involvement of a trusted individual: “Admin is a friend who has known me for a long time... reply to Instagram messages.” Furthermore, this service provider adds a creative element to their services: “There were more

content on Instagram, I personally made a video clip... the pick a card pictures... I drew it all myself."

Service Provider 2 also utilizes social media and involves family in managing the services, showing a blend of personal and delegated duties: "My horoscope store Twitter account is made by my daughter. She is an admin... But when replying to LINE chat, I will do it myself. But most of the time my daughter will handle it." They continue, indicating the collaborative nature of their service: "When making daily contents, my daughter would ask me first, which is daily horoscope prediction... I do fortune-telling."

Service Provider 3 describes a more solitary approach to managing their digital presence, with an emphasis on independence: "In the horoscope shop account, I take care of it myself and do everything alone. In the horoscope shop account, my job is to post content, reply to chats, do fortune-telling, that is, I do everything that can be done in the store." They also mention outsourcing artistic work: "I hired a friend to draw auspicious wallpapers for me and start making auspicious wallpapers for sale, after providing the fortune telling service."

Service Provider 4 discusses their comprehensive approach to digital service provision, which includes marketing and content creation: "I came to open an online fortune-telling shop and make auspicious wallpapers... I opened a fortune-telling shop through Twitter and Instagram and am working on marketing on TikTok." They also mention operational logistics: "I have to check if any of the customers have transferred money to reserve the queue before. Then I will have the chat pinned to LINE." The provider underscores their personal investment in the content: "All the auspicious wallpapers were made by myself. I would draw it and bring the auspicious wallpaper into the rituals."

These direct quotes from service providers reflect a multifaceted online business environment where personal skill sets, family resources, and social media platforms merge to deliver Mutelu services.

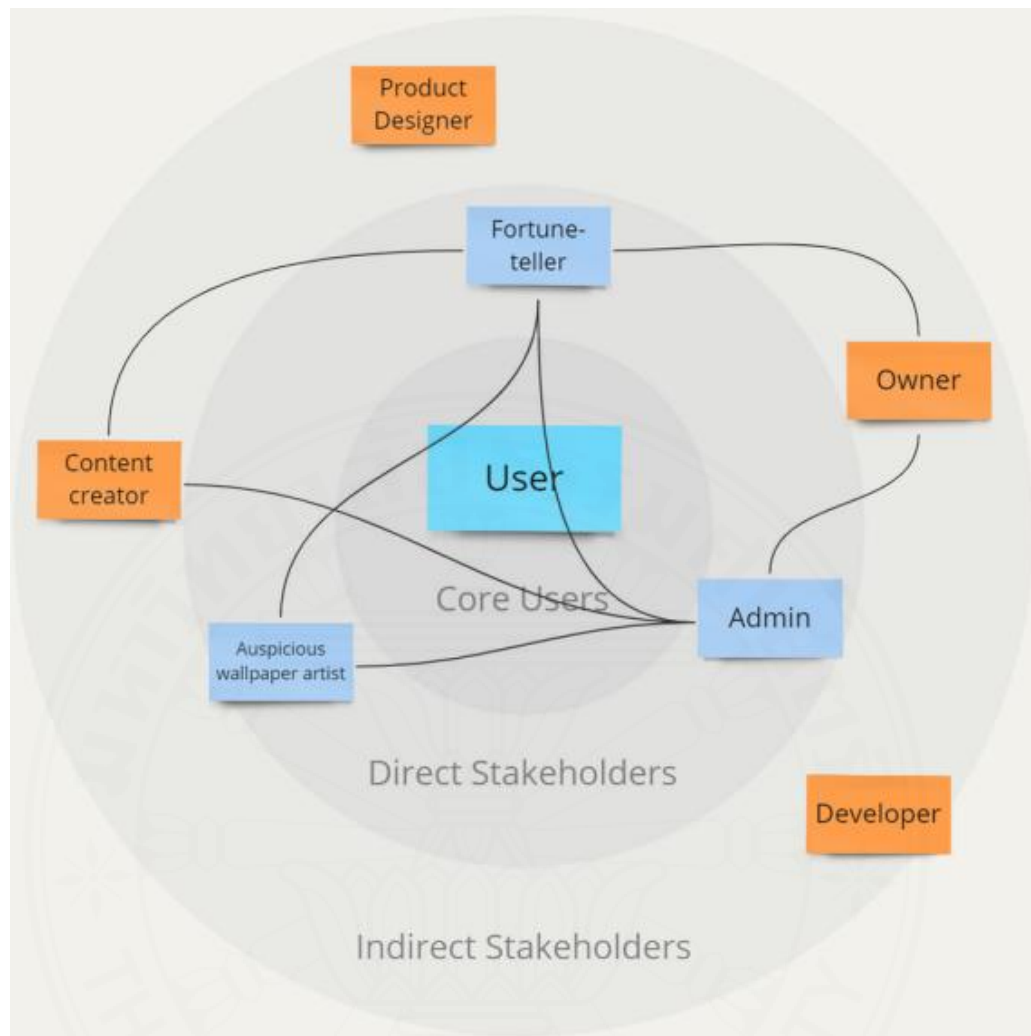


Figure 4.2 Roles of Service Provision in Mutelu Practices (Mutelu Service Provider's Insight)

Furthermore, It was discerned that individuals offering Mutelu digital services on minor scales via social media platforms often undertake a multitude of roles autonomously. It's not uncommon for the fortune-teller to concurrently handle tasks such as client communication via chat, customer queue management, content ideation, design, and dissemination of posts across various mediums. Moreover, they frequently manage multiple communication channels without external assistance. In certain instances, these service providers enlist informal assistance from close acquaintances or family members to oversee their online accounts, which essentially function as their digital storefront. Intriguingly, a clear distinction does not always exist between online fortune-telling providers and auspicious wallpaper providers. Several interviewees reported having dual responsibilities, encompassing both digital fortune-

telling consultations and the design and distribution of auspicious wallpapers to their clientele.

Each provider exhibits a unique method of engaging with clients and managing their digital presence, indicative of the diverse strategies within the industry. These insights are valuable for understanding the operational nuances and personalized delivery of spiritual services in the digital age.

4.2.4 Motivation Behind Engaging with Mutelu Services

1) Online Fortune-telling

The motivations for engaging with Mutelu services, particularly online fortune-telling, are as diverse as the users themselves, ranging from decision support in times of uncertainty to coping strategies for emotional distress. Academically exploring these motivations provides a nuanced understanding of the psychological underpinnings of such engagements.

Users articulate a variety of reasons for their reliance on Mutelu services. One user recount seeking fortune-telling services as a means to navigate life's uncertainties, stating, "The period when I did my fortune telling was when I had to ask myself what to do with what is happening in my life right now. I couldn't decide what to do so I went to see the horoscope in case he would point out what other options were available. I will have more options to make decisions." This quote underscores the role of Mutelu as a decision-making aid during periods of indecisiveness. Another user relates the efficacy of Mutelu to their personal emotional state: "The effect of Mutelu depends on the state of life at that time. If I am in a state of unstable, anxious, Mutelu is very effective." This reflects the perceived capacity of Mutelu services to provide stability amidst personal turmoil.

The relevance and accuracy of predictions are also significant for users. A user's engagement is influenced by the alignment of horoscope readings with their life situations, as illustrated by their comment: "I used to do love horoscopes by paying 10 fortune-teller accounts on Twitter ... I want to know if it will match or not." Additionally, the validation from social circles and the desire to avoid negative future events emerge as motivations, with one user citing, "I began to be interested in horoscopes because friends said they were accurate ... I do fortune telling because I

want to know if it will be true or not. If the prediction says something bad will happen in the future, it will be avoided.”

From the service provider’s perspective, the clientele is categorized into two distinct groups based on their motivations for seeking Mutelu services. The service provider notes: “Customers are divided into two groups. The first group came to see the fortune out of curiosity... This group of people didn't have any personal problems before, just want to know if this fortune teller is really accurate.” In contrast, the second group is described as those who are dealing with genuine life issues and seek Mutelu services for support and guidance: “But there will be another group of customers who have real problems in life to come to see the fortune teller. Some people cry with the fortune teller. Some people are really suffering.”

The discussion of these motivations highlights the multifaceted reasons why individuals turn to Mutelu services. The direct quotes serve as a testament to the significance of these services in providing not just insight into future possibilities but also a form of emotional and psychological support. Understanding these motivations is crucial for service providers who tailor their offerings to meet the diverse and complex needs of their clientele. This consideration is particularly salient in the context of online fortune-telling, where digital platforms become the conduit through which such services are delivered and consumed.

In summary, the inquiry into the motivations behind engaging with Mutelu services reveals a landscape where users navigate personal challenges, seek validation, and attempt to avert potential adversities through the lens of spiritual consultation. For academics and practitioners alike, these insights are invaluable for designing and providing Mutelu services that are empathetic, responsive, and aligned with the varied needs of the modern clientele.

2) Auspicious Wallpaper

The thematic analysis presents the motivations behind engaging with Mutelu services, particularly the use of auspicious wallpapers, from the perspectives of users and a service provider. This qualitative inquiry reveals the underlying reasons that propel individuals to incorporate such elements into their lives

From the user's standpoint, the adoption of auspicious wallpapers is often influenced by the endorsement of public figures and the perceived benefits observed in others. User 9's decision was swayed by witnessing a YouTuber's use of these wallpapers, as they share, "I saw that the auspicious wallpaper had been around for a long time but I had never seen someone close to me use it, but I saw Isara Hata (Youtuber) use it and he looked like a reasonable person in life but he still uses auspicious wallpapers because he feels comfortable." This testimony reflects the impact of social proof and modeling on user behavior. Additionally, User 10 articulates the personal significance and the convenience offered by digital formats of such items: "In the past, before having auspicious wallpaper, I never thought that I would have it because I already had auspicious bracelets. But when people use auspicious wallpapers, there are reviews and sales that elements in auspicious wallpapers are sorted by my name or date of birth."

Service providers observe a differentiation in customer motivations. Service Provider 4 identifies two distinct groups, highlighting the varied aspirations driving the use of auspicious wallpapers: "Most of the time I come across two types of fortune telling customers: seeking for Comfort and Empowerment... If it's an auspicious wallpaper, the customer who orders it is like they already have it but just want to add more." This distinction underscores that while some users seek to augment their current state, others are driven by specific goals such as enhancing personal relationships or financial situations.

The synthesis of these motivations provides a deeper understanding of the cultural and psychological factors influencing the engagement with Mutelu services. The quotes show complex interplay between individual beliefs, societal influences, and the perceived efficacy of such practices. For service providers, these insights are invaluable for tailoring their offerings to the diverse needs and desires of their clientele, emphasizing the importance of personalization in the realm of spiritual services.

Table 4.6 Motivations for Engaging with Mutelu Services

Service Type	Emotions and Needs	Goals	Psychological and Emotional Drivers
Online Fortune-telling	Needs of Guidance, Validation, Peace of mind, Solace, Reassurance, Curiosity	Comfort, Empowerment, Connection, Protection, Entertainment	Seeking direction and understanding, affirmation of choices, mental tranquility, comfort during distress, alleviation of doubts, exploration of the unknown
Auspicious Wallpaper	Needs of Reassurance, Curiosity	Comfort, Protection, Entertainment	Personal well-being, enjoyment in interaction, belief in positive influence, shared cultural practices, warding off negativity

Table 4.6 shows the various psychological and emotional drivers that lead individuals to engage with two distinct types of Mutelu services: Online fortune-telling and Auspicious Wallpaper.

For Online fortune-telling, the motivations are multifaceted, encompassing guidance, validation, peace of mind, solace, reassurance, and curiosity. These motivations imply a complex interplay between seeking direction and understanding in uncertain situations (guidance), looking for affirmation of one's choices or beliefs (validation), desiring mental tranquility (peace of mind), finding comfort during distress (solace), needing assurance to alleviate doubts (reassurance), and exploring the unknown or satisfying intellectual queries (curiosity).

Alternatively, Auspicious Wallpaper provides comfort and a sense of protection, with users enjoying the personalization and cultural connection these digital artifacts offer. Both services fulfill different emotional needs, indicating a complex landscape

where digital Mutelu practices offer support, clarity, and a sense of control in users' lives.

The connecting lines between the service types and the motivations suggest that while there is some overlap, each service type caters to a distinct set of user needs and desires. It shows that Mutelu services are not a one-dimensional spiritual practice but encompass a broad spectrum of psychological and social functions, providing both practical and emotional support to individuals. This underscores the complexity of the motivational factors behind the use of digital Mutelu services and the diverse ways in which they serve to meet the varying needs of individuals.

Delves into the psychological impulses that draw individuals to Mutelu, emphasizing curiosity and a desire for guidance as key drivers. The pursuit of Mutelu services is fueled by a quest for clarity in the face of life's uncertainties. This suggests that individuals turn to Mutelu to shed light on aspects of their existence that are ambiguous or unsettled, seeking not just answers but also the reassurance that comes with guidance. Moreover, Gen Z's approach to uncertainty, indicating that Mutelu serves as a contemporary amalgamation of traditional and modern coping mechanisms. The services act as a tool, providing Gen Z with ways to navigate life's challenges by blending time-honored practices with the accessibility and familiarity of modern technology. Mutelu's role is articulated as a conduit offering solace and direction amidst the known and the unknown. This dual function underscores Mutelu's significance in offering comfort in the present while also addressing concerns about the future. In essence, Mutelu is positioned as a bridge connecting individuals to a sense of continuity and stability, allowing them to traverse the complexities of their lives with a sense of support and understanding. This encapsulates the multifaceted nature of Mutelu as a practice that satisfies both the innate human curiosity and the fundamental need for guidance and support.

Table 4.7 Mutelu Services Engagement

Factor	Online Fortune-telling	Auspicious Wallpaper
Driven by Uncertainties	Seeks external guidance for life's uncertainties	Seeks self-driven fortune enhancement
Locus of Control	External (seeking authority or power from outside)	Internal (active influence on one's luck)
Sought-after Outcome	Clarity	Positive influence
Underlying Motivation	Guidance from an authoritative source	Self-efficacy in influencing outcomes

Table 4.7 reflects the psychological underpinnings of why Thai Generation Z turn to digital Mutelu services like online fortune-telling for external guidance, or use auspicious wallpapers as a means of influencing their own circumstances.

Online fortune-telling is presented as a service that provides clarity, likely appealing to those who seek answers and direction from external sources when faced with life's uncertainties. This pathway suggests that individuals are looking for guidance that comes from outside themselves, a source they perceive as having the authority or power to influence their outcomes.

In contrast, the pursuit of fortune enhancement through auspicious wallpapers represents a more self-driven approach, where the individual seeks to actively influence their own luck or circumstances. The wallpaper serves as a personal talisman, imbued with the belief that it can positively affect one's environment or future.

The thematic analysis encapsulates psychological motivations behind the use of Mutelu services, framing them as modern tools for coping with traditional concerns. It underscores the different ways Gen Z integrates ancient practices into contemporary life, reflecting their attitudes towards control, destiny, and self-efficacy. This synthesis

of technology and tradition illustrates a unique adaptive strategy employed by younger individuals to navigate the complexities of modern existence.

4.2.5 Evolution of Mutelu Interest

The thematic analysis provides insight into the diverse and evolving motivations that individuals have for engaging with Mutelu services.

From the users' perspectives, there is a distinct correlation between their evolving life circumstances and the nature of their inquiries into Mutelu. User 1's experience reflects a dynamic relationship with these services, which shift as they navigate through different life stages: "Horoscopes interest change according to my life growing up." For User 3, the motivation is rooted in personal health concerns, prompting a specific focus on well-being within their Mutelu inquiries: "Because I get sick often. When I do horoscopes I ask about health." Career progression is the driving force behind User 6's engagement with Mutelu, utilizing contemporary digital platforms to enhance their professional trajectory: "I ask for work most of the time. Lately, I've been doing YouTube and TikTok. I ask for the work to go smoothly and successfully." Lastly, User 7 consults Mutelu for guidance on familial stability and financial success, indicating the practical application of these services in personal finance and family life: "I Mutelu on family and finances because there is only one family and having money can do many things."

Service providers corroborate the observation that clients' interests in Mutelu are influenced by their life phases and concerns. Service Provider 4 delineates the user base into distinct categories, noting the younger generation's focus on academic success amid competitive educational environments: "GenZ likes to use the online horoscope service to get predictions about studying, quite a lot, and love too. Most of them focus on studying, exams, exam results, grades, and scores..." The same provider acknowledges the prevalent focus on relationships and financial concerns among the working population, emphasizing the prominence of these themes in the requests they receive: "Most of the customers come to use horoscope services or auspicious wallpapers related to love. It's the most popular thing... Most of them are customers who are already working such as businessmen who also come to see their fortunes."

Financial matters and love matters will be very prominent. And then learning will be the third.”

These insights from users and service providers serve as empirical evidence of the multifarious and shifting motivations that guide individuals towards Mutelu services. The examination of these motivations underscores the significance of personal circumstances in shaping the demand for spiritual services. Service Provider 4 further elaborates on the age-specific priorities, observing that "People of school age are more interested in studying topics than in love or other matters." This highlights how the concerns of clients evolve with age and life stage, influencing the nature of the spiritual guidance they seek.

These motivations reveal the complex interplay between individual needs and the services provided by Mutelu practitioners. The motivations range from the pursuit of academic excellence among younger generations to the broader concerns of health, career success, and personal relationships among older individuals. The service providers' insights indicate not only an understanding of these varied motivations but also an adaptive approach to meet the diverse needs of their clientele.

In synthesizing these perspectives, the role of Mutelu services emerges as a multifunctional one, addressing a spectrum of human experiences and desires. The direct quotes from users and providers offer rich qualitative data, indicating that Mutelu services are sought not only for traditional spiritual reasons but also for their perceived ability to provide practical support across different domains of life. This underscores the importance for academics and practitioners alike to consider the holistic context of users' lives when examining the utilization and impact of spiritual services in contemporary settings.

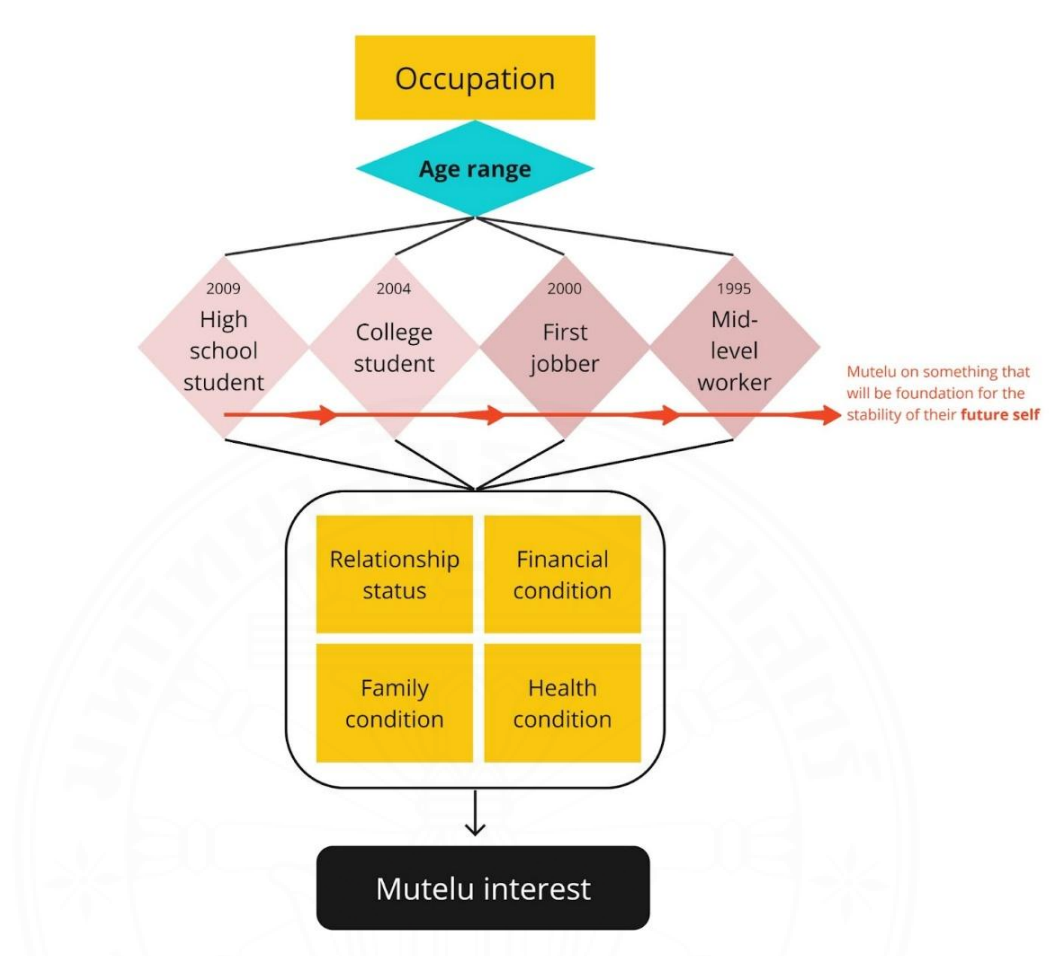


Figure 4.3 Mutelu Interest

Figure 4.3 depicts the evolution of a person's interests, referred to as "Mutelu interest," as they navigate different life stages. It emphasizes how individual circumstances and age significantly influence these interests.

4.2.5.1 Age Range and Occupation

1) High School Student (2009): This is the starting point, signifying younger individuals who are currently in their school years.

2) College Student (2004): The next stage represents individuals who are pursuing higher education.

3) First Jobber (2000): After completing their education, many individuals start their professional journey with their first job.

4) Mid-Level Worker (1995): As individuals progress in their career, they may achieve a mid-level position, indicating more experience and responsibilities.

These age and occupation milestones are interconnected, showing the typical path an individual might follow as they grow older and progress in their career under capitalism.

4.2.5.2 Mutelu's Foundations

People will practice Mutelu on something that will be the foundation for the stability of their future self emphasizes that as individuals advance through these stages, they begin to prioritize their future stability and well-being.

4.2.5.3 Key Life Circumstances

1) Relationship Status: The romantic and social relationships one is involved in can significantly affect their interests and priorities.

2) Financial Condition: A person's financial situation, whether stable, thriving, or struggling, can guide their choices and concerns.

3) Family Condition: The status and well-being of an individual's family, including dependents, can influence decisions and interests.

4) Health Condition: An individual's physical and mental health plays a crucial role in shaping their interests and priorities.

These life circumstances collectively converge and greatly shape the Mutelu interest. This is the culmination of all the factors above. As life progresses and circumstances change, the nature and focus of "Mutelu interest" evolve, reflecting the individual's current state and aspirations.

In summary, it shows the dynamic nature of "Mutelu interest," emphasizing how it's molded by age, occupation, and various life circumstances. As individuals journey through different life stages, their priorities and concerns shift, ultimately influencing what they deem essential and of interest.

4.3 Design Considerations for a Digital Belief-Related Platform.

From interviews with all 3 groups of participants about design requirements for a digital belief-related platform that is tailored to the needs and preferences of Thai Generation Z. The researcher conducted an analysis on questions related to each group of participants. The details of each aspect are as follows.

4.3.1 UX/UI Design

This section focusing on the UX/UI design aspects of digital Mutelu services, addresses how aesthetic elements influence user experience, as interpreted by users, service providers, and UX/UI designers.

Users underscore the significance of design in engaging with digital platforms. User 1 expresses the sentiment that design not only sets the mood but also serves as a determinant for content engagement: "The design affects the mood because it attracts me so I can choose to see the content that interests me." In contrast, User 3 prioritizes functionality, suggesting that aesthetics are subordinate to usability: "I feel that the visual is not important if the functionality meets the user's needs, just be easy to use." The amalgamation of usability and visual appeal is highlighted by User 4, who appreciates a design that is both aesthetically pleasing and user-friendly: "I like the 7-11 app, it's easy to use, cute, has pictures, has coupons, the art is okay, UX is good, UI is good, app design is good, doesn't look messy." Meanwhile, User 8 expresses a desire for modern design aesthetics, seeking to avoid anything that appears dated: "I want to avoid getting design that looks old."

Service providers also recognized the need for visually appealing yet simplified platforms. Service Provider 2 points out the necessity of designing for ease of understanding, especially for those less proficient in technology: "Sometimes there are fortune tellers who want to use social media platforms, but they may not be proficient with, you may need to simplify the platform to make it easier to understand." Service Provider 3 remarks on the careful balance needed in design to avoid deterring users with overly superstitious visuals: "You should design your Mutelu platform in a friendly way ... if it looks too superstitious, people don't dare to use it."

UX/UI designers discuss the imperative of aligning visual design with the tastes and sensibilities of Gen Z. One designer focuses on minimalism and engaging visuals

that appeal to younger users: "GenZ will like anything that is cute. When they see cartoon characters, dolls, or designs that look minimal, from what I've been doing for cases ... Good visuals, besides the colors mentioned, may also be buttons." Another designer underscores the communicative power of design, pointing out that effective visuals convey functionality intuitively: "Good visuals must be able to communicate. It's like seeing an icon and knowing that you don't have to read the information or look at the wording at all, but you already know which button is home and which button is settings."

In summary, the exploration of visual design in Mutelu services reveals that users seek an optimal blend of functionality and visual appeal, while service providers and designers emphasize simplicity, user-friendliness, and the conveyance of information through visual cues. The direct quotes from the stakeholders reflect the varying priorities and considerations that influence how visual design is employed to enhance the user experience in the realm of digital spiritual services.

Table 4.8 UX/UI Design

Design Aspect	UI Attributes	UX Attributes	Impact on User Engagement
Functionality	Color usage, Button design	Can communicate, Intuitive, Easy to use, Easy to understand	Affects the mood, Attracts, Sustains interest
Aesthetics	Cute, Minimal, Modern (doesn't look old), Appropriately superstitious (doesn't look too superstitious)		

Table 4.8 shows the intersection between user experience (UX), and user interface (UI) emphasizing their collective impact on a digital product's ability to engage users.

The UX components—color usage, button design, communication capacity, intuitiveness, and ease of use—are foundational elements that ensure the product is user-friendly and functional. These elements are critical in facilitating an understanding of the product's features and functionalities, enabling users to navigate and interact with the product effectively.

On the UI side, the attributes of being cute, minimal, modern (not looking old), and not overly superstitious are visual aesthetics that contribute to the overall appeal of the product. These design choices are vital for ensuring that the interface is visually pleasing, culturally appropriate, and aligns with the latest design trends, thereby resonating with the target audience's preferences.

It demonstrates that effective UX/UI design is a synthesis of functionality and aesthetics. It directly influences the user's emotional response ("Affect the mood"), engagement level ("Attract"), and sustained interest ("Interest") in the product.

This posits that visual design in digital experiences is not merely about the aesthetic appeal but also about the usability and emotional connection it creates with the users. Good visual design in digital platforms serves as a bridge between the product's functional core and the user's psychological response, playing a crucial role in shaping the user's experience and perception of the product. This holistic approach to design integrates practical utility with emotional engagement, underpinning the success of digital platforms in capturing and retaining user interest.

4.3.2 Personalization and Customization

The thematic analysis delves into the nuances of digital service customization from the perspectives of users, service providers, and UX/UI designers, offering insights into the tailored approaches necessary to meet the diverse needs of clients in the domain of Mutelu services.

Users articulate a clear preference for personalized services that resonate with their cultural and personal preferences. User 2, for instance, values spiritual services that are specifically customized, even when they are not aligned with their core beliefs:

"I've always wanted to try the auspicious wallpaper they customized for me, but I don't really believe in Hindu gods. I'm focusing on Chinese gods." This reflects a desire for services that are adaptable to individual cultural contexts. Language accessibility also emerges as a significant factor, as noted by User 3, who requires horoscope services to be available in both Thai and English due to language barriers: "I want to get a horoscope that is both Thai and English because I'm not good at Thai." User 5 further emphasizes the need for personalization beyond what is commonly available, underscoring a demand for services that cater to unique user specifications: "When buying wallpaper, I want to talk to designers or fortune tellers. If I don't talk to the designer, I would like to have a box to write 'others' where I can write whatever I want because sometimes the options available don't cover the needs."

Service providers acknowledge the need for customizable and flexible communication options to engage effectively with their clientele. Service Provider 1 utilizes social media platforms like Instagram to offer a range of promotional activities, aiming to attract customers with diverse interests: "My shop has an Instagram for online fortune-telling. On Instagram, there will be various promotions for customers who are interested." Service Provider 2 highlights the importance of providing communication options that align with customer comfort, offering both call and text formats for inquiries: "The promotions for online storefronts are available in both call and text formats. If you have questions, you can type them to ask, for those who are comfortable with typing." Additionally, the preference for custom orders is noted by Service Provider 4, indicating a trend away from generic products: "At my shop, I have both ready-made and made-to-order auspicious wallpaper designs. Most of the time, customers will only order the made-to-order design, not the ready-made one."

UX/UI designers contribute to this discourse by emphasizing the need for digital platforms to accommodate user behaviors and preferences, thus ensuring a more user-centered service delivery. Although not explicitly quoted here, the perspectives of UX/UI designers often focus on creating digital solutions that are intuitive, engaging, and reflective of the users' specific needs, incorporating customization and personalization as key elements of the design process.

The synthesis of these perspectives illustrates the critical importance of customization and personalization in the provision of Mutelu services. Users demand services that are not only reflective of their cultural and linguistic backgrounds but also adaptable to their individual life situations. Service providers respond to these demands by offering flexible and tailored services that accommodate the unique preferences of each customer. The role of UX/UI designers is to translate these needs and preferences into functional and accessible digital experiences. The direct quotes from users and service providers show the evolving landscape of user expectations, driving the demand for more personalized digital spiritual services.

Table 4.9 Personalization and Customization in Mutelu Services

Aspect	Auspicious Wallpaper	Online Fortune-telling
Preference	Made-to-order design reflecting individual spiritual beliefs	Services adapted to language preferences and user categories
Customization Needs	Accommodate diverse spiritual practices, avoid generic content	Show content that users most want to see, use search filters
Personalization Needs	Address lack of available options	Consider user needs and behaviors

The thematic analysis outlines the importance of tailoring digital services to meet individual preferences in the context of Mutelu services. It emphasizes how customization and personalization are key to addressing user needs and behavior, particularly in the domains of online fortune-telling and auspicious wallpapers.

Customization appears to be a significant factor in the digital experience, with users showing a preference for made-to-order designs in auspicious wallpapers, reflecting a desire for services that align with their unique spiritual beliefs. This suggests a demand for more personalized digital content, acknowledging the diversity of spiritual practices and the limitations of generic offerings.

Personalization is further emphasized, indicating the importance of adapting digital services to individual preferences and constraints, such as language limitations in online fortune-telling. It highlights the use of personalization techniques like search filters and categorization into subgroups to refine user experience, enabling users to navigate content that is most relevant to their interests and needs.

The digital platforms catering to Mutelu services should consider a dual approach—customizing content to accommodate diverse spiritual beliefs and personalizing the user journey to match individual behavior patterns. This strategic approach to design acknowledges the complex interplay between user expectations and the digital environment, striving to create a more intuitive, relevant, and engaging user experience.

4.3.3 Social Interaction and Community Building

The topic of social interaction and community building in the realm of digital Mutelu services is explored through the perspectives of users, service providers, and UX/UI designers. Each group provides insights into the significance of social features and the implications for user experience within digital platforms.

Users highlight a gap in interactivity when engaging with horoscope content online. For instance, User 7 identifies a limitation on YouTube, a platform where interaction is not facilitated: "When watching horoscopes via Youtube, it's not good that I can't interact and communicate with each other. I can only watch." This user's experience points to a need for platforms that allow for dialogue and interaction among users. User 10 expresses a desire for community engagement through the sharing of relevant content with friends: "I will share the posts that have a zodiac. If there are both my zodiac signs with my friends." The social aspect of sharing and discussing content is emphasized as a key component of the digital experience. Additionally, User 8 recognizes the utility of hashtags in forming community opinions and helping users navigate the credibility of service providers: "I looked at the hashtag reviews of each fortune teller account. Each fortune teller has their own review hashtag on Twitter."

Service providers are cognizant of the importance of fostering a sense of community and engagement among their clientele. Service Provider 3 discusses the

use of social media features to build a customer community around their services: "Collecting fortune-telling shop reviews, I allow customers to post tweets and use hashtags of fortune-telling shops that I have." Similarly, Service Provider 4 notes the immediacy and accessibility of customer feedback on Twitter as advantageous compared to less interactive platforms: "On Twitter, if someone sees my fortune telling shop, they can immediately see if there are any hashtags or reviews... But if it was in the horoscope app that I used to use, customers couldn't check here."

UX/UI designers recognize social interaction as a fundamental aspect of digital experience design. UX/UI Designer 2 underlines the role of social features in enhancing user engagement: "Social Interaction, These are asking friends or others ... or gather or do something together as a group. Like Connection, using Social interaction." The perspective provided by UX/UI Designer 3 suggests the importance of review systems as a mechanism for social proof and user reassurance: "Good social interaction, I think people like to see reviews ... they might think it's good and would like to know if other people think it's good too ... can read and feel this article is good and have some ideas that they don't know." The designer acknowledges the trade-offs involved in integrating such features, where the immediacy of information can sometimes come at the expense of detailed user engagement: "For Mutelu example, this temple is good, ok, what should I do next? Go to this temple on what day or what time you go to get good results. It may just be a synchronization between the platform and the user and the user with the platform or with other users."

These collectively emphasize the viewpoint that social interaction is not merely an adjunct feature but a central component of the user experience in digital Mutelu services. Service providers and UX/UI designers alike recognize the need to create digital spaces that allow for community engagement, user feedback, and social sharing. This need reflects a broader trend in digital platform development where fostering connections and community feedback loops are essential for creating an interactive and engaging user experience. The insights from users underscore the importance of designing services that not only provide personal value but also support community building and social validation.

The thematic analysis explores the dynamics between individual experience and collective engagement in the digital realm, particularly as they pertain to services associated with Mutelu. It outlines how the limitations of one-way communication and the inability to interact can lead to pain points for users, whereas opportunities for two-way interactions can foster a sense of community and shared experience.

It shows that when users are unable to interact with others within a digital service, marked as "Can't interact," or when they can't effectively communicate, noted as "Can't communicate," it may lead to a negative experience. These limitations can be significant drawbacks in digital platforms that rely heavily on user engagement and satisfaction.

On the more positive side of the spectrum, Social Interaction is a key component of the user experience. This is further facilitated by features such as "Share with friends" and "Hashtag review," which not only enable users to engage with content more meaningfully but also to disseminate their experiences and opinions within their social networks, thereby enhancing the visibility and credibility of the services offered.

Community Building is an outcome of these social interactions, with activities providing a platform for collective experiences and fostering a sense of belonging among users. This aspect of digital services can be particularly powerful, as it taps into the human need for connection and shared experiences, especially in the context of cultural and spiritual practices.

It can be interpreted as highlighting the importance of integrating social features within digital services to enhance user engagement and satisfaction. This suggests that by enabling users to interact, communicate, and share experiences, digital platforms can transcend being mere service providers to become spaces where communities are formed and nurtured. This approach not only enriches the user experience but also leverages the social aspect of digital navigation, which is vital for the growth and sustainability of digital services in the cultural and spiritual sectors.

4.3.4 Multisensory Engagement

In the digital age, the concept of multisensory engagement has become increasingly significant, particularly in the context of Mutelu services. This notion is

captured in an infographic that delineates user preferences, service provider strategies, and UX/UI designer insights concerning the sensory dimensions of digital engagement.

Users express a desire for a rich, multisensory experience when interacting with Mutelu services. User 2, for instance, describes the use of augmented reality as enhancing their spiritual practice, offering an immersive alternative to traditional interactions: "Like an AR VR in front of the shrine, it can rotate 360 degrees like the picture on Facebook. Because my intention is Mutelu, I don't want to talk to anyone anyway." This indicates a preference for digital experiences that simulate physical presence. The audiovisual content is also a critical aspect, as User 1 prefers to engage with Mutelu through listening and watching, rather than reading: "I like to listen, like to watch, lazy to read, so I like to listen to predictions on YouTube." Moreover, User 7 highlights the necessity of combining auditory and visual stimuli for a complete sensory experience: "I do fortune-telling on YouTube because it has sound, pictures, I can see everything, what cards come up, there is a fortune-telling voice. Because only the sound of fortune-telling is boring."

Service providers have adapted their offerings to meet these user expectations. Service Provider 1 utilizes live streaming as a dynamic form of engagement, leveraging the immediacy and communal aspects of the platform: "Bingo live has the advantage that it can be used to promote very well...sometimes I do a live broadcast, there are already many people who have come to watch the live." Service Provider 3 discusses the use of TikTok to create an interactive unboxing experience that resonates with users: "On TikTok ... the content of watching me unbox a new deck of tarot cards ... made them feel like they're unboxing with me."

UX/UI designers recognize the importance of integrating tactile-like interactions within the digital design to enhance user engagement. As UX/UI Designer 2 suggests, designing for a Gen Z audience requires an understanding of their interactive behaviors and preferences: "If we know the needs of a GenZ user who believes in Mutelu, for example ... design something that makes users feel that when they slide or swipe here, it's like doing an action, making the user feel that when doing this, it's like they're really stroking a wallet."

These provide empirical evidence of the evolving landscape of user engagement in digital spiritual services. They highlight the importance of creating digital experiences that are not only functionally robust but also provide a full spectrum of sensory engagement. This multisensory approach is seen as integral to meeting the expectations of users who seek an experience that mirrors the tactile and communal aspects of traditional Mutelu practices. For academics and practitioners, these insights emphasize the need for a holistic design strategy that encompasses visual, auditory, and interactive elements to create a compelling and immersive digital environment for Mutelu services.

Table 4.10 Multisensory Engagement

Sensory Experience	Engagement Methods	User Preferences	Impact on Interaction
Sight	AR, VR, Watching videos, Viewing pictures	Preferred by users less inclined to read	Enhances visual engagement
Hearing	Live broadcasts	Suits users who prefer auditory learning	Offers a real-time auditory experience
TTouch	Swiping, Stroking, Other tactile interactions	Engages users seeking hands-on interaction	Makes the experience interactive and tangible

Table 4.10 shows the importance of engaging multiple senses to enhance user interaction with digital platforms. It breaks down the engagement into three sensory experiences: sight, hearing, and touch, suggesting that addressing multiple senses can lead to a more immersive and satisfying user experience.

For sight, it points to technologies such as Augmented Reality (AR) and Virtual Reality (VR), as well as traditional methods like watching videos or viewing pictures.

These visual stimulations cater to users who may be disinclined to read text, providing a more dynamic and engaging way to consume content.

Hearing is engaged through methods like live broadcasts, which can be particularly compelling as they offer real-time auditory content. This sensory engagement is ideal for users who prefer listening over reading or watching, offering a different mode of content consumption that can be both convenient and accessible.

Touch is represented by interactive actions such as swiping, stroking, or other tactile interactions that are often used in touch-enabled devices. These gestures provide a tangible way for users to interact with digital content, making the experience more engaging and hands-on.

This suggests that multisensory engagement is a key factor in modern digital experience design. By stimulating sight, hearing, and touch, digital services can provide a more enriched and engaging user experience, increasing satisfaction and potentially enhancing retention and interaction rates. This approach is especially relevant in an era where users are seeking more from their digital interactions than just passive consumption. Engaging multiple senses can lead to a more holistic experience that resonates with users on different levels, making digital content more impactful and memorable.

4.3.5 Privacy

The thematic analysis of privacy within digital Mutelu services reveals a collective emphasis on the safeguarding of personal information, as highlighted by the perceptions of users, service providers, and UX/UI designers.

Users underscore the significance of privacy, advocating for measures that ensure the non-disclosure of personal identities. User 1 asserts the importance of protecting customer identity within digital platforms: "Privacy is important. You don't have to know the identity of the customer that much." This sentiment is echoed by User 5, who believes that privacy should be a primary ethical consideration in the design of such services: "Privacy is important because it's personal... Morality should be the first consideration in designing..." Furthermore, User 7's statement emphasizes privacy as a reflection of personal discretion regarding their spiritual practices: "I don't really want people to know about my Mutelu because it's a personal matter."

Service providers also encounter challenges related to user privacy concerns. Service Provider 1 notes that customers exhibit increased sensitivity regarding their personal data: "The problem encountered by general customers is that they are more concerned about their privacy. They don't share their information with me." Service Provider 3 observes a tension between clients' privacy concerns and their interest in services, indicating the need for careful handling of sensitive information: "Most of the customers I meet are most concerned about privacy but they are not afraid of black magic or anything like this."

From a design perspective, UX/UI designers consider user anonymity as a central feature in the user experience. UX/UI Designer 1 contemplates the role of privacy from a design standpoint, suggesting that users may prefer anonymity: "I think it may not be a bad idea but think about the privacy of the user more that the user may want to be anonymous." Additionally, UX/UI Designer 2 addresses privacy in the context of user interaction with the application, highlighting the importance of confidential user experiences: "Privacy also plays a part for people who want to see their horoscope but don't want to reveal their identity. But if we look in the app it's only us and the back stage of the app that knows who is using it."

These show the importance of privacy in the design and provision of digital services. The emphasis on anonymity and personal discretion across all perspectives signifies a collective acknowledgment of privacy as a fundamental user expectation and a core component of the ethical framework guiding digital Mutelu services.

Table 4.11 Privacy

Category	Details	Privacy Concerns	Ethical Considerations
Personal Data	Name, Age, Phone Number, Prediction Result	Safeguarding mechanisms for personal data	Transparency and responsibility in data management
Communication	Text, Voice, Video Call, Live Broadcast	Protection of data during communication	Adherence to ethical standards in data use

Table 4.11 presents an understanding of the relationship between personal data, communication, privacy, and ethics. The diagram highlights that personal data, such as name, age, phone number, and prediction results, are often collected and used in various forms of communication, including text, voice, video calls, and live broadcasts.

Privacy needs suggest that there needs to be a safeguarding mechanism to protect the personal data used in these communication forms. This protection is not just a matter of service functionality but is deeply tied to the ethical considerations of how personal data is handled, used, and shared within the digital platforms.

The link to Ethics indicates that the collection and use of personal data must adhere to ethical standards, ensuring that individuals' privacy is respected and that the data is used in a manner that is transparent, secure, and responsible. This includes considering how data is stored, who has access to it, and how users are informed about the use of their data.

This section discusses the complex challenges and responsibilities inherent in managing user data within digital services raising concerns about consent, data ownership, and the balance between personalized services and privacy rights. Remarking on the ethical design and implementation of digital communication platforms, emphasizing that user privacy must be an integral part of the design process rather than an afterthought.

4.3.6 Emotional Response to Black Magic in Mutelu

This section provides a cross-sectional analysis of perceptions regarding black magic from the viewpoints of users, service providers, and a UX/UI designer, revealing underlying sentiments and ethical considerations in the realm of Mutelu services.

From a user standpoint, there is a tangible apprehension and lack of clarity surrounding the nature of black magic. User 2 articulates this uncertainty and fear, confessing an inability to discern the type of magic and consequent fear: "I'm afraid ... I don't know, can't tell which one is white or black so I'm scared ... Should pay attention to black magic." User 4 expresses concern over the potential repercussions that black magic might entail, suggesting a belief in a cosmic balance or retribution: "I'm also concerned about black magic because I'm afraid ... like the wish doesn't just come

true, we have to lose something.” Additionally, User 5 recounts personal experience with black magic, acknowledging both its potency and the accompanying ethical dilemmas: “I’m not serious about black magic or white magic. I’ve used black magic on my boyfriend. When doing it, it works, but there is a time limit. And he didn’t look like himself, so I let him go.”

Service providers reflect on the responsibilities that come with offering services related to black magic. Service Provider 3 is mindful of the stigma associated with black magic and its impact on service utilization: “If it looks like black magic, I feel like people don’t dare to use it.” Service Provider 4 addresses the delicate issue of client fears and the importance of harm reduction: “There are people who are interested in black magic... many customers privately show interest ... I always remind clients that it does not cause any harm when you dare to do it ... on the day that it deteriorates, stop using it immediately.”

The UX/UI designer perspective introduces a design ethos that encapsulates the need for discretion and symbolism in the digital representation of Mutelu services. Emphasizing the role of visual design in instilling a sense of protection, UX/UI Designer 3 explains, “When people choose an amulet, there will be a background of the beliefs when choosing what to worship... it might be a toast (a small tag or status that contains information such as user type), and a Mutelu, it might be something about energy, protection, or something mysterious.” This is supported by Service Provider 2 who acknowledges a clientele that desires black magic services while seeking to remain anonymous: “I think there are people who want black magic but remain anonymous.”

The analysis shows diverse and complex motivations and concerns surrounding the practice of black magic within digital Mutelu services. They highlight a landscape where users navigate their fears and ethical considerations, service providers aim to ethically manage their offerings, and designers strive to create digital experiences that respect user privacy and cultural symbolism. The thematic undercurrents of fear, morality, and the need for protection are pervasive, indicating the crucial role these factors play in the engagement with and representation of black magic practices in the digital space.

Table 4.12 Emotional Response to Black Magic in Mutelu

Emotional Response to Black Magic	Attributes	Perceived Consequences
Fear (Afraid of, Scared)	Lack of knowledge (Don't know), Potential harm (Loss)	Time-limited effects, Danger, Negative outcomes (Bad consequences)
Engagement Level	Skepticism (Not Serious), Covert interest (Anonymously interested)	

Table 4.12 outlines the public perception of black magic through a lens of emotional response and associated attributes. "Black Magic," is linked to a variety of feelings and consequences that underline the complex and often negative sentiments it evokes in people.

The emotions connected to black magic, such as fear and uncertainty, are depicted with terms like "Afraid of," "Scared," "Don't know," and "Loss." These words convey a sense of apprehension and the potential for negative outcomes when dealing with or encountering black magic. The inclusion of "Not Serious" and "Anonymously interested" suggests a range of engagement, from those who treat black magic with skepticism or as a novelty, to those who have a covert interest in it. The consequences of engaging with black magic are described as having "time limits" and being "dangerous" with "bad consequences." This reflects a common belief that black magic can have powerful effects but also comes with risks, often linked to ethical or moral boundaries.

In discussion, this includes the cultural and psychological aspects of black magic. It highlights the need for a sensitive approach when dealing with subjects that can cause distress or fear. The emotional responses can be tied to cultural narratives and personal beliefs, making it an important consideration that needs more psychology, and religious studies. The importance of understanding the underlying motivations and the perceived impacts of practices labeled as black magic within different societies, which can be critical for fields that intersect with cultural beliefs and practices.

4.3.7 Wording and UX Writing

The findings offer a rich insight into the importance of language in the design and delivery of digital fortune-telling services, highlighting perspectives from users, service providers, and UX/UI designers.

Users express particular inclinations towards the content of digital fortune-telling services, indicating a preference for constructive and reassuring language. User 3 articulates a selective approach to consuming content: "When I do fortune telling I choose to read or believe only good things." This highlights a user's selective engagement with content based on its perceived positivity. Similarly, User 2 voices concerns about the potential psychological impact of the language used by fortune-tellers: "I'm afraid that the fortune-teller will say something weird and then I will keep thinking too much by myself."

Service providers are acutely aware of the impact of wording in their interactions with clients. Service Provider 1 reflects on the importance of language in attracting clients to their services: "Clients come to me for fortune-telling services because of words." Service Provider 4 emphasizes the need for cautious communication, recognizing the power of words in client interactions: "If it is a matter to be careful in responding to communication, it is to be careful with words."

The insights of UX/UI designers further underscore the significance of UX writing in creating a resonant user experience. UX/UI Designer 3 discusses the broader implications of UX writing for user reassurance and emotional connection: "I think it's important to have good UX writing that allows reassures. UX writing it applies to all Protection Connection Empowerment Comfort Entertainment... use words that looks nice and fun." In addition, UX/UI Designer 1 points to the effectiveness of UX writing that aligns with users' cultural practices and expectations: "Like UX writing in Line Horo is good. The words they use match those who like horoscopes and are easy to understand... It's easy, it matches people's behavior and people's hearts plus it's auspicious."

These illuminate the multifaceted role of UX writing in the digital realm of Mutelu services. Users' preferences for positive and non-distressing content, service providers' acknowledgment of the influence of language on customer engagement,

and designers' strategies for creating reassuring and culturally congruent content demonstrate the complex interplay between language and user experience. For academics studying digital communication, these insights provide evidence of the need for carefully crafted language that meets the emotional and cognitive needs of users in the context of spiritual and fortune-telling services.

The concept of UX writing within the context of fortune-telling services, emphasizing the emotional impact of word choice on the user experience. The language used in fortune-telling has a significant influence on the user's emotional response, with terms like "reassure," "comfort," and "empower" suggesting a positive and supportive interaction. Conversely, the fear of "weird prediction" indicates that users may have apprehensions about receiving unfavorable or unsettling readings.

UX writing in the context of fortune-telling is about striking a balance between honesty and empathy. It seeks to deliver the service's predictions in a manner that is sensitive to the user's emotions. The language must be carefully crafted to maintain credibility and trust while also providing a sense of control and positivity to the user. The goal of UX writing in this domain is not only to inform but also to guide, support, and at times, protect the user from potential distress.

The thematic analysis highlights the critical role of UX writing in shaping user perception and interaction in digital services. Language can be used as a tool for user engagement and retention, particularly in industries that deal with sensitive and personal user data, such as fortune-telling. This demonstrates the intersection of language, emotion, and technology, offering insights into how UX writing contributes to the overall user experience.

4.4 Summary

The chapter provides a comprehensive analysis of the digital engagement of Thai Generation Z with Mutelu services, which encompasses various forms of digital Mutelu practices. The findings are derived from interviews with users, service providers, and UX/UI designers, offering a detailed perspective on the requirements and preferences of a belief-related digital platform tailored for this demographic.

Table 4.13 Summary

Mutelu services	Thai Generation Z Needs	Goals	Usability Considerations	Multisensory Considerations	User Concerns
Online fortune-telling	Clarity	Comfort (Connection)	Social Interaction	Sight, Hearing, Touch	Privacy, Black Magic
		Comfort (Empowerment)			
		Entertainment	Wording/ UX writing	Sight, Hearing	
Auspicious wallpaper	Enhance luck	Comfort (Protection)			
		Entertainment	UI design	Sight	

Table 4.13 shows the context of Thai Gen Z's interaction with digital Mutelu services, there is a discernible trend towards seeking clarity and direction amidst cultural uncertainties. Young users gravitate towards digital platforms that not only align with their spiritual goals for comfort and connection but also empower and protect them. Personalization is crucial, as it allows for a tailored experience that respects individual preferences and spiritual beliefs. Equally important is the use of language as well as in UX writing, ensuring the content is relatable and avoids negative connotations. UI design plays a pivotal role, as it must be engaging without appearing overly superstitious. These elements, combined with multisensory engagement that enriches the user experience, address the privacy concerns and ethical considerations that are particularly pertinent to this demographic. The tables in this section summarizes the key findings as follows:

Table 4.14 Result and Discussion Summary

Topic	Summary
4.1 Role of Digital Platforms	This section discusses the role of digital platforms in the spiritual and religious practices of Thai Gen Z, focusing on the adoption of Mutelu, the evolution of individual beliefs, the definition and interpretation of Mutelu, and the role of technology. • The participant demographics encompass core users, direct stakeholders, and indirect stakeholders, consisting of digital belief-related platform users, service providers, and UX/UI designers, totaling 17 participants. • Gen Z's engagement with Mutelu is influenced by traditional family customs and digital trends. • Belief systems evolve through personal experiences and social environments. • Mutelu is seen as a source for spiritual guidance and comfort. • Technology is highlighted as a key element in making these practices accessible and convenient, adapting them to modern contexts while preserving their essence. • Digital platforms offer a diverse range of engagement, indicating the shift towards personalized and multi-faceted spiritual experiences.

Table 4.14 Result and Discussion Summary (continue)

Topic	Summary
4.2 Factors Affecting Needs and Preferences	This section presents a thematic analysis of factors influencing Thai Gen Z's preferences for belief-related digital platforms. It covers the nature and evolution of Mutelu content, platform development, roles in service provision, motivations behind service engagement, and the changing interests in Mutelu. • The analysis reveals that immediacy, content dynamism, personalized experiences, and the integration of services into social media are key. • Motivations span from decision-making support to emotional relief. • Providers balance personal involvement with utilizing digital tools, indicating a shift towards personalized, adaptive spiritual services.
4.3 Design Considerations	The design requirements for a digital belief-related platform are analyzed from the perspectives of users, service providers, and UX/UI designers. The key points include: • UX/UI Design: Focus on blending functionality with aesthetic appeal, emphasizing ease of use, and avoiding outdated or overly superstitious visuals. • Personalization and Customization: Highlight the importance of tailored services that cater to individual cultural and linguistic needs, with a preference for made-to-order designs. • Social Interaction and Community Building: Address the need for interactive features that enable community engagement and sharing among users.

Table 4.14 Result and Discussion Summary (continue)

Topic	Summary
4.3 Design Considerations (continue)	• Multisensory Engagement: Detail the preference for a rich, multisensory experience that simulates physical presence and includes auditory and visual stimuli. • Privacy: Underline the significance of safeguarding personal information and incorporating privacy as a primary ethical consideration in platform design. • Emotional Response to Black Magic: Explore the complex sentiments towards black magic, emphasizing the need for ethical handling and the impact of associated stigmas. • Wording and UX Writing: Discuss the importance of positive and supportive language in digital fortune-telling services to enhance user experience.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

Based on the insights and findings discussed regarding the design requirements and user interactions with digital Mutelu services, This chapter will draw conclusions and offer recommendations for the development and enhancement of digital belief-related platforms.

5.1 Conclusion

The analysis of user interactions with digital Mutelu services underscores the necessity for platforms that are deeply attuned to the cultural, social, and personal needs of Thai Gen Z users. The findings demonstrate that users prioritize a service that offers personalized experiences, robust privacy measures, and a platform that is both accessible and engaging across multiple sensory dimensions. The discourse reflects a community that values tradition while embracing modern digital conveniences.

5.1.1 Key Design Requirements

From the thematic analyses on various aspects of digital Mutelu services, several key design requirements emerge as crucial for creating an effective and user-centered digital platform and serves the research objective 1: To explore the interaction of Thai Gen Z with digital Mutelu platforms.

1) Customization and Personalization: Users expect the platform to offer personalized experiences, such as customized auspicious wallpapers and horoscopes that cater to individual preferences, cultural backgrounds, and linguistic needs. Designers must incorporate features that allow users to tailor their experiences according to personal criteria.

2) Multisensory Engagement: There is a strong preference for multisensory digital experiences. Users appreciate platforms that offer visual, auditory, and interactive elements, such as AR/VR integrations, auditory guidance, and engaging visual content. Service providers and designers should consider how different sensory inputs can enrich the user experience.

3) Social Interaction: Users value platforms that facilitate social interaction and community building. Features that enable sharing, reviewing, and discussing services within the platform or on social media are important. Service providers should leverage live streaming and other interactive features to enhance user engagement.

4) Privacy Protection: A clear and overarching concern for users is the protection of privacy. Users, service providers, and designers alike recognize the importance of safeguarding personal information. The platform must ensure anonymity and secure handling of user data, with UX/UI elements designed to reassure users about their privacy.

5) Clarity and Reassurance in UX Writing: The language used within the platform should be clear, reassuring, and culturally appropriate. Good UX writing is essential for guiding users through the platform and ensuring they feel comfortable and informed.

6) Ethical Considerations and Sensitivity: Given the nature of Mutelu services, platforms must be designed with ethical considerations in mind, especially when dealing with sensitive topics like black magic. The design should not provoke fear or anxiety and should communicate responsibly about the services provided.

7) Accessibility and Ease of Use: The platform must be accessible and easy to use, ensuring that users can navigate the services without confusion or difficulty, regardless of their technological proficiency.

8) Visual Design and Aesthetics: The visual design should be modern, clean, and reflective of the Mutelu tradition, with UI elements that are attractive and intuitive for the Gen Z audience.

9) Interactive Design Elements: Design elements should be engaging, potentially incorporating gestures and actions that resonate with traditional Mutelu practices, providing a sense of tangibility and interactivity.

In conclusion, the design requirements for a Mutelu service platform call for a user-centric approach that embraces personalization, multisensory and interactive engagement, privacy, clear communication, ethical sensitivity, accessibility, and modern aesthetics. These elements are essential for crafting digital experiences that are both meaningful and resonant with the expectations and values of the users, particularly those from Thai Gen Z demographic.

5.1.2 Design Framework

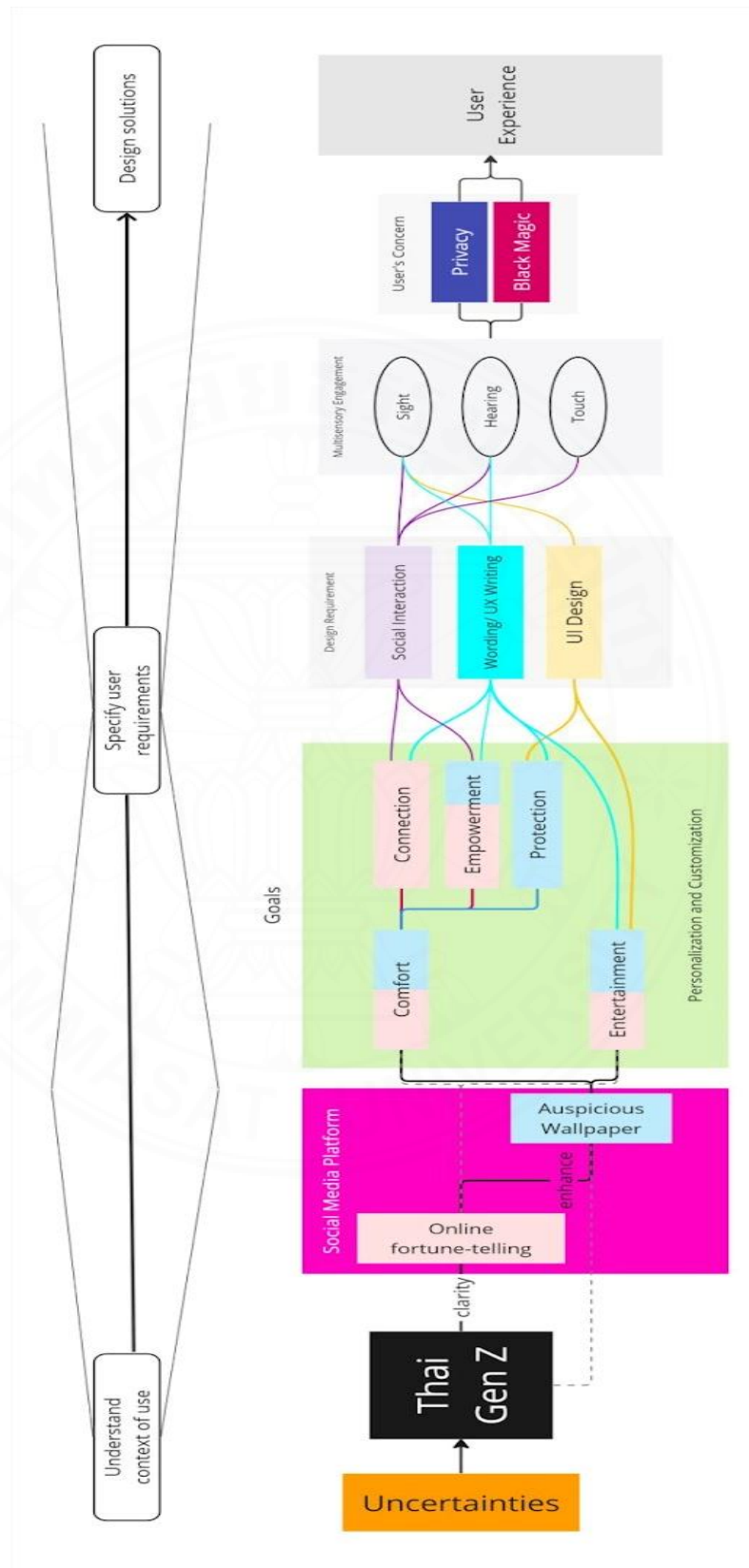


Figure 5.1 Design Framework

The design framework outlines the user experience design process, focusing on Thai Gen Z's engagement with digital Mutelu services. The framework is structured into three main stages: understanding the context of use, specifying user requirements, and designing solutions which serve the research objective 2: To understand the preferences and behaviors of Thai Gen Z in using digital Mutelu platforms.

5.1.3 Understand Context of Use:

1) Thai Gen Z: The starting point focuses on the target user group, Thai Gen Z, who have unique cultural and social norms that influence their interaction with digital platforms.

2) Uncertainties: These users face uncertainties that drive them to seek clarity through online fortune-telling and auspicious wallpapers, indicating a need for reassurance and guidance.

5.1.4 Specify User Requirements:

1) Goals: Users have specific goals when engaging with Mutelu services, such as seeking comfort, connection, empowerment, protection, and entertainment.

2) Design Requirements: To meet these goals, several design requirements are identified:

2.1 Social Interaction: The need for features that promote community and sharing.

2.2 Personalization and Customization: The ability to tailor the experience to individual preferences.

2.3 Wording/UX Writing: Ensuring that language used is clear, comforting, and culturally appropriate.

2.4 UX/UI Design: Attractive and meaningful aesthetics that resonate with the target audience.

2.5 Multisensory Engagement: Addressing the multisensory aspects like sight, hearing, and touch to enhance user engagement.

2.6 User Personas: Help in creating a focused design strategy that caters to a diverse range of users. They embody different aspects of the target audience and provide a reference point for developing features and content that resonate with each group's unique needs and preferences. The personas of Tarinee (Figure 5.2), Manee

(Figure 5.3), Somchai (Figure 5.4), and Sasi (Figure 5.5) were crafted based on interviews conducted during the research phase. Interviews are a qualitative research method that helps in understanding the behaviors, experiences, and opinions of participants. Through direct conversations, researchers can gather in-depth insights into the personal context, motivations, frustrations, and preferences of individuals:

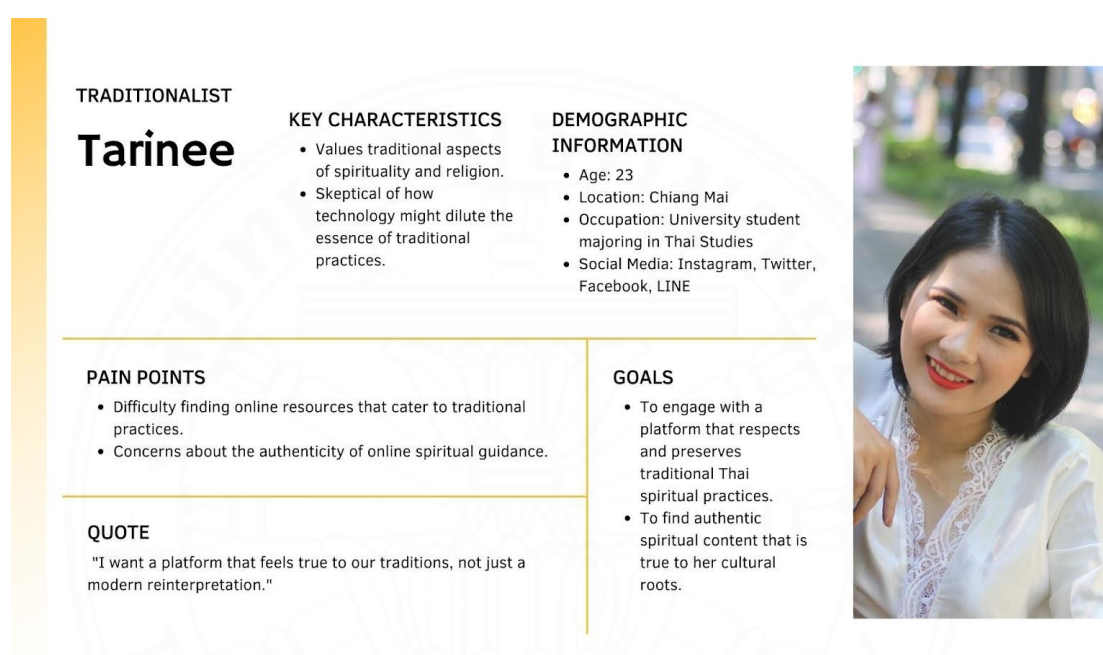


Figure 5.2 Traditionalist, Tarinee Persona

2.7 Figure 5.2 shows Tarinee (Traditionalist) Persona. Her persona was shaped by interview participants who expressed a deep respect for tradition and a cautious approach to technology's impact on spiritual practices. Her pain points and goals suggest with individuals who value authenticity but can be practiced online.



Figure 5.3 Modern-Minded, Manee Persona

2.8 Figure 5.3 shows Manee (Modern-minded) Persona. Her persona reflects interview responses from tech-savvy individuals who are looking for a modern integration of spirituality in their lives. This persona revealed frustrations with non-interactive content and a desire for spiritual practices that align with her lifestyle.

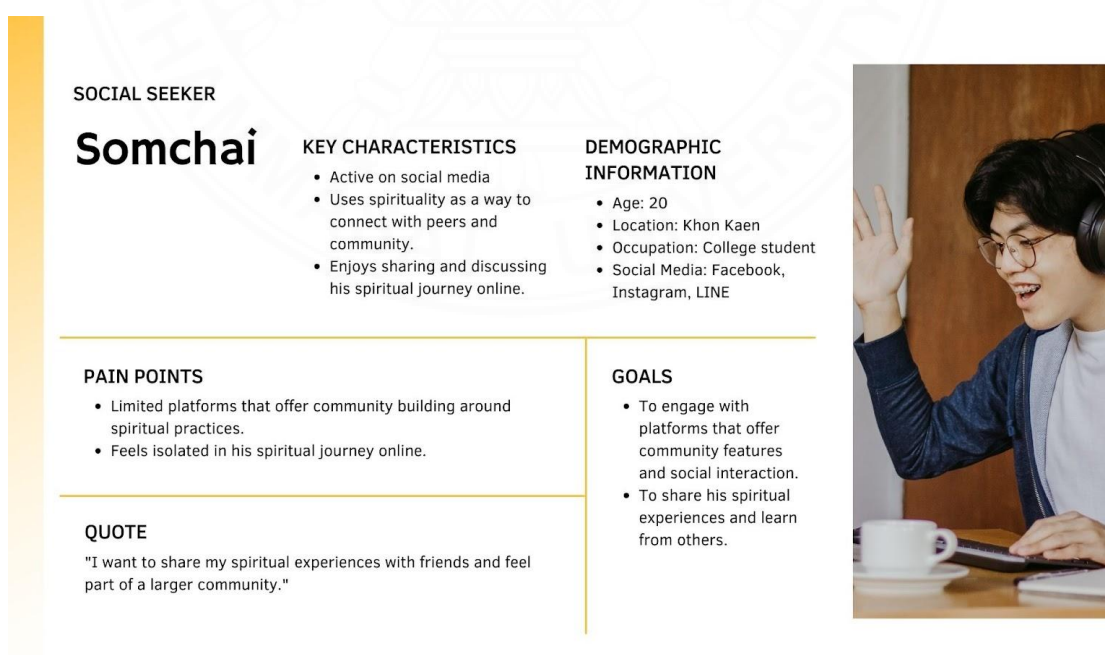


Figure 5.4 Social Seeker, Somchai Persona

2.9 Figure 5.4 shows Somchai (Social Seeker) Persona. This persona is derived from interviewees who actively use social media to connect with others and share their spiritual journey. This persona highlighted their need for community and shared experiences on digital platforms.

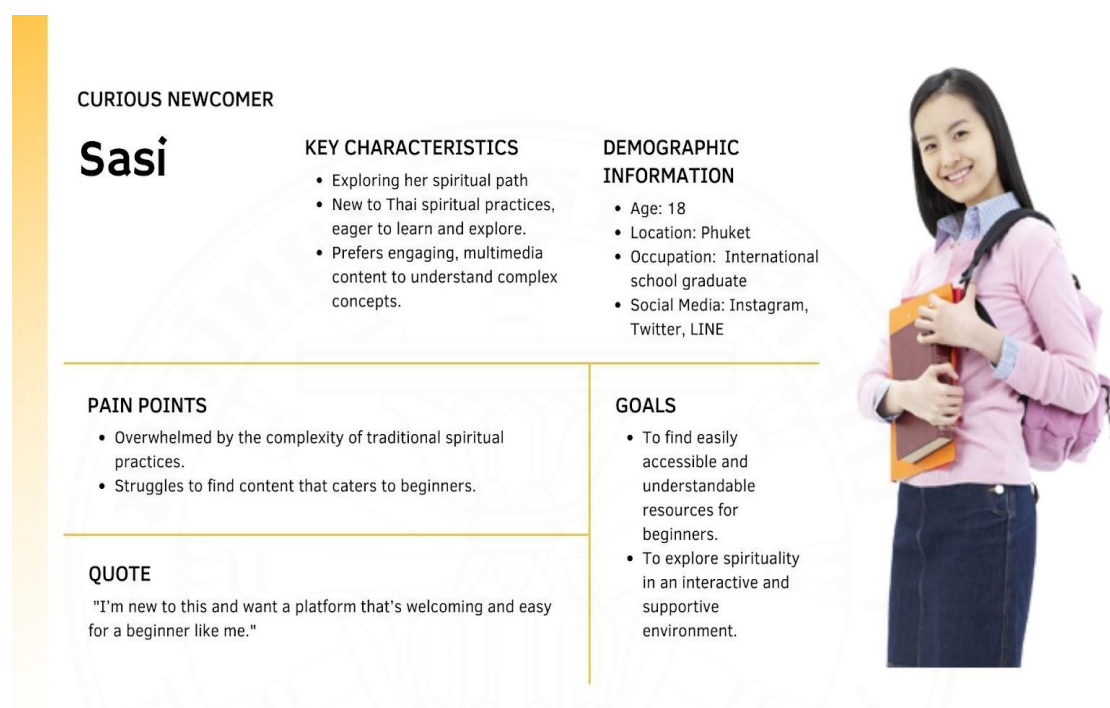


Figure 5.5 Curious Newcomer, Sasi Persona

2.10 Figure 5.5 shows Sasi (Curious Newcomer) Persona. Her persona is based on interviews with individuals new to spiritual practices and seeking easily accessible resources. This persona reveals a need for beginner-friendly content that simplifies complex concepts.

Each persona encapsulates common themes from these interviews, providing a humanized representation of the data collected to inform service design and functionality that meet the users' needs.

3) User's Concern: Two major concerns that influence user experience are identified:

3.1 Privacy: Users' desire for confidentiality and secure use of their personal data.

3.2 Black Magic: Sensitivities surrounding the topic of black magic, which must be approached with care in content and presentation

5.1.5 Design Solutions:

For better User Experience, the culmination of the design process should lead to a user experience that is influenced by the interaction of the specified user requirements with the users' goals and concerns.

This framework serves as a guide for UX designers and service providers to understand the unique needs and concerns of Thai Gen Z users when designing Mutelu services. It emphasizes a user-centered approach that integrates cultural understanding, ethical considerations, and multisensory design elements to create a digital platform that is engaging, respectful, and sensitive to user need.

5.2 Recommendation

In response to these findings, the following strategic design guidelines and recommendations are proposed to serve the research objective 3: To propose design guidelines for developing digital platforms that align with the needs and expectations of Thai Gen Z, thereby assisting designers and business owners in creating more user-centric digital experiences.

1) Incorporate Adaptive Personalization: Design platforms that adapt to user behavior over time, offering personalized content and recommendations based on individual usage patterns.

2) Implement Multimodal Interaction: Platforms should incorporate features that allow users to interact through various modes such as voice, touch, and gestures, enhancing the user experience through natural interfaces.

3) Establish Community Channels: Integrate dedicated channels within the platform for users to share experiences, rate services, and form support networks, thereby fostering a sense of community.

4) Enforce Stringent Privacy Controls: Adopt best practices in data security and privacy, providing users with clear privacy settings and transparent information on data usage.

5) Utilize Ethical UX Writing: Develop content guidelines that ensure all UX writing is ethical, transparent, and culturally respectful, avoiding sensationalism, especially in sensitive areas like black magic.

6) Adopt Inclusive Design Principles: Ensure that the design is accessible to all users, regardless of ability or disability, to provide an equitable user experience.

7) Embrace Modern Visual Design: Regularly update the visual design elements to stay relevant and appealing to the younger demographic while maintaining cultural integrity.

8) Strategic Interactive Elements: Create strategic interactive elements that allow for virtual rituals or ceremonies, providing users with an experience that closely mimics physical participation.

The researcher has crafted a template for design requirements derived from empirical findings. The design requirement template is an instrument for UX/UI designers, product strategists, digital service providers in the Mutelu sphere, and entrepreneurs. These professionals employ the template in the foundational stages of digital service development, particularly during user experience research, to shape the design direction. It is equally pivotal when assessing and refining an existing digital service to amplify user engagement. Additionally, it's instrumental for enterprises seeking to align their digital offerings with evolving consumer expectations in a progressively interconnected digital Mutelu. This template synthesizes user goals, psychological drivers, and interaction modalities:

1) User Goals: Based on the personas, identify common goals such as comfort, connection, empowerment, protection, and entertainment. These goals should reflect the aspirations of users when they interact with the platform.

2) Psychological Mechanics: Consider psychological aspects that can be leveraged to engage users effectively. For example, Manee seeks a blend of tradition and modernity, indicating a desire for control and social belonging, while Somchai looks for community features, hinting at social belonging and confirmation bias.

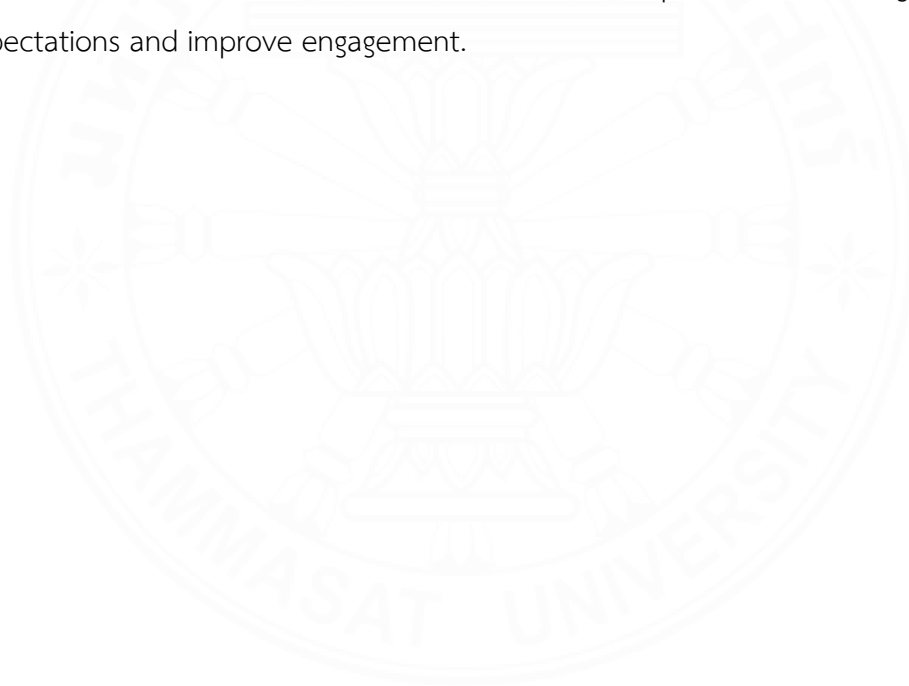
3) Type of Interaction: Determine the forms of interaction (visual, auditory, haptic, etc.) that will appeal to your user personas. For instance, Manee, being tech-

savvy, might appreciate sophisticated visual and interactive elements, while Tarinee might prefer simple and intuitive visual cues that resonate with traditional practices.

4) User Concerns: Address user concerns such as privacy and avoidance of black magic, as indicated in the framework. Ensure the design respects these concerns through ethical considerations and transparent communication.

5) Example Implementation: Provide a concrete example of how these elements come together in a user scenario. For instance, for Manee, a platform that uses AI to provide personalized spiritual content in an interactive format could be an example of meeting her goals through the identified design requirements.

6) Distribution & Usage Guidelines: Explain how designers and service providers can distribute and utilize this framework to create platforms that align with user expectations and improve engagement.



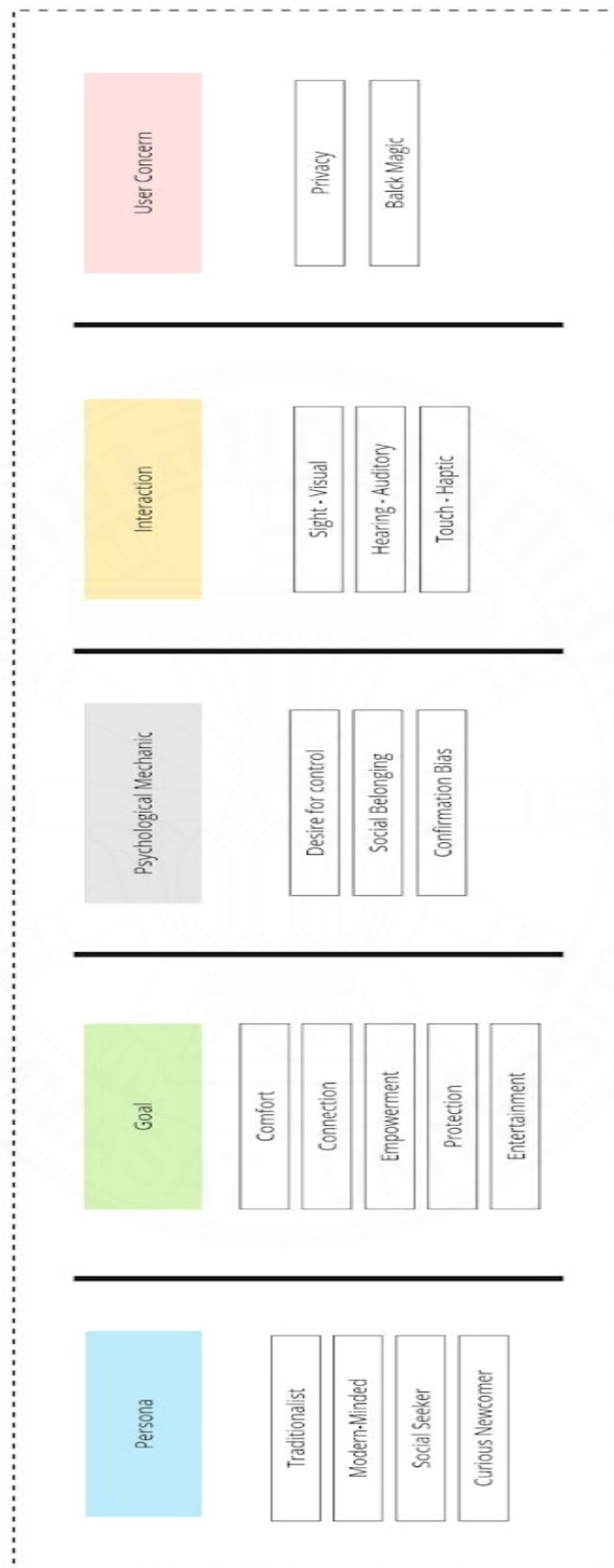


Figure 5.6 Design Requirement Template

Design Requirement Example for Traditionalist, Manee:

1) Goal: Comfort and Modernity

Requirement: The platform must offer spiritual content that is modern yet retains traditional essence.

2) Psychological Mechanics: Desire for Control and Social Belonging

Requirement: Features that allow for customization of content and interactive community spaces to share experiences.

3) Type of Interaction: Sophisticated Visual and Interactive

Requirement: High-quality visuals, interactive elements such as quizzes or spiritual journey trackers.

4) User Concerns: Privacy

Requirement: Strong privacy settings that allow users to control what is shared and who can view their spiritual activities. Personalization & Customization: AI-driven personalization to suggest content, meditation guides, or rituals based on user behavior and preferences. Social Interaction: Social features like groups or forums focused on spiritual discussions, with an option to participate anonymously if desired. Visual Design & UX Writing: The design should be clean and modern, with intuitive navigation. UX writing should resonate with a modern-minded audience, using language that blends the traditional with the contemporary.

5) Example Implementation: A feature where Manee can create a virtual altar that is visually rich and can be personalized with items she selects, accompanied by guided rituals with immersive audio

6) Distribution & Usage Guidelines: Designers can distribute this feature through app updates, and service providers can use targeted marketing to attract users like Manee who seek a modern spiritual experience.

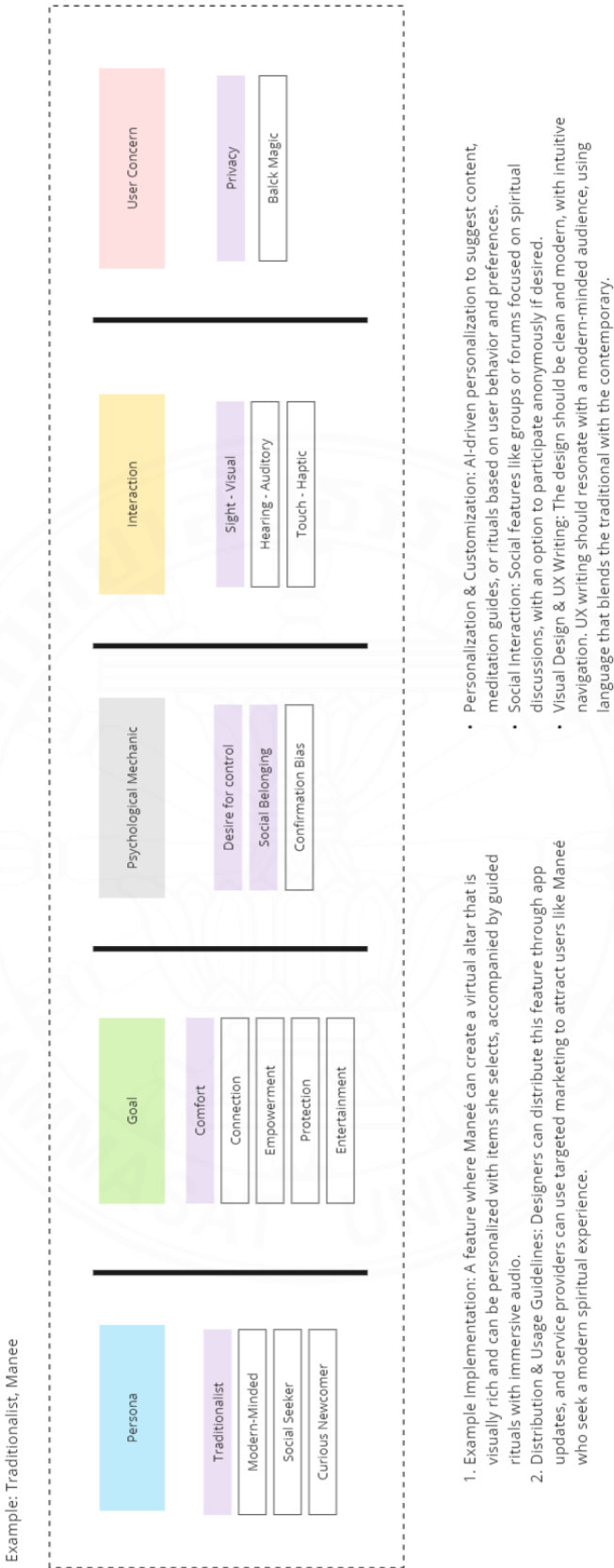


Figure 5.7 Example of Design Requirement Template usage

This structured approach facilitates the creation of digital platforms that are empathetic to user needs and cultural contexts.

5.3 Limitations

The study acknowledges certain limitations. The data collection was constrained by the reliance on self-reported measures, which may be subject to social desirability bias and inaccuracies in participants' recollections or perceptions. Secondly, the sample size and demographics, while sufficient for this study, limit the generalizability of the findings to broader populations, as the participants may not represent the full diversity of Thai Generation Z. Additionally, the qualitative nature of the study, while rich in detail, limits the ability to quantify relationships between variables or establish causality. The use of specific digital platforms for data collection may also introduce a selection bias, as it does not account for Gen Z individuals who may practice Mutelu but do not engage with these platforms. Finally, as the research was conducted within a specific cultural and temporal context, the findings may not be applicable to other cultural settings or may change as societal norms and technology evolve.

Future research could expand the demographic scope, explore longitudinal changes in user preferences, and investigate the impact of emerging technologies on the engagement with digital Mutelu services. Additionally, subsequent studies might consider the implications of such platforms on traditional spiritual practices and broader cultural implications.

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The seal of Thammasat University is a large, faint, circular watermark in the background. It features a central emblem with a lotus flower and a crown, surrounded by the university's name in Thai and English.

APPENDICES

APPENDIX A

CORE USER INTERVIEW QUESTIONS

Research Objectives	Literature Review	Questions
1) To explore how online platforms facilitate the spiritual and religious practices of Thai Generation Z within the context of Mutelu.	Impact of globalization on beliefs	How do you engage in spiritual and religious practices through online platforms?
	Mutelu practices (e.g., online fortune-telling, auspicious wallpaper)	How do you utilize online platforms for Mutelu practices?
	Psychology mechanisms (e.g., desire for control, social belonging)	What influences your engagement with belief-related online platforms?
	Goal for the use of Mutelu (e.g., protection, connection, empowerment)	What are your motivations for using belief-related online platforms?

Research Objectives	Literature Review	Questions
2) To analyze the determinants influencing Thai Generation Z's preferences and requirements when engaging with Mutelu online.	Thai Gen Z use of technology and online platforms	What features or functionalities do you look for in a belief-related online platform?
	Applied UCD to belief-related platform design	What are your experiences with existing belief-related online platforms?
	User experiences	How do you feel when using belief-related online platforms?
3) To create a set of design requirements aimed at meeting the specific expectations and preferences of Thai Gen Z, thereby assisting designers and business owners in creating more user-centric online experiences.	Applied UCD to belief-related platform design	What are your specific needs and preferences for a belief-related online platform?
	Design principles (e.g., visual design, usability, personalization)	What design elements or features would enhance your experience with belief-related online platforms? How important is it?

APPENDIX B

DIRECT STAKEHOLDER INTERVIEW QUESTIONS

Research Objectives	Literature Review	Question
1) To explore how online platforms facilitate the spiritual and religious practices of Thai Generation Z within the context of Mutelu.	2.1 Impact of globalization on beliefs; 2.3 Thai Gen Z use of Technology and Online platform	How do you perceive the role of online platforms in facilitating spiritual and religious practices for Thai Generation Z?
2) To analyze the determinants influencing Thai Generation Z's preferences and requirements when engaging with Mutelu online.	2.2 Mutelu; 2.2.3 Mutelu practices 2.2.1 Online fortune-telling 2.2.2 Auspicious wallpaper	What are the key factors that influence the needs and preferences of Thai Generation Z when seeking online Mutelu services a) online fortune-telling? What are the key factors that influence the needs and preferences of Thai Generation Z when seeking online Mutelu services b) Auspicious wallpaper?

Research Objectives	Literature Review	Question
3) To create a set of design requirements aimed at meeting the specific expectations and preferences of Thai Gen Z, thereby assisting designers and business owners in creating more user-centric online experiences.	2.4 Applied UCD to belief-related platform design; 2.4.2 Design principles 1) Visual Design 2) Social interaction 3) Personalization and Customization	How can online platforms be designed to better the usability to meet the needs and preferences of Thai Generation Z users engaging in online Mutelu? 1) What are the Visual Design requirements that should be incorporated into an online belief-related platform targeting Thai Generation Z? 2) What are the Social interaction requirements that should be incorporated into an online belief-related platform targeting Thai Generation Z? 3) What are the Personalization and Customization requirements that should be incorporated into an online belief-related platform targeting Thai Generation Z?

Research Objectives	Literature Review	Question
3) To create a set of design requirements aimed at meeting the specific expectations and preferences of Thai Gen Z, thereby assisting designers and business owners in creating more user-centric online experiences. (Continue)	2.2.4 Psychology mechanism 1) Desire for control 2) Social belonging 3) Confirmation bias	What are the psychological motivations that drive Thai Generation Z users to seek online Mutelu? How 1) Desire for control drive Thai Generation Z users to seek online Mutelu? How 2) social belonging drive Thai Generation Z users to seek online Mutelu? How 3) cognitive bias drive Thai Generation Z users to seek online Mutelu?
	2.2.5 Goal for the use of Mutelu 1) Protection 2) Connection 3) Empowerment 4) comfort 5) Entertainment	How do online fortune-telling platforms contribute to the goals 1) protection of Thai Generation Z users, How do online fortune-telling platforms contribute to the goals 2) connection of Thai Generation Z users, How do online fortune-telling platforms contribute to the goals

Research Objectives	Literature Review	Question
3) To create a set of design requirements aimed at meeting the specific expectations and preferences of Thai Gen Z, thereby assisting designers and business owners in creating more user-centric online experiences. (Continue)		3) empowerment of Thai Generation Z users, How do online fortune-telling platforms contribute to the goals 4) comfort of Thai Generation Z users, How do online fortune-telling platforms contribute to the goals 5) entertainment of Thai Generation Z users?
	2.3 Thai Generation Z	Based on your experience, what are some positive and negative user experiences encountered when practicing Mutelu on online platforms?

APPENDIX C

INDIRECT STAKEHOLDER INTERVIEW QUESTIONS

Research Objectives	Literature Review Topics	In-depth Interview Questions
1) To explore how online platforms facilitate the spiritual and religious practices of Thai Generation Z within the context of Mutelu.	2.1 Impact of globalization on beliefs; 2.3 Thai Gen Z use of Technology and Online platform	How can the design of online platforms enhance the spiritual and religious practices of Thai Generation Z?
2) To analyze the determinants influencing Thai Generation Z's preferences and requirements when engaging with Mutelu online.	2.2 Mutelu; 2.2.3) Mutelu practices 1) Online fortune-telling 2) Auspicious wallpaper	How can belief-related online platforms about a) Online fortune-telling be designed to meet the specific needs and preferences of Thai Generation Z users? How can belief-related online platforms about b) Auspicious wallpaper be designed to meet the specific needs and preferences of Thai Generation Z users?

Research Objectives	Literature Review Topics	In-depth Interview Questions
3) To create a set of design requirements aimed at meeting the specific expectations and preferences of Thai Gen Z, thereby assisting designers and business owners in creating more user-centric online experiences.	2.4 Applied UCD to belief-related platform design; 2.4.2 Design principles 1) Visual Design 2) Social interaction 3) Personalization and Customization	How can the design requirements be aligned with the needs and preferences of Thai Generation Z users to create a tailored online belief-related platform? 1) What are the Visual Design requirements that should be incorporated into an online belief-related platform targeting Thai Generation Z? 2) What are the social interaction requirements that should be incorporated into an online belief-related platform targeting Thai Generation Z? 3) What are the Personalization and Customization requirements that should be incorporated into an online belief-related platform targeting Thai Generation Z?

Research Objectives	Literature Review Topics	In-depth Interview Questions
3) To create a set of design requirements aimed at meeting the specific expectations and preferences of Thai Gen Z, thereby assisting designers and business owners in creating more user-centric online experiences. (Continue)	2.2.4 Psychology mechanism 1) Desire for control 2) Social belonging 3) Confirmation bias	1) How can the design of online platforms support the Desire for control of Thai Generation Z users engaging in belief-related practices? 2) How can the design of online platforms support the social belonging of Thai Generation Z users engaging in belief-related practices? 3) How can the design of online platforms support the Confirmation bias of Thai Generation Z users engaging in belief-related practices?
	2.2.5 Goal for the use of Mutelu 1) Protection 2) Connection 3) Empowerment 4) comfort 5) Entertainment	1) How can belief-related online platforms align with the Protection goal of Thai Generation Z users? 2) How can belief-related online platforms align with the Connection goal of Thai Generation Z users? 3) How can belief-related online platforms align with the Empowerment goal of Thai Generation Z users?

Research Objectives	Literature Review Topics	In-depth Interview Questions
3) To create a set of design requirements aimed at meeting the specific expectations and preferences of Thai Gen Z, thereby assisting designers and business owners in creating more user-centric online experiences. (Continue)		4) How can belief-related online platforms align with the Comfort goal of Thai Generation Z users? 5) How can belief-related online platforms align with the Entertainment goal of Thai Generation Z users?
	2.3 Thai Generation Z	What are the specific needs and preferences of Thai Generation Z users when using belief-related online platforms?
		Based on user feedback, what are some positive and negative experiences encountered when using belief-related online platforms?

BIOGRAPHY

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