

Kunalai Ploydanai

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Education

Ph.D. (Consumer Behaviour) Wageningen University, the Netherlands

M.Sc. (Marketing and Consumer Studies) Wageningen University, the Netherlands

Expertise

Consumer behaviors

Consumer psychology

Neuromarketing

Selected Works

1. Ploydanai, K., van den Puttelaar, J., van Herpen, E., & van Trijp, H. (2017). Using a virtual store as a research tool to investigate consumer in-store behavior. *Journal of visualized experiments: JoVE*, (125).
2. Ploydanai, K. (2019). *Designing attractive stores: How the spatial layout of physical stores affects consumers' responses* (Doctoral dissertation, Wageningen University).