

RCGR^{4th} 2019

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PROCEEDINGS OF THE 4th REGIONAL CONFERENCE ON GRADUATE RESEARCH

THEME “TRANSFORMING INNOVATION BUSINESS TO THE FUTURE”

8 December 2019

Sripatum University, Bangkok, Thailand



Editors:

Vichit U-on

George C. Hadjinicola



มหาวิทยาลัยศรีปทุม
SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

วิทยาลัยบัณฑิตศึกษาด้านการจัดการ



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Proceedings of
The 4th Regional Conference on Graduate Research

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2019

Theme “Transforming Innovation Business to the Future”
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Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of *The 4th Regional Conference on Graduate Research*, to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization to this conference to promote a tourist destination in Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University, Thailand
RCGR 2019's Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in *The 4th Regional Conference on Graduate Research* which will take place at Sripatum University on 8 December, 2019 in Bangkok, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Transforming Innovative Business to the Future”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, we would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Assoc. Prof. Dr. Vichit U-on
Sripatum University, Thailand
RCGR 2019's General Chair



Prof. Dr. George C. Hadjinicola
Lecturer, University of Cyprus, Cyprus
RCGR 2019's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2019's General Chair

Welcome Address from Conference Program Chairs

Welcome to *The 4th Regional Conference on Graduate Research* in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. We thank all authors who dedicated a particular effort to contribute to the conference. Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2019 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

We wish you a pleasant stay in Bangkok, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand
RCGR 2019's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2019's Program Co-Chair

Speaker Background



Mick Elmore

Mick Elmore is an American who while living in Australia decided to drive a car with a colleague from Melbourne to Bangkok including across seven Indonesian islands in 1991. He has since been based in Thailand with long stays in Cambodia, and Laos. He earned his master's degree in Southeast Asian Studies in 2014 from Chulalongkorn University writing his thesis on the continuing problem of unexploded ordnance along the Ho Chi Minh Trail in Laos. Now he divides his time between teaching at King Mongkut's University of Technology North Bangkok, a class at Chulalongkorn University and writing.

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Session Schedule

**RCGR^{4th}
2019**

**The 4th Regional Conference on Graduate Research
Sripatum University, Bangkok, Thailand
Theme: Transforming Innovative Business to the Future**

Sunday (S) 8 December 19	Room	Floor 11, Room 1108			
	08:30 – 09:15	REGISTRATION			
	09:15 – 09:30	WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand			
	09:30 – 10:45	KEYNOTE ADDRESS: “The Continuing Problem of Unexploded Ordinance: An Exemplary Case Study” Mick Elmore United States of America			
	10:45 – 11:00	SUNDAY AM BREAK			
	11:00 – 12:20	SA1 Business and Marketing Management 1	SB1 Business and Marketing Management 2	SC1 Communication Arts 1	SD1 Organization and Human Resource Management 1
	12:20 – 13:20	SUNDAY LUNCH BREAK			
	13:20 – 15:00	SA2 Business and Marketing Management 3	SB2 Business and Marketing Management 4	SC2 Communication Arts 2	SD2 Organization and Human Resource Management 2
	15:00 – 15:20	SUNDAY PM BREAK			
	15:20 – 17:00	SA3 Business and Marketing Management 5	SB3 Business and Marketing Management 6/ Accounting, Finance, and Banking	SC3 Laws and Public Administration	SD3 Educational Administration and Psychology
	19:40 – 21:40	WELCOME DINNERS: White Orchid River Cruise, Bangkok, Thailand			
	21:40 – 21:50	CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand			

Sunday, 8 December 2019

Code	Session	Chair	Room	Start	Finish
SRE	Registration Sunday	Khotchaporn Moonthichan	Floor 11, Room 1108	08:30	09:15

Code	Session	Chair	Room	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1108	09:15	09:30
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Room	Start	Finish
SKA	Keynote Addresses	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1108	09:30	10:45
	09:30	10:45	The Continuing Problem of Unexploded Ordinance: An Exemplary Case Study		

Code	Session		Room	Start	Finish
SAB	Sunday AM Break		Hall	10.45	11.00

Code	Session	Chair	Room	Start	Finish
SA1	Business and Marketing Management 1	Asst. Prof. Dr. Uthairat Muangsan	Floor 13, Room 12A01	11:00	12:20
0001	11:00	11:20	Tourist Satisfaction of Laos and Foreign Tourists Towards Tham Nang Ane Cave, Thakaek District, Khammoune Province, Lao PDR <i>Chantha Xaiyavohan and Nathakrit Aekwannang</i>		
0007	11:20	11:40	Marketing Factors of Consumers in Bangkok: An Empirical Study <i>Chayut Thianphut and Niwat Chantharat</i>		
0009	11:40	12:00	The Study of the Relationship between Technological Factors Affecting the Satisfaction of Online Shopping Decision of Consumers in Bangkok <i>Kasidet Dangkong, Niwat Chantarat, and Onanong Phoocharoen</i>		
0013	12:00	12:20	Studying of Management Factors Affecting the Success of Retail Business in Chatuchak Market <i>Thitipong Sangsuriyarit and Nilubon Sivabrovornvatana</i>		

Code	Session	Chair	Room	Start	Finish
SB1	Business and Marketing Management 2	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 13, Room 12A02	11:00	12:20
0029	11:00	11:20	Relationship Between the Marketing Factor Affecting the Loyalty in Online Purchase Decision of Consumer in Bangkok <i>Vorragit Hu and Supin Chaisiripaiboon</i>		
0031	11:20	11:40	Online Purchasing Decision Behavior of Consumers Affecting the Satisfaction in the Purchase of Consumers in Bangkok <i>Aussanee Eaimlaor and Niwat Chantharat</i>		
0032	11:40	12:00	The Study of Relationship between Consumer Attitudes Affecting the Satisfaction with Online Purchase Decisions of Consumers in Bangkok <i>Pattara Sub-udom and Supin Chaisiripaiboon</i>		

0036	12:00	12:20	A Study of the Relationship between Attitudes Affecting Loyalty in Online Shopping Decision Making of Consumers in Bangkok <i>Natkamon Sujbruem and Niwat Chantharat</i>
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Code	Session	Chair	Room	Start	Finish
SC1	Communication Arts 1	Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1101	11:00	12:20
0002	11:00	11:20	Factors of Political Party Presentations and Public Perception via Online Media Affecting the Decision to Elect Political 2019, in Bangkok <i>Kanakorn Khongpratheep and Kanchana Meesilapavikkai</i>		
0003	11:20	11:40	Public Relations Strategy of Television Drama via Social Media of CH 7HD after News Programme <i>Sirilapas Kongtragran and Tanachart Junveroad</i>		
0004	11:40	12:00	Marketing Mix and Online Marketing Communication Influencing the Decision Making Through Stage Play of Gen Y Audience <i>Kotchaphan Puagpipat and Tanachart Junveroad</i>		
0005	12:00	12:20	Sales Communications in the Digital Age Influencing The Consumer Purchasing Decision of Insurance through Siam Smile Broker (Thailand) Co., Ltd. <i>Techasit Donteeruk and Virunrat Phontaveechot</i>		

Code	Session	Chair	Room	Start	Finish
SD1	Organization and Human Resource Management 1	Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1108	11:00	12:20
0010	11:00	11:20	That Affects the Work Motivation of the Staff in Office of Defense Budget <i>Pakin Saleepan and Nilubon Sivabrovornvatana</i>		
0011	11:20	11:40	Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited <i>Wichuda Praneetpolkrang and Praphan Chaikidurajai</i>		
0012	11:40	12:00	Relationship between Quality of Work Life and Organization Commitment of Staff at Risland (Thailand) Company Limited <i>Natapong Potiratrungekool and Praphan Chaikidurajai</i>		
0015	12:00	12:20	Studying of Motivation of Sandee Rice (Thailand) Co., Ltd.'s Employees <i>Phitchanan Wittayabundit and Nilubon Sivabrovornvatana</i>		

Code	Session	Room	Start	Finish
SLB	Sunday Lunch Break	Lounge Floor 12A	12:20	13:20

Code	Session	Chair	Room	Start	Finish
SA2	Business and Marketing Management 3	Asst. Prof. Dr. Uthairat Muangsan	Floor 13, Room 12A01	13:20	15:00
0014	13:20	13:40	Studying of Consumer Attitudes Affecting The Online Purchasing Decisions in Bangkok <i>Watchainan Sirilek and Supin Chaisiripaiboon</i>		
0016	13:40	14:00	The Study of Marketing Factors of Consumers in Bangkok <i>Rattanapon Pormboot and Niwat Chantharat</i>		
0018	14:00	14:20	The Study of the Relationship Between Consumer's Online Decision Making and Satisfaction of Elderly Consumer's Online Shopping Behavior in Bangkok <i>Lalita Waranont</i>		
0019	14:20	14:40	The Study of the Customers' Attitudes Which Affect Customers' Online Purchasing Behaviors in Bangkok <i>Jarukit Chutatutchai and Cheewan Charoensook</i>		

0020	14:40	15:00	The Relationship between Marketing Factors Affecting the Loyalty of Online Shopping Behavior of Consumers in Bangkok <i>Ploynaphat Sakkvamdee</i>
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Code	Session		Chair	Room	Start	Finish
SB2	Business and Marketing Management 4		Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 13, Room 12A02	13:20	14:40
0039	13:20	13:40	A Study of the Relationship between Technological Factors and Online Shopping Decision among Consumers in Bangkok <i>Rasita Maprasop</i>			
0043	13:40	14:00	The Study of Relationship between Consumer Attitudes and the Satisfaction Affecting Purchasing Decision <i>of Online Products for Consumers in Bangkok</i> <i>Pennapa Nawakijtowerat and Vichit U-on</i>			
0044	14:40	15:00	Attitude Factors Influencing the Decision to Buy Nile Water of Consumers in Sing Buri Province <i>Krittin Songjaroen and Niwat Chantarot</i>			
0045	14:00	14:20	Marketing Mix Factors Affecting Consumer Behavior in Purchasing Golf Products and Equipment Online <i>Ammata Konchan</i>			
0047	14:20	14:40	Technological Factors Influencing Loyalty to a Purchase through its Online Consumers in Bangkok <i>Wiranpat Nakthananan and Vichit U-on</i>			

Code	Session		Chair	Room	Start	Finish
SC2	Communication Arts 2		Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1101	13:20	14:40
0037	13:20	13:40	Openness and Attitude towards Website Components for Communication and Branding: A Case Study of CIMB Thai Bank <i>Napawan Samerjit and Siraya Kongsompong</i>			
0040	13:40	14:00	Infographic based Communication Model Affecting Travelling Page Followers of Y-Generation <i>Matee Akaraundomchai and Tanachart Junveroad</i>			
0042	14:00	14:20	Behavior and Attitude Influencing Addiction to Country Song Singing Contest Show on Digital Television in Bangkok <i>Chayapa Pongsupachakit and Tanachatr Junverode</i>			
0046	14:20	14:40	Online Media Strategies for Children's Television Programs Production Case Study of Thai Fairy Tales Channel on YouTube <i>Adisorn Maipradit and Tanachart Chandraweroj</i>			

Code	Session		Chair	Room	Start	Finish
SD2	Organization and Human Resource Management 2		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1108	13:20	14:40
0026	13:20	13:40	A Study of the Competency of the Personnel that Affects the Work Efficiency of the New Entrepreneur (In the Coffee Business Sector) <i>Anchitha Kasiwat and Nilubon Sivabrovornvat</i>			
0027	13:40	14:00	Relationship between Quality of Work Life and Organizational Commitment of Employees at Ek-Chai Distribution System Co., Ltd. <i>Kanyanut Pimpagun and Praphan Chaikidurajai</i>			
0034	14:00	14:20	Compensation Affecting Performance Efficiency of Staff in Comptroller General's Department <i>Wichit Sangphan and Praphan Chaikidurajai</i>			
0041	14:20	14:40	A Study of the Teamwork of Staffs in the Royal College of Chulabhorn <i>Peeyanut Khemthong and Nilubon Sivabrovornvatana</i>			

Code	Session		Room	Start	Finish
SPB	Sunday PM Break		Hall	15:00	15:20

Code	Session	Chair	Room	Start	Finish
SA3	Business and Marketing Management 5	Asst. Prof. Dr. Uthairat Muangsan	Floor 13, Room 12A01	15:20	17:00
0021	15:20	15:40	Marketing Factors Affecting the Online Shopping Habits of Elderly Consumers of Bangkok <i>Werasak Meboon and Vichit U-on</i>		
0022	15:40	16:00	The Study of the Relationship between Consumer's Online Decision MAKING Behavior Influencing the Loyalty of the Consumer's Online Shopping Decision in Bangkok <i>Kanwich Suwannahong</i>		
0023	16:00	16:20	The Study of the Relationship between Marketing Factors Affecting to the Satisfaction of the Purchase Decision for Online Products for Consumers in Bangkok <i>Malisa Chubkhunthod</i>		
0024	16:20	16:40	Technology Adoption Factors and Demographic Factors Related to the Behavior of the Mobile Banking Service to Pay for Online Purchases <i>Kulawadee Sriphannapong and Niwat Chantharat</i>		
0025	16:40	17:00	The Relationship between Consumer Attitude and Loyalty in Online Shopping Decisions among Consumers in Bangkok <i>Sirivilai Junwong</i>		

Code	Session	Chair	Room	Start	Finish
SB3	Business and Marketing Management 6/ Accounting, Finance, and Banking	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 13, Room 12A02	15:20	16.40
0048	15:20	15:40	The Study of Factors Affecting the Decision to Use the Air Force Don Muang Driving Ranges <i>Pathompong Saisakoldet and Uthairat Muangsaen</i>		
0028	15:40	16:00	Factors Affecting to Decision-Making to use Mobile Banking Application of Siam Commercial Bank Public Company Limited In Bangkok <i>Pinatda Pinyo and Natsapun Paopun</i>		
0030	16:00	16:20	The Study on Efficiencies of Working Capital Management, Asset Management of Listed Companies in Stock Exchange of Thailand, Construction Industry <i>Seree Ongkasuwan and Natsapun Paopun</i>		
0033	16:20	16:40	The Relationships between Financial Performance and Market Price of The Real Estate Development Group Registered in The Stock Exchange of Thailand <i>Phimphaka Yodsuwan and Natsapun Paopun</i>		

Code	Session	Chair	Room	Start	Finish
SC3	Laws and Public Administration	Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1101	15:20	16.20
0006	15:20	15:40	The People Opinions of the Practices Good Governances Principle of the Government Offices of Loei Province and Nongbualamphu Province <i>Kalaya Yotcamlue</i>		
0008	15:40	16:00	Balance between Fundraising through Issuance of Debt Instruments by Limited Companies and Investor Protection <i>Somjit Sersansie</i>		
0035	16:00	16:20	Impact of Business Consolidation on Trade Competition and Business Consolidation Regulations under the Competition Act. B.E. 2560 <i>Rungsaeng Kittayapong</i>		

Code	Session		Chair	Room	Start	Finish
SD3	Educational Administration and Psychology		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1108	15:20	16:00
0017	15:20	15:40	Development of a Digital Literacy Assessment Tool: A Case Study of Health Sciences Academic Staff of Higher Education Institutions <i>Bhanubhong Prommalee and Suang Rungpragayphan</i>			
0038	15:40	16:00	The Correlation between "The PERMA Profiler" Characteristics of Adolescents and Their Parents <i>Phawinee Pivngam and Sirichai Hongsanguansri</i>			

Code	Session		Chair	Room	Start	Finish
SWD	Welcome Dinners		Asst. Prof. Dr. Ungul Laptaned		19:40	21:40
	19:40	21:40	Welcome Dinners: White Orchid River Cruise, Bangkok, Thailand			

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Accounting, Finance, and Banking

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0028

**Factors Affecting to Decision-Making to use Mobile Banking Application
of Siam Commercial Bank Public Company Limited In Bangkok**



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Abstract

The purpose of this individualized study is to study factors affecting the decision to use mobile banking application of Siam Commercial Bank Public Company Limited of users in Bangkok. Sample group used in the study Is the group of users of the Mobile Banking application of Siam Commercial Bank Public Company Limited in Bangkok Questionnaires were used as a tool for collecting data from 400 samples and analyzed by using Multiple Regression Analysis. The results showed that most of the sample groups are female. Between the ages of 20-30 years, graduating with a bachelor's degree and having an average monthly income of 20,001-30,000 baht and work as a private company employee The results of the hypothesis testing showed that The different demographic characteristics of age and income affect the decision to use the Mobile Banking application of Siam Commercial Bank of users in Bangkok differently. As for the demographic characteristics of sex Differences in education and occupation affect the decision to use the Mobile Banking application of Siam Commercial Bank of users in Bangkok not different. Different behaviors affect the decision to use the mobile banking application. In addition, the hypothesis testing found that The service marketing mix factors affecting the decision to use the mobile banking application of Siam Commercial Bank Public Company Limited are physical factors As for the service marketing mix, most choose to use the money transfer service Because of convenience The rapidity of service usage affects the decision to use the Mobile Banking application.

Keywords: Mobile Banking, Service Decision

1. Introduction

Mobile Banking is an important digital aid that facilitates financial transactions. Can happen anywhere, anytime And bring about social change consumer behavior And the world economy According to a survey of payment transactions via mobile banking services of the Bank of Thailand, in June 2018, Thailand has more than 37 million customers using Mobile Banking, an increase of over 11 million from the same period last year, reflecting To see the increasing popularity of Thais

towards this service This is a good sign that shows how to become a 4.0 and the cashless society of Thailand throughout October 2018, the 3 leading banks in the country such as Siam Commercial Bank (SCB), Siam Commercial Bank (KBANK) and Krung Thai Bank (KTB) have continuously announced the launch of new forms of mobile banking for each bank. By having to change the look to be modern Increase system security Siam Commercial Bank is a financial institution that provides services and has important duties in economic and social development. At present, Siam Commercial Bank has more roles. With more branches being expanded, the competition is therefore full of intense concentration. Due to the society of the majority of the city that is full of hustle And when going to do transactions at the bank, users need convenience and speed In which each day Providers cannot predict individual transactions. Because each branch has different users And due to time constraints in transactions may cause dissatisfaction When this situation occurs As a result, Siam Commercial Bank must have a strategy regarding the application. New technology in order to compete to dominate the service market in the business must therefore be adjusted to keep up with the changes. The new online banking service of Siam Commercial Bank Public Company Limited is transforming the application into more than just a transaction channel. Via Mobile Banking, convenient, safe, just have a mobile phone with ID card and Passpost, which has many additional functions to meet the lifestyle of consumers Beginning in time More modern and convenient to use Which customers can customize the menu on the homepage to suit the work of the customer Can customize the menu on the homepage to suit the customer's experience. In addition, the new application also has many functions such as money-saving, non-cardless ATMs, Pay Alert customers can scan the QR Code and pay for services without money. Or barcode scanning for payment slips, payment via credit line, contact pay and online top-up is also convenient And faster than ever. Just download the app to your smartphone and connect to the internet, you can apply for the first time immediately by logging in name and password or applying for a wallet for those who Not a customer of Siam Commercial Bank Which is another new marketing channel for the bank to receive service fee income Although the service through the internet will have obstacles Both the cost of technology development and marketing But banks will be able to reduce costs in the long run And also receive non-monetary benefits, especially Matters relating to image creation, public relations, reputation, and marketing benefits Various ways to promote other services of the bank to get a good image as well.

From the above information, it shows that Siam Commercial Bank is the first bank that uses Mobile Banking technology to conduct financial transactions using the One Stop Service model as a one-stop service. Bringing all related service providers together in a single location, in a manner that is instantly forwarded or completed at one service point To make the service faster on mobile phones Which is adding a new service channel for customers And helps increase (Customer Loyalty) customer loyalty As well as creating (Brand Awareness) allowing users to remember the brand name of the product And other banking services The service bank therefore has to maintain the old user base and expand the base. New users added Therefore, the researcher is interested to study the factors that affect the selection. Mobile Banking application service of Siam Commercial Bank Public Company Limited in Bangkok, which the information received will be very useful for service providers banks to use research results to develop and improve the quality of services. This is to create the bank's competitive advantage. And in accordance with the needs and satisfaction of users as much as possible.

Objectives

To study factors affecting the decision to use mobile banking application of Siam Commercial Bank Public Company Limited in Bangkok

Research Hypothesis

1. Different demographic characteristics Affect the decision to use mobile banking application of Siam Commercial Bank Public Company Limited of users in Bangkok differently.

2. Service mix factors affecting the decision to use the service. Mobile Banking Applications of Siam Commercial Bank Public Company Limited of service users in Bangkok

3. The behavior of the transaction affects the decision to use the application service Offers Mobile Banking Bank of Thailand (s) of service users in Bangkok.

Conceptual framework

The researcher combines various variables including independent variables such as demographic characteristics of users of the Mobile Banking application of Siam Commercial Bank Public Company Limited, the behavior of transactions with Siam Commercial Bank Public Company Limited in Bangkok And service marketing mix factors, variable according to Is the decision to use the mobile banking application of Siam Commercial Bank Public Company Limited

2. Research Methodology

This research is quantitative analysis to study the factors that affect the decision to use mobile banking application of Siam Commercial Bank. Public Company Limited of the users in Bangkok. The operating process. The researcher reviewed the relevant literature. And using questionnaires as a tool for data collection The researcher has specified the research methodology as follows

Experiment

The researcher collected data from 400 samples by using the following steps.

3.1 Specify the sample group, consisting of 400 users of the Mobile Banking application of Siam Commercial Bank Public Company Limited in Bangkok.

3.2 400 sets of questionnaires used as data collection tools

3.3 Data collection from sample The researcher used simple random sampling by specifying the number of 400 respondents living in Bangkok. Who responded to the questionnaire via Google Forms and the researchers distributed the questionnaire online By the application line and facebook, the researcher then collected the data from the questionnaire distribution by using the convenience sampling method.

Research Instrument

The researcher used the questionnaire. (Questionnaire) is a tool used in this study, the questionnaire is a question about the decision to use the mobile banking application of Siam Commercial Bank Public Company Limited of users of the Siam Commercial Bank in Bangkok. The questionnaire is a questionnaire consisting of closed-ended questions. In which the researcher

has researched and adapted the questionnaires from the research concept similar to the ones already being researched. The researcher has arranged the content of the questionnaire to cover the information that needs to be studied by dividing the questionnaire into 4 parts.

Part 1 Personal data is a questionnaire regarding demographic characteristics of Answerer

Part 2 Marketing mix factors affecting the decision to use the Mobile Banking application of Siam Commercial Bank Public Company Limited

Part 3 Behavior in doing transactions with Siam Commercial Bank Public Company Limited in Bangkok

3. Research Results

Hypothesis 1: The different demographic characteristics affect the selection of mobile banking services of Siam Commercial Bank Public Company Limited of users in Bangkok differently.

1.1 Different genders affect the selection of mobile banking services of Siam Commercial Bank Public Company Limited of the users in Bangkok which are different from the study found that the sample group that has. The overall selection of the mobile banking services of Siam Commercial Bank Public Company Limited is no different.

1.2 Different age affects the selection of mobile banking services of Siam Commercial Bank Public Company Limited. Users in Bangkok are different from the study found that the sample group at the market. Foreign countries have chosen to use the mobile banking services of Siam Commercial Bank Public Company Limited in general differently, with samples collected between 31-40 years with the level of. It was more important for the decision to choose the Mobile Banking application service of Siam Commercial Bank Public Company Limited than the sample aged less than 20 years and the sample aged between 41-50 years had the opinion level towards the decision. Choose to use mobile banking services of Siam Commercial Bank Public Company Limited more than the sample group less than 20 years.

1.3 Different educational levels affect the selection of mobile banking services of Siam Commercial Bank Public Company Limited of users in Bangkok which are different from the study found that the sample group. Who have different educational levels with different educational levels, the selection of mobile banking services of Siam Commercial Bank Public Company Limited in general is not different.

1.4 The monthly income differs, affecting the selection of mobile banking services of Siam Commercial Bank Public Company Limited of users in Bangkok differently from the study found that the sample group. The respondents have different monthly income, choosing to use mobile banking services of Siam Commercial Bank Public Company Limited differently, with the sample group receiving income 50,001-70,000. The respondents have more opinions towards the selection of mobile banking services of Siam Commercial Bank Public Company Limited more than the sample group with incomes lower than 10,000 baht and the sample group with income between 50,001-70,000 Baht had more level of opinions towards the selection of mobile banking services of Siam Commercial Bank Public Company Limited than samples with income between 10,001-30,000 baht.

1.5 Different professions affect the selection of mobile banking services of Siam Commercial Bank Public Company Limited. Users in Bangkok are different from the study found that the sample group that has. There is no difference in the selection of the mobile banking services of Siam Commercial Bank in general.

Hypothesis 2: The marketing mix affects the selection of mobile banking services of Siam Commercial Bank Public Company Limited of service users in Bangkok. From the study, it is found that marketing mix participation affects the selection of mobile banking services of many Siam Commercial Bank. In terms of service provision, the most important part is physical assistance. Personal services and the rest are part of the mobile financial services of Siam Commercial Bank Public Company Limited regarding marketing promotion.

Hypothesis 3: Behavior in service selection affects the selection of mobile banking services of Siam Commercial Bank Public Company Limited of service users in Bangkok. From the data study, it is found that the majority of the sample group that uses the savings service will receive during 1-5 years. Siam Commercial Bank maximum 1 time / month. The most preferred channel is Mobile Banking service. Reasons for choosing mobile banking services. It's because of the convenience, speed and the most selective services in the mobile banking application. It's a money transfer service.

4. Research Discussion

From the study of factors affecting the decision to use mobile banking services of Siam Commercial Bank of users in Bangkok, the study has suggestions for improvement and development as follows: Most product samples are. The highest level of importance on overall product factors. Especially considering the reputation and credibility of the bank. And considering the security of personal information. Therefore, the bank should publicize for service users to be aware and understand about the safety of using mobile banking services of Siam Commercial Bank. In order to give the users confidence in the security system and the confidence in using the service of the bank, most of the price factors focus on the overall price factor at the highest level in all factors, so the bank should be with research surveys and plan operations related to price factors as appropriate and can create the most satisfaction for users. To increase the amount or frequency of using the service, such as activating the service without charge explanation of service fees clearly and setting service rates to suit the quality of service etc.

5. Recommendation

1. This study is conducted only for service users in Bangkok, therefore may. Causing the study results to not be meaningful in the overall picture of the group of users of all Siam Commercial Bank mobile banking applications. Therefore, the scope of education should be extended to sample groups in other areas, such as mobile banking users of Siam Commercial Bank in the metropolitan area. And provincial areas

2. This study conducted only for a sample group that used the Mobile Banking application service of Siam Commercial Bank. Therefore should conduct a study of sample groups that have not used additional services to study the reasons for not using the service, which is one way that can increase the number of users

3. Should study the problems encountered by users from using the Mobile Banking application service of Siam Commercial Bank. In order to be aware of various problems arising from using the service so that the information obtained can be processed and improved and develop appropriate Mobile Banking application services of Siam Commercial Bank And truly meet the needs of users

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0030

**The Study on Efficiencies of Working Capital Management, Asset Management
of Listed Companies in Stock Exchange of Thailand, Construction Industry**



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The Study on Efficiencies of Working Capital Management, Asset Management of Listed Companies in Stock Exchange of Thailand, Construction Industry

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Abstract

A study the affect operation of the working capital management for the company listed on the construction industry in Stock Exchange of Thailand. The working capital management is an important to liquidity profitability of the company for company manage suitability of financing policy and manage of working capital. The cost of lose opportunity in treating damage of profitability and the payment to compensate profits, profitability and ability to pay off future liabilities.

Keywords: Working Capital Management, Asset Management, Construction Industry

1. Introduction

The industry has been developed continuously to support the development of the country's successful industry. Financial and labor sectors continued to expand, with characteristics different from foreign countries. And we have to work in relief areas in unstable weather conditions, with changes in operations that are constantly being received, such as unpredictable rainfall such as rain, construction materials Foreign countries that require moving equipment and personnel at all times. With this, the construction business is a job with personnel working Capital management at a high level provides the knowledge and understanding of the capital management business that is needed to fund management with working capital management. Parliament is money management. The rest of the money will be converted into income within a full year. Secure marketing and sales of goods for trade, with the ability to make payments and payment with obligations such as salaries, payments under finance leases, working capital management will involve investments At rest and financing Capital management and personnel management Capital management for investment in short-term capital management and long-term capital management and capital management Compensation and working capital policies that are appropriate for the business.

Objectives

1. To study the problem conditions Working capital management for construction business operations.
2. To compare the problem solving abilities of grade 9 students at Wat Laem Fa Pha School using Enjoy Science and Problem Solving” program before and after learning.
3. To find a form of working capital management that is suitable for business operations Construction.

Research Hypothesis

1. Working capital influences the profitability of the construction services industry in the Stock Exchange of Thailand.
2. The distribution of recipients influences the profitability of the construction services industry in the Stock Exchange of Thailand.
3. Fast working capital influences the profitability of the construction services industry in the Stock Exchange of Thailand.

Conceptual Framework

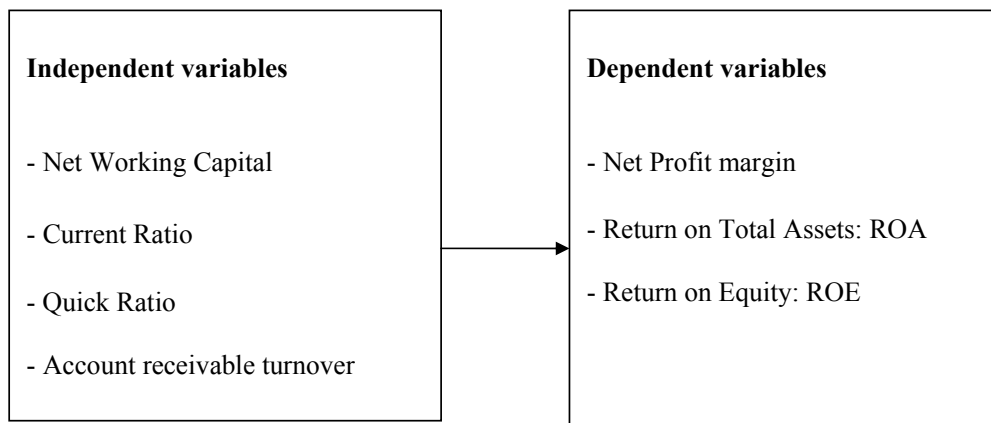


Figure 1 The conceptual framework of working capital management asset management of listed companies in Stock Exchange of Thailand construction industry

2. Literature Review

Somkeat Vorrprasittikun (2010) The study results indicated that the cash conversion cycle was the major factor affecting returns on total asset the most. In terms of profitability associated with firm sizes, the large firms were capable of making the highest profit. The second and third went to the medium and the small firms, respectively. In addition, sale, current assets, and total liability affected the firm's profitability in the same direction, while current liability released the opposite result. As a result, the working capital management by means of reducing cash conversion cycle and current liability including an increase in long term investment are the key strategies to raise the firm's profitability. Overall, the wood furniture industry in Thailand tends to associate with a declining trend in its profitability. Hence, a reduction in inventory period is a key factor to increase business's profitability by mean of applying the just-in-time inventory system. As such, the mid-size business should increase their fixed asset in order to reach its economics of scale. As such, the business's profitability can be raised in the future.

Chosita Pestonji and Sareeya Wichitsatian. (2019). This research is a quantitative study with an objective to 1) investigate the impacts of working capital on profitability and 2) develop and validate a structure equation model of working capital management and profitability. The main focus of this study included 43 agro and food industries in the Stock Exchange of Thailand. Secondary data for the past 3 years were analyzed using path analysis method. The results showed that 1) the model fitted the empirical data collected and 2) the company is able to increase its profitability by aiming at high liquidity in working capital management. In addition, shortening inventory conversion period and receivable collection period along with extending payable deferral period also help to gain higher profit.

3. Research Methodology

3.1 Population characteristics and The sample group selection

The population used in this study is a company registered in the Stock Exchange of Thailand, a total of 22 construction services industry, but because PAE (Thailand) Public Company Limited has notified its delisting on the day On 4 April 2016, therefore there is incomplete information during the Education wanted Therefore do not include this company information Leaving a total of 21 companies as follows

3.2 Sampling tools and methods

The instrument used in this study collected data from SETSMART. All characteristics of secondary data were annual financial reports disclosed in the Stock Exchange of Thailand 2014 to 2018.

3.3 Creating data collection tools

This study studies the working capital management that affects the operations of companies listed on the Stock Exchange of Thailand.

1. Financial data is the data from the accumulation of financial statements by using the information in the research as data of the Real Estate Development Division.

2. General information, such as information about financial performance, information about returns received from data collection from various relevant research sources

3.4 Data analysis methods

This study is to study the management of working capital that affects the operations of companies listed on the Stock Exchange of Thailand. Construction Service Group To analyze Such relationship Therefore data analysis is needed By using descriptive statistics which are

1. Initial data analysis The objective is to know the general characteristics of the variables collected. Presenting the study data also Calculation of percentage, mean, marimum and minimum to describe the characteristics of the sample Explanation of the use of working capital and explain the working capital usage behavior of the Thai Construction Services Industry Group

2. Data analysis to test the relationship between independent variables and dependent variables Which is a quantitative variable, will use the statistics for testing as follows

2.1 Pearson Correlation Coefficient Test to find the direction of relationship between 2 or more variables is a direct correlation test using the correlation coefficient (r) number which has the formula for calculating as follows:

$$r_{(X,Y)} = \frac{\frac{1}{n} \sum (X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\frac{\sum (X_i - \bar{X})^2}{n} \cdot \frac{\sum (Y_i - \bar{Y})^2}{n}}}$$

By 1.) $r_{(X,Y)}$ Correlation coefficient between X and Y

2.) $r_{(X,Y)}$ between -1 to 1 or $-1 \leq r_{(X,Y)} \leq 1$

3.) $r_{(X,Y)}$ if $r_{(X,Y)} \geq 0.8$ is Multicollinearity

High relationship	$-0.03 > r_{(X,Y)} > 0.08$
Moderate relationship	$0.50 < r_{(X,Y)} < 0.08$ or $-0.08 < r_{(X,Y)} < -0.50$
Low relationship	$-0.50 < r_{(X,Y)} < 0.50$
Not related	$r_{(X,Y)} = 0$

$r_{(X,Y)}$ (+) means relationship in the same direction

$r_{(X,Y)}$ (-) means relationship in the opposite direction

2.2 Multiple regression analysis is to find the relationship between independent variables and dependent variables. That has relationships in linear By showing relationships In the regression model Regression analysis

From basic theoretical concepts Net profit ratio Return on total assets and return on equity Depends on the investment in both the term Short and long In this case, we mainly study the short-term investment. From current assets management and current liabilities With important independent variables which are Net working capital (NWC), working capital ratio (CR), quick working capital ratio (QR) and variable according to the debt turnover ratio (ART) .In addition, the net profit margin (NPM), return on total assets (ROA) and result rates. Return on equity (ROE) should be considered trends. Therefore, in the linear regression analysis of this study, there are 3 equations based on the analysis. Relationships of various variables Which are defined in the following model

$$\begin{aligned} \text{NPM} &= f(\text{NWC}, \text{CR}, \text{QR}, \text{ART}) \dots (1) \\ \text{ROA} &= f(\text{NWC}, \text{CR}, \text{QR}, \text{ART}) \dots (2) \\ \text{ROE} &= f(\text{NWC}, \text{CR}, \text{QR}, \text{ART}) \dots (3) \end{aligned}$$

From the relation function above Can be defined as the econometric model as follows

$$\begin{aligned} \text{NPM} &= \beta_0 + \beta_1 \text{NWC} + \beta_2 \text{CR} + \beta_3 \text{QR} + \beta_4 \text{ART} + \varepsilon \dots (1) \\ \text{ROA} &= \beta_0 + \beta_1 \text{NWC} + \beta_2 \text{CR} + \beta_3 \text{QR} + \beta_4 \text{ART} + \varepsilon \dots (2) \\ \text{ROE} &= \beta_0 + \beta_1 \text{NWC} + \beta_2 \text{CR} + \beta_3 \text{QR} + \beta_4 \text{ART} + \varepsilon \dots (3) \end{aligned}$$

Where the definition of methods for calculating units of variables and coefficients is shown in Table 1.

Table 1 Variables, definitions, calculation methods and units of translators used in the study

Variable / Coefficient	Meaning	Calculation method	Unit
NPM	Net Profit margin	Net income ÷ sales	%
ROA	Return on Total Assets	Net income ÷ Average total asset	%
ROE	Return on Equity	Net Income ÷ Shareholder's Equity	%
NWC	Net Working Capital	Current Assets - Current Liabilities	Million baht
CR	Current Ratio	Current Assets ÷ Current Liabilities	ratio
QR	Quick Ratio	(Current Assets – Inventories –Prepayment) ÷ Current Liabilities	ratio
ART	Account receivable turnover	Net credit sales Average ÷ accounts receivable	time
β_0, \dots, β_4	Coefficient	-	-
ε	Error	-	-

4. Research Results

The results of the multiple regression analysis between the net working capital ratio (NWC), working capital ratio (CR), quick turnover ratio (QR) and debt turnover ratio (ART) that influence Return on total assets (ROA) of construction services industry companies listed on the Stock Exchange of Thailand Found that there are 4 independent variables that influence Return on total assets (ROA) of construction services industry companies listed on the Stock Exchange of Thailand Significantly (Sig. < 0.05) are working capital ratios (CR), quick capital ratios (QR) and debt turnover ratios (ART).

Conclusion of multiple regression analysis, all 3 hypothesis equations found that the second equation is only one Between the net working capital ratio (NWC), working capital ratio (CR), quick

turnover ratio (QR) and debt turnover ratio (ART) that influence Significant return on total assets (ROA) (Sig. < 0.05) can create a multiple regression equation as follows

Multiple regression equation $ROA = \beta_0 + \beta_1 NWC + \beta_2 CR + \beta_3 QR + \beta_4 ART$

$$ROA = -14.290 + 0.001NWC - 17.890CR + 18.848QR + 2.847ART$$

When	ROA	= Return on Total Assets (%)
	NWC	= Net Working Capital (Million baht)
	CR	= Current Ratio (ratio)
	QR	= Quick Ratio (ratio)
	ART	= Account receivable turnover (time)

5. Research Discussion

Independent study on the relationship between financial performance and profitability of Construction services industry group listed companies in the Stock Exchange of Thailand in 7 ratios which are Net Working Capital (NWC), Working Capital Ratio (CR), Rapid Capital Ratio (QR), Debt Turnover Ratio (ART), Net Profit Ratio (NPM)) Return on total assets (ROA) and return on equity (ROE). The research found that:

The working capital ratio (CR) has a direct relationship with the net profit ratio (NPM) of the construction services industry registered in the Stock Exchange of Thailand.

The working capital (CR) ratio is in the opposite direction to the return on total assets (ROA) of the construction services industry registered in the Stock Exchange of Thailand.

The quick working capital rate (QR) has a direct relationship with the return on total assets (ROA) of the construction services industry listed on the Stock Exchange of Thailand.

The net working capital (NWC) is in the opposite direction to the return on total assets (ROA) of the construction services industry registered in the Stock Exchange of Thailand.

The net working capital (NWC) has a direct relationship with the return on total assets (ROA) of the construction services industry group that is listed on the Stock Exchange of Thailand.

6. Recommendation

Independent study on Working capital management that affects the operations of listed companies and companies in the Stock Exchange of Thailand According to the Construction Services Industry Group, it is found that if using the hypothesis testing method, the ratio that has a relationship with the profitability of the Construction Services Industry Group is 4 ratios, Net Working Capital (NWC), Working Capital Ratio (CR), Financial Ratio Quick revolving capital (QR) and debt turnover ratio (ART). Analysts should focus on the analysis of equity. The title includes the decision together with the analysis of the economic situation, the political groups of the project construction.

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The Relationships between Financial Performance and Market Price of The Real Estate Development Group Registered in The Stock Exchange of Thailand

**RCGR^{4th}
2019**

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The Relationships between Financial Performance and Market Price of The Real Estate Development Group Registered in The Stock Exchange of Thailand

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Abstract

Independent study of the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand. The aim is to study the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand. By using 5 financial ratios, liquidity ratio, efficiency ratios, leverage ratio, profitability ratio and market value ratios. The data used in this study is secondary data. Compiled from the 2014-2018 financial performance. Analyze basic data by presenting data with minimum, maximum, mean and standard deviation. Test the relationship between independent variables and track variables to find the direction of the relationship by testing Pearson's Product Moment Correlation Coefficient and finding the relationship between independent variables and variables followed by multiple regression analysis. The relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand consisting of 4 ratios which are current ratio (CR) which are in the opposite direction to the market price (MKP), return on assets (ROA), return on equity (ROE) and earnings per share (EPS) are in the same direction as the market price (MKP).

Keywords: Financial Performance, Finance Ratio, Stock Price, Property Development

1. Introduction

The year 2019 is still a difficult year for "real estate business" because the gross margin still exists during the "downturn" after real estate development. To protect commodities and sustain business during the uncertainty throughout the year 2019, housing care loans (Loan-to-Value) of the Bank of Thailand. Taxes and buildings that will be used in 2020, travel directions. Developing such a sales strategy may cause the "core profit margin" to fall to Nearby points during the major flood crisis in 2012 and after the coup in 2014 at 14% and 14.5% (Bualuang Securities, Online, 2019)

The current economic conditions have a huge impact on investment. Including exports, imports of tourism Domestic consumption is linked to the global economy overview. Which affects the investment of real estate business listed on the Stock Exchange of Thailand Making investors not sure about the decision to invest money So, investors should find a way to invest. Which should take into consideration the interest received and the risk diversification of investments by not choosing to invest in any one form alone (Portfolio management), investors must consider the safety of the investment is important. So, choosing a low-risk investment institution. and has high investment liquidity So, it should be considered more than high risk institutions. And have low investment liquidity Investment is considered to increase the value of money. Allowing investors to receive profits or return on investment. The investor has income in the form of interest, dividends, rental income. Also, the investment is to maintain the purchasing power of investors from the inflation that occurred. But the money power in the hand remained unchanged Because investors have invested money to grow until the result of inflation. Make wealth. And helping to achieve financial goals faster Also, investments are important. To the country's economic system as well Because all investors' investments will circulate to those who lack funds to develop or expand the business, including the construction of factories Machine buy Employment Raw material buy Production expansion Including investment in government projects, which these production and investment will create employment and continuing to other business sectors. Also, the government can also use investor funds to circulate in national development. Investment so reflects wealth in the country. Analyzing securities using financial ratios can help you find relationships between assets, liabilities, capital, income and expenses, which will help us assess your financial position. And the profitability of the business Which may be compared to the business in the past or compare with competitors or compare with the industry average. Real estate investment is popular Because if depositing money into the bank Interest rates less than the inflation rate or equal while investing in real estate Gives a higher return than inflation Especially for rent as the rental rate can be adjusted according to the inflation rate. So, many people believe that investment can overcome inflation. Is investing in real estate Especially if you can choose a good location There are many opportunities for profit, such as increasing land prices. And profit from property rental (Department of Industrial Promotion, online, 2016)

So, the researcher sees the importance of choosing to study about "The relationship between financial ratios and securities prices of real estate developers listed on the Stock Exchange of Thailand" for the benefit of users of all types of financial statements in making economic decisions. Since those financial statements are the financial reports of the company Which was prepared according to the accounting method It is a list of reports of various activities occurring during a certain accounting period. Financial statement analysis so uses various tools as the company's operating results by considering the financial statements to know the financial status. And the stability of that company to make investment decisions. And is a sample case that is used in further study

2. Objectives

1. To study the financial performance of real estate development groups registered in the Stock Exchange of Thailand.
2. To study the market price of the real estate development groups registered in the Stock Exchange of Thailand.
3. To study the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand.

the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand.

3. Research Hypothesis

1. Liquidity Ratios the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand.
2. Efficiency Ratios the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand.
3. Leverage Ratio the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand.
4. Profitability Ratios the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand.
5. Market Value Ratios the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand.

4. Conceptual Framework

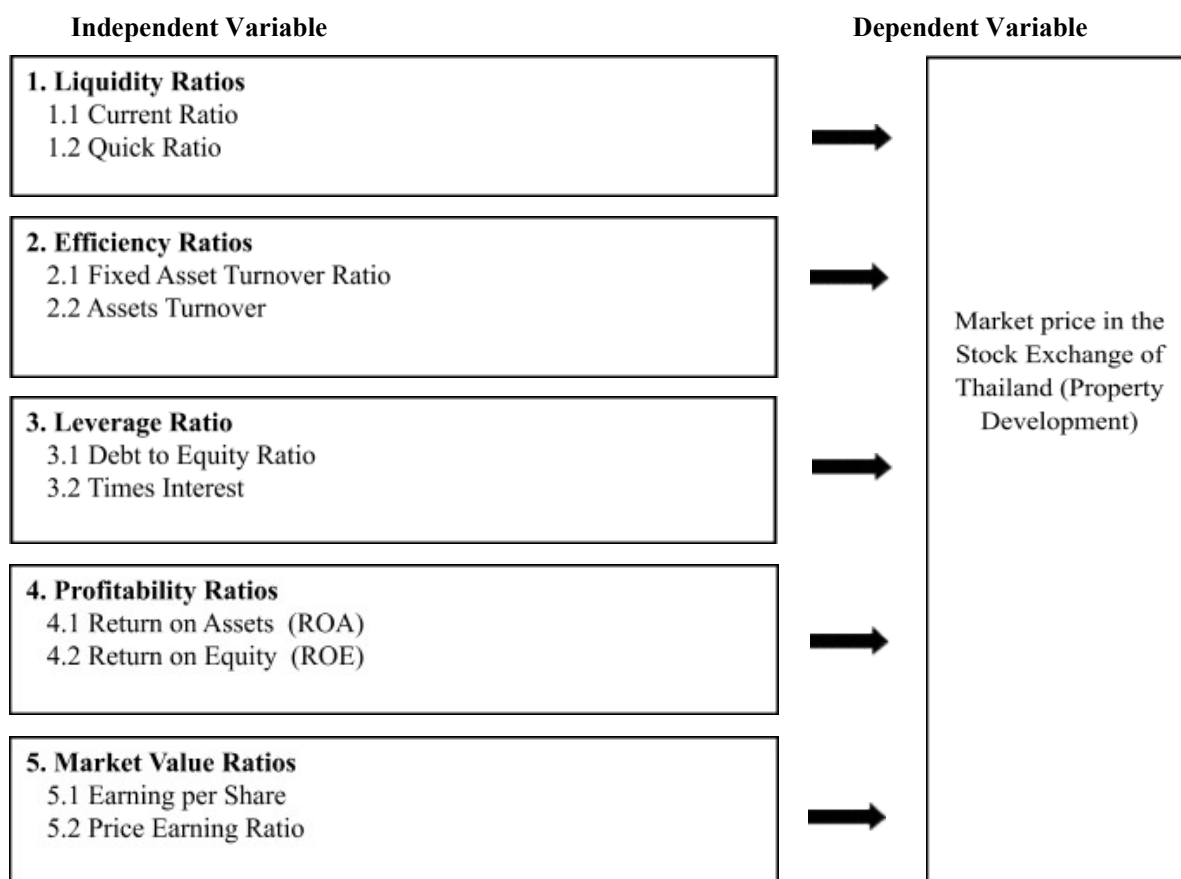


Figure 1 The Conceptual Framework

5. Expected benefits from research

1. In order to know the financial performance which affects the price of securities of the Property Development Division.
2. As a guideline to help analyze basic information in making investment decisions in real estate by considering financial performance that affects securities prices.

6. Research Methodology

This study is a qualitative study. To study the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand. The procedures of the researcher reviewed the relevant literature. Use secondary data from SETSMART as the correct source of information. And the most reliable Is a tool for data collection. The researcher has specified the research regulations as follows:

Population and Sample Groups

Population (population) used in this study is a company registered in the Stock Exchange of Thailand 2014 - 2018 for the past 5 years, a total of 56 companies.

Research Instrument

The instruments used in this study collected data from SETSMART as secondary data from financial reports by recording data.

1. Financial ratios 10 ratios is data collection from financial report 2014 to 2018.
2. The market price is recording data calculated from the summary of the trading of the company's securities on the Stock Exchange of Thailand between 2014 to 2018.

7. Research Results

Independent study on the relationship between financial performance and market price of real estate development groups registered in the Stock Exchange of Thailand, all 10 ratios, is current ratio (CR), quick ratio (QR), fixed asset turnover ratio (FAT), total asset turnover ratio (TAT), debt to equity ratio (DER), times interest ratio (ICR), return on assets (ROA), return on equity (ROE), earning per share (EPS) and price earnings ratios (P/E). The results show that financial ratios there are relationship with market price consisting of 4 ratios which are current ratio (CR) which are in the opposite direction to the market price (MKP), return on assets (ROA), return on equity (ROE) and earnings per share (EPS) are in the same direction as the market price (MKP)

Current ratio (CR) is in the opposite direction to the price of the securities (MKP). That is, if the current ratio changes market prices will change, on the other hand, decrease. If the current ratio has changed or decreased market prices will change, on the other hand, increase.

Return on assets (ROA) is in the same direction as the market price (MKP). That is, the return on assets has changed or increased. As a result, market prices will change, increase or decrease in the same way.

Return on equity (ROE) is in the same direction as the market price (MKP). That is, the return on equity has changed or increased. As a result, market prices will change, increase or decrease in the same way.

Earnings per share (EPS) is in the same direction as the market price (MKP). That is, the earnings per share has changed or increased. As a result, market prices will change, increase or decrease in the same way.

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**Tourist Satisfaction of Laos and Foreign Tourists Towards
Tham Nang Ane Cave, Thakaek District, Khammoune Province, Lao PDR**

**RCGR^{4th}
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Tourist Satisfaction of Laos and Foreign Tourists Towards Tham Nang Ane Cave, Thakaek District, Khammoune Province, Lao PDR

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Abstract

The study on tourist satisfaction of Laos and Foreign Tourists Towards Tham Nang Ane Cave, Thakaek district, Khammoune Province, Lao PDR is a descriptive research. This study has two objectives; 1) to survey tourist satisfaction of Laos and foreign tourists toward Tham Nang Ane Cave; 2) to compare tourist satisfaction between Laos and foreign tourists toward Tham Nang Ane Cave. The survey is to collect different aspects of tourist satisfaction. The study did sampling 400 questionnaires from Lao and foreign tourists. The result of population data shows that there is highest number of tourists of 21-40 years. They are young and mostly working age. Lao tourists are highest proportion; 40%, and the remaining are from foreign countries. Lao tourists have a moderate satisfaction, but foreign tourists have the most satisfaction. There is a significant difference of tourist satisfaction between Laos and foreign tourists toward Tham Nang Ane Cave (significant level = 0.05). This study is beneficial to tourism entrepreneurs and relevant tourism agencies of Thakaek district, Khammoune province, Lao PDR in order to improve and develop better natural-based tourism places in the future and to improve tourism management of Lao PDR.

Keywords: Satisfaction, Natural-Based Tourism, Tourist, Lao PDR

1. Introduction

Tourism income of Lao PDR is currently significant and increasing during 2002-2010 and had built hiring for Laos approximately 600,000 persons (Ministry of Tourism, Lao PDR, 2015). In 2014, there was 4,158,719 tourists and valued of 641,638,543 US\$ (Ministry of Information, Culture and Tourism, 2014). Tourism sector has been growing evidently and rapidly and becomes high proportion national income for Lao PDR. Lao PDR is richest in natural resources where have high potential and attractive for tourism development.

Khammoune district is located in the middle of Lao PDR where is opposite to Nakhon Phanom province of Thailand and connected to the boarder of Hating province, mid Vietnam. Khammoune

province has 16,315 square kilometer with 336,935 inhabitants living in 9 districts. The province is one of the most popular tourist destination of domestic and international tourists because their natural unique beauty. The number of tourists has substantially increased and causing to substantial tourism incomes (Table 1).

Table 1 Tourism statistic of Lao PDR (2015-2017)

No.	Tourist sector	2015	2016	2017	Note
1	Domestic	159,232	163,799	135,516	
2	International	313,674	374,228	329,008	
	Total	472,906	538,029	464,704	
	Income (Kip)	280,895,794,000	345,502,776,547	338,303,003,333	Kip

Substantially, tourism becomes crucial for Lao PDR's income. In order to promote national tourism, a better understanding of tourism satisfaction is valuable how support to popularity. This study interests to assess tourism satisfaction on nature-based tourism destination of Khammoune province; Tham Nang Ane Cave. Rationale for the study is as follows:

- 1) It is one of the most popular nature-based tourist destination of Khammoune province for both domestic and international tourists;
- 2) It is a convenient location for travel to visit from Thakaek district where is centered of the province for transportation;
- 3) There are some efforts to promote tourism at the tourism site.

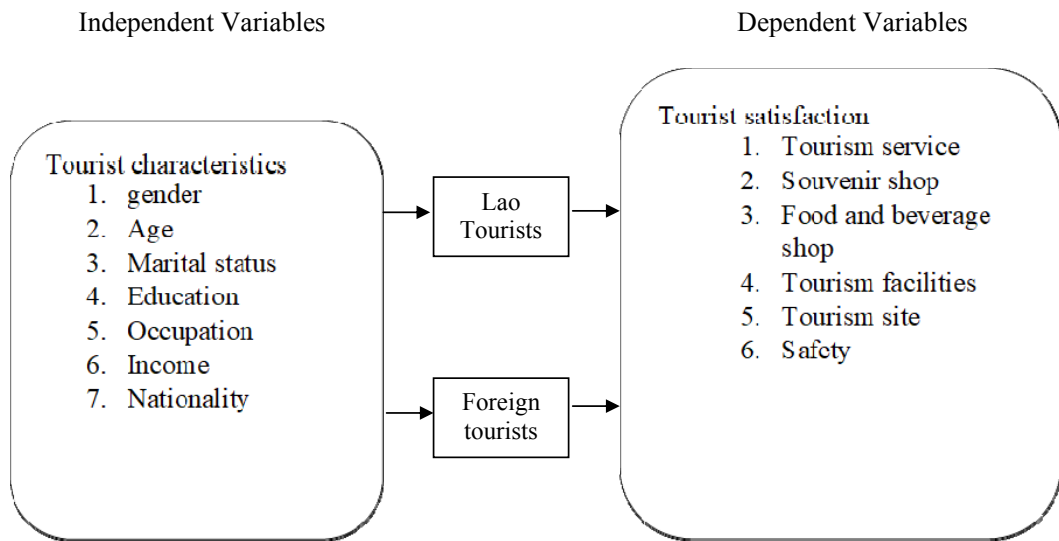
2. Objectives

- 1) To investigate satisfaction of Laos and foreign tourists towards Tham Nang Ane Cave, Thakaek district, Khammoune province, Lao PDR.
- 2) To compare the difference of satisfaction of Laos and foreign tourists towards Tham Nang Ane Cave, Thakaek district, Khammoune province, Lao PDR.

3. Research Hypothesis

Laos and foreign tourists have different satisfaction level towards Tham Nang Ane Cave, Khammoune province, Lao PDR in aspect of; 1) tourism service; 2) tourism site; 3) souvenir shop; 4) restaurant and beverage shop; 5) tourism facilities and 6) safety.

4. Conceptual Framework



5. Literature Review

Wanna (2550) learnt about the composition of the population refers to the characteristics of the population in various fields: gender, age, housing, education status, ethnicity, language and religion, etc. Age and gender elements are fundamental elements or attributes of the population that are considered more important than other elements because they are important factors that affect the birth, death and migration. They are an integral part of the change in size, composition and population distribution. Yubon (2542) discussed the demographic concepts as a theory of the principles of the cause. In other words, human behavior is caused by external forces to stimulate. Therefore, people with different demographic qualities have the opportunity to behave differently. This concept meets the theory of social groups that explain that a person's behaviour relates to a variety of demographic characteristics, which these characteristics can be classified into groups. Individuals with similar behavior are often in the same group. In regard to satisfaction for travel, Yubon (2542) has discussed the concept of population as a theory that uses the principles of the cause as a result. In other words, human behavior is caused by external forces to stimulate. Therefore, people with different demographic qualities have the opportunity to behave differently. This concept meets the theory of social groups that explain that a person's behaviour relates to a variety of demographic characteristics, which these characteristics can be classified into groups. Individuals with similar behavior are often in the same group. In accordance with Saijitr (2546) , It is said that satisfaction is a feeling of something that is both positive and negative. But when it can fulfill the needs or achieve the purpose, it will feel positive, but in contrast, if anything creates a feeling of disappointment. Not achieving the aim would be a negative feeling of unpleasant feelings with the meaning of it. It is known to be a sense of travel. Anek et al (2548) has given the meaning of satisfaction that the satisfaction is the level of positive feelings of a person to one thing, with a characteristic satisfaction of the services. It is a positive expression of the person who is caused by evaluating the difference between what is expected of what is actually given in one of the situations. This can be changed by environmental factors and circumstances. Thongpoon (refer In Wissawa Julkaew, 2556) said that satisfaction means feelings of love, be willing to willingly or have a good attitude of a person to something. The satisfaction will occur when responding to the needs of both

the object and the mind. Choranee (referred in Wissawa Julkaew, 2556) defined that it means feeling like or dislike, or any other factors related to our feelings of pleasure. Will occur when the individual needs are met or achieving a certain level of aim. Such feelings will be reduced or no longer occur if the demand or purpose Not received a response. Jittinan (2545) summarized that sightseeing service, convenient access, receiving information, travel guides, tourism response, and environment and the atmosphere makes a lot of satisfaction. Chalongsri (2531) describes that the factors that cause travel decisions are cost, time, and intent to travel. As a result, they influence on decision of international tourists (Thai, Chinese, and German) to travel and visit Tham Nang Ane Cave.

From the review of the relevant research, it allows to understand that the demographic characteristics of tourists; consisting of gender, age, income, and hometown, may affect the level of satisfaction of tourists visiting natural attractions; Tham Nang Ane Cave. Also, it results to other tourist behaviors; namely travel time, how to get there, places to stay, projected costs and travel information provided. Additionally, understanding of the theory and concept of satisfaction on tourism and demographic characteristics and natural attractions of Tham Nang Ane Cave leads to a formulation of conceptual framework of the study and design of the research Methodology.

6. Research Methodology

This study is a survey research to investigate tourist satisfaction of Lao and foreign tourists towards Tham Nang Ane Cave, Khammoune province, Lao PDR. The research methodology consists of;

6.1 Population and samples:

Population in the study is Lao and Foreign tourists who visit Tham Nang Ane Cave. Due to a lack of tourist statistics of tourist population at tourist location, samples are determined by general formula in case of unknown population. The sample number is 378; but rounded to 400 samples. However, the owner of tourist site informed that there is both Lao (domestic) and foreign tourists, so the samples will include both proportionally.

6.2 Research tool:

The study designs questionnaire survey for tourists in Lao, Thai and English languages to interview and collect data on tourist satisfaction towards Tham Nang Ane Cave. The questionnaire is designed to incorporate all variables aimed to study. The questionnaire consists of 3 parts;

Part 1: Population data of tourist samples

This part consists of the questions on personal factors of tourists namely gender, age, marital status, education, occupation, and income. They are close-end questionnaire which is multiple choices type. There are 7 questions.

Part 2: Tourist satisfaction aspects

This part consists of the questions of rating scale of satisfaction level of tourists in different aspects (variables). Rating scale is divided into 1 to 5 level according satisfaction rating. There are 24 questions.

Part 3: Opinion and recommendation of tourists

This part opens for additional opinion and recommendation of tourists to write down.

6.3 Data collection:

Primary data is performed by questionnaire survey of 400 samples by random and convenient sampling of tourists who visit Tham Nang Ane Cave. In addition, secondary data is collected and reviewed from relevant studies and public information including thesis and research study via internet.

6.4 Statistic application:

Descriptive statistic is applied to analyse population data obtained from Part 1 and Part 2. Frequency and percentage are described for population data. Also, inferential statistic is applied to test research hypothesis whether it is a difference between tourist satisfaction in different variables; namely gender, age, marital status, education, occupation, income and nationality. One-way analysis of Variance (One-way ANOVA) and F-test are applied to test whether Lao and foreign tourists have a significant difference in satisfaction of Tham Nang Ane Cave.

7. Research Results

The research study delivers its results by description and summary tables into 4 parts as follows;

Part 1: Population data of tourist samples

Population data of 400 tourist samples is summarized by percentage statistics. Age of 21-40, 41-60 and below 20, and above 61 years old are 43.5, 26.5, 17.5 and 12.5 percent respectively. Female and male are 48.0 and 52.0 percent respectively. Majority of them are married (43.5 percent). 28.5 and 28.0 percent are single and divorced. Education is rather high; 37.8 percent undergraduate, 36.5 percent below undergraduate, 16.8 percent master and 9.0 percent higher. Tourists' occupations are private enterprise, student, government service and businessmen are 40.8, 19.8, 18.8 and 9.0 percent respectively. Their income scales are 20,001-30,000, 30,001-40,000, 10,001-20,000, 40,001-50,000 and lower than 10,000 baht per year as 17.8, 25.8, 22.0, 14.0, 13.3 and 7.2 percent respectively. They are mostly travel to visit by group; not single tourist, 63.0 percent as couple, 24.5 percent as family, 10.8 percent as friends, only 1.8 percent as a single. Of 400 tourist samples, 160 (40.0 percent) are Laos, Thailand (23.8 percent), China (21.0 percent) and Germany (15.3 percent).

Part 2: Tourist satisfaction of Laos tourists towards Tham Nang Ane Cave, Thakaek district, Khammoune province, Lao PDR

Table 2 Level of Laos tourist satisfaction on tourism services at Tham Nang Ane Cave

Tourism services	Level of tourist satisfaction			
	\bar{X}	S.D.	Level	Order
1. Accommodation	2.99	1.049	moderate	4
2. Food and beverage	3.15	1.034	moderate	1
3. Tourism information	3.10	.990	moderate	2
4. Tour guide	2.99	1.012	moderate	5
5. Safety at site	3.05	1.057	moderate	3
6. Transportation	2.88	1.054	moderate	6
Total	3.02	.916	moderate	

- 1) Tourism services: Level of tourist satisfaction of Lao tourists is moderate (\bar{X} = 3.02).
- 2) Tourism place: Level of tourist satisfaction of Lao tourists is moderate (\bar{X} = 2.90).
- 3) Food and beverage shops: Level of tourist satisfaction of Lao tourists is moderate (\bar{X} = 2.75).
- 4) Tourism facilities: Level of tourist satisfaction of Lao tourists is moderate (\bar{X} = 2.90).
- 5) Safety: Level of tourist satisfaction of Lao tourists is moderate (\bar{X} = 2.99).

In summary, Lao tourists have a satisfaction level toward Tham Nang Ane Cave at moderate level (averaged = 2.99) for all variables; services, tourist place, food and beverage shop, facilities and safety. Lao tourists have a rather higher level of satisfaction on services and safety. Moderate level of satisfaction might be caused by their frequent visit to this local place in comparison with other tourist places nearby and other provinces.

Part 3: Tourist satisfaction of Foreign tourists towards Tham Nang Ane Cave, Thakaek district, Khammoune province, Lao PDR

Table 3 Level of tourist satisfaction of foreign tourists on services towards Tham Nang Ane Cave, Thakaek district, Khammoune province, Lao PDR

Tourism services	Level of tourist satisfaction			
	\bar{X}	S.D.	Level	Order
1. Accommodation	4.11	.367	High	5
2. Food and beverage	3.79	.344	High	6
3. Tourism information	4.41	.313	Highest	3
4. Tour guide	4.51	.362	Highest	1
5. Safety at site	4.39	.436	Highest	4
6. Transportation	4.46	.404	Highest	2
Total	4.44	.261	Highest	

- 1) Tourism services: Level of tourist satisfaction of foreign tourists is the highest (\bar{X} = 4.44).
- 2) Tourism place: Level of tourist satisfaction of Lao tourists is the highest (\bar{X} = 4.41).
- 3) Food and beverage shops: Level of tourist satisfaction of foreign tourists is the highest (\bar{X} = 4.51).
- 4) Tourism facilities: Level of tourist satisfaction of foreign tourists is the highest (\bar{X} = 4.39).
- 5) Safety: Level of tourist satisfaction of foreign tourists is the highest (\bar{X} = 4.46).

In summary, foreign tourists (samples from Thai, China and Germany) have a satisfaction at the highest level for all variables; services, tourist place, food and beverage shop, facilities and safety. The most satisfaction goes to food and beverage shops and safety. The highest satisfaction might be caused by service providers in the tourist site for foreigners. They deliver good quality of services and food. They are very welcoming and helpful to foreign tourists at best.

Part 4: Hypothesis testing on a difference of tourist satisfaction

Study hypothesis: a difference in tourist home-base will impact on their satisfaction towards Tham Nang Ane Cave, Khammoune province, Lao PDR

H₀: Difference in tourist home-base does not influence on their satisfaction towards Tham Nang Ane Cave, Khammoune province, Lao PDR

H₁: Difference in tourist home-base does influence on their satisfaction towards Tham Nang Ane Cave, Khammoune province, Lao PDR

Table 4 A comparison of tourist satisfaction of tourists who come from different home-base (countries) towards Tham Nang Ane Cave, Khammoune province, Lao PDR

Tourist satisfaction	Sources of variation	df	SS	MS	F	Significant level
1. tourism services	Between groups	3	20.854	6.951	8.762	.000*
	Within groups	396	314.176	.793		
	Total	399	335.030			
2. tourism place	Between groups	3	2.882	7.961	.481	.000*
	Within groups	396	371.704	.939		
	Total	399	395.586			
3. Food, beverage and stores/shop	Between groups	3	23.376	7.792	.918	.000*
	Within groups	396	446.060	1.126		
	Total	399	469.436			
4. Facilities	Between groups	3	9.187	.062	.815	.000*
	Within groups	396	317.897	.803		
	Total	399	327.084			
5. Safety	Between groups	3	22.432	7.477	.574	.000*
	Within groups	396	345.341	.872		
	Total	399	367.773			
Total	Between groups	3	18.776	6.249	.325	.000*
	Within groups	396	297.688	.752		
	Total	399	316.464			

* Sig.<0.05 means statistically significant difference

Testing the study hypothesis by F-test (Table 4), it is concluded that tourists who came from different home-base (countries) have a significant difference in satisfaction on Tham Nang Ane Cave. In comparison, Laos tourists have a significant difference with foreign tourists (Thais, Chinese, and German) in satisfaction on Tham Nang Ane Cave, Khammoune province, Lao PDR at significant level 0.05.

8. Research Discussion

For study objective No.1: to investigate tourist satisfaction of Laos and foreign tourists, tourist samples are slightly more female, more age range of 21-40 years old, most be married, more private occupation, average income between 20,001-30,000 baht per month, often be coupled travelling, Laos tourists are more than foreign tourists. Among foreign tourists, Thais tourists visit more than others. The population composition varies on gender, age, home, marital status, education, occupation, nationality, language and religion etc. These independent variables of tourist population are important to determine and result to their difference behavior and satisfaction (Sirirat, 2550 B.E and Yubon, 2542 B.E.). Behavior of tourists is dependent on population variables which stimulating their responses, rationale and just. Saijitr (2546) explained that satisfaction is a kind of either positive or negative response whether to achieve their expectation and need. Anek et al.(2548 B.E) explained that satisfaction is the feeling on something happened when comparison between their expectation and experience. If it is up to the expectation, they will satisfy and vice versa. Their feeling could change in response to situation and context. The study found out that tourist satisfaction varies dependent of population characteristics.

For study objective No.2: to compare tourist satisfaction whether there is a significant difference between satisfaction of Laos and foreign tourists, this study finds out that foreign tourists are most satisfied with while Laos tourists are moderately satisfied with Tham Nang Ane Cave. Jittinan (2545 B.E.) concluded that there are a number of factors influencing tourist satisfaction; namely tourism services at site, environment and atmosphere of tourist location, tourist information availability. Also, Chalongsri (2531 B.E) explained that influencing factors on tour choices might consist of tour expense, timing, and tourist intention. These are among influencing factors which foreign tourists (Thais, Chinese and Germans) make decision to visit Tham Nang Ane Cave. Tour expense to this tourist site is relatively inexpensive due to short distance from Thakaek town (only 10 kilometer) and it is convenient to come by.

9. Conclusion

There is a significant difference of tourist satisfaction between Laos and foreign tourists toward Tham Nang Ane Cave (significant level = 0.05). This study is beneficial to tourism entrepreneurs and relevant tourism agencies of Thakaek district, Khammoune province, Lao PDR in order to improve and develop better natural-based tourism places in the future and to improve tourism management of Lao PDR. The study research recommends the following;

1) In order to collect more details and accurate data out of the questionnaire, it is recommended that some questions might be modified to suit different languages and culture of tourist nationality to ensure correct communication via an interview.

2) The results of tourist satisfaction known from the study both of Laos and foreign tourists at Tham Nang Ane Cave could be learnt of and used to improve other tourist attraction sites in the future.

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Marketing Factors of Consumers in Bangkok: An Empirical Study



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Abstract

The purposes of this research study were: 1) to study the marketing factors of consumers in Bangkok. 2) To study the satisfaction of online purchasing decisions of consumers in Bangkok, and 3) to study the marketing factors that influence the satisfaction of online shopping decisions of consumers in Bangkok. The sample group used in the research was General public aged 20-50 years, both male and female were having behavior that used to buy products online and live in the Bangkok area of 400 people. The questionnaires as a tool in Data collection of the statistics used for data analysis are Frequency, Mean, Percentage and Standard Deviation. And Pearson Correlation was used to test the relationship between variables in each hypothesis. T-test and One-Way ANOVA were used to test the sub-hypothesis. The result of the study found that the majority of the respondents are female, with 263 people and aged between 20-29 years, a total of 80 people are 112 private company employees and 212 bachelor's degrees. Marketing factors that influence online purchasing decisions of consumers in Bangkok in terms of product, price, marketing promotion, product delivery system, return policy and customer service is the average result has the highest level of influence on consumers. In order from the marketing factors which affect the consumers from the most to the following order product delivery system, product, price, marketing promotion, return policy and customer service. Finally, Satisfaction factors in making online purchasing decisions of consumers in Bangkok which has the most effect on consumers is the topic Fast shipping after ordering via the website is the topic that the sample is most satisfied.

Keywords: Product Delivery System, Product, Price, Marketing Promotion, Return Policy, Customer Service

Introduction

Currently, there are many forms of marketing, both offline and online, but in the past year 2018, entrepreneurs in Thailand are increasingly popular in online marketing. Because various sympathetic tools can help to reach consumers more easily than offline marketing. For example, GRAB, a food ordering service via mobile application in which operators can enter their product details into the application and can work together with GRAB to create various discount promotions. For added convenience more comfortable and creating more opportunities for businesses in the area of online customers.

In addition, most entrepreneurs have adapted their marketing strategies to suit their products or services in order to gain access to marketing factors that influence consumer satisfaction in online shopping decisions in Bangkok And can meet the demand, such as hiring famous people or celebrities online to review products to make interested people interested in buying that product, creating brand stories through video clips on YouTube or Facebook to make products Or services with higher added value and attracting consumers' attention, creating promotions, discounts, redemption, giveaway for consumers who buy products online, Including payment terms that can be paid in installments without interest, etc.

Also, a survey of internet user behavior in Thailand in 2018 found that Thai people use the internet averaging 10 hours 5 minutes divided into work days and school days 9 hours 48 minutes per day and holidays 10 hours 54 minutes per day. The maximum age range per day is Gen Z and Gen Y followed by Gen X and Baby Boomer. It can be divided into percentages of each tool according to popularity, namely YouTube 98.8%, LINE 98.6%, Facebook 96.0%, Facebook Messenger 88.4%, Instagram 67.2. %, Pantip 64.2%, Twitter 43.0% and Whats App 10.6%. This survey is part of the data that can help us analyze Marketing factors that influence Satisfaction with online shopping decisions of consumers in Bangkok.

From the history and importance of the above problems, it can be seen that the importance of marketing factors are more varied. In addition, online systems that are applied together make consumers buy immediately. The researcher therefore chose Study the relationship between marketing factors that influence Satisfaction in online shopping decisions of consumers in Bangkok that is one of the importance of every human being's lifestyle. To study and develop For the benefit of applying to the business of researchers and future generations.

Objectives

1. To study marketing factors of consumers in Bangkok
2. To study the satisfaction of online purchasing decisions of consumers in Bangkok
3. To study the marketing factors that influence Satisfaction in online shopping decisions of consumers in Bangkok

Research Hypothesis

1. Products effected to the online shopping decisions of consumers.
2. Prices effected to the consumers' online shopping decisions.
3. Marketing promotion effected to the consumers' online shopping decisions.
4. The product delivery system has effect on consumers' online purchasing decisions
5. The return policy has effect influence on consumers' online shopping decisions.
6. Customer service effected to the consumers' online shopping decisions.

Conceptual Framework

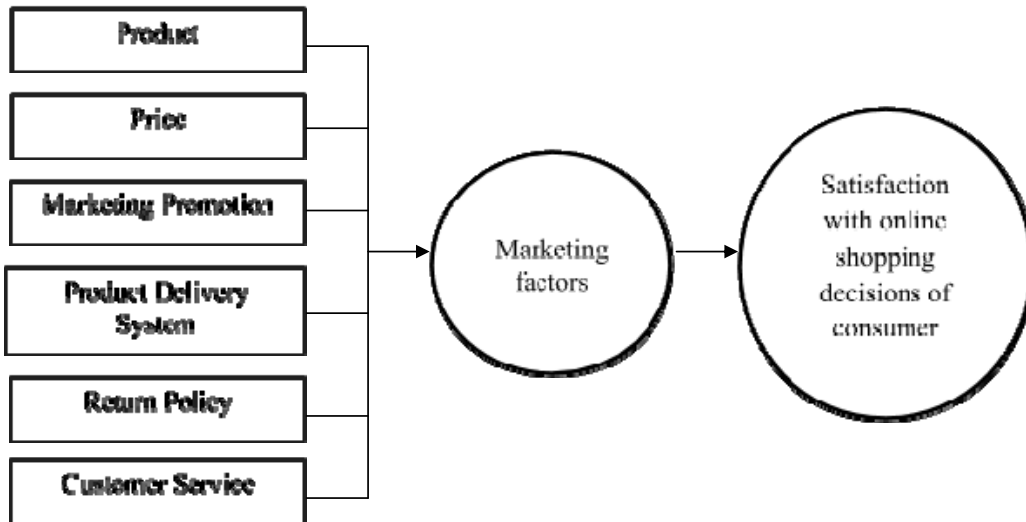


Figure 1 The conceptual framework of the study of marketing factors of consumers in Bangkok

Research Methodology

This research is a marketing research that affects the satisfaction of purchasing products through consumers in Bangkok was researched with the following steps.

Step 1 Population of the sample selection

The population used in this study is general people aged 20-50 years, both males and females are having behavior that used to buy products online and live in Bangkok. The researcher therefore specifies the sample size in this research. Add 4% from the calculated sample size by another 15 samples, totaling 400 samples.

Step 2 Sampling tools and methods

The instrument used for this research was a questionnaire. The researcher divided the questionnaire into 3 parts as follows.

Part 1 Questionnaire regarding demographic characteristics of the respondents

Part 2 Questionnaire about causal factors, such as marketing factors that influence online purchasing behavior of consumers in Bangkok

Part 3 Questionnaire about satisfaction in online shopping decisions of consumers in Bangkok

Step 3 Accuracy and reliability of data collection tools

The researcher checked the accuracy and reliability of the questionnaire. By bringing the questionnaires to the independent research advisors to inspect again before taking the survey to make the questionnaires suitable for the content and cover the research topics and once it has been inspected by the advisor the researcher will adjust according to the comments to make perfect.

Step 4 Creating data collection tools

The researcher has created a tool for data collection. By using the Google Forms website as an online data collection, because can access to the sample group that has bought products online more directly.

Step 5 Data collection methods

The study of marketing factors which influence the satisfaction of online shopping decisions of consumers in Bangkok By collecting various information in this study, from the primary data source, which is the data from the data collection from the use of questionnaires from the sample. By specifying the number of respondents, 400 people living in Bangkok who responded to the questionnaire via Google Forms and the researchers distributed the questionnaire online by using Line and Facebook application.

Step 6 Data analysis methods

Explanation of general information of samples through the presentation in the form of explanations of frequency, average, percentage and standard deviation, and also Pearson Correlation statistics were used to test the relationship between variables in each hypothesis. After that, use the t-test and One-Way ANOVA statistics to test the hypothesis.

Research Results

From the study of Marketing factors that influence online purchasing decisions of consumers in Bangkok The result is as follows.

Overall, the sample group is of the opinion that the marketing factors that influence the online purchasing decisions of consumers in Bangkok have the highest level of effect to consumers ($M = 4.18$, $SD = 0.81$).

Table 1 The table shows the percentage, average, and standard deviation of consumer opinions about the marketing factors that influence the online purchasing decisions of consumers in Bangkok of the product delivery system.

Marketing factors that influence the purchasing decision	Approval level								S.D
	Most	Well	Normal	Few	Least	Total			

The product delivery system							4.18 (Most)	0.81
1. You bought the product on the website because of free home delivery service.	162 (40.5)	163 (40.8)	64 (16.0)	9 (2.3)	2 (0.5)	400 (100.0)	4.18 (Most)	0.81

Marketing factors that influence the purchasing decision	Approval level								S.D
	Most	Well	Normal	Few	Least	Total			

2. The website has a good delivery system.	142 (35.5)	174 (43.5)	76 (19.0)	2 (0.5)	6 (1.5)	400 (100.0)	4.11 (Most)	0.83
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3. The website has a fast delivery guarantee system.	119 (29.8)	181 (45.3)	87 (21.8)	8 (2.0)	5 (1.3)	400 (100.0)	4.00 (Most)	0.84
4. The website has a system for delivering products on time.	120 (30.0)	181 (45.3)	93 (23.3)	4 (1.0)	2 (0.5)	400 (100.0)	4.03 (Most)	0.78

Research Summary

The concepts and theories applied in this study consist of Concepts of marketing factors that influence consumers. The concept of consumer satisfaction in online shopping, the concept of digital marketing and the concept of generations.

There is a quantitative research format. Survey research by using questionnaires from Google Forms websites as a tool for collecting data from sample groups that need to be surveyed online Via Line and Facebook applications. The sample group used in this study is the population who has experience in online shopping on various platforms. In Bangkok, consisting of 400 people, from the said study can be summarized as follows.

From the 400 people, most were female, with a total of 263 people and aged between 20-29 years, a total of 80 people were 112 private company employees and 212 bachelor's degrees.

Overall, the sample group has the opinion that Marketing factors that influence online purchasing decisions of consumers in Bangkok in terms of product price, marketing promotion, Product delivery system Return policy and customer service is the average result has the highest level of influence on consumers. In order from the marketing factors which affect the consumers from the most to the following order Product delivery system, Product, Price, Marketing promotion, the Return policy and Customer service.

The satisfaction factor in making online purchasing decisions of consumers in Bangkok which has the most effect on consumers is the topic Fast shipping after ordering via the website that the most satisfied.

Discussion

The researcher brought the results of the analysis together with the relevant concepts, theories and research. In which the researcher made the hypothesis together for all 3 parts to study about Different demographic characteristics (gender, age, occupation, and education) will affect the satisfaction of consumers' online shopping decisions. Next is the marketing factors that influence the online purchasing decisions of consumers in Bangkok in terms of product price, marketing promotion, Product delivery system, the Return policy and Customer service. Finally, satisfaction with the online shopping decisions of consumers in Bangkok which can be discussed as follows.

The results of the hypothesis test 1 show that different genders are different in their satisfaction with online shopping decisions. Analyzing from the average, found that the male group had higher mean values than females. Which means that males are satisfied with the decision to make online purchases better than females. Next, is the age that is different in satisfaction with the decision to buy products online differently. But in different careers, it will not affect the satisfaction of consumers in making online purchases. And finally, different studies have found no difference in consumer satisfaction when making online purchases. This research contradicts the concept of Pimanmas Lertwongphakdi, 2009. Each consumer is different in various aspects. As a result of different types of physical and the individual environment Resulting in consumers' purchasing decisions Individuality Marketers must therefore study various factors that affects the consumer's purchase decision appropriately.

For the second hypothesis, it is found that marketing factors that influence online shopping decisions of consumers in Bangkok in terms of Product, Prices, Marketing promotion Product delivery system, the Return policy And Customer service are significant positive relationship with the influence on the online purchasing decisions of consumers in Bangkok, meaning that the more emphasis on marketing factors that influence the decision to buy products through online of consumers in Bangkok, including Product, Prices, Marketing promotions, Product delivery system, the Return policy and Customer service were likely to affect the marketing factors as well as the result of this research is in line with the concepts of Assoc. Prof. Dr. Wichit U-On, 2018 that is a marketing tool that businesses must use in order to Achieve marketing objectives or is an important component of a marketing strategy to achieve marketing objectives that influence the encouragement of buying and purchasing behavior of consumers in online stores. In which the study conducted literature reviews from 1975 to 2015, it was found that the composition of online marketing factors Consists of Product factors, Price factor, Marketing promotion factors, Product delivery system factors, the Return policy factors And Customer service factors.

And finally, the 3rd hypothesis found that the satisfaction in online shopping decisions of consumers in Bangkok, there is a significant positive relationship with consumers' purchasing decisions, meaning that the more satisfied the sample group it will be more likely to make online purchases of consumers in Bangkok more. The result of this research is consistent with the concept of Thomas & Eart (1973). Measuring satisfaction is one of the methods used. In order to know the value of satisfaction, and should give understanding and know the problem In order to use the information to improve efficiency and continuous good results.

Research Suggestions

From the study of The marketing factors that influence the satisfaction of the consumers' online shopping decisions in Bangkok Metropolis, it is found that the marketing factors that influence the online purchasing decisions of the consumers in Bangkok In the delivery system Affects the decision to make online purchases of consumers in Bangkok the most. Therefore, those who operate through social media or through electronic commerce. Should give importance to the product delivery system to suit the business that they operate and there must be a variety of options available to consumers, such as the Thai Post, Kerry Express or Lala Move. This also includes product quality assurance. And guarantee the product delivery on time as well.

The second factor is satisfied with the online purchasing decision of consumers in Bangkok, it was found that fast delivery after ordering via the website. It is the most affecting issue for online shopping decisions of consumers in Bangkok which is still in the same category with Marketing factors in the delivery system. Therefore, it can be concluded that Entrepreneurs should pay attention and develop all product delivery systems. In order to give consumers the highest satisfaction and word of mouth spread.

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0009

The Study of the Relationship between Technological Factors affecting the Satisfaction of Online Shopping Decision of Consumers in Bangkok

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2019**

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Abstract

The purpose of this research is to (1) Study the technological factors that affect the online purchasing decision (2) To study the satisfaction in the online purchasing decision of the consumers in Bangkok by using the questionnaire is a tool for collecting data in the amount of 400 and analyzing the data by using descriptive statistics such as Frequency, Percentage, Mean and Standard Deviation, as well as testing hypotheses using T-Test and One- Way ANOVA F-Test and find the relationship between the body Variable by Pearson Correlation. The results showed that from a sample of 400 people, most were female, with 261 people and aged between 20-29 years, 80 people, with a career as a company officer with 115 people and a bachelor's degree with 213 people. There is a significant positive relationship with the influence on consumers' online shopping decisions in Bangkok, including (1) availability and access to the internet (2) Duration of load (3) Image Display and four (4) user-friendly (5) Access / a (6) privacy and data security. The size of the said relationship is high ($r = 0.667$, $p < 0.01$). The test of the relationship between satisfaction and online purchasing decisions of consumers in Bangkok has a value of Sig. < 0.01 , therefore Can conclude that Satisfaction is related to online purchasing decisions of consumers in Bangkok.

Keywords: Information, Internet, Download

1. Introduction

The technology and the internet are more advanced than before on this day. And with continuous development Therefore causing consumer behavior to change From the old time that it was popular to buy products from general stores Or buy through the store Then transformed into purchasing via online or internet (E-Commerce) and with easy and fast access to products Both from within the country and abroad Therefore making online shopping highly popular today While also being a low-cost product purchase Because there is no need to have a storefront Or investing in stock products Because the product will order only when there is an order from a customer And another thing that consumers will enjoy with convenience is the online payment system that has been developed greatly in terms of security and reliability or having a Warehouse & Fulfillment System at the end of the warehouse. In addition, the Electronic Transactions Development Agency (Public Organization) Ministry of Information and Communication Technology Disclosed information about internet users in Thailand for the year 2018, Thai people use the internet on average 10 hours 5 minutes per day, an increase of 3 hours 30 minutes from 2017, and when divided into different age groups (Generation: Gen) will Found that Gen Y is the group that uses the most internet on average 11 hours 52 minutes per day, followed by Gen Z averages 10 hours 50 minutes per day and Gen X averages 8 hours 55 minutes per day and Is Baby Boomer picks up an average of 8 hours 21 minutes per day on the average of the whole country. Most Thai people use the internet 45 hours per week or 6.4 hours per day.

2. Objectives

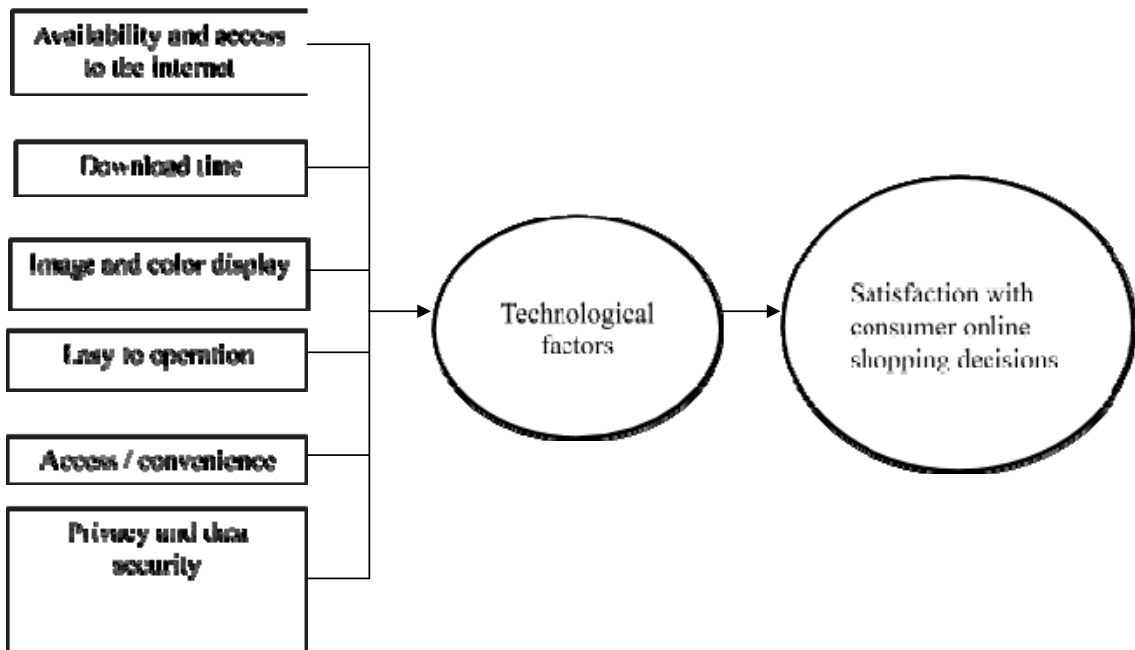
1. To study the technological factors of consumers in Bangkok
2. To study online purchasing decisions of consumers in Bangkok
3. To study the relationship between technological factors that affects the online shopping decisions of consumers in Bangkok

3. Research Hypothesis

- Availability and access to the internet can affect consumer satisfaction when making online purchases.
- Download times affect the satisfaction of consumers' online shopping decisions.
- The display of images and colors affects the satisfaction of consumers in making online purchases.
- Ease of use affects the satisfaction of consumers' online shopping decisions.
- Accessibility / convenience affects consumer satisfaction in making online purchases.
- Privacy and data security can affect consumer satisfaction when making online purchases.

4. Conceptual Framework

Technological factors influencing the satisfaction of consumers in making online purchases



5. Expected Benefits

- For the benefit of entrepreneurs who conduct business through electronic systems (E-Commerce) will be studied as a way to conduct business in terms of technology factors that influence consumer satisfaction in making online purchases.
- For the benefit of future students who are interested in studying about Technological factors that influence Satisfaction with consumer online shopping decisions.
- For information to the general public in applying to make business decisions online, by using technology to conduct business.

6. Research Methodology

The instrument used for this research was a questionnaire. The researcher divided the questionnaire into 3 parts as follows

Part 1 Questionnaire regarding demographic characteristics of the respondents.

Part 2 Questionnaire about causal factors, namely technological factors affecting online purchasing decisions of consumers in Bangkok.

Part 3 Questionnaire about consumer satisfaction in online shopping in Bangkok.

When receiving complete questionnaire data from respondents the researcher will process the data by using statistical methods with (SPSS).

1. Descriptive Statistics

Explanation of general information of samples through the presentation of frequency distribution table, mean, percentage, standard deviation, Bar charts and pie charts

2. Inferential Statistics

The use of statistical software packages in hypothesis testing. The tool used for data analysis using Pearson Correlation Statistics to test the relationship between variables in each hypothesis. T-test and One-Way ANOVA were used for testing.

7. Research Results

The researcher analyzed the demographic characteristics of the samples, such as gender, age, occupation, and education, by presenting the data in number and percentage of the sample. The results appear as follows:

Gender found that males are somewhat smaller than females. The majority of the respondents, 65.3% (261 people), are female. The remaining 34.8% (139 people) are male.

Age found that most of the sample groups have an average of the same rate in all 5 age groups, with 20 percent (80 people) aged less than 20 years later, 20 percent (80 people) aged 20-29 years Next is 20 percent (80 people) aged 30-39 years, followed by 20 percent (80 people) aged 40-50 years, and finally 20 percent (80 people) aged 50 years and older.

Career found that most of the samples, 28.8% (115 people), are the employees of the most private companies. Next, 25.3 percent (101 people) are students, followed by 21.8 percent (87 people) are self-employed, followed by 14.5 percent (58 people) are civil servants, followed by 5.8 percent (23 people). Hired and finally 4 percent (16 people) unemployed.

Education level, most 53.3% of the sample group (213 people) have bachelor degree education. Followed by 19.3 percent (77 people) have a high school education or vocational certificate. Next, 11.3 percent (45 people) have a master degree. Next, 6.8 percent (27 people) have a level. 6.5% (26 people) have a higher education diploma or vocational certificate, with lower education than upper secondary education. And finally, 3 percent (12 people) have a higher education level than a master's degree.

Causal factors are technological factors that influence online purchasing decisions of consumers in Bangkok.

The technological factors that influence the online shopping decisions of consumers in Bangkok which has the most effect on consumers is Availability and access to the internet

Satisfaction of online shopping among consumers in Bangkok.

The sample group with the highest satisfaction is the topic is fast shipping after ordering via the website.

8. Research Discussion

Technological factors that influence consumer satisfaction in online shopping decisions in Bangkok Found that in the availability and access to the internet affects the decision to make online purchases of consumers in Bangkok the most. Therefore, those who operate through social media or through electronic commerce. Should pay attention to availability and access to the internet to suit the business in which they operate.

The second factor is Satisfaction in online shopping decisions of consumers in Bangkok found that fast delivery after placing an order through the website is the most affecting issue for online shopping decisions of consumers in Bangkok. Therefore, it can be concluded that the operator should pay attention to the availability and access to the internet and develop the delivery system conveniently and quickly. So that consumers are most satisfied and repeat purchases in the future.

9. Recommendation

From the study of Technological factors that influence consumer satisfaction in online shopping decisions in Bangkok The researcher has the following suggestions as follows:

1. There should be a study of factors affecting the online purchasing decision of consumers in Other districts and provinces Of Thailand too.
2. Study and research should be conducted to classify each product to be more diverse and take the results to be studied and compared. About similar or different factors for online business operators to use in developing and improving the ways and ways of selling products online.
3. There should be additional studies on the influence of online social networks such as Facebook, Line or IG that affect the behavior of buying goods and services online so that business operators can sell the products online to use in planning Next market.

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0013

**Studying of Management Factors Affecting the
Success of Retail Business in Chatuchak Market**

**RCGR^{4th}
2019**

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Abstract

This purpose of this research were: (1) To study management factors of retail business in Chatuchak Market (2) To study balanced scorecard of retail business in Chatuchak Market (3) To study the relationship between management factors and success of retail business in Chatuchak Market. The questionnaire was used for collecting the data from 170 retail entrepreneurs in Chatuchak Market. Analysed by using descriptive statistics are Frequency, Percentage, Mean and Standard deviation and Pearson Correlation Coefficient. The result of this research showed that the management factors are Market, Method, Management, Machine, Morale, Money are related to the success of retail business in Chatuchak Market at high level and found that Material, Man related to the success of retail business in Chatuchak Market at moderate level with statistical significance at the level of 0.01.

Keywords: Management Factor, Retail Business, Balanced Scorecard

1. Introduction

Nowadays, various technologies are developing continuously. Everyone can reach information or knowledge easily. This situation cause new generation become more entrepreneurs. As a result of this change, many businesses have been established among intensive competition. Many entrepreneurs can't survive in this competition. The remains are trying to improve their organization to be able to compete with the other in order to survive and succeed continuously.

The retail business is easy to begin because this business doesn't use much fund to establish a business. Retail business is important for economic activity to drives the country's economic and social development process by connecting and distributing products from producers to consumers. To run a successful business requires many elements. The researcher chose to study the factors of modern management according to 8M's concept which consist of 8 factors (Wichian Witayudom : 2007) are man, money, material, management, machine, method, market and morale. For business

success there must be an indicator. The balanced scorecard is one of the popular indicator consists of 4 perspectives are financial perspective, customer perspective, internal process perspective, and learning and growth perspective.

As mentioned above, this is why the researcher is interested in studying the success factors of management in retail business in Chatuchak Market in order to be a guideline for new entrepreneur and to be a knowledge that will help entrepreneurs to survive in the current competitive environment and to improve business operations to be more efficient and effective sustainably.

Objectives

1. To study management factors of retail business in Chatuchak Market.
2. To study balanced scorecard of retail business in Chatuchak Market.
3. To study the relationship between management factors and success of retail business in Chatuchak Market.

Research Hypothesis

1. The management factors are man, money, material, management, machine, method, market and morale are related to the success of retail business in Chatuchak Market.

Conceptual Framework

The research aimed to develop " Studying of Management Factors that affected the Success of Retail Business in Chatuchak Market" based on the conceptual framework with the following details:

Variables of study

Independent variable = Management factors

Dependent variable = The success of retail business in Chatuchak Market

The conceptual framework of Studying of Management Factors that affected the Success of Retail Business in Chatuchak Market

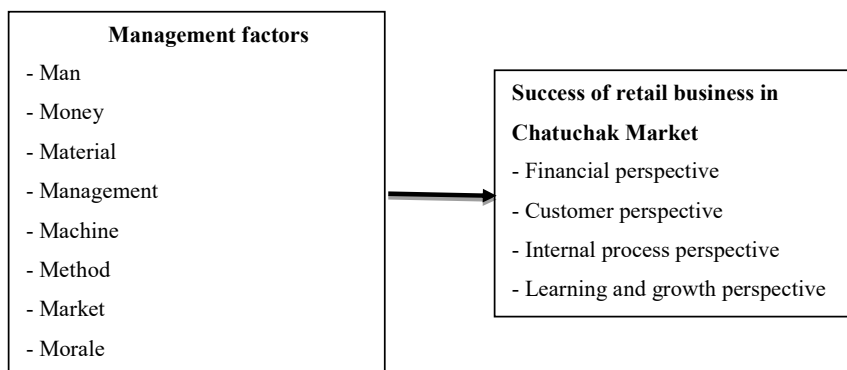


Figure 1 The conceptual framework of successful management factors for retail business in Chatuchak Market

2. Literature Review

2.1 Management theories / concepts

Management definition.

Dubrin and Erelen (Kornkanok Thipparos 2000) said that management means the process of creating efficiency and effectiveness by using resources through various management functions, including planning, organization, leadership and control to achieve the objectives set by the organization.

Dell (Kornkanok Thipparot 2000) has given the definition that management that the organizational processes and the use of resources to achieve the objectives set by the organization in advance

Components of management resources

1. 4Management resources or 4 M's, which Saman Rangsiyokrit and Suthi Suthisomboon (1997: 2) Sukanya Meeklang (2010: 37) Thonglor Dejthai (2002 refer to Panya Kaew, 2011: 53) identified the components of management resources that based on 4 basic principles are Man, Money, Material, and Management.

2. 5Management Resources or 5M's by Suraphan Chanthansuwan (2007: 9) said that it consists of the following factors are Man, Money, Materials, Machines, Management and Methods

3. 6Management resources or 6 M's due to the change of technology, social, economic, and political causes business management has expanded the management factors from 4M's and added basic factors 2 additional are Man, Money, Material, Management, Marketing and Machines.

4. 7Management Resources or 7M's due to the current development of new technologies to increase work efficiency and production from the collection of concepts found that Wira Narathiwat, Manatakit and Pannee Prasertwong (1976: 18) discussed 7 M's principles are Man, Money, Material, Management, Machine, Method and Morale.

5. 8Management Resources or 8 M's by Wichian Witthayaudom (2007: 2) said that 8 management resources are Man, Money, Material, Management, Machine, Method, Market and Morale.

2. Theory / concepts of Balanced Scorecard

Balanced Scorecard definition

Kaplan and Norton (1996, refer to Tula Mahaphasuthanon, 2011) The definition of balanced success indicators is the perfect framework used to transform the vision and strategy of the organization into continuous work procedures. After that, the mission and strategy were transformed into objectives or targets for measurement in 4 perspectives are Financial perspective, Customer perspective, Internal operations And Learning and growth perspective. Which will be identified in the form of indicators to show personnel within the organization to know about factors that will lead

organization to the success in the present and future The concept of the balance scorecard or BSC requires that all 4 perspectives as follows (Niramit Thiamthan, 2012: 123).

1. Financial Perspective consists of two objectives which are Cost reduction and Revenue growth or Productivity Improvement. Which consists of using the most out of available resources. Which the organization must specify the objectives that how to increase revenue and reduced costs. For indicators are related to financial perspective such as increase in income, increase in profit or sales, cost reduction etc.

2. Customer Perspective by using the real data from customers will help the organization to adjust the strategy to work above competitors. Nowadays, every organization pays attention to customers and asks for real needs from customers. This can be seen from the customer relationship management system for the organization to reach more customers by focusing on creating service satisfaction, whether the product quality is standardized, fast time, reasonable product, price strategies etc. For indicators are related to customer perspective such as market share, retaining old customers, customer satisfaction, increase of new customers etc.

3. Internal Process Perspective is the internal management must have good processes to create satisfaction for personnel and employees in the organization include customers to strengthen the organization. For indicators are related to internal process perspective such as storage and cycle time, efficiency and effectiveness of the organization, internal transportation processes etc.

4. Learning and Growth Perspective is a view of future development. The perspective on learning and development will consist of human resources in the organization are sufficiency ability of personnel, skills development, turnover rates, attitude and employee satisfaction etc.

3. Research Methodology

For this Successful management factors for retail business in Chatuchak Market, researcher did it in 7 steps.

- Step 1 Population characteristics
- Step 2 The sample group selection
- Step 3 Sampling tools and methods
- Step 4 Accuracy and reliability of data collection tools
- Step 5 Creating data collection tools
- Step 6 Data collection methods
- Step 7 Data analysis methods

Step 1 Population characteristics

The Population characteristics for this research are retail business entrepreneurs in Chatuchak Market.

Step 2 The sample group selection

The sample group selection were 170 retail business entrepreneurs in Chatuchak Market.

Step 3 Sampling tools and methods

This research is quantitative research by using questionnaires as a tool for data collection. The questionnaire is divided into 4 parts as follows

Part 1 Population characteristics are gender, age, status, education, business experience.

Part 2 Questionnaire about management factors.

Part 3 Questionnaire about balanced scorecard.

Part 4 Questionnaire about suggestions and additional comments.

All 4 parts of the questionnaire have criteria for determining the weight of the assessment in 5 levels according to the Likert Scale method.

Step 4 Accuracy and reliability of data collection tools

Online questionnaire by Google Form

Step 5 Creating data collection tools

In this study, the questionnaire has been verified for accuracy and confidence of experts is completed and adapted to suit the population wishing to study. Comprehensive content and check reliability by try-out method by using 30 set of questionnaires with populations that similar to the sample with Alpha Coefficient criteria over 0.80 level.

Step 6 Data collection methods

Collect 400 online questionnaires manually within 30 days

Step 7 Data analysis methods

Researcher analyzed the data from the questionnaire by using SPSS Version 19 program which divided the analysis data as follows

7.1 Descriptive Statistics are description of personal information and opinion about Management Factors of retail business in Chatuchak Market by analyzing the data by using Frequency and Percentage, Mean and Standard Deviation.

7.2 Inferential Statistics are analyzing the relationship between the management factors and balanced scorecard of retail business in Chatuchak Market by using Pearson Correlation Coefficient to test the hypothesis

4. Research Results

4.1 Summary of personal information of retail entrepreneurs in Chatuchak Market as follows:

65.88% of samples are mostly female, 50.59% were mostly between 26-35 years old, 59.4% were mostly single, 61.17% of educational level graduated in bachelor degree, 37.65% mostly have business experience less than 5 years.

4.2 Summary of the opinions of management factors and balanced scorecard of retail entrepreneurs in Chatuchak Market as follows:

4.2.1 The opinion level of retail entrepreneurs in Chatuchak Market on management factors found that the overall was at a high level of agreement ($\bar{X} = 4.20$, $SD = 0.63$).

4.2.2 The opinion level of retail entrepreneurs in Chatuchak Market on balanced scorecard found that the overall was at a high level of agreement ($\bar{X} = 4.06$, $SD = 0.64$).

4.3 Summary of hypothesis test, Management factors relate to the success of the retail business in Chatuchak Market.

The results of analysis show that the management factors are Marketing, Method, Management, Machine, Morale and Money are significantly related to the success of the retail business at high level with statistical significance at the level of 0.01 ($r = 0.730, 0.726, 0.721, 0.709, 0.706, 0.657$ respectively) and found that Material and Man are significantly related to the success of the retail business at moderate level with statistical significance at the level of 0.01 ($r = 0.608, 0.553$ respectively).

5. Research Discussion

Management factors relate to the success of the retail business in Chatuchak Market in overall at a high level which is in accordance with the research of Cherd Yod Manitam (2007) studied the opinions of officials on organizational management: a case study of the civil division in the Pasicharoen District Office, Chom Thong District and Rat Burana District (Kor Thor 6 Area, Taksin Group) found that the opinions of civil officials in the Pasicharoen District Office, Chomthong District, and Rat Burana District (KorThor. 6, Taksin Group) in overall with organizational management at a high level. Considering each factor as follow.

Man. The research found that Man factors relate to the success of the retail business. The overall is in a high level which is in accordance with the concept of Prapawadee Prachak (1987: 72), said that the personnels in that department relate to the success and the efficiency of the organization especially in terms of knowledge, ability and operational skills. And accord with the concept of Somkid Bangmo (1995: 30-31) said that the fundamental factors in managing various businesses are human resource management.

Money. The research found that Money factors relate to the success of the retail business. The overall is in a high level which is in accordance with the research of Pinyo Sathorn (1983: 309), said that administration and finance are very important tasks in managing the school to achieve its goals. And accord with Office of the National Primary Education Commission the self-assessment report in accordance with Financial Management Standards (2001: 75) explained that the calculation of activity costs is a new issue for the education industry. Normally, it is used very much in the

business community. The effect of activity costing will lead to a comparison of costs between the same activities in the same context. And can reduce high costs or eliminate unnecessary activities or value.

Material. The research found that Material factors relate to retail business success. The overall is in a high level which is in accordance with the concept of Wirat Nipawan (2008: 47) said that the key factor for management in order to achieve success is the management of materials. And accord with the concept of Greenwood (1965: 33) said that the administrative resources that are important and necessary for the successful management with quality achievement is material.

Management. The research found that Management factors relate to the success of the retail business. The overall is in a high level which is in accordance with the research of Wirat Nipawan (2008 : 41) studied the subject of comparative analysis of management meanings, development management and the management. The research found that the factors that are important to the management in order to achieve the successful operation are management factors.

Machine. The research found that Machinery factors relate to the success of the retail business. The overall is in a high level which is in accordance with the research of Sukit Incharoen (2007 : 12) studied the subject Study of construction management problems : A case study of Pak Kret Municipality Nonthaburi province. The research found that the factors that affect the project a lot are the machine factors.

Method. The research found that Method factors relate to the success of the retail business. The overall is in a high level which is in accordance with the concepts of Heiman, Scott, and Connor (Haimann, Scott, & Connor, 1985, pp.422-423) said that executives must have the ability and many qualifications combined as needed to manage the work to be effective. In addition to creating faith from colleagues and the general public. It is very important to lead an organization to the goal.

Marketing. The research found that Method factors relate to the success of the retail business. The overall is in a high level which is in accordance with the research of Prathit Thongchueapetch (2001: 11) studied The marketing factors influencing the American tourists' decision to travel in Thailand. The research found that prices are the most influential factors because Thailand has inexpensive expenses for accommodation, food, entertainment. And accord with the research of Sumalee Asawawijitkul (2008: 8) studied The subject of factors affecting the decision to travel to Bangsaen beach Chon Buri province. The research found that the price factor is a high level of decision making.

Morale. The research found that Method factors relate to the success of the retail business. The overall is in a high level which is in accordance with the research of Saranya Ming Muang (2008: 12). studied Factors Affecting Work Morale of Local Personnel : A Case Study of Nam Som District, Udon Thani Province. The research found that the morale in the performance of the local employees in Nam Som District, Udon Thani Province in overall is at a high level.

6. Recommendation

1. Should consider about welfare to be coherent with the cost of living in current economic conditions
2. Should evaluation clearly by the standards for the justice and to build up employee's motivation.
3. Should give opportunities to employees to express their opinions and to participate in operational decision making.
4. Should keep workplace environment clean and hygiene.
5. Should focus on developing employees' competencies. Including encouraging employees to develop creativity for more efficient working.
6. Should do short-term and long-term financial planning and forecasting in order to maintain the liquidity of the business. and to get the most return on long-term investment.
7. Many entrepreneurs focus on outsourcing production rather than production by themselves to reduce the cost of machinery investment.
8. Should prepare risk management plan for business's stability in the long run.

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0014

**Studying of Consumer Attitudes Affecting
The Online Purchasing Decisions in Bangkok**

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Abstract

The purposes of this research were 1) To study consumer attitudes and online purchase decision of the consumers 2) To study the relationship between consumer attitudes that affect online purchase decision in Bangkok by using descriptive statistics Including Frequency, Percentage, Mean and Standard Deviation Including testing hypotheses using inferential statistics Including T-Test statistics and One-Way ANOVA F-Test statistics and the relationship between variables by Pearson Correlation. The results showed that samples are mostly female, were mostly student, educational level graduated in bachelor degree, The relationships between consumer attitudes consist of (1) Privacy (2) Security (3) Time Saving (4) Ease of Use (5) Company reputation (6) Tactility are related to online purchase decision at the statistical significance level of .01. Demographic factors are different gender, different age, different job affect online purchase decision differently at the statistical significance level of .05.

Keywords: Customer Attitude, Decision Making

1. Introduction

Nowadays, the world has developed with the times. Thailand has rapidly and continuously into the digital era. technology has influenced human life, such as communications, money transfers, plane ticket reservations, hotel reservations, online shopping-sales. These things make human's daily life world to change and affect traditional business operations to shift from offline to more online. Because it is more convenient, fast, cost-saving, time-saving, travelling from the past. In the past when someone wants to make a purchase, they have to go outside to spend their money, but nowadays, if wanting to buy clothes just order through the application or various websites such as Lazada, Amazon, Facebook, Line, Shopee etc. which can help you to make a purchase more conveniently than before. Today the revolution of various innovations and technologies has come to change and play a huge role to human life.

The importance that relates to online shopping is nowadays that people are doing more online activities such as Messaging, hotel reservations, buying clothes through the online application, ticket purchase, payment for goods and services, reading books, watching television, watching video clips, watching movies online, listening to music, sending documents, calling taxi services, ordering food, most Internet users do these online activities rather than the traditional way.

Therefore, in today's society has a new lifestyle changing from offline to online, according to the technology is developing fast and continuously, therefore, from all the possibilities mentioned above. Researcher is interested to study demographic factors that affect the online shopping experience and consumer attitudes for online commerce, how much is the relationship with the online purchase decision of the consumers.

Objectives

1. To study consumer attitudes and the online purchase decision of the consumers.
2. To study the relationship between consumer attitudes that affect the online purchase decision of the consumers.

Research Hypothesis

1. Consumer attitude consists of (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tacitility relationships with the online purchase decision of the consumers.
2. Demographic factors are gender, age, job position, education level different affect the online purchase decision of the consumers differently

2. Literature Review

1. The concept of consumer attitudes

Udo (2001, referenced in Onanong Phoocharoen and Vichit U-on) said that the attitude of consumers were Identified as an important factors for online shopping and the details are (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tacitility. The researcher has reviewed literature from the past to the present. Found that the variables in the study of Udo are widely used.

1. Komiak & Benbasat (2004) said that Privacy in the communication system or communication network Is defined as data protection. Hiding data from other people's access through system or network. Privacy Concerns Is the reason that consumers refer to most often In the case of online purchases (Byford, 1998; Furger, 1999; George, 2002; Milne, 2000; Miyazaki & Fernadez,2001; Miyazaki & Krishnamurthy, 2002; Udo, 2001)

2. Komiak & Benbasat (2004) said that Safety is defined as safety or make it safe. Protection in this study, word of safety has been used in the perspective of financial security while privacy it is a personal information protection. (Bhianmani, 1996; Burroughs & Sabherwal, 2002; Komiak & Benbasat, 2004; Moda, 1997; Salisbury, Pearson, Pearson & Miller, 2001; Udo, 2001)

3. Becker (1965) Said that Time saving (Time) is time using to achieve that efficiency. It is a very important issue for modern consumers who don't have much time. Online shopping can be seen as a way to save time for customers and for buyers from this said Time has a positive influence on online shopping. Since there is no need to travel to the store to get in a long lines that cause delays

when going to shop at the store. (Alreck & Settle, 2002; Bhatnagar, Misra & Rao, 2000; Donthu & Garcia, 1999; Eastlick & Feinberg, 1999)

4. Segars & Grover (1993) Said that easy of use is the ease of use of the internet user. Is a method of purchasing goods which have a positive impact on online buying behavior of consumers.

5. Anderson, & Ponnawolu (2002) Said that company reputation has a positive reputation. Can reduce the perceived risk of trying new methods of product distribution in the feelings of the consumer (Schiffman & Sherman, 2003; Stephen, Hill & Bergman, 1996) The reputation was developed by relying on long-term relationships with customers. The reputation of the retailer, some parts were created from the fact that consumers can contact the direct encounters store and store management. Online shops there may have more difficult time for building a reputation without contacting the consumer directly. Therefore, the likelihood of online shopping being reduced.

6. Bhatnagar, Misra & Rao (2000) said that tactile perception (Tactility). The final problem of consumers is the ability to test products before buying in terms of touch and seeing with the eyes. Consumers will express fear if making a purchase without touch testing.

2. The Concepts of buying decisions

Kotler, Philip (2000: 176-178) said that Consumer decisions are made by internal factors, namely perception, learning, motivation, search for information Personality traits and attitudes which will show the needs. And realized that there are many products to choose. the activity that consumers are involved in relation to the available information or information that the supplier submits. And finally, evaluating those options.

Chattayaphon Samuengjai (2007: 46) Said that decision making means methods for choosing to act on an option that already exists in which consumers must always decide on products and services which consumers choose products or services according to the environment and available information therefore, decisions are considering an important process and is a decision-making process within the minds of consumers.

3. Research Methodology

Relationship studies between consumer attitudes that affect the behavior of decision making of purchasing online consumers in Bangkok. The study has determined the method of study by using quantitative research regulations by using a questionnaire is a tool for collecting data from samples of consumers who have made an online purchase decision.

Population and the sample group selection

The population used in this independent study is the number of people who buy products and services via the internet 5.2 billion people from the survey of household use of information and communication technology survey 2018 (1st quarter) Source: National Statistical Office Ministry of Digital Economy and Society.

The samples used in this independent study are a convenient sampling method of being a sample of the population in Bangkok that has behavior in purchasing products through Online 400

people by specifying the size of the sample by using the finished table Taro, Yamane at a confidence level of 95% and the level of error of 5%. Uses sampling methods (Yamane, 1973).

Data analysis methods

1. Descriptive statistics Is a description of the data collected. By the study of a sample of an interested population. Data were analyzed by frequency distribution and find the percentage and standard deviation. To describe the level of information which was obtained from the questionnaire, part 2, an attitude of consumers in all 6 aspects and episode 3 information about the Online Purchasing Decisions of the consumers.

2. Inferential statistics (1) Personal factors were analyzed using the t-test method. (2) To use F-test statistics or One-way ANOVA to analyze age, education level, job position, and age job. (3) To analyze the relationship between consumer attitudes and online purchasing decisions.

4. Research Results

1. Data analysis of demographic characteristics

Summary of data from demographic data analysis that is a sample of 400 respondents. Found that most of the females are 332 people, representing 83 percent. Most of the occupations are studied, consisting of 102 people, representing 25.5 percent. Most of them had 196 undergraduate degrees, representing 49 percent.

2. Summary of consumer attitudes and online purchasing decisions

The opinions of the consumer attitudes found that the overall was at the highest level of agreement ($x = 3.90$) and the opinions of the online purchasing decisions found that the overall was at the highest level of agreement ($x = 4.14$).

3. Summary of the hypothesis testing of consumer attitudes relates to online purchasing decisions

Hypothesis 1 The consumer attitudes consist of (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tactility is related to the online purchasing decisions with statistically significant at the level of 0.01.

4. Summary of the results of the hypothesis testing of personal factors

Hypothesis 2.1 The results of the analysis showed that the different gender, age, job positions had different opinions towards the online purchasing decisions with statistically significant at the level of 0.05.

Hypothesis 2.2 The results of the analysis showed that the different educational levels, which have opinions about the online purchasing decisions, not different from statistically significant at the level of 0.05.

5. Research Discussion

1. The consumer attitudes consist of (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tactility found that there is a high level of relationship with the overall online purchasing decisions and agreed which corresponds to the study of Onanong Phoocharoen and Vichit U-on (2017) conducted research on causal factors that affect the behavior of decision making of purchasing online consumers. The hypothesis test found that Factors Consumers with direct influence in size equal to 0.21 with Static significance at the level of 0.01 to decision-making behavior Buy products online by consumers.

2.1 Personal factors are gender, age, job position different Affect the decision to buy products online by consumers different and agreed which corresponds to the study of Nipaporn Rungsawang (2008) researched attitude and consumer behavior trend towards purchasing decision on food product plus collagen. found that the consumers of different ages, occupations, and average monthly income had statistically significant different behavior trends towards purchasing decisions on food products plus collagen at 0.05 levels.

2.2 Personal factors are education level Results from hypothesis testing Samples with different educational levels affect the decision to buy products online by consumers not different hypothesis and agreed which corresponds to the study of Thananun Tosamphanmongkol (2015) conducted research on factors influencing purchase decisions for Uniqlo casual wear in the Bangkok metropolitan area, Thailand.

6. Recommendation

Online business entrepreneurs should focus on the 6 aspects of consumer attitudes consist of (1) Privacy (2) Security (3) Time (4) Ease of Use (5) Company reputation (6) Tactility by using the said information to improve operations. By emphasizing in 2 areas Due to the research findings there is a low-level relationship with the online purchase decision as follows Security and Company reputation.

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The Study of Marketing Factors of Consumers in Bangkok

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2019**

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Abstract

The purposes of this research were to identify (1) to study the marketing factors affecting decision of consumer online shopping behavior in Bangkok. (2) to study the behavior decision of consumer online shopping in Bangkok. (3) to study the relationship between marketing factors affecting decision of consumer online shopping behavior in Bangkok. The research instruments used for the data correction questionnaires by 400 people and analysis were using descriptive statistics Frequency, Percentage, Mean and Standard deviation. That include were using inferential statistics T-Test, F-Test (ANOVA) and Pearson correlation method. The results of study were as follows 1) the almost samples were female as students. The marketing factors affecting in the bachelor's of degree about (1) product (2) price (3) promote marketing (4) delivery the product (5) return the product policy (6) customer service. It was found that the relationship and decision of consumer shopping online behavior. The statistical significant level was 0.1. The factors of demography was gender, age and occupation that different affecting decision of consumer online. The part of demography was different education affecting behavior decision of consumer purchasing online. There is no different the statistical significant level of 0.5.

Keywords: Product, Price, Promote Marketing, Product Delivery, Product Return Policy, Customer Service

1. Introduction

From the past to the present society has transformed into a globalized society. It is that the society is borderless. Humans can communicate more quickly and easily due to technological developments. Communication equipment, as well as network systems from the comfort the man has received from these technologies, is not able to refuse that these technologies have taken precedence. Human daily life is very. Educational, entertainment and Businesses from fast technology advances are causing the current trading system. There is a difference in the past, the trade is sold through the store. A high investment is required. In addition, making a traditional trade The store will be known and accessible only to customers in the area, but nowadays the technology is used to trade business,

also known as e-commerce, a business channel that enables entrepreneurs to reach more quickly in customers. By using the Internet as a mediation, the electronic commerce business began to receive more interest in Thailand over a period of several years due to the advancement of technology in communication. Get people to start with access to products and services. On the Internet, whether it's a Facebook channel, Line, Instagram or any other merchant site, so today's entrepreneurs.

You need to know how to use social media to benefit Their business by using it as a tool to generate more sales. If used, it will become a channel that can grow your business. Nowadays, many entrepreneurs start to expand their own business from the shop page in the offline, as well as the online store. While most of the new business owners will have a dedicated store page online, as this online channel does not require a high investment like offline store pages and it can also be sold 24 hours a day, which allows the electronic commerce business in Thailand to grow rapidly as the development of telecommunication. The Internet speed development enables communication between the Internet and it is convenient, much faster than in the past, consisting of devices used to access the Internet, such as a smartphone or computer. The price is down. Make it easy for consumers to buy. As a result, consumers can access the Internet at any time. These things make the market of e-commerce in Thailand more likely to grow continuously and are predicted by Kasikorn Research Center. The growth of the e-commerce business market in Thailand in 2016 is approximately 15-20 percent, increasing from year 2015. Approximately 230000-240000 million baht It is also a non-borderless trade, with no limits on time and location, making it possible to reach the target audience directly and quickly. The operators in Thailand have seen the means of the benefits of e-commerce as they can be seen from an increasingly growing number of online stores and businesses in Thailand begin to use. More e-commerce channels to sell goods and services.

Social media is another form of today's popular ecommerce business. Today's trading system has been bringing Social Media to Facebook, Twitter, Instagram and Line into it, helping to increase sales channels because these media can reach a lot of people quickly and easily. With a variety of ways, such as sending messages, sharing photos or videos. It can also interact and communicate timely. In general use, these social media can be used to communicate with people who are responsible for the same subject. Use it to exchange, comment or even gather useful activities. It is also used as a source of talk with friends that are far or not met. However, if it is said in business, the online social reach of the target leads is fast and the channel can communicate 24. This allows merchants to use social media to promote their own. Promote products and use them as channels to build relationships with customers, or discuss questions about goods and services, and from above that in today's human world, we access the Internet. This includes most of the online media on mobile phones, making it easier for merchants and customers to connect to each other, even when no computer is mentioned above.

Therefore, researchers have studied the " the marketing factors affecting decision of consumer online shopping behavior in Bangkok. " because of the importance of studying the various factors that will affect consumer online shopping habits in the population of Bangkok, Thailand.

2. Objectives

1. To study the marketing factors affecting decision of consumer online shopping behavior in Bangkok.
2. To study the behavior decision of consumer online shopping in Bangkok.
3. To study the relationship between marketing factors affecting decision of consumer online shopping behavior in Bangkok.

3. Conceptual Framework

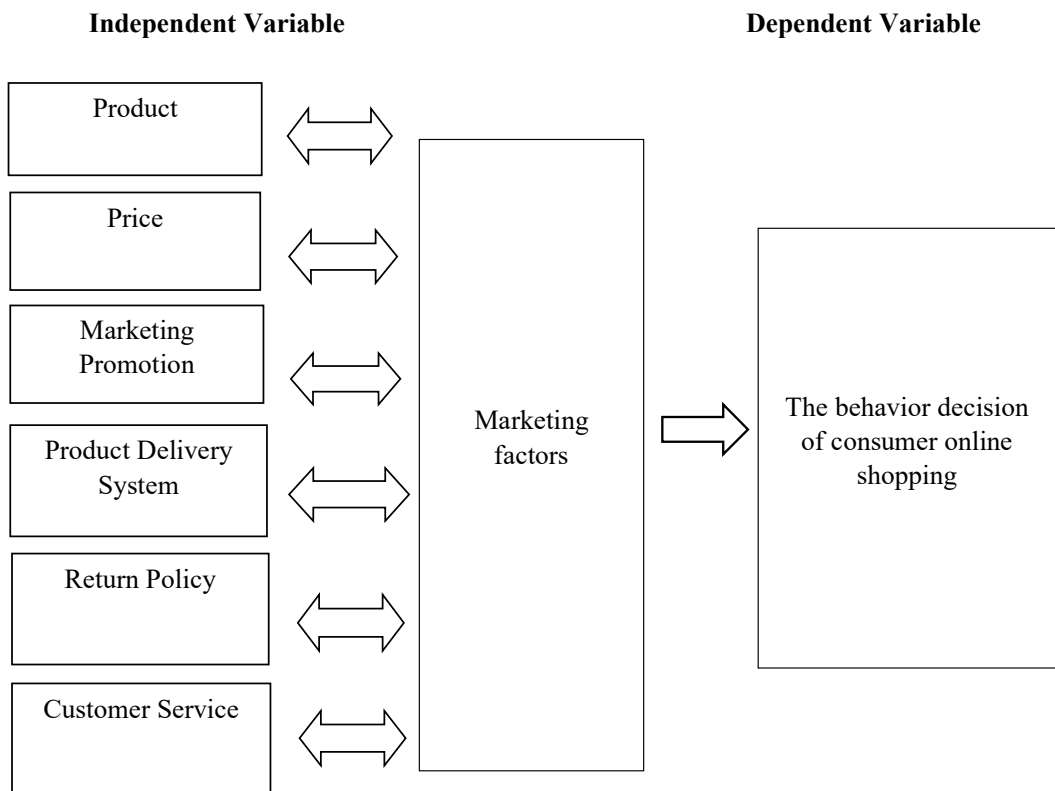


Figure 1 Conceptual Framework

4. Hypothesis

1. Personal data, Gender, Education level, Age, Average income are difference marketing factors affecting decision of consumer online shopping behavior in Bangkok.

5. Methodology

This is qualitative research, 1.to study the behavior decision of consumer online shopping in Bangkok. The produce research was review literary about instrument questionnaires data collection. The researcher has been signed.

Step 1 Population and sample

The population are general people aged 20-50 years, both males and females. They was behavior that used to buy products online and live in Bangkok.

Step 2 Sample people in Bangkok about 400 people Data collections

To study the marketing factors affecting decision of consumer online shopping behavior in Bangkok. It was Primary Data collection questionnaires by 400 people in Bangkok. The people who reply from Google Forms and the researcher using application line and facebook.

Step 3 Instrument and methods

The instrument used for this research was a questionnaire. The researcher divided the questionnaire into 3 parts as follows:

Part 1: Questionnaire about characteristics of the respondents.

Part 2 Questionnaire about causal factors, marketing factors affecting decision of consumer online shopping behavior in Bangkok.

Part 3 Questionnaire the behavior decision of consumer online shopping in Bangkok.

Step 4 Accuracy and reliability of data collection tools

The researcher checked the accuracy and reliability of the questionnaire. By bringing the questionnaires to the independent research advisors to inspect again before taking the survey to make the questionnaires suitable for the content and cover the research topics and once it has been inspected by the advisor the researcher will adjust according to the comments to make perfect.

Step 5 Creating data collection tools

The researcher has created a tool for data collection. By using the Google Forms website as an online data collection, because can access to the sample group that has bought products online more directly.

Step 6 Data analysis

The researcher used Descriptive Statistics for explain by frequency, average, percentage and standard deviation, and also Pearson Correlation. and Inferential Statistic was statistical program as Hypothesis Testing for analysis Pearson Correlation. In Hypothesis Testing used t-test and One-Way ANOVA.

6. Conclusion

The sample 400 people, the almost samples were female with 261 people, between aged 20-29 years and a total 80 people. There are proprietor and freelance. Education level 206 bachelor's of degree. The marketing factors affecting in the bachelor's of degree about (1) product (2) price (3) promote marketing (4) delivery the product (5) return the product policy (6) customer service. The average analysis excellent level. The sequence from descending order follow as delivery the product, product, price, promote marketing, return the product policy and customer service. That the marketing factors affecting decision of consumer online shopping behavior in Bangkok was get product very quick on website affecting the most satisfied.

7. Discussion

The researcher results of the analysis together with the relevant concepts, theories and research. In which the researcher made the hypothesis together for all 3 parts to study about Different demographic characteristics (gender, age, occupation, and education) will affect the satisfaction of consumers' online shopping decisions. Next is the marketing factors that influence the online purchasing decisions of consumers in Bangkok in terms of product price, marketing promotion, Product delivery system, the Return policy and Customer service. Finally, satisfaction with the online shopping decisions of consumers in Bangkok which can be discussed as follows.

The results of the hypothesis test 1 show that different genders are different in their satisfaction with online shopping decisions. Analyzing from the average, found that the male group had higher mean values than females. Which means that males are satisfied with the decision to make online purchases better than females. Next, is the age that is different in satisfaction with the decision to buy products online differently. But in different careers, it will not affect the satisfaction of consumers in making online purchases. And finally, different studies have found no difference in consumer satisfaction when making online purchases. This research contradicts the concept of Pimanmas Lertwongphakdi, 2009. Each consumer is different in various aspects. As a result of different types of physical and the individual environment Resulting in consumers' purchasing decisions Individuality Marketers must therefore study various factors. That affects the consumer's purchase decision appropriately.

For the second hypothesis, it is found that marketing factors that influence online shopping decisions of consumers in Bangkok in terms of Product, Prices, Marketing promotion Product delivery system, the Return policy And Customer service are significantly positive relationship with the influence on the online purchasing decisions of consumers in Bangkok, meaning that the more emphasis on marketing factors that influence the decision to buy products through online of consumers in Bangkok, including Product, Prices, Marketing promotions, Product delivery system, the Return policy and Customer service were likely to affect the marketing factors as well as the result of this research is in line with the concepts of Assoc. Prof. Dr. Wichit U-On, 2018 that is a marketing tool that businesses must use in order to Achieve marketing objectives or is an important component of a marketing strategy to achieve marketing objectives that influence the encouragement of buying and purchasing behavior of consumers in online stores. In which the study conducted literature reviews from 1975 to 2015, it was found that the composition of online marketing factors consists of product factors, price factor, marketing promotion factors, Product delivery system factors, the Return policy factors And Customer service factors.

And finally, the 3rd hypothesis found that the satisfaction in online shopping decisions of consumers in Bangkok There is a significant positive relationship with consumers' purchasing decisions, meaning that the more satisfied the sample group it will be more likely to make online purchases of consumers in Bangkok more. The result of this research is consistent with the concept of Thongchai Santiwong (2016) the behavior decision of consumer online shopping. It was found difference gender which behavior about decision shopping online and process start by search, using, assessment and how to produce it for responds.

8. Suggestions

From the study of the marketing factors affecting decision of consumer online shopping behavior in Bangkok Metropolis, it is found that the marketing factors that influence the online shopping decisions of the consumers in Bangkok In the delivery system Affects the decision to make online purchases of consumers in Bangkok the most. Therefore, those who operate through social media or through electronic commerce. Should give importance to the product delivery system to suit the business that they operate and there must be a variety of options available to consumers, such as the Thai Post, Kerry Express or Lala Move. This also includes product quality assurance. And guarantee the product delivery on time as well.

The second the marketing factors affecting decision of consumer online shopping behavior in Bangkok, it was found that fast delivery after ordering via the website. It is the most affecting issue for online shopping decisions of consumers in Bangkok which is still in the same category with Marketing factors in the delivery system. Therefore, it can be concluded that Entrepreneurs should pay attention and develop all product delivery systems. In order to give consumers the highest satisfaction and word of mouth spread.

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**The Study of the Relationship Between Consumer's Online Decision Making
and Satisfaction of Elderly Consumer's Online Shopping Behavior in Bangkok**

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2019**

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The Study of the Relationship Between Consumer's Online Decision Making and Satisfaction of Elderly Consumer's Online Shopping Behavior in Bangkok

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Abstract

In the situation that always changes in technology. The elderly need to prepared for adaptation and learning by themselves to keep them up with the time. The purposes of this research are to study information technology factors association to online purchasing decisions of an elder in Bangkok. The sample consisted of 400 people in Bangkok who're more than 50 years old. The simple random sampling method calculated by Taro Yamane is used to collect data via questionnaire. Results show that most of respondents are female. Their highest time in using online purchasing is 49 minutes to 1.37 hours; first website they would go for was Lazada. Most of the goods online purchasing around 0 – 200 pieces in 6 months. Also, information technology factors consist of access the internet, visual, privacy/safety that affect satisfaction to online purchasing decision of elder in Bangkok was the statistically significant level of 0.05

Keywords: Information technology factors, Satisfaction, Elderly group, Online purchasing, Consumer

1. Introduction

Currently, the world have been changing very rapidly. This changes includes the changes in technology, social and economic that have led to the era of globalization (Thanaphon Srithanaphong, 2019). Technology have played a major role in individual's lives as it allowed people to communication and purchase products more conveniently, as well as technological involvement in education, businesses, and entertainments (Wipawan Manopramot, 2015). According to statistics in 2019, it revealed that out of the 5,112 million people from the world population who uses mobile phone; 3,256 million uses the internet via the mobile phones on average 3 hours 14 minutes per day with the ratio of up to 23% and 4.3% compared to 2017 and 2018, respectively. This rapid growth of technology made business sector having to adjust and adapt their strategy. Current technology have been adopted by businesses for trade and investments in various sectors — this is known as electronic commerce or E-COMMERCE, which is the use of Internet to communicate between sellers and customers. E-commerce allow products to be sold freely and cross-border and as there is no restriction on the location and time, this allow everyone able to access it directly. Resulted in the continuously increasing of online stores as most of the businesses turn to sell products and services through E-COMMERCE channels (Wipawan Manopramote, 2015).

Thailand also follow this technological trends. Statistics in 2018 shows that there was 24% increase in internet users within 1 year. Also, the usage of internet via mobile phones have increased

by 10% from 71%. It revealed that Thai people used an average of 9 hours 38 minutes of internet per day, which is more than the worldwide average. For this reason, the E-commerce business in each category of products and services has grown exponentially (DIGITAL IN 2018 IN SOUTHEAST ASIA PART 1 - NORTH- WEST, 2018) In addition, Thailand also needs to be prepared for the aging society. Statistics show that in 2017, there are 11 million elderly people age 60 or over, accounting for 17% of the total population, and is increasing to 20 million over the next 20 years (Thai Gerontology Research and Development Institute Foundation, 2019).

Bangkok, the capital of Thailand. The 2018 statistics shows 1,020,917 elderly people, classified as 424,908 men and 596,009 women; representing 9.57% of the total elderly population (Department of Older Persons, 2018). The majority of the elderly nowadays have adjusted to learn about technologies. This led to self-care within the elderly, increased self-reliance. Elderly also learning about communications online — which also increased convenience and safety life from the increase online shopping. Moreover, it found that the purpose to use technology for the elderly are vary. However, majority of the elderly use internet and technology to communicate with family, relatives and friends, followed by purchase online products and auction, entertainment, study, work, accounting, finance and other social work respectively (KUHLMIEIER, D.B & EASTMAN, J.K. 2007).

From the previously mentioned reasons and reasearches, the researcher is interested in studying the relationship between the technological factors that influence the satisfaction of the customers' purchasing decisions via online channel of elderly consumers in Bangkok to understand the factors that affect the purchasing decision of online products of elderly consumers in the region, with the aim of the findings to be a useful information in the future.

Research Objectives

1. To study technological factors of elderly consumers in Bangkok.
2. To study the satisfaction of online purchasing decision of elderly consumers in Bangkok.
3. To study the relationship between technological factors that affect the satisfaction of the elderly consumers' decision to purchase online products in Bangkok.

Research Hypothesis

Technological factors have an influence on the satisfaction of online purchasing decisions within the elderly consumers group.

Conceptual Framework

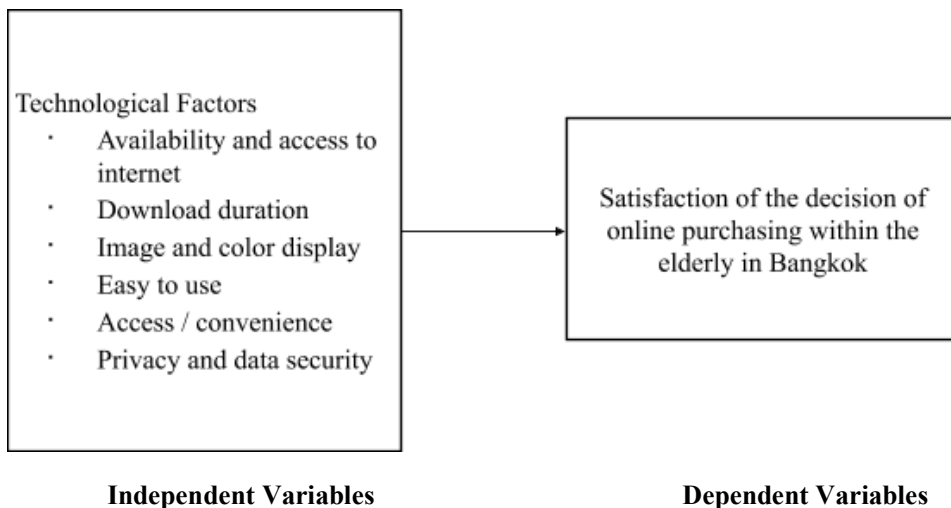


Figure 1 Conceptual Framework of Research

2. Literature Review

Program development

The World Health Organization (WHO) and the United Nations (United Nations, UN) have defined the term elderly in English language as: Older person (United Nation, 1995, referred to in Tharathorn Duangkaew and Hiranya Det Udom 2007) or the elderly person. This is a reference to any person that is over 60 years old in which it has set the criteria for the increasing of age as follows: 1. Elderly are people between the ages of 60 and 74 years. 2. Old individuals are people whose age are between 65 to 90 years old and 3. Very Old or the individuals that are at the age of 90 years old or older (Cavanaugh, 1997. referenced in Tharathorn, Duangkaew and Hiranya Det Udom 2007).

In 2017, statistics revealed Thailand has a total population of 65.5 million, consisting of 11.5 million people ages 0 - 14 years old (17.5%), 42.8 million people ages 15 - 59 years old (65.4%) and 11.3 million people ages more than 60 years old (17.1%). The same statistic showed that in 2005, the % of 60 years old and over was only 10%. This mean Thailand is getting into a Complete Aging Society. Today the society is growing along with the changing technology. Therefore, the elderly must adapt with the technological problems that will play a role in their daily life.

In addition, Wei (2010) studied the technological factors that influenced the initial trust of the elderly consumers under E-commerce in the form of B2C. It revealed that there are 4 factors that affect the initial trust of customers. Privacy protection and security controls, Usages of websites, The Convenience of accessing websites and Website communication systems. Similarly, Loh (2014) studied the factors that affected consumers' trust in purchasing online products in Malaysia. Consequently, it was found that the convenience and uncomplicated website has the most positive

effect on the trust of consumers. While the second most important positive impact is the website designs. It also founded that trust of consumers also affected the intention to purchase products. Likewise, Pichan Malikao (2011) studied about “Factors that affect the behavior of purchasing of women's fashion clothing through social media: Facebook”. The objective is to examine the factors that affects behavior of purchase of women's fashion clothing through social media (Facebook). The sample group was female Facebook users in Thailand whom have previously purchased women's clothing via Facebook. There was a total of 400 female participants, where questionnaires was used. The analysis showed — most of the participants were between 25 - 34 years of age employed by private companies and have a bachelor's degree, with average monthly income of 10,000 - 15,000 Baht. Hence, the decision to purchase fashion clothes on social networks such as Facebook — the customers who answered the questionnaires agreed with the trust in purchasing products via social networks, Facebook. They trust in the seller and privacy protection. Regarding the internet system in the trust level — the hypothesis testing found that the trust in purchasing fashion clothing on social media in term of the trust in the seller and consumer protection is correlated in the same direction with the behavior of purchasing fashion clothing as well as the price, number of times and the number of pieces purchased. In the aspect of marketing promotion, there is a correlation between the purchasing behavior of fashion clothing in the same direction with cost. On the other hand, the marketing that was used to make the decision to purchase the clothes, includes the quality of the product, the price of the product, and the distribution channels, which is correlated in the same direction with clothes purchasing behavior and the number of times and the amount of purchase with statistical significance of 0.05.

Subsequently, Kantapon Banthatthong (2014) studied the elderly's behavior of using social networks and their satisfaction in 7 regions of Thailand. The research findings are as follows: 1) The elderly who use social networks have a high level of satisfaction, 2) The elderly use of social networks has an overall high motivation level. Hence, the research hypotheses are as follows: 1) The elderly with different monthly income have different level of satisfaction statistical significant of .05 and 2) Elderly with different objectives in using online social networking services, how often they use social networks, the duration of the usage and the time period of using online social networks will have different satisfaction levels in using social networks 3) The elderly who use different types of online social networks (Facebook, Twitter and Line) have different satisfaction levels and 4) The elderly's motivation for using the social network is correlated with the satisfaction level in using online social networks.

3. Research methodology

1. Population and samples

The population used in this study consisted of 1,020,917 elderly people in Bangkok aged 60 years and above. The samples were selected by simple random sampling by using the formula of Taro Yamane (Kalaya Wanichbancha, 2006) with the the confidence interval 0.95 and the error value 0.05. Therefore, for this study the researcher have determined a sample group of 400 participants.

2. Sample group selection

The sample group in this study were selected by simple random sampling to reduce bias in the study.

4. Research tools and equipment quality

In this study, the researcher have used questionnaires to collect the data from the sample group. The questionnaires consists of 5 parts: 1. Demographic characteristics 2. Causal factors such as consumer factors, marketing factors and technological factors that affects the decision to purchase online 3. Satisfaction of online shopping in the Bangkok where the researcher has improved the questionnaires according to the recommendations of the advisor and then present to the advisor for approval once more prior to handing out the questionnaires. In addition, the edited questionnaires were try out to find the reliability of the questionnaire, where the reliability is greater than 0.7 means that the questionnaire has enough confidence interval to be use as the research tool.

5. Methods of data collection

1. The primary data was obtained from surveys that have been completed by the 400 participants from the sample groups and have been verified for accuracy to be analyze in the following steps
2. Secondary data was data obtained from previous researches, academic documents, articles, journals and other various internet researches etc.

6. Statistics used in data analysis

1. Descriptive statistics was used to describe general information of the respondents. It were distributed and presented as a percentage average and standard deviation and 2. Inferential Statistics consisted of linear regression testing was used to study the relationship between technological factors that influence elder's satisfaction in making online purchase decisions.

Table 1 General information of respondents

General information	(N)	Percentage (%)
Gender		
Male	149	37.3
Female	241	62.8
Education Level		
Lower than high school	25	6.30
High school / Vocational school	40	10.00
Diploma / Vocational school	42	10.50
Bachelor	191	47.80
Master's Degree	102	25.50
Average number of purchases on the website in 6 months		
0 - 200 items	377	94.25
201 - 400 pieces	3	0.75
401 - 600 items	0	0
601 - 800 pieces	0	0
801 - 1000 pieces	3	0.75

Types of product purchased on the website in the past 6 months		
Sports and travel		
Motor vehicles and equipment	23	5.75
Home and lifestyle	13	3.25
Electronic Devices	7	1.75
Electronic accessories	11	2.75
TV and home appliances	21	5.25
health and beauty	26	6.50
Babies and toys	51	12.75
Supermarkets and pets	2	0.50
Men / women fashions	11	2.75
Accessories	30	7.50
Ordered more than 1 type of products online	5	1.25
	200	50.00
General information	(N)	Percentage (%)
Types of products purchased on the website		
Sports and travel	17	4.25
Motor vehicles and equipment	2	0.50
Home and lifestyle	12	3.00
Electronic Devices	11	2.75
Electronic accessories	17	4.25
TV and home appliances	14	3.50
health and beauty	36	9.00
Babies and toys	2	0.50
Supermarkets and pets	15	3.75
Men / women fashion	18	4.50
Accessories	9	2.25
Ordered more than 1 type of products online	247	61.75
The amount of money spent on the last product purchase		
0 baht		
1 - 3,600 baht	7	1.75
3,601 - 7,200 baht	321	80.25
7,201 - 10,800 baht	55	1.25
10,801 - 14,400 baht	6	1.50
14,401 - 18,000 baht	0	0.00
More than 18,000 baht	5	1.25
	6	1.50
Popular websites that are use to order online products		
Bigsize hiso shop		
Adidas	5	1.25
Alibaba	8	2.00
Aliexpress	8	2.00
Amazon	3	0.75
Ari	4	1.00
Central online	3	0.75
Chilindo	3	0.75
	6	1.5

General information	(N)	Percentage (%)
Popular websites that are use to order online products		
Facebook		
Foodpanda	32	8.00
	2	0.50
Tendency of future purchase		
No tendency to purchase	29	7.25
Less tendency to purchase	39	9.75
Moderate tendency to purchase	137	34.25
High tendency to purchase	108	27.00
Most tendency to purchase	87	21.75

From Table 1, it show 241 female (62.8%) and 149 male (37.3%) respondents. Most of the respondents are entrepreneurs with a Bachelor degree. Most of the respondents purchased the products online between 0 - 200 pieces in average of 6 months. Time required for the respondents to use internet prior to purchasing products are estimably 49 minutes - 1.37 hours. Most of the purchasing online products purchases more than 1 type of product. Followed by purchase of health and beauty products, including the past 6 months in which the latest purchase of products on the website is between 1 - 3,600 baht. In addition, most popular website are Lazada, Facebook and Shopee. Most respondents tend to have moderate tendency to purchase next product on the website with only 29 people showed no tendency to continue buying.

Table 2 Shows the mean and standard deviation of the technological factors of the Elderly in Bangkok

Technological Factors	Opinion Levels		
	\bar{X}	S.D.	Results
1. Availability and access to internet	3.84	0.813	High
2. Downloads duration time	3.89	0.798	High
3. Display of images and colors	3.88	0.769	High
4. Easiness of usages	3.96	0.741	High
5. Accessibility / Convenience	3.97	0.734	High
6. Privacy and data security	3.64	0.889	High

From Table 2, it revealed that the technological factors of elderly consumers in Bangkok is at a high level with the average of 3.88. When considered in each aspect, it was found that the aspect of access / convenience has the highest average value. Follow by is the easiness of the use, then the duration of the downloads, display of images and color, availability and internet access and lastly, privacy and data security with the average values of 3.96, 3.89, 3.88, 3.84 and 3.64, respectively.

Table 3 shows the results of independent variable analysis. Availability and internet access, image and color display, easiness of use, download time duration, and privacy and security that affects the satisfaction of online purchases decisions of the elderly consumers in Bangkok.

Independent variables	B	Beta	t	Sig
1. Availability and internet access	0.333	0.365	5.983	0.000*
2. Downloads duration time	-0.106	-0.111	-1.912	0.057
3. Display of images and colors	0.234	0.243	4.413	0.000*
4. Easiness of usages	0.101	0.098	1.909	0.057
5. Accessibility / Convenience	-0.060	-0.060	-1.082	0.280
6. Privacy and data security	0.120	0.143	3.554	0.000*

* Statistical significance at the level of .001

Adjust $R^2 = .678$, $F = 120.982$, $p\text{-value} < 0.05$

Overall, the purchases of online products of elderly consumers in Bangkok as a whole shows that availability and access to the internet, images and colors displays, and privacy and security has an influence on the satisfaction level. The statistical significance is 0.05 by taking into consideration the p - value of less than 0.001. When taking into consideration the weight of the impact of the factors that influence the satisfaction level of the decision to purchase online products of elderly consumers in Bangkok it was found that the factors of availability and access to the internet (Beta = 0.365) had the most influence on the satisfaction of the decision-making of the consumers, followed by the display of images and color (Beta = 0.234), and followed by privacy and security (Beta = 0.134), respectively.

7. Discussion

According to the study, on time and fast delivery after the purchase of online products are what affects the satisfaction most. Follow by website appearance. This is consistent with Loh's (2014) study on the factors affecting consumers' trust in purchasing products through internet system in Malaysia. User Friendliness website had most positive impact on the trust of consumers, follow by quality design of the websites. Trust of consumers also have an effect on the purchase of products online. Elderly pay attention into in-depth and accurate information about the products being offered, the website administrator using of consumers' personal information correctly, after-sales service and a good online data security protection. This is consistent with Wei's (2010) study of factors that influence the primary trust of consumers under B2C E-commerce, which found the importance 4 factors of E-commerce including: privacy protection and security controls, usages of websites, the convenience of accessing websites and the website communication systems, as well as the trust that is the first experience in which will have a positive influence on consumers' willingness to purchase products. In accordance with a study by Kulachet Watthanaphon (2013), on consumers' trust in buying life insurance from Siam Commercial Bank for retirees in Bang Kho Laem area. The study revealed that brand trusts is the most important factors. In addition, there are opinions about factors affecting trust in buying Thai Life Insurance in the elderly by focusing on the satisfaction of the care

and insurance of Siam Commercial Bank. This is consistent with Millar & Millar's (2009) study that explained by building trust is to build good relationships with customers, and is an important factor of the success of the marketer or seller. Hence, the 5 ways way to achieve TRUST; 1) Telling the truth 2) Meet customers' needs 3) Create customers interest 4) Serving the customers 5) Give time to everything mentioned above. Service providers need to approach customer by helping to solve problems that arise and deliver products on time. In conclusion, the satisfaction of online shopping among elderly consumers in Bangkok relies on the fast delivery time of the products, the attractiveness appearance of the website, user friendliness as well as data security have to be taken into consideration. After-sales service and trust all affects the elderly's decision in purchasing online. From the study, it found that the factors of availability and internet access, image and color display and privacy and security influenced the satisfaction of online purchase decisions with a statistical significance of 0.05, based on the p - value of less than 0.001, which is consistent with the availability and access to the internet with the study conducted by Pichan Mali Khao (2011) on " The factors that affect the behavior of buying women's fashion clothes through social networks (Facebook) as found that most female respondents are between 25 - 34 years old, employed by private companies with bachelor's degree, have an average monthly income of 10,000 - 15,000 baht. Hence, the customers who answered the questionnaires agreed in trusting of purchasing products via social media (Facebook). Majority of the respondents have moderate trust in the seller and high level of trust in the internet system. The hypothesis testing found that the trust in buying fashion clothing on Facebook, the seller, the internet and consumer protection was all correlated in the same direction with clothing purchasing behavior and the cost, the amount of times and amount of purchase with the marketing mix being product, price, distribution channel, and marketing promotion with the behavior of buying fashion clothing in the same direction with cost and marketing mix used with a statistical significance at the level of 0.05. In addition, this also corresponds Loh's (2014) study on the easiness of use of websites. The study examined the factors affecting the consumer's trust in purchasing products through the internet in Malaysia, where it was found that the easiness of use of the website has the most positive effect on the trust of consumers in the online market, with second being is the design quality of the websites that had affected the trusts of consumers in the online market. From the results of this study, businesses, government organizations and other private sectors can apply, extend or adapt the study for their own use by using suitable criteria for the context of the specific areas.

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**The Study of the Customers' Attitudes Which Affect
Customers' Online Purchasing Behaviors in Bangkok**



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Abstract

The study aims: 1) To study the customers' attitudes which consist of 9 factors affecting customers' online purchasing decision—privacy, security, time, ease of use, convenience, enjoyment, past experience, company reputation and tactility. 2) To study the customers' online purchasing behaviors in Bangkok. 3) To study the relationship of the customers' attitudes which affect customers' online purchasing behaviors in Bangkok. The data was collected from 144 participants selected by purposive sampling method which focused on the elderly using an online questionnaire. The data was analyzed by arithmetic mean (\bar{x}), standard deviation (S.D.), probability (P), probability value (P-Value), and t-test. The study result shows that the male participants are more than female participants— 56 male participants which are 38.9% and 88 female participants which are 61.1%. Most of participants are private office workers which is 48 participants (33.3%). 40 participants (27.8%) are government officers while 25 (17.4%) are business owners. Consequently, 16 participants (11.1%) are unemployed while the least is a freelance worker which is only 15 participants (10.4%). For the education, most are graduated in bachelor degree which are 67 participants (46.5%). The second is 27 participants (18.8%) who are graduated in master degree and 15 participants (10.4%) are graduated in diploma or associate's degree. 14 participants (9.7) are high-school graduates while 12 participants (8.3%) are graduated in higher level than master degree. The least participants— 9 people (6.3%)— are graduated in secondary school or lower. Moreover, the results showed that the important factor which has an impact on online purchasing decision is the information and the details given on the website while other factors got the similar numbers of responses. Additionally, security and privacy when giving personal information are other factors which slightly effect on online purchasing decision. However, most responses about the rest factors of online purchasing decision are said "agree" so they can be indicated that online shopping has an important role nowadays at all ages, including the elderly.

Keywords: Attitude, Customer, Customers' Behavior, Purchasing Decision, Online Shopping

1. Introduction

In the past, online shopping did not have many promotions and tactics which catch customers' attention. Consequently, firms try to develop the websites and create many interesting online promotions to attract the customers and grab customers to purchase on the online platforms. Nowadays, many firms in various kinds of businesses use these online platforms as another distribution in order to create a new market segment and increase their sales. Therefore, online marketing has had an important role and has been created through many platforms such as social media and email. Many firms now budget for online marketing due to its accurate evaluation plus it is able to scope and focus on their specific targets so that is worth to invest.

Customers' behaviors are the study about how one chooses to buy something, how one uses or manages the product or services referred to one's attitudes and experiences in order to answer his/her need (Solomon, 1998). Additionally, internet has been applied on today trade as another retail distribution so it is important to understand customers' attitudes, intention and behaviors towards online shopping. Hence, the reasons why customers choose or hesitate to shop online will be declared.

The researcher studied the problems of online purchasing decision through customers' attitudes and behaviors from previous related studies and want to focus on the elderly in this study in order to understand deeply how the elderly shop online. Consequently, the benefit of this research is to know how to develop online marketing answering the elderly's need.

2. Objectives

1. To study the customers' attitudes which consist of 9 factors affecting customers' online purchasing decision—privacy, security, time, convenience, enjoyment, past experience company reputation and tactility.
2. To study the customers' online purchasing behaviors in Bangkok.
3. To study the relationship of the customers' attitudes which affect customers' online purchasing behaviors in Bangkok.

3. Research Hypothesis

Customers' attitudes which affect customers' online purchasing behaviors in Bangkok are as following:

1. Privacy Attitude towards online purchasing decision of customers in Bangkok
2. Security Attitude towards online purchasing decision of customers in Bangkok
3. Timing Attitude towards online purchasing decision of customers in Bangkok
4. Ease of Use Attitude towards online purchasing decision of customers in Bangkok
5. Convenience Attitude towards online purchasing decision of customers in Bangkok
6. Enjoyment Attitude towards online purchasing decision of customers in Bangkok
7. Past Experience Attitude towards online purchasing decision of customers in Bangkok
8. Company Reputation Attitude towards online purchasing decision of customers in Bangkok
9. Tactility Attitude towards online purchasing decision of customers in Bangkok

4. Conceptual Framework

The research aimed to study "Customers' Attitudes which Affect Customers' Online Purchasing Behaviors' on Bangkok based on the conceptual framework with the following details:

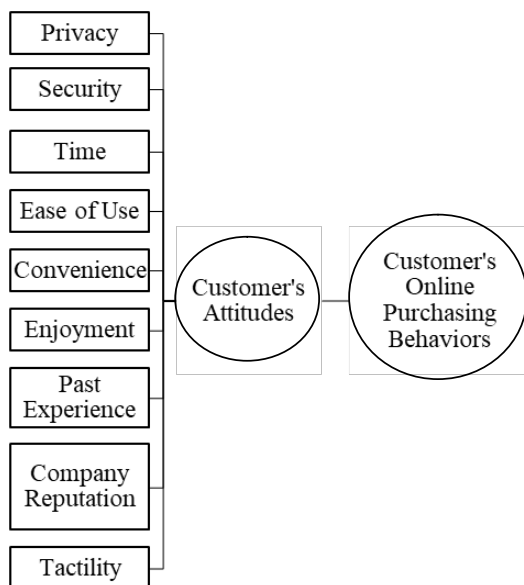


Figure 1 The conceptual framework of "Customers' Attitudes Affecting Customers' Online Purchasing Behaviors"

5. Literature Review

Attitude

Schiffman and Kanuk (1994) defined that "attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (e.g., a brand, a service, or a retail establishment)" and "attitude formation, in turn, is the process by which individuals form feelings or opinions toward other people, products, ideas, activities, and other objects in their environment".

Customer

Customer referred to Consumer Protection Act, B.E. 2552 means product and service buyer or one to whom firms offer or persuade to buy products and services including one who consumes products or services legally from firms without any compensation. (Sasanunt, 2553)

Customers' Behavior

Customers' behaviors are defined as the behaviors when customers seek for, purchase, consume, and evaluate products and services in order to answer their need (Schiffman and Kanuk, 1994) or an individual act which is directly related to obtaining and consuming products and services including purchasing decision process (Engel Kollat and Blackwell, 1968).

Purchasing Decision

Purchasing decision is a process of deciding to purchase products and services from various kinds of alternatives in order to consume referring to product and service information and environment limitation. Therefore, purchasing decision is an important process within customers' subconscious (Siriwan et al., 2543) said that buying decision process is the steps when customers decide to buy something and there are 5 steps—problem recognition, information search, evaluation of alternative, purchase decision, and post purchase behaviors.

Online Shopping

Online shopping is when buying products through the internet or it might be called e-commerce which means the process of selling and buying products and services via electronic media through the internet. (Sirikanda, 2558)

Previous related studies

This section addresses the previous studies on “Attitudes Towards Online Purchasing of Products and Services in Chonburi Province”. Thidarat P. and Jirapa P. (2560) studied attitudes towards online purchasing of products and services which aimed to study the relationship between online purchasing attitudes and behaviors of customers in Chonburi. The survey was distributed to 400 samplings. The results showed that most samplings are single female which is 342 participants at the age of 21-25 graduated in bachelor degree and earn 10,001-20,000 baht/month. They normally purchase products and services on Facebook, websites, Line, and Instagram. Most products are clothes and accessories. The reason why they shop online is the convenience because they can get all the processes done at home involving the payment process—mobile banking transaction. The frequency is once a month. Two attitudes which clearly effect are the products provided details and reviews from previous customers and the shop whose admin or salesperson is willing to answer the questions. An average price per purchase is 501-1,000 baht. Moreover, the level of attitude towards understanding and feeling is “high” and attitude towards behavior is “the highest”. However, attitude towards behavior has a positive role on the intention to purchase.

6. Research Methodology

The study is a quantitative research by using an online questionnaire and purposive sampling method focusing on the elderly. There were 144 participants taking part in this study. Data were analyzed by using questionnaire analysis program with arithmetic mean (\bar{x}), standard deviation (S.D.), probability (P), probability value (P-Value), and t-test. The results are summarized and presented as the table with description.

7. Research Results

Part 1 Personal Information

Table 1 Distribution of Participants According to Their Genders

Genders	Frequency	Percentage
Male	56	38.9
Female	88	61.1
Total	144	100

According to Table 1, most participants are female (61.1%) while the numbers of male are 56 (38.9%).

Table 2 Distribution of Participants According to Their Occupation

Occupation	Frequency	Percentage
Government Officers	40	27.8
Freelance Workers	15	10.4
Business Owners	25	17.4
Private Office Workers	48	33.3
Unemployed	16	11.1
Total	144	100

According to Table 2, most participants are private office workers which is 48 participants (33.3%). 40 participants (27.8%) are government officers while 25 (17.4%) are business owners. Consequently, 16 participants (11.1%) are unemployed while the least is a freelance worker which is only 15 participants (10.4%).

Table 3 Distribution of Participants According to Their Education

Education	Frequency	Percentage
Secondary School/Lower	9	6.3
High School	14	9.7
Diploma/Associate's Degree	15	10.4
Bachelor Degree	67	46.5
Master Degree	27	18.8
Higher Than Master Degree	12	8.3
Total	144	100

According to Table 3, most are graduated in bachelor degree which are 67 participants (46.5%). The second is 27 participants (18.8%) who are graduated in master degree and 15 participants (10.4%) are graduated in diploma or associate's degree. 14 participants (9.7) are high-school graduates while 12 participants (8.3%) are graduated in higher level than master degree. The least participants— 9 people (6.3%)— are graduated in secondary school or lower.

Part 2 The Factors Affecting Online Purchasing Decision

Table 4 Customers' Factor When Purchasing Online

Security	\bar{x}	S.D.	Levels of Agreement	
You feel secure in website's payment methods.	3.53	0.931	Agree	4
You are worried about personal information fraud when shopping online.	3.57	0.966	Agree	4
You will buy things when security/trust sign is shown on the website.	3.83	0.999	Agree	4
You feel comfortable when website shows details as much as possible.	4.04	0.967	Strongly Agree	5
You feel secure when website looks professional and trustworthy.	3.59	0.927	Agree	4
Total	3.71	0.958		

According to Table 4, most participants agree and strongly agree about the security when shopping online. The mean is 3.71 while S.D. is 0.958. Therefore, these can be indicated that security clearly affects online purchasing decision.

Table 5 Customers' Online Purchasing Decision

Customers' Online Purchasing Decision	\bar{x}	S.D.	Levels of Agreement	
When you want to buy something, you usually buy them on websites.	3.49	0.961	Agree	4
You buy things on websites more than at stores.	3.35	1.105	Agree	4
You will recommend others to buy things on websites.	3.31	1.061	Agree	4
Total	3.38	1.042		

According to Table 5, most participants agree and strongly agree about customers' online purchasing decision. The mean is 3.38 while S.D. is 1.042. Therefore, these can be indicated that the participants prefer to shop online.

8. Research Discussion

8.1 Personal Information

Most participants are female (61.1%) while the numbers of male are 56 (38.9%). They are private office workers which is 48 participants (33.3%). 40 participants (27.8%) are government officers while 25 (17.4%) are business owners while the least is a freelance worker which is only 15 participants (10.4%). Plus, most are graduated in bachelor degree which are 67 participants (46.5%) while the least participants— 9 people (6.3%)— are graduated in secondary school or lower.

8.2 The Factors Affecting Online Purchasing Decision

Participants strongly agree that they feel comfortable when website shows details as much as possible and they agree that they will buy things when website looks professional and trustworthy showing security/trust sign. Therefore, these can be indicated that security clearly affects online purchasing decision.

8.3 Customers' Online Purchasing Decision

Participants agree about 3 aspects of customers' online purchasing decision which are when they want to buy something; they usually buy them on websites more than at stores. Moreover, they will recommend others to shop online rather than at the stores.

8.4 Hypothesis Testing

The responses from the questionnaire about the customers' attitudes which affect customers' online purchasing behaviors in Bangkok classified the participants into genders, occupations, and education showed that their attitudes towards online purchasing behaviors are similar.

To be concluded, the results showed that the elderly now prefer shopping online but they still concern about security and privacy. Therefore, these suggest that firms need to develop their websites to look professional and secured.

Moreover, the results of this study can be used for any companies whose target marketing is the elderly and which are willing to know and understand the elderly's need in order to apply the results on marketing strategies.

9. Recommendation

This study still has some limitations to be concerned. Due to it used the purposive samplings focusing on the elderly, the ranges of the ages need to be more cleared and focused. In addition, it need more ranges of the ages in order to compare such as the ages between 51-60, 61-70 and 71-80. Also, data must be analyzed from the real numbers of participants. Thus, the result can be misrepresented. The further study should adjust the ages of the sampling.

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**The Relationship between Marketing Factors Affecting the
Loyalty of Online Shopping Behavior of Consumers in Bangkok**

**RCGR^{4th}
2019**

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The Relationship between Marketing Factors Affecting the Loyalty of Online Shopping Behavior of Consumers in Bangkok

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Abstract

The objectives of this study were 1) To study marketing factors affecting the loyalty online shopping behavior. 2) To study the purchasing decision via online channels and 3) To study the relationship between marketing factors affecting the loyalty of the purchasing decision via online channels of consumers in Bangkok. The used sample group was 400 people who bought products via online channels in Bangkok by using Taro Yamane formula and accidental sampling. The instrument used in the research was a questionnaire. The statistics used for data analysis were Percentage, mean, standard deviation, T-test, One Way ANOVA and the Pearson product-moment correlation coefficient (PPMCC) and determined statistical significance at the level of 0.05. The results revealed that the causal factors affecting the loyalty of consumers' online purchasing decision behavior in Bangkok in all aspects were at a high level, in the first 3 ranking were as follows: 1) The consumer factor 2) The marketing factor 3) The technology factor the consumers' online purchasing decision behavior in Bangkok in all aspects were at a high level, in the first 3 ranking were as follows: 1) Purchase products via websites more than general stores. 2) Usually purchase products through websites. 3) Prefer to recommend purchasing products via websites more than purchasing at general stores. The relationship between marketing factors affecting the loyalty of the purchasing decision via online channels of consumers in Bangkok of 400 people who bought products via online channels found that the relationship in the product factor was at a low level.

Keywords: Marketing Factors, Purchasing Decision, Loyalty

Introduction

For the pattern of consumer's living in modern society at the present, consumers prefer more convenience and speed. The purchasing behavior has changed from the previous way such as almost products are bought at any store whether it is traditional trade and modern trade becomes to purchase products via online channels higher until they believe in purchasing products and services higher as well as saving travel time causing in retail and wholesale in online channels become popular to consumers as another option and it tends to continue expanding which causes the enormous marketing value of today's retail and wholesale business.

From the study of the Electronic Transactions Development Agency, found that in 2018, the number of online purchases of products and services in Thailand ranks as one of the top 5 internet activities that were higher than 51.28%, resulting in advertising via online media increasing by more than 80% from 66% in 2017. From the survey findings of "We are social" in 2017, it was also found

that the number of internet users of Thailand, especially Facebook, was the number one in the world and the creation of a new consumer group in this digital age was called Generation C. There were connected all the time as well as updating data, sharing news and spend their time on social media mainly. It reflected that social media will be popular higher. Therefore, the current business would prioritize on the digital marketing quite well.

For this reason, the researcher was interested in studying about “**The Relationship Between Marketing Factors Affecting the Loyalty of Online Shopping Behavior of Consumers in Bangkok**” to study and analyze the relationship between marketing factors and purchasing decision that would be helpful for the operations of any business can clearly meet the needs of the customers' group, to be satisfied by services, to expand the customer base and it will be a guideline for organizations or agencies that operate businesses related to electronic commerce can apply research results to digital marketing to allow the organizations or departments can penetrate the target group with precision and meet the need of consumers in the future.

Research objectives

1. To study marketing factors of purchasing online of consumers in Bangkok.
2. To study the purchasing decision to purchase products via online channels of consumers in Bangkok.
3. To study the relationship between marketing factors affecting the loyalty of purchasing decisions via online channels of consumers in Bangkok.

Hypothesis

Marketing factors affect the loyalty of customers to make decisions to purchase via online channels.

Conceptual framework of research

Marketing factors affect the loyalty of customers to make decisions to purchase via online channels.

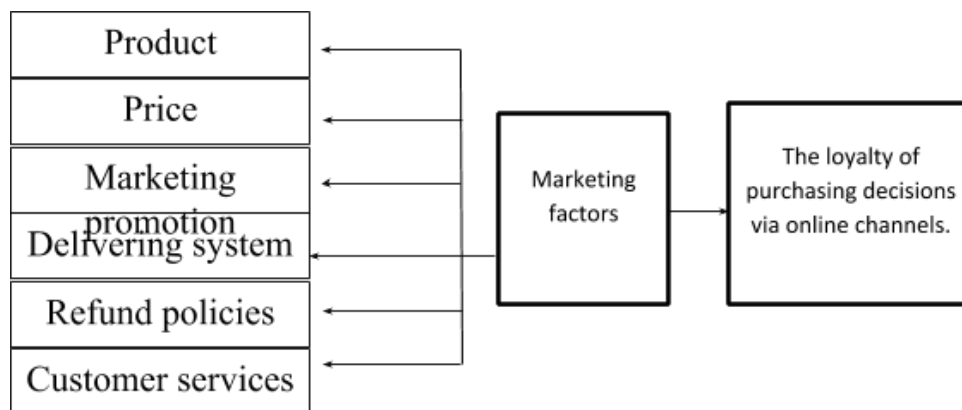


Figure 1 Marketing factors affect the loyalty of customers to make decisions to purchase via online channels

Scope of Research

Population and sample groups

1. Population Scope

The population used in this research was people who bought online products in Bangkok.

2. The Sample Group Scope

The sample group used in this research was people who bought online products in Bangkok by using Taro Yamane (1973) formula in the event that the population is known and the sample size is determined at 95% confidence level, the error is 5%.

Content Scope

This research was to study the relationship between marketing factors affecting the loyalty of the purchasing decision via online channels of consumers in Bangkok according to the Conceptual elements of the purchasing decisions, consumer's behavior, technological acceptance, marketing factors, the satisfaction and the loyalty of online consumers in Bangkok.

Variable Scope

1. Independent variable consists of 2 parts which are
 - 1) Personal factors such as gender, age, education level, occupation.
 - 2) The behaviour of consumers' online purchasing decisions such as consumer factors, marketing factors, and technological factors.
2. Dependent variable is the loyalty of purchasing decisions via online channels of consumers.

Expected Benefits

1. Know the marketing factors of online purchases of consumers in Bangkok.
2. Know the online purchasing decisions of consumers in Bangkok.
3. Know the relationship between marketing factors that affect loyalty in making online shopping decisions of consumers in Bangkok.

Concepts and theories

Theories of purchase decision

Wipawan Manopramote (2556) said that a decision means choosing and comparing the desired things from many alternatives, to consider by reasons to achieve the objectives.

Kotler (2017) said that consumer decisions are made by internal factors, such as motivation, awareness, learning, personality and attitude, which show the needs and realize that there are many products to choose from, activities that are connected with consumers. With existing data or information provided by the manufacturer, and finally, the evaluation of those options

Chattayaphon Samerjai (2550) defined a decision that means the process of choosing to act on one of the existing alternatives, which consumers tend to have to make informed choices about their products and services by choosing products or services based on information and situation constraints. A decision is an important process for consumers.

Concepts of consumer behavior

Siriwan Serirat (2552) said that to be aware of the need's characteristic and other behaviors to be applied as a strategy and a guide line to meet the satisfaction of consumer maximumly and appropriately. The components are 6Ws and 1H.

Thongchai Santiwong (2554, p. 27-28) defined the meaning of consumer behavior as an act of a person directly related to the procurement and use of goods and services, including the decision-making process which had already come and involved in the determination of such actions. The key points of the above definition are "Precede". These predecessors referred to the behavioral characteristics of consumers at that time.

Adul Jaturongkagun (2551, p. 20) mentioned to the consumer's definition of being an individual who has the ability to purchase or everyone who has money willing to purchase that product or service.

Concepts and theories about technological acceptance

Singha Chaveesuk and Sunantha Wong Chaturaphat (2555) defined technological acceptance that is the element that causes people to change various aspects related to technology in 3 aspects which are behavior, attitudes towards technology and easier to use technology,

Sasiphon Muensrichai (2555) defined technological acceptance that is the major factor to use and coexist with technology by using technology to gain experience, knowledge, skills and the need for technology applications.

Concepts and theories of marketing mix.

Suwasa Chaisurat (2552) said that marketing mix in various kind of businesses will have factors to impact these businesses. Especially in marketing operations, there are two factors: internal factors, executives or entrepreneurs can control according to the policy of the business which is marketing mix. External factors, factors that affect the operations of the business cannot be controlled. Therefore, internal factors must be adjusted in accordance with external factors such as the economic, social, political, competitive, cultural, legal and technological environment.

Siriwan Serirat and others (2009) said that marketing mix means Controllable marketing variables that the company uses together to satisfy the target group.

Khitibodi Kunlohit (2552) stated that marketing mix means the marketing tools used to achieve the marketing objectives.

Concepts and theories about the satisfaction and the loyalty of online customers.

Thomas & Eart (1973) said that the satisfaction is a measure of satisfaction in which one is used to know the value of satisfaction which is valuable and should understand the problem in order to improve as efficiency further.

Hirschmann (1981) Classified dissatisfaction responses into 3 categories as follows: 1. Exit response (Change new users) 2. Voice response (Seek changes from service providers) and 3. Loyalty) (Staying with the same service provider but expecting better service or product.)

Maute and Forrester (1993) Hirschman Singh (1998) criticized consumer behavior in three categories: (1) Solving problems by verbal complaint (2) Negative word-of-mouth communication (3) Third-party response through legal proceedings.

Bearden & Teel (1983) indicated that The consumer satisfaction is important to all marketers whose findings indicated that sales from repeated purchasing and customer loyalty have the positive relationship with satisfaction.

Sirohi Mclaughlin and Wittink (1998) identified 3 customer loyalty indicators as follows: (1) willingness to purchase (2) willingness to repurchase and (3) willingness to recommend stores to others.

Research methodology

The population and the sample group

The population used in this research was 400 people who bought online products in Bangkok by using Taro Yamane (1973) formula in the event that the population is known and the sample size is determined at 95% confidence level.

Educational instruments

The online questionnaire consists of 4 parts as follows

- Part 1 Personal data of respondents
- Part 2 about online shopping habits
- Part 3 Marketing mix factors
- Part 4 How to make a decision to purchase online
- Part 5 Additional comments and suggestions

Data collection

The collection of data used in qualitative research will collect data related to quality research from documents, research articles, news, etc. related to media exposure and marketing communication. Data collection used in quantitative research will collect data by questionnaire.

Statistics used in data analysis

In analyzing the data for this research, the researchers collected the data for analysis by SPSS for Windows SPSS as follows: 1. Basic statistics used in data analysis such as Frequency,

Percentage, Mean and Standard Deviation. 2. Statistics used in hypothesis testing such as Pearson Product Moment Correlation coefficient By specifying level 0.05.

Research Results

The findings can be summarized as follows:

1. Personal data of 400 respondents used as a sample in this study by using descriptive statistics presented by Frequencies and Percentage revealed that Most of the website shopping experience used to buy products from the website and were female aged 20-29 years and worked as civil servant/state enterprise, graduated diploma / high vocational certificate. On average 6 months, there were 3 items purchased on the website, spending about 2 hours on the internet to shop on the website, most of the products on the website was jewelry. During the past 6 months, most of the products on the website was jewelry, the latest purchasing was totaled around 500 baht, the latest purchasing by the website named "Weloveshopping" and tended to continue shopping on the website on and on.

2. Consumers of online shopping in Bangkok had opinions on consumer factors at a high level. The overall was at the highest level. The highest average was the company's reputation to make the purchasing decision.

3. Consumers of online shopping in Bangkok had a high level of opinions towards marketing factors at a high level. The highest average was the product.

4. Consumers of online shopping in Bangkok had a high level of opinions towards technological factor at a high level. The highest average was Privacy and data security.

5. Consumers of online shopping in Bangkok had a high level of opinions towards consumer online shopping decisions at a high level in overall. The highest average was to purchase more products on the website than at general stores.

6. Consumers of online shopping in Bangkok had a high level of opinions towards the satisfaction of the online purchasing decision was at a high level. The highest average was the website creativity.

7. The marketing factors and the loyalty of online shopping among consumers in Bangkok, when considered in each aspect, it was found that there was a low level of the positive relationship between the products.

Research Discussion

The opinions of the causal factors which were consumer factors, marketing factors and technological factors affecting the online purchasing decision behavior of consumers in Bangkok in all aspects were at a high level. The first three are arranged in descending order.1) Consumer factors2) Marketing factors and3) Technological factors consistent with the research by Wipawan Manopramote (2013), studying factors that affected online shopping decisions (Instagram) of the population in Bangkok, it was found that the factors of attitude, trust factors and factors. The overall marketing mix factors averaged at the highest level.

The opinions about the online purchasing decisions of consumers in Bangkok in general in all aspects were at the high level, in the order of the first 3 levels as follows: 1) Purchase more products on the website than at general stores. 2) Purchase products. Often Purchase products on the website and 3) Prefer to recommend online shopping rather than general store purchases, in line with Kittiwat Jitawat (2018) research, who studied online shopping factors and website quality that affect the decision to purchase products from Lazada of consumers in Bangkok found that the motivation factors for online shopping, online shopping service quality, and website quality affect the cut. Consumer decision-making from Lazada of Bangkok was 65.1 percent with statistical significance at the level of .05. While the factors of online shopping behavior, experience in online shopping, presence in online shopping and the online auction did not affect the decision to purchase products from Lazada of consumers in Bangkok.

The finding of the relationship between the marketing factors that affect the loyalty in the online shopping decision of the consumers in Bangkok has found the relationship in the products. There is a little positive relationship. Consistent with the research of Wipawan Manopramote (2556) studying factors influencing online shopping decisions (Instagram) of the people in Bangkok. The study indicated that marketing mix factors affected the decision to purchase products via social media. (Instagram) of the population in Bangkok with a statistical significance of 0.05

Suggestions

Suggestions for applying the findings

This research can be utilized by improving and developing products or services that are in line with the needs of specific consumers who make their own purchase decisions. Especially the consumer side in the purchase of products that value the reputation of the company when making a purchase decision. The company must have clear information on the website that affects the decision to purchase products online in order to present the products and news to meet the needs of consumers to make the decision to purchase the products and the word about the products. Nowadays, consumers are more popular about purchasing products on the website than in general stores, with consumers paying more attention to factors in terms of products that affect the decision-making process both before and after the purchase. Entrepreneurs should have a clear policy to create credibility in the product presentation that corresponds to the needs of consumers, affecting the process before making a purchase decision, which is to present information about the product to consumers in order to Consumer purchasing decisions to be used to run a business more efficiently.

Suggestions for Future Research

1. This research is a survey of consumers in the Bangkok area only. The scope of the study may not reflect other areas of the study, so it is better to study in other areas or expand the scope of the research either at the regional or national level, as well as to study other subjects besides the marketing mix that will affect the decision to purchase products via online channels even more.

2. We should study the issue of consumer attitudes towards online shopping in order to obtain diverse educational results and affect the use in creating the strategy of entrepreneurs to sell products via online channels.

3. We should study the reckless factors of online shopping with many forms and more risks in the online world, including study the laws that protect online consumers such as mobile financial

transactions, purchasing Products through applications, including preventive measures or practices that benefit the economy, society and the country.

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**Marketing Factors Affecting the Online
Shopping Habits of Elderly Consumers of Bangkok**

**RCGR^{4th}
2019**

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Abstract

This study aims to learn about marketing factors. Whether it is a commodity price, marketing campaign. Product Delivery System The return policy of customer service that affects online shopping habits in the elderly ages in Bangkok. Data is stored by a query format of 400 series. Analyse the data Processed using the IBM SPSS statistics VERSION23 Program By using descriptive statistics and the estimated statistical results, the study showed that most respondents were female in adults aged 50 years or older. Have an independent profession and open private affairs. There are a bachelor's degree online shopping on average 6 months below 10 pieces. Respondents are the most important part of the delivery of the product. In other marketing factors, respondents are compiled in the level of the test result Samuti the base indicates that the marketing factor is the commodity price of marketing promotion. Product Delivery System Product return Policy The customer service affects online purchase behavior for seniors in Bangkok.

Keywords: Marketing factors Elderly Age purchase Habits

1. Introduction

In the age of globalization Using the tools of human communication has changed and developed rapidly. The communication tool that was called in this technology. Technology is a factor of 5 The human need to have on a daily basis.

The technology used to communicate with the human variety. One of them was Social media (SOCIAL MEDIA) is a communication between individuals on the Internet (favorable perception of Laws Act, 2555) is a virtual community. Cause changes in the diversity and spread quickly. Which affects communication and business is good. In today's age of technology, these tools are applied effectively, like Facebook, Instagram or Twitter. To promote the increase in sales and customer targets clearly. The performance of the PR tools are quite high. Therefore, enterprises in the era of

globalization. It is very much to learn to use the tools. Social media to benefit their business. By using these tools, to increase sales, if used properly.

Results indicate that in the last 12 months. The number of consumers shopping online across the country, 54% chose to purchase the product category most fashion in clothes, shoes and jewelry. Followed by product category in education and the media, entertainment and consumer electronics, 40%, 39%, 33%, transport, tourism and travel, cosmetics and beauty products, jewelry and watches 30% and 28% respectively. For example, the Chinese foreign goods cheaper in Thailand, some groups would be sold in order to obtain greater profits. As a result, these types of products are most popular. On international trade So researchers need to study the factors that affect the market for online purchase. Because the proportion of each product have been popular trades are different.

Objective

1. To study the factors in marketing consumer in Bangkok
2. To study the purchase through its online consumers in Bangkok
3. To study the relationship between. The factors in the market that affect the behavior of consumers shopping online in Bangkok.

Research Hypothesis

Market factors such as product, price, promotion and marketing. Delivery system Return Policy Customer influences the buying behavior of consumers through online.

Conceptual Framework

The factors in the market to influence the buying behavior of consumers through online.

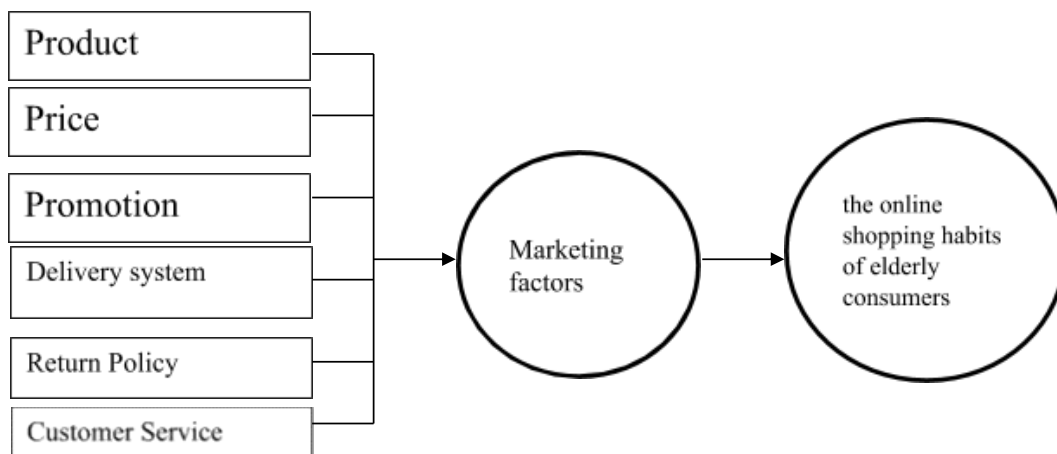


Figure 1 Research Concept Framework

2. Literature Review

The concept and theory relating to digital marketing,

Wertime, and Fenwick (2008) provide digital marketing meaning as the development of future marketing. When the company performs most marketing materials through digital communication channels. Digital communication is a communication by providing a user ID, so marketers can choose to use 2 communication tools. Patterns to customers continuously. For information from communicating with each customer each time is a joint study, which will be beneficial to the next client and is still consecutive and consistent, like working in a cellular network. Marketers can take known information in, as well as the feedback received by the customer, to make the most of the consumer.

Channel digital marketing

The channel is a digital channel to allow for more opportunities in terms of reducing the cost of production. As well as opportunities for small businesses, small to target to get to know a lot that we can choose the proper channels by using the following:

1. Website (Website).

Basic tools for entrepreneurs who want to make Digital Marketing is having a website is like having a storefront to recommended products and trading via web page at the center of the media, which in the current era of the Web. 2.0 differs from the past by the web 1.0 era is that the site is like a board displaying information only. Unlike the current generation Web 2.0 is a center of information and is also responsible for distributing information to users. Can change and find the information they need quickly. There are many network called an online community. And the technology involved.

2. Electronic Mail (Email) or direct marketing.

In an age of electronic communication, electronic mail has become effective. With quick access to savings for consumers. And hard-to-lose This makes the mail Electronic media are appropriate to market directly. In marketing, with letter electronic It's not just send ads to target only. (L Kan Si Rat Primary Care Excellence, 2550).

3. Blog (Blog)

It is derived from the term Web Log meant to record their own stories on the site's blog content is relevant to all of the owners of such blocks. Personal, political, tourism and sports business. Etc. Highlights This blog is popular. Writing a review of the block added to the article. Influential in convincing the reader's mind. But some bloggers would be made to a limited group of readers, such as friends, family or people with similar interests. Another feature of the blog is a communication tool to demonstrate the simplicity friendly between author and reader. Meet the needs of the target audience clearly (Hosify, 2008: online).

4. The Social Network Service (social network Service)

It is a service that people can get to know and link in one Direction. An example of a web-based Social Network, such as Digg.com, is a website that is known as a Social Bookmark that is one of the most popular, and is very suitable to be an example to make it easier to understand by this Digg site. People will also suggest the address of a file or website on the Internet (URLs) that are interesting to the web, and the readers will be able to rate the address of the file or website on the Internet or the news. In terms of describing the phenomenon of social networking, it is emphasized in the creation of a social network, where people are able to exchange ideas based on their interests, activities or specific interests. It may be dependent on the basic system of the website that makes it possible to interact between people, each of which may have a different service, such as an email, a news board, and in the latter. Let's share a space for members to share the space and share information between them by people who can create their own pages based on the micro system of the Web Service. (Vathanasaynee, 2553: Online)

5. Video Marketing

Tools, a powerful tool in online marketing. Because the content (Content) are easily addicted in no time. A movement to create a compelling sensory over-looked. That is to listen Make a compelling video.

6. Game Digital (Digital Games)

The current digital games do better than the past, whether it be a great race. Games become digital Communication tool for marketers to target consumers because digital games can be. The arena, play games and shop for products and services at the same time. Creates a driving force Digital games industry grows larger and larger.

Theories about Generation babyboomer

Group 2 Gen B or Baby Boomer

It refers to people born during the year.. **2489-2507** (intention Brothers Medical, **2556:** online) or at the end of World War **2**, the so-called "Baby Boomer" because after World War **2**, the remaining population in the country is minimal. In that era, so there Values need to have so many people to build up a workforce development.

The current generation, the Baby Boomers into old age. This group is for people who have to work. Respect the rules The focus is on the line The commanding authority in the work process. Do solid work, and do not like change (Raths, **1999**) has a high tolerance to the fair. And trying to figure out what to do with himself as the boss is to teach families to scrimp and save. They have spent prudently and cautiously with **5** ideas to work hard to earn it. Working with a dedicated group of people and this will not change frequently due to their loyalty to the organization dramatically (Adecco, nd: online).By the year **2560**, the group older than **50** years account for almost one in two of the US population to become the largest population group. And have to spend as much as **70%** of total revenue in the country within the next **20** years, the group will have to spend a combined total of up to **15,000,000** million dollars (in **2593** a group of seniors. aged **65** years and over is expected to have increased to **88.5** million),the Baby Boomers are the market at large. Along with the age group over the other. since there is no The burden of raising children Do not worry about the money or financial problems, purchasing power and the popular shopping. Spending for the pleasure and

convenience of their own. Products and quality service. Provide value to the knife Operating life The price is inferior to Baby Boomers are the target group of marketers increasingly sweet.



Diagram showing the activities of Boomers, on Baby
 (Source: The Nielsen Company & BoomAgers LLC, SEPO. Miami / November 19, 2557)

Representing **44%** of the population in the United States.
 Revenues accounted for **70%** of total revenue in the country.
 Has spent everyday consumer products accounted for **55%** of total sales
 Accounted for **40%** of Wireless
 Accounted for **41%** of Apple Computer.

Characteristic of the generation of baby boomers.

According to studies, it has been found that Although the current generation of baby boomers are considered elderly. Or are approaching retirement age But there is a group that plays a key role in the development of the economy (Kwanchanok Lily Supachai Chinda, 2557), both in terms of experience and purchasing power, which is a group that plays a role in driving the country is enormous (the discontinuities. varnish works and Government stability Board, 2552), it is the group with the largest population in the world. Especially in the United States (New father with wide, 2554).

Case Study Baby Boomer must know deep Lifestyle's new Noonan Pradesh Foreign Investment Stability and colleagues (2552) have divided people in a generation this into 3 groups: the Best Group Bright and Basic by Best. will be among the youngest generation of baby boomers are now between the ages of 52-57 years, this group is a group with modern facilities. care technology And a group with a focus on health care. Pay attention to the image that is to say the group is based fitness workout to keep yourself in good personalities. It also has the purchases through the site. And use social media as well. The next group is the Bright Group is currently between the ages of 56-64 years, this group would be a natural way to health as exercise out of the park. Eating Organic Interest in products that come from nature. The popular socializing with peers to exchange ideas. Additionally, the shop also stressed the value is. Basic and the circle by this group is between the ages of 62-70 years is the group with the most free time. Since retirement He used the free time to watch TV. I used a simple, uncomplicated circumstance purchases through direct sales television. Including a shopping mall retailers. By focusing on the economy as the main.

Sarin R. Gray et al (2556) has said in a research study. "The concept of a new definition of elderly," that people are buying fewer consumer goods for themselves but for others rather than focusing on buying Moreover,

Wan et al (2010) also mentioned that the elderly. The group should not be overlooked, because even if people are not skilled in this technology compared with the young group. But this group has a lot in society. And a group with buying power. It also has the experience of shopping is very high. The evaluation of alternatives carefully. While there are many studies that mention those groups that have a habit of buying goods and services over the Internet is no different from young people (USC, 2008; NWA, 2009 ; Jones, 2009).

Thus, it can be concluded that a group of people in the generation of baby boomers is also the one that purchasing power and are likely to make purchases over the Internet. The operators are paid. The need to recognize the need. And expectations The factors that cause its intention to buy a different opportunity to increase and enhance its ability to compete for business.

3. Methodology

Population and sample The population of this research is that elderly people, both male and female behavior in Bangkok that purchase through the online medium. Because the age range to make online purchases on their own. Including the power to shop. And do not know the exact number of the population, so to calculate the sample size. The researchers chose to use a formula to calculate the size of the sample did not know the number of the population of WG Cochran The confidence level of **95** percent and a standard deviation of **5** percent the size of the sample that is equal to **385** samples, but in order. crash protection Consequently, reserve the additional **15** samples total sample of **400** people.

The tool used to research

the tools used to collect research data, such as the query (Questionnaire), is divided into three parts:

Part 1 is a query about the way the population of respondents

Part 2 is a query of marketing factors affecting online purchase behavior.

Part 3 is a query of online shopping decisions.

ata analysis and statistical methods used to analyze data

1. queries from data collected from a sample of 400 packs to check for accuracy and completeness prior to analysis.

2. Verify query. must complete and sign a code (Coding), so be prepared for analysis with statistical software. The methods of processing and analyzing data, following.

2.1. The data were analyzed with descriptive statistics (Descriptive Statistics) used in the presentation based on data obtained from data collected from a sample consisting Frequency (Frequency) for the hundred. by (Percentage) average (mean) and standard deviation (standard deviation: SD).

2.2 Data Analysis with inferential statistics (Inferential Statistic) is the statistic used to test the hypothesis of the research results, refer to the population of this study consisted of testing the distribution T (t-test) analysis. ANOVA (one-way ANOVA) and multiple regression analysis (multiple regression Analysis).

Table 1 Number and percentage. The personal factors

Demographic factors	number	percent
Girl	248	62.0
50 years and above	400	0.000
	career	
Official	110	27.5
Contractors	43	10.7
Employee	67	16.8
Owner	133	33.3
Unemployment	47	11.7
	Education	
Lower Secondary School	26	6.5
High School	42	10.5
Diploma,	42	10.5
Bachelor	178	44.5
Degree, Master	77	19.5
Degree Master.	35	8.8

Gender study of respondents In conclusion, most of the respondents are female, with a total of 248 to 62 percent, which is more than a male with a number of 152 and 38 percent, it was found to be the owner of the business or the most independent profession. 133 to 33.3 percent, the company's government officials, or the state enterprises of 110, was 27.5 percent, and a private corporate employee of 67 was 16.8 percent. Down is the unemployment of 47 people, as 11.7 percent and 43 careers, a total of 10.7% of the respondents ' education level. Find out who has the most undergraduate education. 178 to 44.5 percent, it is a master class of 77, with a degree of 19.5 per cent, as a diploma or vocational degree. 42 to 10.5 percent, it is a secondary high school or vocational degree. 42, the number of 10.5 percent is higher than the master's degree, 35, is 8.8 percent, and the lower secondary school is at the end of 26 percent.

Table 2 Mean and standard deviation. The Marketing Mix

Marketing mix		S.D.	priority	level
1. price	3.65	0.910	Much	3
2. product	3.68	0.871	Much	2
3. promotion	3.63	0.985	Much	4
4. Delivery system	3.91	0.925	Much	1
5. Return Policy	3.62	1.107	Much	5
6. Customer Service	3.47	0.976	Much	6
mean	3.66	0.723	Much	

The study concluded that the overall level is very important, considering an average of 3.66 on each side of the market factor that the goods are delivered. The most important With an average of 3.91, followed by the product. Is a very important The mean was 3.68, and the price is very important. The mean was 3.65, respectively, other factors are important at the high level.

5. Discussing the findings

Rom education A marketing factor that affects the online shopping of elderly consumers in Bangkok and vicinity. Find out how the behavior of online shopping habits demographics, such as age, education, different incomes, affect the decision to buy online goods in the elderly age in a different Bangkok area. The content is also aligned with Seri Wong (2003, page 33) and Adun Chatunnok said that a personal or demographic characteristic is a factor that affects the decision to purchase or use the services of a person, as a factor in that person, which will affect the idea. Attitudes make a difference and lead to decisions or different expression behaviors outside of this marketing factor. The results of the study showed that the marketing factor This affects the consumer's purchasing decision level because it is a direct element and also complies with the Siriwan and the board (2539 referred to in Daphon Bacopa monnieri Rattana. 2553, 9-10) has discussed the theory of combined The Philip Kotler marketing involves a marketing variable as a variable that can be controlled in order to shop and must be shared to meet the needs of the target audience. The Target Market is essentially a product marketing factor, which is able to meet the needs and requirements of the customer. The product may be a touch-capable feature and touch it. Product components include a variety of product quality products. Siangborisat Name A limited number of marketing mix factors that affect purchasing decisions are a key factor that affects the behavior of the consumer online shopping decision of the elderly Bangkok, with the highest priority, because of its diversity.

The marketing mix factors that influence purchase decisions in the priority is. factors products Affecting the buying behavior of online consumers aged through Bangkok's top priority because it is the most diverse.

The marketing mix factors that influence purchase decisions in the priority are as follows:

1. Product factors affecting the online shopping decision behavior of the elderly consumer age Bangkok, with the most priority, is because of the diversity.
2. The price factor that affects the decision-making behavior of the elderly consumers of Bangkok. First, with a very priority, it is possible to check the product prices on the website according to the requirements.
3. Marketing campaign factors that affect the behavior of the consumer online shopping decision of the elderly Bangkok First of all, the priority is to buy products through the website due to the giveaway.
4. The factors of delivering products that affect the behavior of the online shopping decision of the elderly consumers of Bangkok. Firstly, with a lot of priority is the product through the website, since it has a free home delivery service.
5. Return policy factors that affect the behavior of the online shopping decision of the elderly consumer age Bangkok Firstly, with a lot of priority, the website is clearly identifying the responsible for returning the product.
6. Customer service factors that affect the behavior of the consumer online shopping decision of the elderly Bangkok First of all, priority is the consideration of buying more products on the website than for general stores.

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0022

**The Study of the Relationship between Consumer's
Online Decision MAKING Behavior Influencing the Loyalty
of the Consumer's Online Shopping Decision in Bangkok**

**RCGR^{4th}
2019**

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The Study of the Relationship between Consumer's Online Decision MAKING Behavior Influencing the Loyalty of the Consumer's Online Shopping Decision in Bangkok

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Abstract

This research is a quantitative research aimed at studying the behavior of the consumer online shopping decision. Loyalty decisions make a purchase and study the relationship between decision making and loyalty decisions to purchase consumer goods. A group of samples used in this study are the elderly people aged from 50 years old, who lived in Bangkok, a total of 400 people, with a sampling of a multi-stage sample by the research person. Perform a sample query on the marketing factor. Buying decisions and loyalty decisions to make shopping online The tools used in this research are the query of marketing factor processing. Buying decisions and loyalty decisions Perform data analysis by finding the average percentage value of the standard deviation. As a result, the research has found that the decision-making behavior is related to the loyalty of the consumer's online shopping decision. Consumers make purchases of goods or services from the same site before looking at other websites. When a consumer receives a good deal from another site, it will change your mind to purchase goods and services from that site, and the consumer is confident to buy it to the product or service from the original site, because it has been a good service.

Keywords: SPU, Purchase Decision Behavior, Loyalty, Online Shopping

1. Introduction

Thailand is entering the society of the elderly. Aged And the leap of technology, change the behavior of consumers, convenient, fast and convenient communication. Budgetary expenditure Using personal access, we may not know that the Internet and technology are an important factor. Current life.

When technology growth faster. Consumer has change behavior, and even the purchase of products. Bottomless use the internet and purchase products through websites. This helps to save time to go to purchase any product by them self. There are many choices and comparisons before making a decision. Distributors and services as a result, more online sales reach consumers. At present, more than 60% of the elderly often go out for activities at least once a week. However, their behavior needs more living facilities, the acceptance of new technologies, and therefore, distribution. In order to meet consumers' behavior, they must adjust their business strategy to achieve their goals. The elderly care about comfortable and convenient transportation. In addition, most of the elderly tend to live by them self alone more than 90%. 80% of the elderly will also focus on improving their housing facilities. Therefore, dealers have the opportunity to establish a strategy for the comfort of

the elderly. Consumer's purchase decision and loyalty of purchase decision Stakeholders and entrepreneurs.

Objectives

1. To study the behavior of purchasing decisions online by consumers in Bangkok.
2. To study loyalty, decide on consumer online shopping in Bangkok.
3. To study the relationship between behaviors making decisions that affect consumers ' loyalty decisions online in Bangkok.

Research Hypothesis

Consumer online decision making behavior influences the loyalty of consumer online shopping decisions.

Conceptual Framework

The study of the relationship between consumer online decision making behaviors, consumers influence the loyalty of consumer online shopping decisions. Researchers have used a research concept framework. With the flowing details:

1. Independent variables = Consumer online decisions behavior, and marketing mix include: Pricing, Marketing promotion, Product, Delivery, System Return and Customer Service policy.
 2. Dependent variable = Loyalty of the consumer online shopping decision.
- The conceptual framework of developing “Enjoy Science and Problem Solving” program.

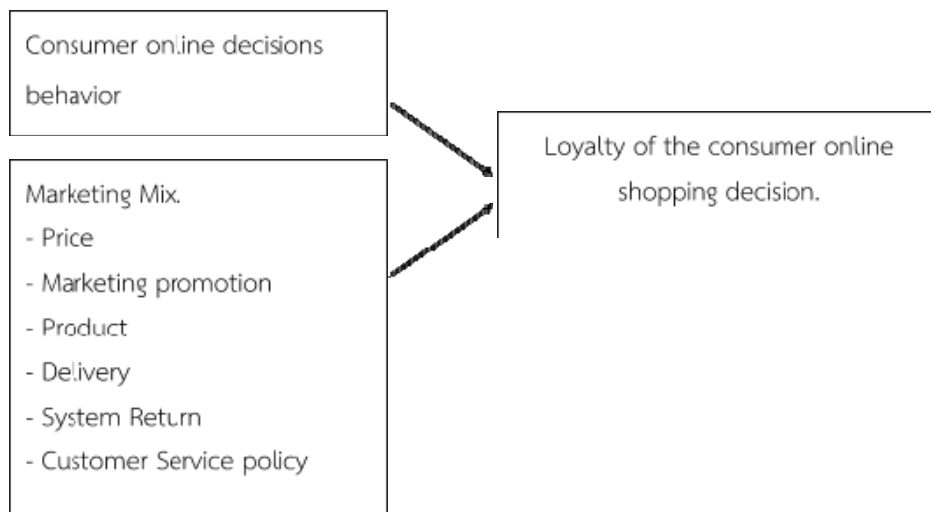


Figure 1 Conceptual Framework

2. Literature Review

Program development

Concepts and theories of the marketing mix (7Ps)

Marketing mix refers to a variable or a marketing tool that can be controlled. Companies are often used together to respond. Customer satisfaction and customer requirements are the target audience. Originally part of the marketing mix is only just four variables (4Ps) and products (Product), price (Price), place, or channel. Distributor (Place), promotion (Promotion) subsequent to think more variable up to three variables: the person (People) physical (Physical Evidence) and processes (Process) to comply with the essential concepts authorities. modern Marketing Especially with businesses The service Thus, collectively known as the marketing mix model 7Ps (Kotler, 1997, p. 92).

Ideas about marketing strategy for the business of providing services (Market Mix) in Marketing Management is a new era. Steps to making a purchase (Buying Decision Process) is a sequence of 11 by the consumer through the seven steps is a business that provides services to the marketing mix (Marketing Mix) or 7Ps.

Concepts and theories on the purchase decision

The decision (Decision Making) means. The process of selection will be one of the options that are available. Consumers often have to decide on the choice of goods and services at all times. By which he will choose the product or service information, and the limitations of the situation. The decision is an important process and in the minds of consumers (Chattayaporn Samherjai, 2550: 46).

The decision (Buying Decision Process) is a step in the decisions of consumers by a process sequence of 5 stages. at the decision-making process of consumers buying five stages as follows: (Siriwan Serirat et al, 2541: 145).

1. Recognizing the problems or needs (Down problem or Add the need recognition function)
2. To seek information (the information for a search)
3. The Transsexual Min choice (the Alternative: Evaluation)
4. Purchase Decision (Decision Marking).
5. After purchasing behavior (Post purchase Behavior)

Concepts and theories about brand loyalty

Perceived quality has meaning. The brand is recognized as a whole or in a superior product. And other services the objective of the properties or use of that product, and the quality is not tangible but can be measured from the overall feel on branded consumer. The perceived quality of the brand is different eye types of products (Aaker, 1991) satisfaction with ideas regularly. Or purchasing the original brand of the products of the companies comprising (Schiffman & Lazar, 2007. 220).

(1) Loyalty (Attitudinal loyalty) is a good impression on brand.

(2) Our loyalty (Behavioral loyalty) is a customer's commitment to the brand and continually trying to buy that brand.

Online Customer Loyalty

The repeated purchase intent of the online customer (Empirical: Online Customer Repurchase Intentions) from empirical study to monitor the consumer's treatment in the context of online shopping. Students have used the Contingency Theory theory to measure the impact of online buying habits and online shopping experiences in consumer memories. The study identified 5 important factors that drive online purchases (1) after-sales service (2) Effective transactions (3) security (4) comfort and (5) cost-saving (Khalifa and Liu, 2007).

3. Research Methodology

Population and sample Group

The population of this study is defined as elderly seniors aged 50 and over and living in Bangkok. An example is the elderly population, defined as those aged 50 years or more and have voluntarily in response to a study in this research project will be 400 seniors living in Bangkok only. Researcher will sample population used in this study is that the elderly because the elderly have more than 1,061,753 people, researchers have determined the sample size with the release schedule of Yamane (Taro yamane) (Taro. Yamane referred to in love Kornika Raktham, 2559: 83) sample size and confidence level of 95% ± 5% tolerance has a sample of 400 questionnaires.

Step 1 from a sample of 400 people. The researcher used a sampling method based on the theory of probability (Probability. Samplin) from a sample The elderly were 400 people, the researchers used random sampling Simple (Simple Random Sampling) (referred to in Kornika Raktham, 2559: 87).

Step 2: Researcher using random sampling method is based on probability theory (Non-Probability Sampling) sample was selected by a group of determined quota (Quota Sampling) (Kornikar Raktham, 2559: 85).

Step 3 is the final stage of sampling, which the researchers used random sampling method is based on probability theory (Non - Probability Sampling) (Kornikar Raktham, 2559: 85).

Research instrument

The researcher used a research tool is a questionnaire (Questionnaire) in research. The researcher conducted questionnaires to a sample of older adults living in Bangkok 400 questionnaires by the researcher. By unknown males aged 50 years and using probability theory as an aid in the questionnaires. Behavior that such a person is interested in purchasing decisions online. In addition, questionnaires were given to the elderly. The researchers also sought the cooperation of all the respondents.

Data collect method

The researchers will distribute questionnaires (Questionnaire) to the elderly in the area, and attractions in the area that have been selected. A smart phone. Or experienced buying decisions through online self. 400 questionnaires by the researcher as set out quotas. For example, not based on probability theory (Non - Probability Sampling) were selected by random sampling (Accidental

Sampling), which the researchers conducted questionnaires on - in which the questionnaires to a sample

Data analysis methods

- The first part is the analysis of personal data. Consider frequency and percentages
- In the Second part, the average value of data analysis of online shopping decision-making behavior, namely mean and standard deviation.
 - In the third part, the average value of data analysis of online purchase decision, namely mean and standard deviation.
 - The fourth part is hypothesis test. Customer Decisions behavior and customer loyalty online purchasing decision.

4. Research Results

1. Summary of the analysis of personal data of samples from the study of the personal factors of the respondents Find out that most respondents are female-owned professionals/independent professions. There is a bachelor's degree.

2. Summary of data analysis behavior information online shopping from the study of online shopping decision behaviour The information can be summarized as follows: Personal behavioral factors find that consumers buy under 10 pieces in the last 6 months. Spend time surfing the Internet to buy products less than one hour, most of the products purchased as health and beauty products. The last amount purchased on the website is less than 1,000 THbaht. The last purchased site is Lazada and is likely to be purchased via the following intermediate website.

The marketing factors of price overall has a very high decision. When considering the first position, you can check the product prices on the website as needed.

The marketing factors of products overall it is decided at a high level. The first was the purchase on the site because there is variety.

The marketing factors promotional overall, the decision is very high. The first is to buy products through the website because the seller has a clear discount policy.

The marketing for delivering goods overall, the decision is very high. The first priority is to shop through the website, as it offers free home delivery.

The marketing factors of return policy of the overall is a very high decision. First, the website has a policy to return the goods with the agreement. Conditions and warranties of the return of goods.

The Marketing factors on customer service. Overall it is decided at a high level. The first consideration is to purchase on the site are providing better service stores.

Overall consumer decision behavior is moderate, considering the first priority is when the consumer buys goods through the website.

Loyalty data analysis of online purchase decision

Loyalty of online purchase decision When considering the first three factors, consumers buy products or services from websites. From other sites When consumers receive good suggestions from other websites that will change the websites of their products and services, consumers are confident to buy. Product or service websites because of good service.

Hypothesis test The relationship between consumer purchase decision-making behavior and loyalty, through online purchase decision-making behavior. All products are purchased through the website. Shopping on the website is better than general stores. The results of this study show that there is a significant impact on the selection of products and services next with the original site at 0.01 level.

When considering a directional relationship, it is found that the decision-making behavior of the product has a relationship with loyalty to make a significant purchase decision. At 0.01, the results in accordance with the assumption that the decision-making behavior is influenced by online loyalty decisions.

5. Discussion

From the result of customer behavior decision, the study makes purchase online, with loyalty and purchasing decisions online. The research is discussed below. Studies in behavioral decision making purchases online, found that women who are self-employed or those who do business in Bangkok. A bachelor's degree Buy a health and beauty products. The amount of money each time a purchase is less than 1,000 baht from Lazada and are likely to make a purchase via the website next level. Behavior in purchasing decisions largely on a massive scale. When you decide to buy the product Be purchased online first. And buying behavior with regard to being able to monitor the price of goods on the site as needed. On its website because it is diverse. Purchase through the website because the seller has clear policies on sale. Purchases through the site due to a free home delivery service. And shop at the site has a return policy, terms, conditions and warranties on the product clearly.

The result of loyalty in online purchasing, that women who are self-employed or who work freelance in Bangkok. A bachelor's degree Buy a health and beauty products. The amount of money each time a purchase is less than 1,000 baht from Lazada and are likely to make a purchase via the website next level. Overall, there is a high level of loyalty. Consumers purchase goods or services from a website before looking for another site. When consumers get a better offer from another site will change to buy goods and services from the site. Consumer confidence to buy goods or services from the site because they get good service.

6. Recommendation

From the research findings of consumer behavior Online shopping Therefore, people who shop online can choose to buy from multiple websites. Therefore, consumers have purchasing power. Seller's market factors Therefore, the purchase decision of consumers is very important. Second, the research of consumer loyalty. When consumers get good advice from other websites. Consumers will change the websites of their products and services. Therefore, attractive suggestions. Effective marketing plan This will enable consumers to buy more loyalty to the website.

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**The Study of the Relationship between Marketing Factors
Affecting to the Satisfaction of the Purchase Decision for
Online Products for Consumers in Bangkok**

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The Study of the Relationship between Marketing Factors Affecting to the Satisfaction of the Purchase Decision for Online Products for Consumers in Bangkok

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Abstract

This study aimed to 1) study the relationship between causal factors and consumer loyalty in online shopping decisions, 2) To predict factors affecting loyalty in online purchasing decisions. The sample group were 400 teenagers in Bangkok by using the formula to find the size of the sample in the event of infinite population. The instruments used in the research were questionnaires. The statistics used for data analysis were percentage, mean, standard deviation. Hypothesis testing used t-value analysis, one-way analysis of variance and Pearson's Correlation Coefficient. The statistical significance was determined at the level of 0.05. The result showed that marketing factors consisted of price factors for marketing delivery, product return policies and customer service influencing the decision to purchase products online by consumers in Bangkok. The online satisfaction factor of the consumers in Bangkok Metropolis has influence on making decision to purchase online products of the consumers in Bangkok. Marketing factors affecting satisfaction consist of product factors, product delivery system factors and customer service factors. These factors had a correlation between online purchasing decisions of consumers in the Bangkok.

Keywords: Marketing Factors, Decision, Satisfaction

1. Introduction

At present, there is having used internet for communication and conducting commercial transactions between entrepreneurs and consumers making it be possible to communicate with consumers around the world without having to invest in additional branches and able to perform trading transactions such as receiving orders, making payments, sending products, information and details via the internet being commonly called Electronic Commerce (E-Commerce).

Therefore, the business sector needs to adjust its sales channels by changing the way to present products and communicate with new customers, including digital marketing. In fact, the principles of marketing are adapted through digital tools. The principles of marketing that are commonly known as 4P are Product, Price, Place, Promotion, or refer to the product or service that will be made for marketing, price of products or services, marketing methods to bring products to target group or own market, and finally, doing marketing activities.

With above mentioned reason, in order to enable businesses to keep up with the changing technology, consumer behavior and respond to the needs of consumers the most, therefore, as a service provider, trade model, mid-market electronics (E-Marketplace) need to develop and the relationship between marketing factors affecting consumer satisfaction and online purchasing decisions of consumers in Bangkok to respond to buyer's requirements and develop sales channels to have the highest potential for sellers or manufacturer.

Research Objectives

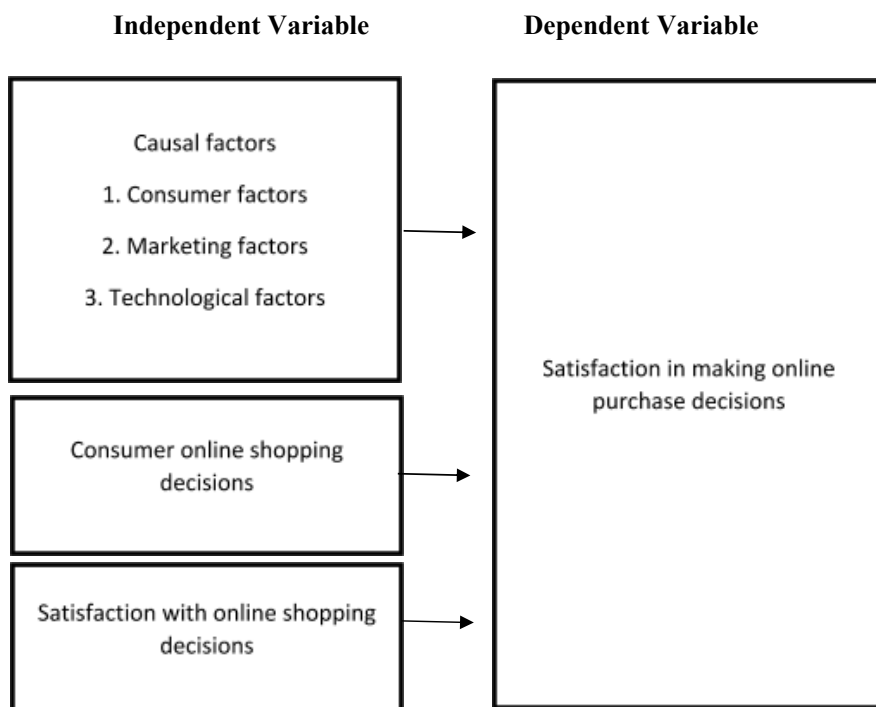
1. In order to study the relationship between casual factors and loyalty in online consumer purchasing decisions.
2. In order to predict factors affecting loyalty in online purchasing decisions.

Hypothesis

1. The rational factors correlate with the satisfaction of the online purchasing decision.
2. Causal factors of consumers' online purchasing decisions and satisfaction with online shopping decisions are factors predicting loyalty in online consumer purchases.

Conceptual Framework

The study of the relationship between the marketing factors affecting the satisfaction in the online purchasing decision of the consumers in Bangkok.



Scope of Research

The sample used was a group of teenagers in Bangkok aged between 18-25 years by using the formula to find the size of the sample in the case of an infinite population (Rapin, 2006: 46). Therefore, the sample group used in this research was 385 samples, reserve for error by 15 samples, the movement expectancy is allowed to occur by 5% in order to get a good sample group which is a total of 400 samples.

By conducting period of data collection and analysis for 2 months which were during September – October 2019.

1. Variables used in the research
 1. Independent variables divided into
 - 1.1 Causal factors are
 1. Consumer factors
 2. Marketing factors
 3. Technological factors
 - 1.2 Consumer online shopping decisions
 - 1.3 Satisfaction with online shopping decisions
 2. Variable based
 - 2.1 Loyalty in online shopping decisions

Expected or Anticipated Benefit Gain

The study of factors affecting the selection of fashion clothing items of teenage consumers through Electronic Commerce System (E-Commerce) in Bangkok. There will be useful to general people who are interested doing business in the electronic commerce system and entrepreneurs that conduct business using electronic commerce in the group of online purchasing decisions of consumers, satisfied with the online shopping decisions, the fashion clothing business already. The results of independent studies can be combined with strategic planning for implementation achievement of business and able to create maximum satisfaction for service users or customers.

2. Concepts and theories

The concept of marketing mix

(Kotler, 1997, P 92) stated that marketing mix referred to a group of marketing tools that businesses used together to formulate strategies to achieve marketing objectives, which was to meet the needs of consumers. Four marketing tools consisted of product, price, place or distribution, and promotion

The concept of satisfaction

Thanawan Saengsuwan et al., described that satisfaction was the feeling of a person who expressed pleasure or disappointment as a result of comparing the results obtained from using products or services with expectations. In case that the result of using the product or service was lower than expected, customers would not be satisfied while if the results met the expectations, customers would be satisfied. Moreover, if the results exceeded the expectations, the customer was

even more satisfied creating maximum satisfaction was the emotional link to that product where customers created expectations from past buying experiences from recommendations of friends, marketers, competitor news and the promise. If the expectations were given high, customers may be disappointed but if set low, it would not make it attractive. Currently, expectations are created to suit the presentation in order to achieve overall customer satisfaction.

Royal Institute Thai Dictionary (1999) gave the definition of satisfaction as being satisfied. Satisfaction in work was the subject of the feelings that a person has on the work performed. And the satisfaction would affect to the morale of the work. However, the satisfaction of each individual will never end. It can change constantly according to time and environment Individuals, therefore, there have the opportunity to be dissatisfied with what they had already been satisfied with. Hence, management was necessary to survey the satisfaction of operations in accordance with the needs of personnel all the time. This is to get the work done according to the goals of the organization or department set.

Piboon Thipapal (2006) gave the definition of satisfaction as the feeling of a person showing satisfaction or disappointment as a result of comparing the performance of the results according to the products received with customer expectations.

Concepts and theories about consumer behavior

Sirivan Sereerat (1996:3) said that the study of consumer behavior was the study of how each individual made a decision to use resources (money, time, personnel, and so on) regarding product consumption that marketers must study what products they offer for Who?, What?, Why?, How?, When?, Where?, How often? Including who has the potential to purchase (Who?).

Thongchai Santiwong (1997: 31) said that consumer behavior in the correct meaning did not mean consumption. But if there was studying of buying consumers, focusing on the buyer was important and correct. Buying was just one part of the decision-making process and cannot be separated from product consumption. Both done by the buyer or consumption by other members of the family whose buyers act as buyers instead to buy instead, the buyer instead would be another worker for the satisfaction of the real consumer.

The decision making and the purchasing decision process theories

Boonyakeit Cheewatrakoonkit et.al., (2005: 6) stated that consumers' buying decisions might be divided into 2 types which were:

1. Buying that has never been purchased meant a decision to buy a product or service that has not been purchased before.

2. Repurchase meant making a decision to buy a product or service that has already been purchased and feel satisfied with the result received from using the product.

Adul Jaturongkakul (2000: 119) Assessment after purchasing meant review of product performance after the purchase has been made to determine whether it met the expectations of the consumer. At this point, sometimes everything was already late.

Concepts and theories about consumer purchasing decisions

Personal factors: The decision of the buyer to receive the virtue from the personal characteristics of the people in various aspects, such as:

1. Age: Consumers of different ages would have different needs for products such as teenagers who liked to experiment with new things and liked fashion products. Whereas, elderly people were interested in health products.

2. Family life cycle was the process of living a person in the pattern of having a family. Living in each step was an influence on the needs, attitude. And personal values causing different demand for products and buying behavior.

3. Individual occupation led to the need and demand for different products and services, such as government officials to buy products or working uniform that were needed and so on. Therefore, marketers needed to study what products and services were needed by professional groups in order to properly prepare products to meet the needs of the target group.

4. life pattern depended on the culture, class of society, and individual occupation group. The selection of a person's products depended on values and lifestyles where the person's life style was expressed in the form of activities Interests and opinions.

Concepts and theories about loyalty

Raj G. Javalgi and Moberg (1997) defined loyalty in two ways: behavior was a measure of the number of purchases, frequency of purchase and did not change to buy other products or use other brand services. Attitude was a measure of liking and emotion towards the brand. Therefore, Loyalty to the brand products were a perspective of both behavioral and attitude measurements. In which behavioral perspectives were used to measure the behavior of purchasing goods or services, frequency of purchasing and repurchasing behavior including purchase intent or repeated purchase of favorite brands. Attitude measurement was a psychological tendency which was expressed when evaluating a preference or dislike in a particular brand that showed loyalty by telling friends and acquaintances about the positive perspective of the brand.

Sirivan Sereerat et.al., (2007, p. 406) said that brand loyalty meant honesty to the brand affecting the purchase of that product, if having high brand loyalty, was said to have a good attitude towards the brand or the customer had adherence to the brand and made an effort to find that brand to continuously buy. Brand Equity or Brand Value meant the brand of the company had a positive meaning in the sight of the buyer was the value of the product that was Perceived Value in the sight of customers. The Brand Value could create competitive advantages as follows: 1) the company will be able to reduce marketing expenses because of brand awareness and loyal to the brand. 2) The company will have trade liquidity in negotiating with distributors and retailers because customers expect the middlemen to find products for sale. 3) The company will be able to set the price higher than the competitors because the brand. And 4) The company can expand the brand more because the brand name can build credibility as the brand will help the company to avoid price competition.

3. Research Methodology

Population and sample

The population in this research was the teenagers in Bangkok but because the exact sample size of the population was not known, then the sample size determination by using the formula to find the size of the sample in the event of an infinite population.

Instrument

Online questionnaire, the questionnaire consists of 4 episodes as follows;

- Section 1 Part 1: Questionnaire about demographic factors
 Part 2: About the causal factors
 Part 3: Information about consumers' online shopping decisions
 Part 4: Information about satisfaction with online shopping decisions
 Part 5: About loyalty in online consumer decisions

Data collection

1. To study, gather data, documents, and related research to be used as a guideline in creating a questionnaire to cover the content of the research topic.
2. To issue the questionnaires and give out the specified questionnaires when receiving the questionnaire back then bring the questionnaire to check the completeness for further study and data analysis.

Statistics used in data analysis

For data analysis in this research, the researchers collected the data for analyzing by means of statistical processing by computer by using the software program as follows: 1. Basic statistics used in data analysis are Frequency, Percentage, Mean, Standard Deviation 2. Statistics used in hypothesis testing are Pearson Product Moment Correlation Coefficient and Multiple Regression Analysis by setting the level of 0.05.

4. Research Results

The conclusions of research results;

1. Personal data of 400 respondents used as a sample in this study, descriptive statistics presented with frequencies, and Percentage. It was found that the experience of buying products on the website, most of them used to buy products on the website, female, having self-employed / independent occupation, with bachelor's degree. At average in 6 months, buying 1-50 items on the website, spending time surfing the internet to buy products on the website for approximately 0-3 hours of purchasing on most websites, order more than 1 type of online products during the past 6 months, most of the orders for more than 1 type of online shop. The last purchase of the website was in the amount of about 0-5,000 baht. Buying on the Shopee website and tend to buy a lot.

2. Teenager groups in Bangkok have opinions on the marketing factors of consumers in Bangkok. In general, there is at a high level. The aspect with the highest average value was the product delivery system.

3. Teenager groups in Bangkok have opinions on online purchasing decisions of consumers in Bangkok. In overall, at a high level. The aspect that has the highest average value is when you buy products, you tend to buy products on the website.

4. Teenager groups in Bangkok have opinions on the satisfaction of online shopping among consumers in Bangkok. In overall, at a high level. The aspect with the highest mean is that the website helps you to find information more easily.

5. Demographic factors, including gender, education, and occupation, do not influence the satisfaction of online shopping among consumers in Bangkok.

6. Demographic factors, including education and occupation, influence the online purchasing decisions of consumers in Bangkok significantly.

7. Marketing factors consist of price factors, marketing promotion regarding product return policy and customer service influencing online shopping decisions of consumers in Bangkok.

8. Factors related to consumer satisfaction in online shopping in Bangkok influencing online shopping decisions of consumers in Bangkok.

9. Marketing factors affecting satisfaction consist of product factors, product delivery system factors and customer service factors. There is a correlation between online purchasing decisions of consumers in Bangkok.

5. Research Discussion

What is the opinion of the consumers in Bangkok regarding the online marketing factors of online shopping?

Based on the study it has been found that regarding the product delivery system, it has the highest average value followed by product side, price, marketing promotion. Regarding product return policy and customer service, respectively, in accordance with Cho & Park (2001) study by developing the indicators of the satisfaction of consumers who buy products online, found that there are 6 that are related to the inclination in online shopping is the level of customer service, results of purchases and deliveries, good website design, purchase process, product quality and satisfaction with product delivery time and pricing. The satisfaction that does not have a statistical relationship is the quality of information of the product, ease of payment, availability and providing other additional information services.

Demographic factors, including education and occupation, influence the online purchasing decisions of consumers in Bangkok which are consistent with demography, occupation and education of Pattama Porncharoengma and Siripak Sirito (2013) that conducted the study of Brand values that affect the decision to buy a Honda car for consumers in Bangkok. It was found that most of the respondents are female, 46%, aged over 25 - 30 years, 46%, single status 64.5%, have the highest bachelor degree or equivalent, 62.8%, are employed as private company employees, 64% and With an average monthly income of 10,000 - 20,000 baht, 41.5% different from the study of Jiraphapha Sudsawat (2012) by researching marketing mix factors and brand values that affect the decision to buy imported cosmetics from Korea by Bangkok University students, it is found that most respondents are between 20-30 years of bachelor's degree, student career which has an average monthly income of 10,001 - 20,000 baht. Most respondents choose to use cosmetics imported from Korea, brand ETUDE, by choosing the most makeup products. Where respondents use cosmetics imported from Korea every day and there is a reason to decide to buy cosmetics due to believe in product properties. Regarding the frequency of buying, it was found that most respondents bought cosmetics imported from Korea 2 months at a budget of 500 - 1,000 baht / time and most bought cosmetics imported from Korea from most specialized stores. Moreover, they decide to buy by

themselves with internet-based sources of information affecting the decision to buy cosmetics imported from Korea.

Marketing factors consist of price factors, marketing promotion, product return policy and customer service influencing the online purchasing decisions of consumers in Bangkok and the satisfaction factors of online shopping of consumers in Bangkok. Influencing online purchasing decisions of consumers in Bangkok, including marketing factors that affect satisfaction, consisting of product factors product delivery system factors and customer service factors. What is the relationship with online shopping decisions of consumers in Bangkok?

According to studies, it has been found that marketing factors consist of price factors, marketing promotion, product return policy and customer service influencing online shopping decisions of consumers in Bangkok with statistical significance of 0.05 and the factor of satisfaction in online shopping among consumers in Bangkok influencing online shopping decisions of consumers in Bangkok with statistical significance of 0.05, including marketing factors that affect satisfaction, consisting of product factors Product delivery system factors and customer service factors. There is a correlation with online purchasing decisions of consumers in Bangkok with statistical significance of 0.05, which is consistent with the studies of Pichapol Sripophuak and Penjira Kanthawong (2015) that had studied the factors that have a positive influence on the intention to buy products from the gift shop at Phetchaboon province. The purpose of this research was to study the influence of customer respect factors, charity activity factors, price image factor, satisfaction factor, trust factor, perceived quality of retailers, understanding factors of product quality affecting the customers' buying intentions by using closed-end questionnaires to collect 300 sets of data. The results of this research found that most of the respondents are female, 31-35 years old, are state enterprise employees / government officials. The research results found that the variable with the best positive predictive power Meaning understanding of product quality, followed by price image and trust factors may have a small impact on consumers. As for other factors, there is no predictive power on intention to buy souvenirs in Phetchaboon province.

6. Suggestions

Relevant agencies or individuals are able to apply research results to further their studies or to apply in their own businesses.

1. Suggestions for further research

- 1.1 There should study other factors in order to cover the scope of research.
- 1.2 Other areas should be studied to compare similarities and differences in marketing factors with satisfaction and online purchasing decisions.
- 1.3 There should be a study from the manufacturer's perspective or service providers to find suitable ways to penetrate the market of selling products via online.
- 1.4 Diversity should be added to the age range for education in order to find something consistent and conflict in each age range in order to be able to adapt to their organization.

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Technology Adoption Factors and Demographic Factors Related to the Behavior of the Mobile Banking Service to Pay for Online Purchases



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Abstract

The purpose of this Independent Study was to study of Technology acceptance in 2 topics including Perceived Usefulness and Perceived Ease of Use, and Demography factors affect to Mobile application actual use. The sample group used in the research was General public aged 18-60 years, both male and female were having behavior that used to buy products online and live in the Bangkok area of 400 people. The questionnaires as a tool in Data collection of the statistics used for data analysis are Frequency, Mean, Percentage and Standard Deviation and Pearson Correlation was used to test the relationship between variables in each hypothesis. T-test and One-Way ANOVA were used to test the sub-hypothesis. The result of the study found that the majority of the respondents are aged between 21-29 years, in bachelor's degrees ,and most majority income around 10,000-26,000. Technology Acceptance factors found out in Perceived Usefulness shown customers agree with the opinion that Mobile Banking helping customers easier and more convenience than usual. Based on the data analysis results for testing, the research hypothesis showed the benefits of the use of Mobile Banking, a factor of ease of use to Mobile Banking and education. Users who use a lower degree of Mobile Banking, compared to a higher degree of Mobile Banking Services, are based on statistically significant predicted assumptions at confidence level of 95%.

Keywords: Perceived Usefulness, Perceived Ease of Use, Mobile Banking, Online Purchase

1. Introduction

Nowadays, the world has changed significantly. Enter the globalization period, the era in which the technology has added basic living factors. Technology is developing quickly and never ends. Simplify communication with ease The information is freely moving around the world. Many things are controlled electronically and the computer and the Internet come to play a more daily role in everyone's life. Nowadays, there are a lot of internet users, as well as making financial transactions through mobile devices. Changes in the behavior and attitude of consumers in financial transactions and technological changes in the financial world. This results in a variety of financial

services that facilitate and respond to new age-based consumer lifestyles from modern technologies and more mobile Internet access in today's society. It is used to make purchases of goods and services online, which, if the user is aware of the benefits and ease of use, the technology is facilitated by Mobile Banking payments, is one of the most popular technologies. The researchers would like to analyze the relationship of cognitive perception and ease of use, which is a factor of acceptance of the technology to the use of Mobile Banking services to make purchases online.

Objectives

Analysis of Adoption of Technology on the issue of the perceived benefits and perceived ease of use. Including analysis of demographic factors The impact on the behavior of the Mobile Banking to pay for online purchases using the service.

Research Hypothesis

1. Adoption factors relating to the behavior of the Mobile Banking service to pay for online purchases using the service in a positive direction. According to the model of technology adoption (the Model Technology, Acceptance).
2. Demographic factors related to the behavior of the Mobile Banking service to pay for online purchases using the service.

Conceptual Framework

The literature review on the topic of concepts and theories. And related research The researchers used as a framework for analysis of technology adoption. The impact on the behavior of the application is available in the Mobile Banking, payment for online purchases. Using models based on the concept of technology adoption Davis(1989)) as a model in education. And additional inputs from other research, the study of technology adoption.

The independent variables used in the analysis is divided into two parts, one is the demographic, gender, age, education, occupation, income, the second is the adoption of technology. Reflections of variable 2 are recognizing the benefits of use) Perceived Usefulness: PU) and perceived ease of use (Perceived Ease of Use: PEU) and a variable one variable is the behavior of the user. the Mobile Banking application for payment for online purchases (Actual Use).

Variables of study

Independent variable

1. Demography

2. Technology Acceptance Model

- Perceived Usefulness

- Perceived Ease of use

Dependent variable

= Actual Use

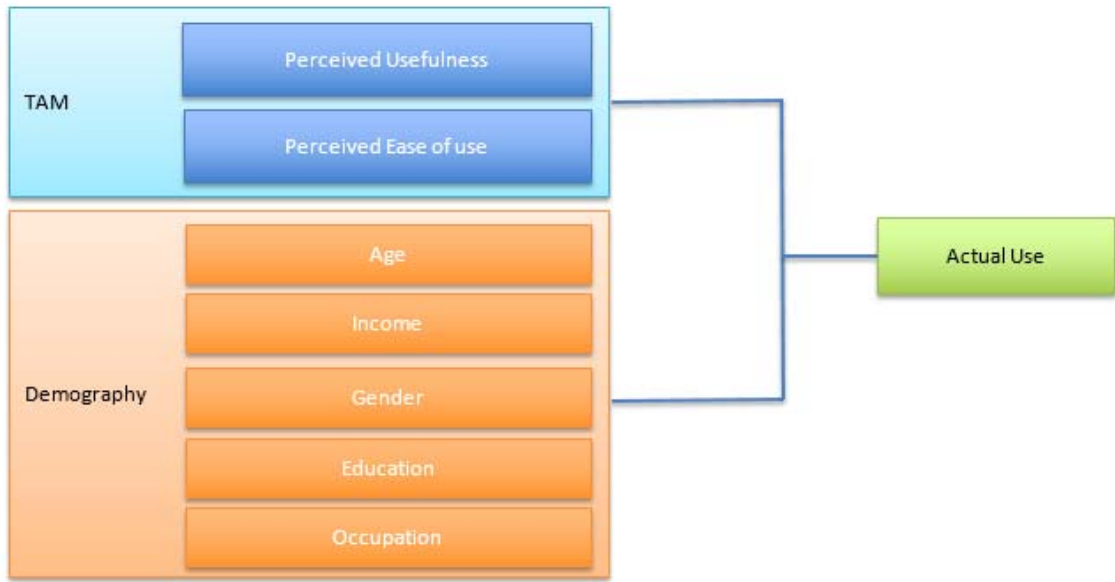


Figure 1 Conceptual Framework

2. Literature Review

Technology Acceptance Model

Technology Acceptance Model (TAM; Davis, 1989) has been one of the most influential models of technology acceptance, with two primary factors influencing an individual's intention to use new technology: perceived ease of use and perceived usefulness. An older adult who perceives digital games as too difficult to play or a waste of time will be unlikely to want to adopt this technology, while an older adult who perceives digital games as providing needed mental stimulation and as easy to learn will be more likely to want to learn how to use digital games. While TAM has been criticized on a number of grounds, it serves as a useful general framework and is consistent with a number of investigations into the factors that influence older adults' intention to use new technology (Braun, 2013).

Concepts and theories related to demography

The study population characteristics that Assuming Mass audiences in group characteristics. The same people will look at the psychological similarities. The demographic differences are psychological characteristics that are different (USA prefecture of Niigata at Ewti. 2541: 105-109) as follows:

1. Gender Typically, a person will be different to the physical side. personality traits and quirks Sex is the same Women and men are different in terms of ideas and popular attitudes because social and cultural roles and activities of the two sexes are different, women tend to have a mental or emotional (Emotional) implacable and. housewife Also be convincing gullible women than men. Other features include a reasoning than women. And recognizes the news than women. A woman is sexually fathom the mind of a good man.

2. The age of the audience One of the characteristics that can be analyzed using a mass audience. Age is one factor that makes people have the same or different in thinking and behavior. Generally Younger people tend to have liberal ideas. While older people tend to have more conservative ideas. There is a difference of opinion about it. Age is also what defines the difference in the difficulty. Persuasion with When older people The opportunity to change or influence will be less. In addition, People with different ages Usually there is a need for different things, such as middle-aged and elderly. Always thinking about the safety of life and property. While young people may be interested in the education, justice, the people in each age group will be ideally initiation condition of the body is different.3. Education is an important parameter for the efficiency of communication receivers. It is believed that the study has given rise to different behaviors. Those with higher education Would be interested in a rational support. This is to be attributed to the purchase.

4. Professional people with a different concept there and the popularity of the different things out. People often get regardless halved welfare, dignity and prestige of the government. While the private sector may do so regardless of income and their status in society, even people who get together, it is of the opinion, values and behavior.

5. Income associated with the specified requirements. As well as people's opinions about things and people's behavior. People with a higher income or to use the media more often, which is seeking to apply for benefits in the future.

3. Research Methodology

1. Population and sample group

1. Population

The population of the research is the use of Mobile Banking to pay for online purchases. And lived in Bangkok.

2. sample.

The sample for this research is the use of Mobile Banking to pay for online purchases. And lived in Bangkok Researchers have determined the size of the sample (Sample Size) 400 people by the size of the sample of the finished table Taro Yamane (Yamane, 1973) is a table that uses a sample size to estimate the proportion of the population. In a population of more than 100,000 people defined tolerances at 0.05 (Bgansmedeh Center poll survey, 2560).

2. Research instrument

Questionnaires distributed to targeted users is Mobile Banking to pay for online purchases.

3. Experiment

The regression equation model (such as Simple Regression and Multiple Regression) has an exception that the variable, as it is variable, is a quantitative variable, and the independent variable can be a variable that has both a quantitative variable and a qualitative variable. For the model, the regression of the equation (Probit Regression Analysis) is a model that describes the behavior of a variable, as it has two alternative data characteristics (Binary Choice Dependent Variable), in which the variable can be characterized as a qualitative variable.

4. Research Results

Factors perceived benefits of use (PU) is the independent variable is the P-value of 0.000, which is statistically significant. Because it is less than the significance level set at 0.05, meaning that when recognizing the benefits of increased user. Will result in a tendency of the probability that the behavior of the Mobile Banking to shop online in the next higher level of confidence at 95%

Factor perceived easy of use. (PEU) as the independent variable is the P-value of 0.574, which was not statistically significant. Since there is greater than the significance level set at 0.05

Factor, the age demographic of users of Mobile Banking with the P-value of 0.181, which was not statistically significant. Since there is greater than the significance level set at 0.05. Demographic factors on the income of the Mobile Banking service with the P-value of 0.626, which was not statistically significant. Since there is greater than the significance level set at 0.05.

5. Research Discussion

1. It is an important factor to recognize the benefits of application in mobile banking.

Therefore, every commercial bank should have a public relation to let them know. Use the mobile banking application and show the benefits of using the channel service. Financial transactions through ATMs or bank counters. Public relations can be through various channels, such as television, e-commerce, banks or shopping centers. In order to reach a wider customer base..

2. The ease of use of mobile banking applications is an important factor.

Users can decide to use the mobile banking application because of its ease of use, and users do not need any knowledge. You can use the application service. Therefore, the application designed by the bank and the users of the mobile banking system can be easily used. Application testing This will help to understand user-friendly services.

6. Recommendation

1. Further study should be done by querying users of the Mobile Banking application to the point of interest of interesting variables in addition to this study to bring matrangkrop ideas. To be interested in studying the environment, because the board of directors has seen that environmental factors are one of the factors that can affect the behavior of Mobile Banking.

2. For the next study, the scope of the sample should be expanded to cover the regional samples, such as the northern region. Central Region In the southern part of the western region, as a result of this study only 5 districts in Bangkok, therefore, it is important to study to provide comprehensive research for the regional level.

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**The Relationship between Consumer Attitude and Loyalty in
Online Shopping Decisions among Consumers in Bangkok**

**RCGR^{4th}
2019**

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Abstract

Currently Thai e-commerce has grown continually from technology advancement. Consumer can access internet conveniently and fast at their fingertips due to convenience of use, ease of use, payments that can be made through various channels, including product management, and logistics that offer cash on delivery. All of these things ensure consumers with convenience and confidence in online purchasing increasingly. The objectives of this research were 1) to study consumer attitudes in Bangkok Metropolis, 2) to study loyalty in online shopping decisions among consumers in Bangkok and 3) to study the relationship between consumer attitudes and loyalty in online shopping decisions among consumers in Bangkok. The sample of this study was 144 consumers in Bangkok aged 50 and over. This study focused on investigating demographic factors such as gender, age, education level, occupation, as well as marketing mix factors, including product, price, place, promotion, safety and reliability. This study also explored if these factors affect loyalty in online shopping decisions among consumers in Bangkok. Data were collected from the sample of 144 consumers via online questionnaires. Data obtained were then analyzed to determine statistics through software packages. Data were analyzed by using descriptive and inferential statistics including percentage, frequency, and mean. The results indicated that consumer attitude affected loyalty in online shopping decisions among consumers in Bangkok with a statistical significance at the level of 0.05. When individual aspects were considered, a factor with the highest mean was 1) product and place, followed by 2) promotion, 3) privacy, 4) safety, 5) time saving, 6) convenience, and 7) company reputation. Overall loyalty in online shopping decisions was at a high level. There was the relationship between factors because consumers always buy products or services from the same website before looking at from other websites; consumers are confident that they bought the product or service from the same website because they gained good service. However, consumers may change their mind to try using other website services if they have seen more interesting alternatives after making comparison.

Keywords: Consumer Attitude, Loyalty, E-Commerce

1. Introduction

In the society where the online world is an important factor for living a life of new generation, it is full of advanced technologies and the society has been changed rapidly. People can communicate one another easier through communication devices that contribute to and facilitate convenient and efficient communication for people. Technologies have been developed to reach advancement so as to increase convenience, save a lot of time in relation to education, entertainment, and business sectors. They play a vital role in people's everyday lives more and more, especially

online business. Today, finding a sales channel is very important to penetrate to target groups and help promote sales volume better.

Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behavior (Liang and Lai 2000). In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. Online shopping attitude refers to consumers' psychological state in terms of making purchases on the Internet.

From previous experience, it can be denied that online media have an influence on people at all times from morning till night. Meanwhile, speed and convenience of the online world is utilized for people of all careers, especially online marketing that gains popularity widely as it enables other people to know a company or company's products broadly, allowing people to enjoy using technology increasingly.

Today, a tendency that Thai consumers turn to use social media considerably can be significantly seen. In the meantime, such media is free, convenient and fast, causing this online channel become a communication channel with customers and the number of customers increase more and more. Online business in Thailand grows very much and very fast. The trend of online business started in 2012 which was the year of huge change and has continued until now which is the year that online business is increasingly supported such as different product delivery models, various types of payment system, Thai people's behavior as they start to buy online more. With reference to Thai e-commerce, now it is found that Thai people buy products online increasingly (Online Shopping Behavior Shift). In 2012, there were more than 25 million people who used the internet and now more than 10 million products of Thai entrepreneurs sold online and seem to grow continually, causing buying and selling online is simple and convenient for everyone in the country.

In relation to continuous development of technology in terms of networks, signals including all internet access devices for more convenience of communication, it has been applied in commercial use for selling products and services online progressively as Thai people prefer to something simple and this is why e-commerce gains much popularity. Technology plays its part in consumers' lives and changes their behaviors accordingly. Meanwhile, consumers have the rights to choose what they would like to buy, search for product information, and other services from online media. Based on their experiences, their perception will be used to compare products before they make decision to buy other products that probably have better quality. People seem to be more rational to buy products. As a consequence, reputation of companies and brands declines since there are many new entrepreneurs coming into the business with good quality products that are similar to and even half cheaper than brand-name products. With these reasons, consumers are ready to change at all times if they find something better. Models and channels of online marketing in relation to content creation, using chat app like Facebook Messenger, Line, We Chat are important to make customers feel private, build relationship, and make understand behavior and demand of customers better, enabling sellers to respond to customers' demands right to the point better. In the meantime, sellers have to build customer trust in transaction security because each product contains both advantage and disadvantage and consumers would choose what suit their behaviors most.

Objectives

The objectives of this research were as follows:

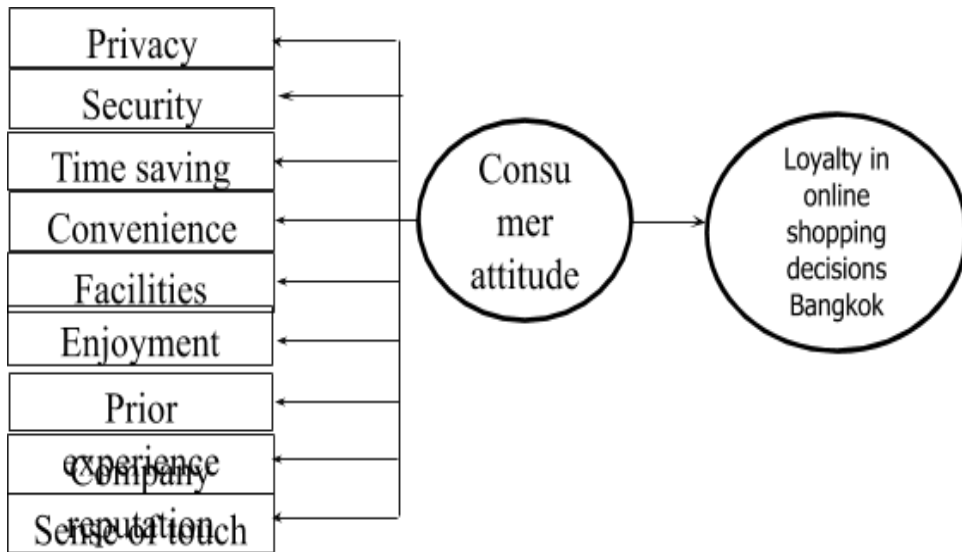
- 1) To study consumer attitudes in Bangkok Metropolis.
- 2) To study loyalty in online shopping decisions among consumers in Bangkok.
- 3) To study the relationship between consumer attitudes and loyalty in online shopping decisions among consumers in Bangkok.

Research Hypothesis

1. Consumer attitude towards privacy affects loyalty in online shopping decisions among consumers in Bangkok.
2. Consumer attitude towards security affects loyalty in online shopping decisions among consumers in Bangkok.
3. Consumer attitude towards time saving affects loyalty in online shopping decisions among consumers in Bangkok.
4. Consumer attitude towards convenience affects loyalty in online shopping decisions among consumers in Bangkok.
5. Consumer attitude towards facilities affects loyalty in online shopping decisions among consumers in Bangkok.
6. Consumer attitude towards enjoyment affects loyalty in online shopping decisions among consumers in Bangkok.
7. Consumer attitude towards prior experience affects loyalty in online shopping decisions among consumers in Bangkok.
8. Consumer attitude towards company reputation affects loyalty in online shopping decisions among consumers in Bangkok.
9. Consumer attitude towards sense of touch affects loyalty in online shopping decisions among consumers in Bangkok.

Conceptual Framework

Seven-Factor Model hypothesis
Consumer attitude affects loyalty in online shopping decisions among consumers in Bangkok.



The diagram above exhibits consumer attitude towards loyalty in online shopping decisions among consumers in Bangkok. Latent variables of consumer attitude include 1. Privacy, 2. Security, 3. Time saving, 4. convenience, 5. Facilities, 6. enjoyment, 7. Prior experience, 8. Company reputation, and 9. Sense of touch.

Scope of research

In this study, the scope of study was specified as follows:

1. The scope of population included consumer attitudes, especially the elderly in Bangkok, when making online shopping decision.
2. The scope of content covers consumer attitudes affecting loyalty in online shopping decisions among consumers in Bangkok.
3. The scope of time covers the study of consumer attitudes affecting loyalty in online shopping decisions among consumers in Bangkok. Data collection period was during September – December 2019.

2. Literature Review

2.1. Demographic concepts and theories

Siriwan Sereerat (1995:41) stated that marketing segmentation based on demographic variables consists of sex, age, marital status, number of family members, education level, occupation, and monthly income. Demographic characteristics are important characteristics and measured statistics help determine a target market. Meanwhile, psychological and sociocultural characteristics help describe thinking and feeling of a certain target group. Demographic data can be accessed and effective for determining a target market. People with different demographic characteristics would have different psychological characteristics which can be analyzed by the following factors:

2.2 Concepts and theories related to attitude

Attitude is an important concept in terms of socio psychology and communication and this term is widely used. Attitude is defined by numerous academic scholars as follow:

Attitude is connected to feeling, belief, or perception of an individual and a tendency to have response behavior one way or another to a target. Here, attitude is related to a person's state of mind, thinking and feeling and a person's tendency or urge towards news, information, and being open minded to situations a person perceives both positive and negative ones. Attitude plays a part to urge a person to express his or her behavior. It can be seen that attitude consists of thinking that affects certain emotion and feeling and can be expressed by his or her behavior.

2.3 Concepts and theories related to satisfaction

Satisfaction is defined variously. The Royal Institute Dictionary (1999) defined satisfaction as love, being enjoyable, being pleased.

Direk (1985) stated that satisfaction means a person's positive attitude towards something. It is good feeling and positive attitude towards the work a person is doing. A person's happiness caused by working and satisfactory performance enables the person to be enthusiastic and happy, has determination to work, possesses morale and encouragement and feels committed to his or her organization, as well as feels proud of work accomplishment. These things will have an effect on working efficiency and effectiveness, bringing progress and success to an organization.

3. Research Methodology

In this research, data were collected from studying related documents, publications, theses, researches both in domestic and international levels, articles, textbooks and electronic media. The research methodology was conducted through the following steps:

- 3.1 Research design
- 3.2 Research variables
- 3.3 Research hypothesis
- 3.4 Population and sampling selection
- 3.5 Research instruments
- 3.6 Data collection methods
- 3.7 Statistical data analysis

4. Research Results

Consumer attitudes affecting loyalty in online shopping decisions.

Table 1 Number and percentage of the respondents, classified by trends in online shopping decision

Online shopping tendency	Number	Percentage
Definite tendency	11	7.6
High tendency	14	9.7
Moderate tendency	49	34.0
Low tendency	39	27.0
No tendency	31	21.5
Total	144	100

Table 1 Study results of a level of tendency to buy products on websites of the questionnaire respondents found that most of the respondents (49 persons or 34.0%) had a moderate level of buying tendency, followed by 39 persons or 27.0% who had a low level of buying tendency, 31 persons or 21.5% who had no buying tendency, 14 persons or 9.7% who had a high level of buying tendency, and 11 persons or 7.6% who had a certain buying tendency respectively.

4. Discussion

Information related to online shopping decision behavior of consumers in Bangkok can be concluded as follow: online shopping application that the research participants had experience to use the most (more than one answer can be given) was Lazada (52.7%), followed by Facebook (24.3%), Shopeee (17.3%), Alibaba (2.7%), Amazon (2%), and other websites respectively. Factors affecting online shopping decisions among consumers in Bangkok.

The analysis result of relationship of consumers' attitude affecting loyalty in online shopping decision behavior of consumers in Bangkok can be grouped as product factors, place, factors of promotion, privacy in buying decision making, security in buying decision making, saving time in buying decision making, convenience in buying decision making, company reputation in buying decision making.

The results obtained from this research can be applied as the guidelines for online business to plan their marketing strategies for baby products for increasing level of loyalty from the customers and business advantages.

5. Recommendation

1. Website cautioning should be taken into consideration for online shopping. Advertisements that are not related to products on websites probably have a negative effect on online shopping decision making as consumers see them quite often and feel annoyed and finally have unfavorable attitude towards those websites.

2. The study on relationship of consumers' attitude affecting loyalty in online shopping decision making indicates that when consumers receive good offer from other websites, they will change their minds to buy products and services from those websites. Therefore, websites with regular consumers should attract them at all times, improve usage or system availability to be more efficiently, provide promotion or activities to maintain customer loyalty with the old websites.

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**Relationship Between the Marketing Factor Affecting the
Loyalty in Online Purchase Decision of Consumer in Bangkok**

**RCGR^{4th}
2019**

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Abstract

The research objectives of the relationship between the marketing factor that affect the loyalty in online purchase decision of consumer in Bangkok as follow 1. To study the marketing factors of consumers in Bangkok 2. To study loyalty in online purchase decision of consumer in Bangkok 3. To study the relationship between Marketing factors that influence loyalty in online purchase decision of consumer in Bangkok. The sample group that used in this research was general aged between 20 to 50 years, both male and female had that used to buy products online and live in Bangkok area. We collected 400 people from questionnaire and using descriptive statistics Including Frequency, Percentage, Mean and Standard Deviation Including testing hypotheses using inferential statistics Including T-Test statistics and One-Way ANOVA F-Test statistics and the relationship between variables by Pearson Correlation. The results showed that samples are mostly female, were mostly student, educational level graduated in bachelor degree. The relationships between marketing factors are (1) products (2) price (3) marketing promotion (4) product delivery system (5) return policy (6) customer service is found to be related to loyalty in online purchase decision of consumer at the statistical significance at the level of 0.01. Demographic factors such as gender, age, and different occupations doesn't affect loyalty in online purchase decision of consumer. Which there are not enough observations statistic data that can be concluded that demographic variables and consumer to loyalty in online purchase decision of consumer are linear relationship.

Keywords: Products, Prices, Marketing Promotions, Product Delivery Systems, Return Policies, Customer Service, Loyalty, Purchase Decision

1. Introduction

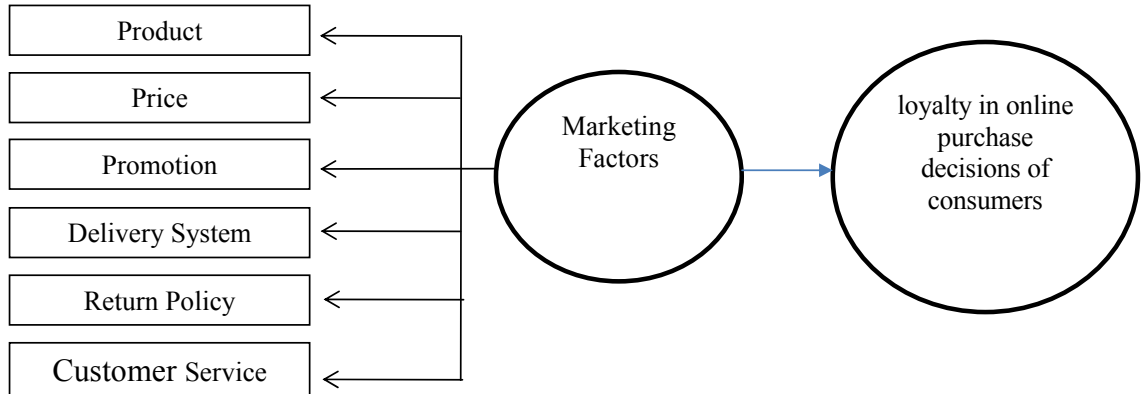
Nowadays, the advancement of the technology plays an important role in our life. Now it had reached the point that makes the lifestyle, business and the world economy changed radically by new technologies. It had truly influenced the way of life and our work.

This rapid technological advancement causes the current trading system to be different. In the past, the trade would only be sold through the store, resulting in high investment. But at present, the technology has been used in the trading business. Also known as electronic commerce (E-commerce), which is the use of the Internet as a trade medium between traders and customers. Electronic commerce is becoming widely popular. Due to having good return, Entrepreneurs in Thailand have foreseen the benefits of electronic commerce. We can see that online store that has continuously increased and a variety of businesses in Thailand that use e-commerce channels to sell products and services

Objectives

1. To study marketing factors Consumers in Bangkok.
2. To study loyalty in making purchase decisions of consumers in Bangkok.
3. To study the relationship between Marketing factors that affect loyalty in online purchase decisions of consumers in Bangkok.

Conceptual Framework



2. Literature Review

The concept of customer Loyalty

Brand loyalty has been usually measured by purchase behavior. For durables, purchase of the same brand twice has been considered evidence of loyalty (May, 1967). Brand loyalty for packaged goods has been measured by a buying unit's purchases going to one brand over a given period of time (Cunningham, 1961), sequences of brand purchases (Brown, 1952) and the number of different

brands bought.(Farley, 1964) However, studies have also taken two different viewpoints of how the concept of brand loyalty can be applied. In one study of packaged goods, households were classified as brand loyal if they said they bought the same brand regularly and that they would go to another store or postpone purchase rather than buy another brand if their brand was out of stock. (Cunningham Scott, 1967) In a study of a food product, attitude toward a brand and the proportion of total purchases going to it were combined to measure loyalty (Day, 1969). These studies indicate that repurchase is not a sufficient measure of brand loyalty. A more meaningful measure would be buyer resistance to persuasion to switch brands (Newman & Werbel, 1973). The elderly consumer's resistance to brand switching has received little attention in the literature. This study seeks to explaining the relationship between age and brand switching by taking brand loyalty a step beyond brand repurchase and considering other factors which are conducive to brand switching and how the elderly consumers are influenced by them.

Patil, (2017) concluded that an effective marketing mix requires the deployment of several interconnected components, commonly referred to as the marketing mix or the marketing 4 Ps: product, place, price and promotion. In the 1950s, the marketing mix was introduced in the United States. It consists of 4 parts and all the parts might cooperate with each other. The four-parts are: product, price, place and promotion (Hill, 2012).

This marketing mix consists of tools that are suitable to implement the marketing strategy and may also serve as an approach to study marketing in networks. An appropriate marketing mix plays an important role in the realization of marketing strategies and it can also increase the sales and profitability of the firm. The marketing mix is a combination of factors that can be controlled by a company to influence consumers to purchase its products (Haugum, 2017). In the following paragraph, four-part of this model will explain in depth. 1) Price: It is the most flexible element of e-marketing comparing to other three elements of the marketing mix, since it can be changed quickly to adapt to the market's demand. 2) Place: This P of the marketing mix is related to physical distribution of goods. it is concerned with middleman and place where the goods should be displayed and made available to the potential buyers. 3) Promotion: It is one of four variables in the marketing mix.

Promotion is the activities, which are taken up in marketing to sell product and services. It refers to how marketing communications are used to inform customers and other stakeholders about the company and its product. 4) Products: It is a solution to customers wants and needs. It refers to the characteristics of a product, service or brand. A product is a benefit or service, which a business provides to its customers. The marketing mix idea has two main benefits. First, it is a tool used to enable one to see that the marketing manager's job is trading off the benefits of one's competitive strengths in the marketing mix versus the benefits of others. The second advantage of the marketing mix is that it helps to show another dimension of the marketing manager's job. All managers have to allocate scarce resources among various demands, and the marketing manager will in turn allocate these resources among the different competitive activities of the marketing mix (Londhe, 2014).

3. Research Methodology

Inferential statistics (1) Personal factors were analyzed using the t-test method. (2) To use F-test statistics or One-way ANOVA to analyze age, education level, job position, and age job. (3) To analyze the relationship between consumer loyalty and online purchasing decisions.

4. Research Results

Out of the sample of 400 people, most were female, with 256 people and aged between 20-29 years of 80 people. There were 103 students that had a bachelor's degree at 202 people. The marketing factors that influence the loyalty in online purchase decisions of consumers in Bangkok are product price, marketing promotion product delivery system, return policy and customer service. The average result has the highest level of influence on consumers of the marketing factors from highest to lowest, in the following order: product delivery system, product, customer service, price marketing promotion and return policy.

The Marketing Factor That Affect The Loyalty In Online Purchase Decision	Mean	Standard Deviation
Price	3.88	0.886
Product	3.91	0.850
Promotion	3.83	0.867
Delivery Product	4.12	0.819
Return Policy	3.77	0.952
Service	3.89	0.814

$p > .05$

We found that the marketing factors that influence the loyalty in online purchase decisions of consumers in Bangkok are in terms of product price, marketing promotion, product delivery system, return policy and customer service. There is a significant positive relationship with the influence on loyalty in online purchase decisions of consumers in Bangkok, meaning that the more the focus on marketing factors that influence loyalty in online purchase decisions of consumers in Bangkok such as product, prices, marketing promotions, product delivery system, return policy and customer service. On the other hand, if the owner didn't focus on marketing factors that influence loyalty in online purchase decision of consumers in Bangkok such as price, product, marketing promotions, product delivery system, return policy and customer service. This will make consumer no loyalty in online purchase decision.

The Marketing Factor That Affect The Loyalty In Online Purchase Decision	
Marketing Factors	Relations (r.)
Price	0.493**
Product	0.473**
Promotion	0.295**
Delivery Product	0.198**
Return Policy	0.235**
Service	0.300**

P(2-tailed) = 0.00, P(2-tailed) < .01

We found acceptance Satisfaction with loyalty in online purchase decisions of consumers in Bangkok. There is a significant positive relationship with consumers' purchasing decisions, meaning that the more satisfied the sample group will be more likely to be loyal to the online purchase decision of consumers in Bangkok. The size of the relationship is high ($r = 0.555$, $p < 0.01$). The test of the relationship between satisfaction and loyalty in online shopping decisions of consumers in Bangkok has $P < 0.01$. Therefore, it can be concluded that satisfaction correlated with loyalty in online purchase decisions of consumers in Bangkok.

Marketing Factors	Online Purchase Decision In consumer In Bangkok
	Relations (r.)
Loyalty In Online Purchase Decision	0.555**

P(2-tailed) = 0.00, P(2-tailed) < .01

5. Research Discussion

The factor of loyalty that influence consumer purchase decisions are raking from highest to lowest in the following order : You are confident that you got good product or service from this purchase the same website, You buy products or services from the same website before looking at other websites, if you have received a better offer from another website then you will change your mind to make a purchase, You choose to buy the next product or service on the same website, you will recommend the same website to others and lastly you will purchase products or services from the same website only.

The results of the hypothesis test 1 show that different genders have the same loyalty in online purchase decisions. Analyzing from the mean average, found that The male group had a slightly higher than females. Which means loyalty in online purchase decision is similar to both males and females group. Next is the difference in age, their loyal in online purchase decisions are the same. In different careers, it does not affect consumer loyalty in online purchases decision. Finally, different education, we found that there is no significant difference of loyalty in online purchase decisions. We can be summarized as follows: Demographic characteristics (gender, age, occupation, education) didn't affect loyalty in online purchase decision or might not have enough data to conclude.

For the second hypothesis, we found that the marketing factors that influence the loyalty in online purchase decisions of consumers in Bangkok are product, prices, marketing promotion, product delivery system, return policy and customer service. There is a significant positive relationship on loyalty in online purchase decisions of consumers in Bangkok, which means that the greater the focus on marketing factors that will influence more on loyalty in online purchase decisions of consumers in Bangkok such as product, prices, marketing promotions, product delivery system, return policy and customer service will be more likely to affect by the marketing factors as well.

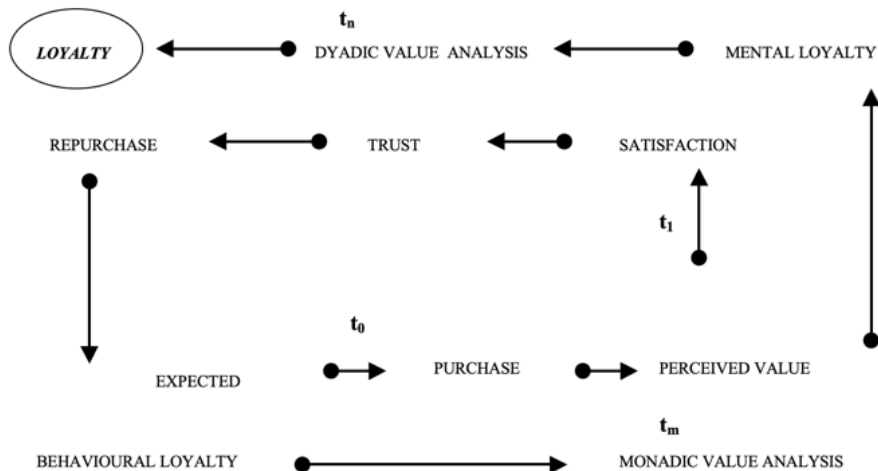
Finally, hypothesis 3 found that loyalty of consumers in Bangkok is a significant positive relationship with consumer's purchasing decisions. Which mean that the more satisfied of the consumer, more likely to be loyal to online shop/website. The result of this research is consistent with the concept of Michele Costabile (2000), which is loyal in the decision to buy products. Beginning with the purchase of products Next is to recognize the value Next is satisfaction and trust until finally resulting in loyalty to online shopping decisions.

6. Recommendation

From the study of The marketing factors that influence the loyalty in online purchase decisions of consumers in Bangkok. We found that the marketing factors that influence the loyalty in online purchase decisions of consumers in Bangkok all has the same average mean value. We should pay more attention to marketing factors. So that consumers get most satisfaction, which is the starting point for consumers to be loyal to purchase product. We can imply to the model of Oliva et al. (1992) get consumer's loyalty.

Loyalty in online purchase decisions of consumers in Bangkok, can start consumer are confident that you buy products or services from the same website because of good service. This is the factor that affects the loyalty of online purchasing decisions of consumers in Bangkok the most. Which still remain in the same category with all above marketing factors. Therefore, it can be concluded that entrepreneurs should focus on and develop all marketing factors for consumers with repeat purchases. Will allow consumers to be loyal in making online purchase decisions for entrepreneurs for a long time. According to the model developed by Michele Costabile (2000).

The development of mental loyalty



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**Online Purchasing Decision Behavior of Consumers Affecting
the Satisfaction in the Purchase of Consumers in Bangkok**

**RCGR^{4th}
2019**

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Abstract

The purposes of this research were 1) Online purchasing decision behavior of consumers in Bangkok 2) To study online purchasing decision behavior of consumers in Bangkok 3) To study behavior of purchasing decision via online shopping. Online consumer that affects the satisfaction in the purchase of consumers in Bangkok. The sample group used in the research was General public aged 20-50 years, both male and female Have behavior that used to buy products online And live in the area Bangkok, 400 people use questionnaire as a tool in Data collection The statistics used for data analysis were Frequency, Mean, Percentage and Standard Deviation. Pearson Correlation was used to test the relationship between variables. For each hypothesis, use t-test and One-Way ANOVA statistics to test sub-hypotheses. The research found that 1) Most of the respondents are female, 260 persons and aged. Between 20-29 years, 80 people are self-employed and 92 are self-employed and 206 are undergraduates. 2) Behavior of consumers' online purchasing decisions that affects the satisfaction in the purchase of consumers in Bangkok. In terms of product prices, marketing promotions Product delivery systems return policies, and customer service. The analysis shows that the average has the most effect on the consumers, sorted by the marketing factors that affect the consumers, in descending order, as follows: product delivery system, product, price, and marketing promotion. Return policy and customer service 3) Behavior of consumers' online purchasing decisions which affects the satisfaction in the purchasing decision of the consumers in Bangkok which has the most effect on the consumers is the topic When you buy products, you tend to buy products on most websites.

Keywords: Product, Price, Promotion, Market Product Delivery System, Return Policy Customer Service

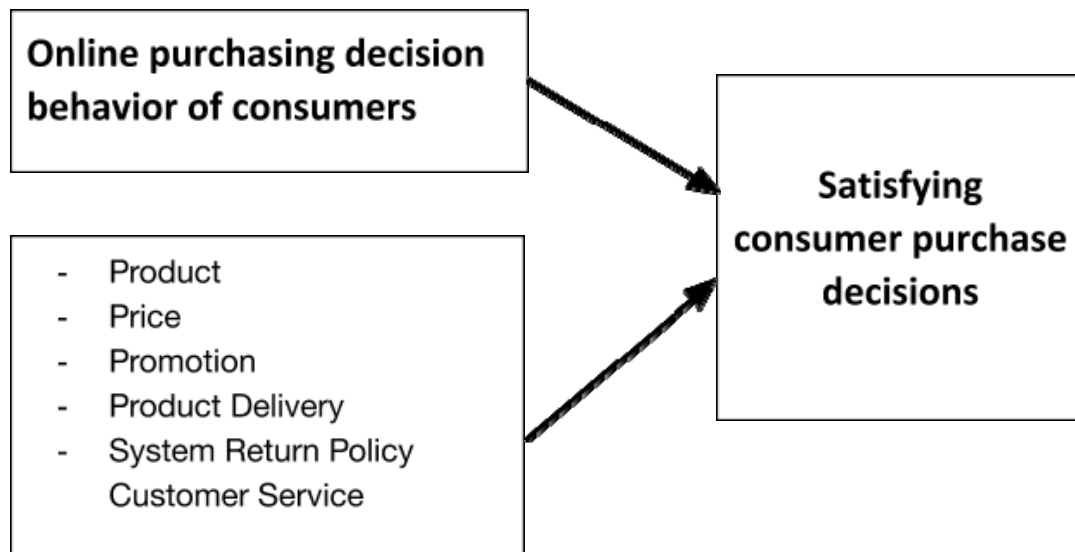
1. Introduction

Nowadays, the world of online commerce is continuously growing. This is due to Advanced technology Resulting in consumers' access to the internet conveniently, quickly, and easily at the touch of a finger. In 2014, the Thai e-commerce business has grown Leap Important factors come from the various businesses See that at this time, e-commerce is the main sales channel to reach consumers. As well as the entry of foreign service providers, resulting in competition in providing services to meet the needs of consumers as much as possible. There is also an interesting statistic about the number of Thai people using the internet to grow up to 56.1 million people. Being also considered as another factor that makes Thai people of all levels able to access the internet, most internet users can use the online shopping service through websites or applications. (application) which can be done 24 hours a day from home, work, at the university.

2. Research Objectives

1. To study online shopping behavior of consumers in Bangkok.
2. To study the purchasing decision behavior of online consumers in Bangkok.
3. To study the relationship between marketing factors that affect online purchasing decisions of consumers in Bangkok.
4. To study the marketing factors that influence Satisfaction with the product purchase decision through Online of consumers in Bangkok.

3. Conceptual Framework



4. Research Hypothesis

Characteristics of personal information such as gender, status, education level, age, average income per The different months affect the factors that affect the online purchasing behavior of consumers in Bangkok.

5. Research Methodology

This research is a quantitative research to study the factors affecting the online purchasing decision of consumers in Bangkok Research procedures Reviewed relevant literature Use questionnaires as tools for data collection The researcher has determined Research methodology as follows:

Population and sample

The population used in this study was general people aged 20-50 years, both males and females, who have previously made online purchases. And live in Bangkok.

Sample group used in the research

Due to the diverse nature of the population in Bangkok The researcher therefore cannot know. The true target population can be In this study, the sample group will be assigned with the hypothesis that Determined that the data has a normal distribution (Normal Distribution) by the researcher using the size calculation formula Example to estimate the proportion of population And set the maximum variance level, $p = 0.5$ and $q = 0.5$ establishes confidence at 95% and accepts a 5% sampling error. Therefore, the sample size can be calculated as follows:

$$\text{Where } n = \text{sample size } z = \text{confidence level } n = \frac{z^2 pq}{e^2}$$

P = chance of occurrence or proportion of characteristics of interest in the sample (p) or population (π).

q = the likelihood of an event not equal to $(1-p)$ in the case of the sample or equal to $(1-\pi)$ in the case of the population.

e = sampling error levels when substituting values in formulas With the specified confidence level of 95%. Therefore, the $z = 1.96$ and the error in the proportion estimation The total acceptable population is 5%. Therefore, $e = 0.05$.

$$n = \frac{(1.96)^2 (0.5)(1-0.5)}{(0.05)^2}$$
$$n = 384.16$$

The calculation shows that the total sample number for this research is 385 samples.

Therefore, the researcher has determined the sample size in this research. Add 4% from the calculated sample size by another 15 samples, totaling 400 samples.

Data Gathering

The study of factors affecting the online purchasing decision behavior of consumers in Bangkok by collecting various data. In this study, from the primary data source, which is the data from the data collection from the use of questionnaires from the sample by specifying. The number of respondents 400 people living in Bangkok. Who responded to the questionnaire via Google Forms and the researchers distributed the questionnaire online By using Line and Facebook application

Statistics used in analysis

Descriptive Statistics

Explanation of general data of the samples through the presentation in the form of lectures and tables in the frequency (Mean), Percentage and Standard Deviation.

Inferential Statistic

The use of statistical software packages in Hypothesis Testing using tools For data analysis using Pearson Correlation Statistics to test the relationship between variables. For each hypothesis, use t-test and One-Way ANOVA statistics to test the sub-hypotheses.

6. Research summary

The study of marketing factors that have behavior affecting online purchasing decisions of consumers in Bangkok. The objectives of this research are as follows:

1. To study marketing factors of consumers in Bangkok.
2. To study the behavior of online purchasing decision among consumers in Bangkok.
3. To study marketing factors which have behavior affecting online purchasing decisions of consumers in Bangkok.

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The Study of Relationship between Consumer Attitudes Affecting the Satisfaction with Online Purchase Decisions of Consumers in Bangkok



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Abstract

The purposes of this research were to identify (1) to study customers' opinion toward online purchase in the area of Bangkok. (2) to study customers' satisfaction with online purchase decision of customers in Bangkok. (3) to study the correlation between opinion and satisfaction with online purchase decision to buy online goods in the area of Bangkok. The research instruments used for the data collection questionnaires by 400 people and analysis were using descriptive statistics Frequency, Percentage, Mean and Standard deviation. That include were using inferential statistics T-Test, F-Test (ANOVA) and Pearson correlation method. The results of study were as follows 1) Most of the respondents are female, with 258 people and age between 20-29 years, 80 people are professions, 105 students and 204 bachelor's degree students. 2) Consumers' attitudes affecting online purchasing decisions of consumers in Bangkok. The results of the analysis have been shown to have the highest average values, most of which are ranked by the marketing factors which affect the consumers in the following order: reputation, convenience, time saving, safety, privacy awareness 3) The satisfaction in buying behavior that has an effect on the online purchasing decision of the consumers in Bangkok which affects the consumers The most is a topic The website helps you find information as much as possible.

Keywords: Consumers' Attitude, Satisfaction with Purchasing Decision, Online Purchase

1. Introduction

Internet has been playing an important role in our lives, directly and indirectly. Internet has variety of benefits to use, for example: searching for information, entertainment and various applications and programs which facilitate our lives.

Modern marketers should go extra miles in using technology to benefit their business, customers' different opinion should be considered, for example; privacy, security This led to the study on customers' opinion that influence their satisfaction in making online purchase decision.

Objectives

1. To study customers' opinion toward online purchase in the area of Bangkok.
2. To study customers' satisfaction with online purchase decision of customers in Bangkok.
3. To study the correlation between opinion and satisfaction with online purchase decision to buy goods and/or services online in the area of Bangkok.

Research Hypothesis

The differences in attitudes of consumers in Bangkok effect the satisfaction with online purchase decision as follow:

1. Demography (gender, age, occupation, education) differences effect the satisfaction with online purchase decision of consumers in Bangkok.
2. Consumers' opinion regarding company's reputation, convenience, time saving, security, apprehension, and privacy effects the satisfaction with online purchase decision of consumers in Bangkok.
3. The satisfaction with online purchase decision of consumers in Bangkok

Conceptual Framework

This research studies on consumers' attitude toward the satisfaction with online purchase decision of consumers in Bangkok

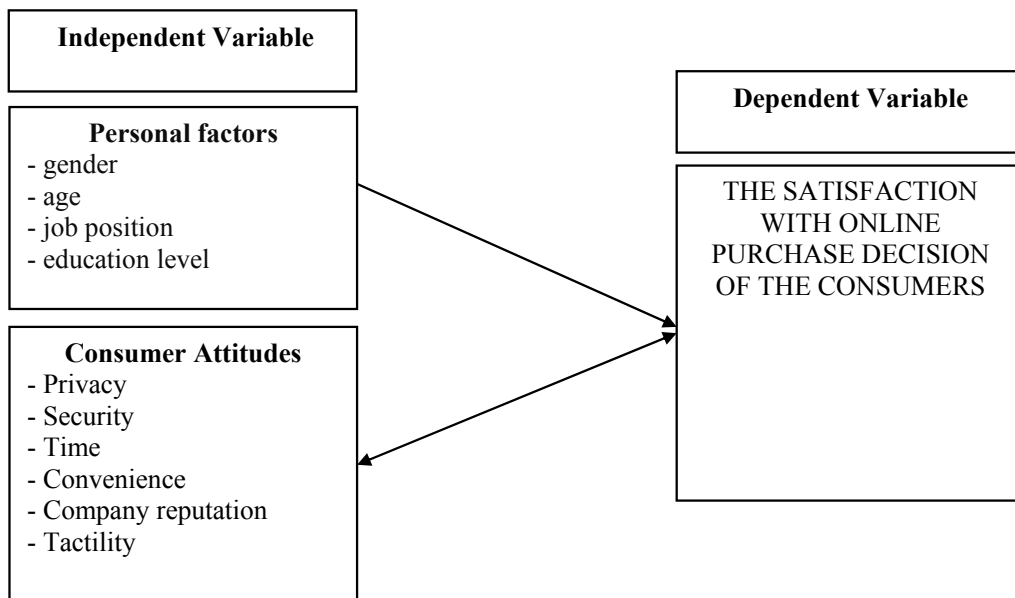


Figure 1 The conceptual framework of consumers' attitude toward satisfaction with online purchase decisions of consumers

Theoretical Framework

The research in correlation between consumers' attitude and satisfaction with online purchase decision of consumers in Bangkok.

1. This research focus on the correlation between consumers' attitude and satisfaction with online purchase of consumers' in Bangkok.
2. The test subjects are internet users who experience online purchase.

2.Literature Review

Theories involved in research are shown as follows:

1. Concepts and theories regarding attitude
2. Concepts and theories regarding purchasing decisions
3. Concepts of demographic characteristics

3.Research Methodology

When the questionnaire has passed the data integrity check The researcher then coded And analyze statistical data by computer processing using ready-made programs The steps are as follows.

Step 1 Sample selection

For this research, the researcher has determined the sample group is internet users who purchased via online by comparing the use of attitude in purchased online goods or the experience of choosing to buy via online communities, which is an unpredictable demographic Therefore, the researcher specifies the sample size. The Yamane prefabricated table (1973) at 95 percent confidence level and 5 percent error, the value obtained from opening the table is equal to 400 samples.

Step 2 Data collection methods

The researcher conducted the questionnaire by developing the questionnaire from the questionnaire that has The content validity test and the reliability test of the content were tested.

Step 3 Program trial

The researcher brought all the answers received. To check the accuracy of the questionnaires and analyze the statistical data with the software.

Statistic used in hypothesis test finding t-test is to test 2(two) sets of variables and to analyze one-way ANOVA, depending on the situation. In order to analyze the fluctuation of the difference, Scheffe procedure will be used to test the difference by pair. The statistical significance test is set at 0.05.

After questionnaires are reviewed for raw data, the researchers then began labelling and analyze the statistic data using a manufactured computer program as follow:

1. The returned questionnaires
2. Percentage is used to analyze and define the variation of geography of the test subjects .
3. Mean and Standard deviation is used to analyzed and define the variation of attitudes of consumers toward the satisfaction with online purchase decisions of consumers in Bangkok.

Step 4 Evaluation

Demographic characteristics of the respondents, shown as:

4. Research Results

Gender: Female respondents. 64.50% (258 respondents) from the sample group are female, whilst the rest 35.50 (142 respondents) are male. Age: It is found that majority of the sample group are of average age with the same rate in all 5 age groups. Occupation: It is found that majority of the sample group of 26.25% (105 respondents) are students. Education: It is found that majority of the sample group of 51% (204 respondents) graduated bachelor's degree.

Causal factors include Consumers' attitude that affect the satisfaction with online purchase decisions.

From the study, Causal factors include Consumers' attitude that affect the satisfaction with online purchase decisions in Bangkok. The result is shown as follows:

The consumers' attitudes that affect the satisfaction of online purchase decision of consumers in Bangkok the most is: The company's reputation toward buying decision ($M = 4.05$ $SD = 0.780$)

The satisfaction toward online purchase decision of consumers in Bangkok

The sample group says what they are satisfied with the most is websites that help them surf for information easier ($M = 3.97$ $SD = 0.740$), whilst appealing design of websites comes second ($M = 3.95$ $SD = 0.798$).

Hypothesis Testing

Hypothesis #1: Difference in geography (gender, age, occupation, education) effect the satisfaction with online purchase decision of consumer are divided to:

Sub-hypothesis 1.1: difference in gender effect the difference in satisfaction with online purchase decision.

The statistic used in this hypothesis test is comparing the average value for 2 (two) independent sample groups (Independent t-test).

From Sub-hypothesis 1.1, it is found to be hypothesis rejection, male and female sample groups have no difference in satisfaction with online purchase decision ($p > 0.05$).

Table 1: the test result on mean differences of the satisfaction with online purchase decision of consumers, generated by gender

Gender	n	Mean	S.D	Df	t	p
Male	142	3.89	0.642	398.000	0.459	0.646
Female	258	3.86	0.633	2286.813	0.457	0.648

*P > .05

Sub-hypothesis 1.2: difference in age effects the difference in satisfaction with online purchase decision.

The statistic used in this hypothesis test is One-Way Analysis of Variance – ANOVA)

From Sub-hypothesis 1.2, it is found to be hypothesis rejection, age difference in the sample groups have no difference in the satisfaction with online purchase decision ($p > 0.05$).

Sub-hypothesis 1.3: difference in occupation effects the difference in satisfaction with online purchase decision.

The statistic used in this hypothesis test is One-Way Analysis of Variance – ANOVA)

From Sub-hypothesis 1.3, it is found to be hypothesis rejection, occupation difference in the sample groups have no difference in the satisfaction with online purchase decision ($p > 0.05$).

Sub-hypothesis 1.4: difference in education effects the difference in satisfaction with online purchase decision.

The statistic used in this hypothesis test is One-Way Analysis of Variance – ANOVA)

From Sub-hypothesis 1.4, it is found to be hypothesis rejection, education difference in the sample groups have no difference in the satisfaction with online purchase decision ($p > 0.05$).

Hypothesis #2: consumers' attitude on company's reputation, convenience, time saving, security, recognition, and privacy effect the satisfaction with online purchase decision in Bangkok.

Pearson's Product Moment Correlation Coefficient is used.

From hypothesis #2, it is accepted that consumer's attitude toward company's reputation, convenience, time saving, security, recognition, and privacy effect the satisfaction with online purchase decision in Bangkok, which mean: the more the sample groups value company's reputation, convenience, time saving, security, recognition, and privacy, it is more likely that there will be more satisfaction of the purchase decision

Hypothesis #3: the satisfaction with online purchase decision of consumers in Bangkok

Pearson's Product Moment Correlation Coefficient is used in this hypothesis.

From hypothesis #3, it is accepted that the satisfaction with online purchase decision of consumers in Bangkok has significantly positive correlation with the consumers' purchase decision, which mean; the more sample groups have positive satisfaction, it is more likely that they will consider purchase online in Bangkok more. It could be concluded that the satisfaction is correlated with online purchase decision of consumers in Bangkok,

5. Conclusion

From the sample groups of 400 respondents. The majority of the respondents is female with over 258 (two hundred and fifty-eight) respondents, age between 20-29 (twenty to twenty-nine) with over 80 respondents, 105 (one hundred and five) respondents have occupation as students, and 204 (two hundred and four) respondents have bachelor's degree education.

The majority of the sample groups think that consumers' attitude that effect the satisfaction with online purchase decision of consumers' in Bangkok in many ways could be prioritize in this order: company's reputation. Satisfaction with online purchase decision of consumers in Bangkok that most effect the consumers is websites that help you find information more easily.

6. Discussion

From the test in hypothesis #1, it is found that demographic character does not affect the satisfaction with online purchase decision of consumers in Bangkok.

From the test in hypothesis #2, consumers' attitude effects the satisfaction with online purchase decision of consumers in Bangkok found that the attitude effects personal purchasing decisions (Personalized Products) through online platform significantly at the rate of 0.05. It could be said that attitude factor effects personal purchasing decisions (Personalized Products) through online platform.

From the test in hypothesis #3, it is found that the satisfaction with online purchase decision of consumers in Bangkok has a significantly positive correlation to consumers' online purchase decision.

7. Recommendation

From the correlation study, entrepreneurs who operate their business through online platforms or through e-commerce should focus on branding and store/company's reputation by introducing their brand to the market and determine brand positioning.

8. Suggestion for the next research

1. More various and diversity in demographic.
2. Additional factors that affect consumers' attitude in addition to factors that have been studied. This shall result in a wider and more complete research.
3. The satisfaction with online purchase in the international level.
4. Different data collecting method, e.g. interview or site-inspection.

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**A Study of the Relationship between Attitudes Affecting Loyalty
in Online Shopping Decision Making of Consumers in Bangkok**



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Abstract

This research aims to study (1) to study the attitudes of customers and Factors affecting Thai consumer buying decisions towards purchasing products and services online, (2) to study the behavior of online purchase of products and services customers in Bangkok Metropolis and (3) to study the relationship between attitudes and factors affecting the loyalty of customers in online shopping. This study collecting data from survey with questionnaires distributed to 400 parents or other customers familiar with online shopping. The data was analyzed statistically using frequency, standard deviation and using the Pearson Chi-square statistic analysis. The respondents in this study are mostly females aged 20 – 29 years old with bachelor's degree and work as corporate employees. The results showed that The respondents in this study was customers in Bangkok Metropolis that gender, age, education have difference. It was found that Demographically gender, age, education, had no effect on purchases in online shopping. The marketing mix influencing the online shopping at high level was safety for buying, save time, convenience, company's reputation, recognition and loyalty of customers in Bangkok Metropolis to online shopping had a significance positive impact on the customer behaviors in purchasing products and services correlatively at 0.01 level.

Keywords: Attitude, Loyalty, Consumers in Bangkok

1. Introduction

Up until now, the advancement and dramatic growth of computer, system, internet, and communication technologies have changed the life and business by becoming a part of the current human lifestyle. The society always change by the influence of technologies until reaching the boundless community where communication was not limited by time and place. Moreover, it is also an age full of information, making it impossible to deny that these technologies are playing more and more parts in human lifestyles including education, commercial, political, social, entertainment, science, and business.

The advancement of the current age has technologies as drivers of commercial system, making it different from the past where trading required a storefront in an area of the target group and would only grow by customers in the area. However, the current trades have e-commerce system as a channel between sellers and buyers where buyers could directly communicate with the buyers without the need of middlemen, making this method a virtual trading where goods and services are exchanged freely and quickly with anyone and anywhere on earth 24-hours. Thus, making the trends of this system to be continuously more popular each year. Trading through e-commerce then becomes an important option of current consumers as they could compare the price with other stores immediately because they did not have time to personally visit the storefront and they emphasize the importance of time.

While e-commerce is effective in reaching consumers, some groups of them are still lacking knowledge and understanding of the system so they were scammed, making them lose trust or reluctant to buy products through internet (Pisut Upatum, 2013). Moreover, exaggerated advertising, security of personal information and credit card information, and inability to see the item physically are the factors affecting the attitude of consumers toward online business and there are still no organization that research in this topic. Therefore, the researcher decided to study the attitude of consumers affecting the loyalty in the decision of buying things because there are no government organization that control online product standards or advertisement, making consumers lack trust in the products and advertisement.

Objectives

1. To study attitude affecting online purchase among consumers in Bangkok.
2. To study the behavior of online purchasing decision among consumers in Bangkok.
3. To study the relationship between attitude affecting loyalty in online purchase decision among consumers in Bangkok.

Research Hypothesis

1. Attitude is related with the loyalty in online purchase decision among consumers in Bangkok.
2. Privacy affects loyalty in online purchase decision.
3. Safety affects loyalty in online purchase decision.
4. Saving time affects loyalty in online purchase decision.
5. Facilitation affects loyalty in online purchase decision.
6. Company reputation affects loyalty in online purchase decision.
7. Sense of touch affects loyalty in online purchase decision.

Conceptual Framework

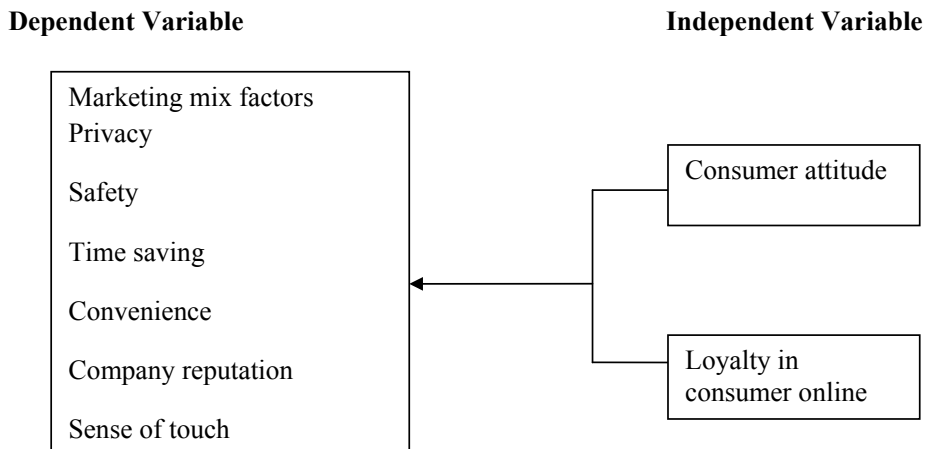


Figure 1 Conceptual Framework

2. Literature Review

Concepts of consumer attitudes

1. Wichit Uon (2001) mentioned that customer attitude is a customer factor, identified as an important factor for buying products online and other details, which includes privacy, security, time saving, ease of use, facilitation, enjoyment, past experience, and company reputation.

2. Patcharin Odaom (2015) mentioned that attitude is an assessment of personal satisfaction in the form of emotions and tends to affect the opinion or reaction toward certain things. Attitude influences beliefs, and beliefs also influence attitudes. Therefore, attitude affects decisions of people.

3. Warattha Wangsiriwet (2016) mentioned that attitude means satisfying and unsatisfying a certain thing or a reaction to a certain thing. Attitude affects the ability to indicate customer behavior toward a decision of buying a product.

4. Wipawan Manopramot (2013) mentioned that attitude means the relationship between feeling, belief, and recognition, affecting the behavior of reacting to the target in a certain way. Attitude in terms of mentality is the feeling, thought, expression, and recognition of situations that may appear either as positive and negative. It could be seen that attitude affects emotions, which will be expressed through actions.

Concepts of loyalty in online purchase decision

1. Aaker (1991) mentioned that brand loyalty is the thing representing the faith of customer towards a brand. Brand loyalty is the most important element of brand equity as customers would choose any other brands if they did not see any difference between each brand. However, if the customers have brand loyalty, they would continuously buy the products of that brand. It is also the main element that caused customer repurchase.

2. Nattaporn Dissaneewate (2016) mentioned that loyalty means a good attitude of customers toward a certain product that they have positive attitude on. A continuously satisfying service will create repurchase as they have learnt which product is good for them. Loyalty was increased by many means, including customer evaluation, likeness, and satisfaction.

3. Natida Phoprasert (2013) mentioned that loyalty means the satisfaction of electronic market in Malaysia. Learning about the benefits of a certain service will increase loyalty, leading to better understanding in buying online products toward the target intention.

4. Chaipod Ruenmon (2015) mentioned that loyalty means an obligation to repeat purchase or service, creating satisfaction of repurchase and also extends toward long-term impression and relationship as well. Repurchase does not always mean loyalty as it may be caused by many factors such as their homes are near the store so it is convenient for them, as well as the relationship and impression of customers toward products or services.

5. Dittawat Thipadee (2008) mentioned that loyalty could be observed from the behavior of repurchase, number of repurchase, and frequency of repurchasing the products.

3. Research Methodology

This research investigated the relationship between consumer attitude affecting loyalty in online purchase decision among consumers in Bangkok. This study used a quantitative method through a survey research. Data were collected from the sample of 400 individuals.

Step 1 Population and sample

The population of this research was those aged between less than 20 years old to at least 50 years old. The population consisted of both males and females in Bangkok with attitude affecting the loyalty in online purchase decision.

Since there are more number of consumers in Bangkok with their attitude affecting their online purchase decision, the population size is unknown, leading to Taro Yamane's formula application to determine the sample size in case of unknown population with a given confidence level of 95% and error of 5%.

Step 2 Statistics used in analysis

1. Descriptive statistics were used to describe data on geographical characteristics of the respondents who have attitude affecting the loyalty in online purchase decision in Bangkok. The questionnaire can be analyzed as follows: Personal characteristics of the respondents, such as gender, age, occupation, marital status, monthly income, educational level of the respondents were analyzed through frequency and percentage and standard deviation.

2. Inferential statistics were used to analyze the relationship between variables. Pearson Chi-Square was used to study the relationship between attitudes affecting loyalty in online purchase decision among consumers in Bangkok.

Step 3 Results an online questionnaire

Results an online questionnaire was used as a research instrument to collect data from 400 samples. Data collected were then analyzed as follows:

1. Analysis of demographic information

The results of this study indicated that most of the respondents were female (n=264, 34.0%), 20-29 years old (n=81, 20.3%), graduated with a bachelor's degree (n=203, 50.7%), worked as a private employee (n=110, 27.5%).

Table 1 Total mean of marketing mix related with attitude affecting online purchase decision among consumers in Bangkok. Data were analyzed through frequency, mean, and standard deviation.

Marketing mix factor	\bar{X}	SD	Level
Privacy	3.52	0.97	High
Safety	3.90	0.87	High
Time saving	3.93	0.89	High
Convenience	4.10	0.80	High
Company reputation	4.17	0.82	High
Sense of touch	3.70	0.86	High
Loyalty in purchase decision	3.83	0.89	High

It was found that most of the respondents prioritize online marketing mix factors, attitude that affects loyalty in online purchase decision in 7 factors at the highest level. A factor with the highest mean was company reputation of 4.17, followed by convenience of 4.1, time saving of 3.93, safety of 3.90, loyalty in online purchase decision of 3.83, sense of touch of 3.60, privacy of 3.52, which was the lowest.

2. Analysis of Marketing Mix Data

It was found that people answering questionnaires who were pleased to provide data at medium level were 165 people or 41.3 percent, decided to buy at medium level are 161 people or 40.3 percent, safety at high level of 157 people or 39.3 percent, worried at high level of 142 people or 34.5 percentage, safety symbol at high level of 173 people or 43.3 percent, safety the most of 179 people or 44.8 percent, credibility at high level of 184 people or 46.0 percent, products comparison of 180 people or 45.0 percent, company's reputation at highest level of 168 people or 42.0 percent, real product at high level of 176 people or 44.0 percent, similar taste at high level of 167 or 41.8 percent, similar scent at high level of 152 or 40.5, product details at high level of 198 people or 4.5 percent, loyalty to use the service next time at high level of 201 people or 50.2 percent, deciding to buy at high level of 192 people or 48.0 percent, service from former website at high level of 195 people or 48.8 percent, suggestion at high level of 165 people or 41.3 percent, website recommendation at high level of 178 people or 44.5 percent, service from the same website only of 157 people or 39.5 percent.

3. Hypothesis Testing

Personal factors affect loyalty in online shopping decisions of consumers in Bangkok. Therefore Personal factors for income Occupations and education levels have an effect on loyalty in online shopping decisions of consumers in Bangkok. Gender factor Age does not affect consumer loyalty in online shopping decisions in Bangkok.

Privacy in the purchase decision.

Therefore, marketing mix factors are loyal in making online purchase decisions of consumers in Bangkok for privacy in making purchase decisions at statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01.

Safety in the purchase decision.

Therefore, the marketing ingredient factors are loyal in making online purchasing decisions of consumers in Bangkok for the safety in making the purchase decision at the statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01.

In saving time when making a purchase decision.

Therefore, the marketing mix factors are loyal in making online purchasing decisions of consumers in Bangkok in terms of convenience in making purchase decision at the statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01 The reputation of the company when making a purchase.

Therefore, the marketing mix factors are loyal in making online purchase decisions of consumers in Bangkok, with the reputation of the company in making the purchase decision at the statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01. Awareness in the purchase decision.

Therefore, the marketing ingredient factors are loyal in making online purchasing decisions of consumers in Bangkok in the aspect of perception of purchasing decision, perception of purchase decision at statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01. Goodness in making online purchasing decisions of consumers.

Therefore, the marketing ingredient factors are loyal in making online purchasing decisions of consumers in Bangkok in the aspect of perception of purchase decision at the statistical significance level of 0.01. And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01.

Conclude

In terms of personal factors affect loyalty in online purchase decision among consumers in Bangkok, it was found that personal factors including income, occupation and education affect loyalty in online purchase decision among consumers in Bangkok. However, gender and age do not affect loyalty in online purchase decision among consumers in Bangkok.

In terms of privacy in deciding to buy, safety, time saving, convenience, company reputation, sense of touch, loyalty in online purchase decision of consumers, it was found that marketing mix factors affect loyalty in online purchase decision of consumers in Bangkok, privacy in buying has statistical significance of 0.01 and every aspect marketing mix are related. Loyalty in online purchase decision of consumers, privacy in buying has statistical significance of 0.01.

Step 4 Discussion

Different personal factors, loyalty in online purchase decision of consumers in Bangkok found that consumers in Bangkok who have different gender, age, education, occupation have loyalty in online purchase decision of consumers in Bangkok with no difference in every aspect. Process of loyalty in online purchase decision of consumers in Bangkok vary in ages and loyalty in purchase decision of people in Bangkok is not different, different gender, education and occupation and loyalty in deciding to buy products of consumers in Bangkok are not different. It correlated with research of Kittiya Khwanjai (2016) entitled satisfaction, trust that affect loyalty in reserving a hotel room online of customers in Bangkok. Result of the study showed that different gender affect loyalty in reserving hotel room online with no difference. Consumers having different occupation, education affect loyalty in reserving hotel room online to visit instantly and convenience in reservation, choosing views and easily select interested hotel online have different result. Sensing of communication that affect loyalty in deciding to buy products online of consumers in Bangkok correlates with Natthaphorn Disneewet (2016) entitled factors affecting loyalty of customers towards brand of dessert shop in malls. Result of the research found that factors of population in loyalty of customers towards brand has effect on visiting dessert cafe.

In terms of marketing mix factors, the results found that privacy in deciding to buy products online of consumers in Bangkok said factors of safety in deciding to buy, time saving, sense of touch, loyalty in deciding to buy products online of consumers affect loyalty in buying products online of consumers in Bangkok. It was consistent with Chaiyaphot Ruenmol (2014) entitled factors affecting loyalty of car care business clients in Bangkok. Study of factors affecting loyalty of car care business clients in Bangkok found that factor regarding safety, time saving, sense of touch, loyalty in deciding to buy products online of consumers go according to planned factors. Then, consumers see importance of 5 factors according to Sutaphat Khongkerd (2015) entitled development of electronic loyalty model in buying products on website. The result found that seeing importance of safety, time saving, sense of touch, loyalty in deciding to buy products online of consumers are different.

8. Recommendations from this research

From research result, relationship between attitude affecting loyalty in buying products online of consumers in Bangkok are as follows.

There are 6 aspects of marketing mix which are privacy, safety, time saving, convenience, reputation, sense of touch is related to loyalty in deciding to buy products online of consumers in Bangkok. Data from this research can be used to do e-commerce business, developed e-commerce business to satisfy the needs of consumers.

9. Recommendations for next research

1. This research only studied in the area of Bangkok, there should be studies in other areas, such as, Nakhon Nayok, Udon Thani, Nan, to compare the result the results.

2. Future study should investigate the relationship between attitudes affecting loyalty in deciding to buy products online of consumers in Bangkok studied overview of online products. There should be a study about each type of products specifically, for example, watch, eyeglasses for the research to have interesting in-depth data.

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**A Study of the Relationship between Technological Factors and
Online Shopping Decision among Consumers in Bangkok**

**RCGR^{4th}
2019**

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A Study of the Relationship between Technological Factors and Online Shopping Decision among Consumers in Bangkok

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Abstract

The research aims to 1) study demographic factors affecting consumers' online shopping decision behavior such as sex, age, education level, occupation, etc., 2) to study technological factors (system-focused approaches) affecting online shopping decision behavior of consumers in Bangkok in each aspect, 3) to study consumers' online shopping behavior. Survey research was used as a tool for collecting data from the studied population in Bangkok and the sample consisted of 144 participants. Descriptive statistics and inferential statistics were used to analyze data, i.e. percentage, frequency distribution, mean, t-test, analysis of variance, standard deviation, hypothesis testing; T-test, F-test and multiple regression analysis. The results of testing hypothesis 1 investigating demographic information showed that data analysis had no effect on the study on the relationship of technological factors affecting online shopping behavior of consumers in Bangkok except demographic factors as it found that it was different in one aspect associated with education level that had an effect on consumers' online decision behavior, by each item like, 1.you often buy things from websites and 3 you prefer to online shopping advice rather than buying things in stores with statistical significance level of 0.05

Keywords: Technological Factors, Online Shopping Decision, Behavior of Consumer

1. Introduction

Nowadays advancement of information technology plays an important role in human ways of life and society. People are living in a globalized society where it is a borderless society that people can communicate with each other faster and more conveniently due to the technological development of communication devices as well as various network systems. Based on convenience people have obtained from technology, it cannot be denied that technology plays a vital part in living a life increasingly in terms of education, entertainment, and business.

With regard to the development of modern technology at a fast pace, changes are driven within contexts that have connected to each other continually in the form of networked economy with very fast movement (just click a computer mouse button) like countries that have no borders. It has changed the structure of economic, political and social relations among countries. The development of communication technology and information technology seem to bring the world to become one with tense competition and area of effect (systemic and dynamism) on producers and consumers in the way that had never happened before. It is a starting point of a process that enables

humans to adapt and improve themselves to become human resource living in the new world with knowledge based economy (Pairat Tatchayapong and Pichet Durongkaverroj, 1998)

Due to advancement in communication technology, people get more channels to access considerable products and services on the internet; Facebook, Line, Instagram or various store websites. As a consequence, entrepreneurs these days need to utilize social media for their business as a tool to promote their sales volume. When used correctly, social media become a channel that can increase business growth as well. Currently, many entrepreneurs expand their business to online stores in addition to their offline stores while new generation entrepreneurs prefer to own online stores since high investment is not needed for online stores like the way they have to open a store. Moreover, online stores are available for 24 hours

Objectives

The objectives of this research are 1) to study technological factors affecting online shopping decision behavior of consumers in Bangkok, 2) to study consumers' online shopping behavior in Bangkok, and 3) to study the relationship between technological factors and online shopping decision behavior of consumers in Bangkok.

Research Hypothesis

1. System availability and internet access affects consumers' online shopping behavior in Bangkok.
2. Duration of download affects consumers' online shopping behavior in Bangkok.
3. Image and color affects consumers' online shopping behavior in Bangkok.
4. Ease of use affects consumers' online shopping behavior in Bangkok.
5. Accessibility/convenience affects consumers' online shopping behavior in Bangkok.
6. Privacy and information security affects consumers' online shopping behavior in Bangkok.

Conceptual Framework

Model 3 hypothesis

Technological factors affects consumers' online shopping behavior in Bangkok.

Independent variable = Technological factor

Dependent variable = Consumers' online shopping behavior in Bangkok.

The conceptual framework of developing technological factors affecting consumers' online shopping behavior in Bangkok.

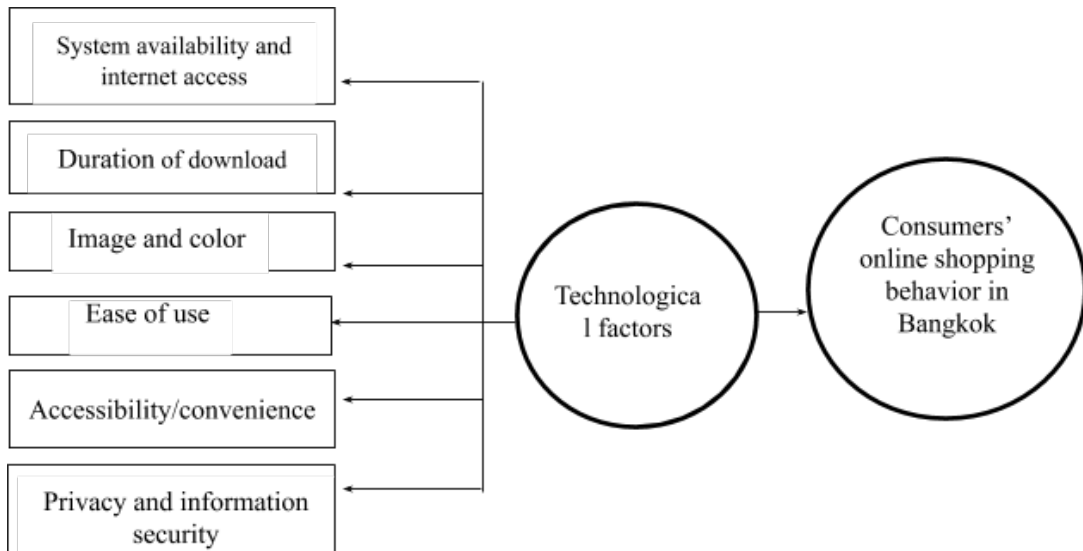


Figure 1 Technological factors affecting consumers' online shopping behavior in Bangkok

2. Literature Review

Technology Acceptance Model (TAM)

The technology acceptance model has been a theory that is most widely used to explain an individual's acceptance of an information system, developed by Davis (1989) from the theory reasoned action (TRA) (Ajzen and Fishbein, 1980) but the technology acceptance model gains more popularity as the theory reasoned action focuses on consumers' behavior in general while TAM gives importance to attitude of information technology users. (Mathieson et al., 2001).

It can be seen that the way an individual accepts technology is caused by influence of external factors that create different perception of each individual such as knowledge, belief, experience or social behavior leading to 4 procedures of the technology acceptance process as follow:

1. Perceived usefulness (PU) means the degree to which a person believes that using a particular system or technology would enhance his or her job performance.
2. Perceived ease of use (PEOU) means the degree to which a person believes that using a particular system would be free from effort.
3. Behavior intention to use (BI) means behavior or intention of an individual to use a particular information technology.
4. Actual system use means to bring technology to actual usage and accept it, resulting from perceived usefulness, perceived ease of use, behavior intention to use that lead to acceptance and actual usage.

Concept and theory associated with buying decision process

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet. Consumers can search information of goods in terms of details and prices and general information of sellers, causing consumers these days have more choices for buying goods and making decision on online shopping increasingly. Consumers' decision is aroused by internal factors, i.e. motivation, perception, learning, personality, and attitude, showing demand and awareness of many goods to be chosen. Online shopping is an activity that allows consumers to engage in existing information or information that manufacturers provide. Finally, it is concerned with evaluating those choices (Kotler,2000,p7). The process of buying decision from choices is presented with two or more options. Consumers would consider a part related to the decision making process in terms of mental aspect and physical behavior. Buying mental and physical activities occurring at a point in time and both activities trigger buying and buying behavior by following what they see other people doing (Schiffman & Kanuk, 2000, p.18). Therefore, it can be concluded that decision making is to the way people choose and compare what they require from choices by considering reasons to gain things that can achieve their goals (Thanaporn, 1998, page 20).

3. Research Methodology

In this research, primary data were collected through a questionnaire. Secondary data were collected from studying related documents, publications, theses, researches both in domestic and international levels, articles, textbooks and electronic media. The research methodology was conducted through the following steps:

- 3.1 Research design
- 3.2 Research variables
- 3.3 Research hypothesis
- 3.4 Population and sampling selection
- 3.5 Research instruments
- 3.6 Data collection methods
- 3.7 Statistical data analysis

Step 1 Research design

This research studies the relationship between technological factors affecting the behavior of consumers shopping online in Bangkok. The study was quantitative research. (Quantitative Research) and use the survey (Survey), which uses a questionnaire. (Questionnaire) as a tool Data collection and analysis. The processing of the program. Then, the Conclusions. To present its findings in the form of tables and narrative. The factors studied are demographic factors such as sex, age, education, occupation, demographic characteristics that are different. And affecting a purchase online or not, are also studied factors that influence purchases online.

Step 2 Research variables

The variables used in this research. Classified as independent variables and the dependent variable:

1. Independent variable or variables (Independent Variables)
 1. independent variable or variables (Independent Variables)
 - 2 technological factors
2. The dependent variable is
 - Through online shopping behavior of consumers in Bangkok

Step 3 Research hypothesis

1. assumptions concerning demographic factors.
2. Assumptions technological factors (Factor-oriented systems)

Step 4 Population and sampling selection

3.1 target demographic

The population in this research are people who purchase through its online consumers in Bangkok with over 50 years of age.

3.2 The sample in this study

The researchers used a sample by means of a target. Specific (Purposive Sampling) people who purchase through its online consumers in Bangkok with over 50 years of age.

Step 5 Research instruments

The researchers used questionnaires for the study was closed (Close-ended Questionnaire), which the researchers have created a questionnaire to check the content of the questions in the questionnaire and to determine the reliability of the questionnaire. To determine respondents understand the questions in the questionnaire matches. Complete and to inquire. Details are below.

The Query Builder Conducted a questionnaire Start by reviewing the purpose of the study was to determine which variables have to be constructed query has any. Variables that are used to create a question in this study were independent variables include demographic characteristics of respondents. Then the concept Theory and research relevant to the content. The questionnaires asked technical basis.

Step 6 Data collection methods

In the research study of the relationship between technological factors affecting the buying behavior of consumers online through Bangkok. Data collection The research was conducted

1. The questionnaires were used to collect data from a sample collected from a sample of respondents directly. Or via a questionnaire sent to Google docs and samples via social media channels such as facebook Line messenger
2. The sample channel access this service. And how the research will have many samples for a limited time.
3. During the period of data collection. September - October 2562 and then saved into the statistical software to analyze the data further.

Step 7 Statistical data analysis

Researcher analyzed the data from the questionnaire by using SPSS Version 19 program which divided the analysis data as follows

7.1 Descriptive Statistics

Description of personal information and opinion about Management Factors of retail business in Chatuchak Market by analyzing the data by using Frequency and Percentage, Mean and Standard Deviation.

7.2 Inferential Statistics

Descriptive statistics and inferential statistics were used to analyze data, i.e. percentage, frequency distribution, mean, t-test, analysis of variance, standard deviation, hypothesis testing; T-test, F-test and multiple regression analysis.

4. Research Results

In this research, multiple regression was used to analyze technological factors (system-focused approaches) affecting online hopping decisions of consumers in Bangkok. Multiple Regression was used to determine multiple regression.

Table 1 Multiple regression analysis of independent variables that can predict the online shopping behavior of consumers in Bangkok

	Model		Unstandardized Coefficients		Standardized Coefficients		
			B	Std. Error	Beta	t	sig.(P)
	1	Constant	.580	.340		1.707	.090
System availability and internet access							
1. You receive a response to your question about products quickly from a seller's system.			.048	.136	.046	.352	.726
2. You receive product information from a seller's system at once.			.268	.125	.276	2.146	.034
3. You can access product information search from a seller's system easily and quickly.			.097	.134	.098	.729	.467
4. You can choose to view products 24 hours.			-.356	.108	-.359	-3.308	.001
Duration of download							

5. Websites offer a speedy procedure for downloading information.			.058	.147	.052	.396	.693
6. Sellers upload product images into several websites for convenience to be downloaded.			.141	.125	.141	1.128	.262
7. Easy and quick procedures for downloading product information in websites are offered.			-.020	.126	-.020	-.161	.873
Image and color							
8. You buy products on websites because of clear images.			-.129	.114	-.127	-1.123	.263
9. You buy products on websites because product images look realistic.			.219	.113	.203	1.933	.055
10. You buy products on websites because a detailed product description is offered.			-.173	.132	-.163	-1.307	.194
Ease of use							
11. You buy products on websites because website design composition is easy for actual usage.			.344	.167	.286	2.056	.042
12. You buy products on websites because easy channels for ordering products are offered.			.212	.135	.193	1.570	.119
13. You buy products on websites because simple money transaction is available.			-.159	.142	-.144	-1.117	.266
Accessibility/Convenience							
14. You can download or search for products anywhere with an internet connection.			-.169	.162	-.145	-1.043	.299
15. You buy products on websites because of easy methods to access websites.			-.047	.115	-.044	-.404	.687
16. You buy products on websites because of different channels to			.039	.144	.036	.274	.785

access company profiles.							
17. You buy products on websites due to convenience product tracking.			.146	.148	.135	.991	.323
18 You buy products on websites because money transaction can be checked conveniently and quickly.			.068	.133	.065	.514	.608
Privacy and information security							
19. Websites provide confidentiality and privacy of personal data policy.			.208	.111	.204	1.874	.063
20. Websites provide security transaction management system for online transaction			.000*	.107	.000*	-.003	.998
Constant = .580, R = 0.724^a, R Square = 0.524, SEE = 0.715							
*with statistical significance level of 0.05 b. Dependent Variable: Consumers' online shopping decision behavior (by each aspect) You often buy things from websites and the item.							

The table showing test results of significance level of regression coefficient with t-test statistics found that technological factors (system-focused approaches) with regard to system availability and internet access, duration of download, image and color, ease of use, accessibility/convenience, and privacy and information security can predict or describe variation of consumers' online shopping decision behavior, which are not statistically significant at the 0.05 level.

5. Discussion

The study results on relationship of technological factors affecting online shopping decision behavior of consumers in Bangkok can be discussed according to the following hypotheses:

Hypothesis 1: Different demographic factors of the sample, i.e. sex, age, education level, and occupation have different effect on online shopping decision behavior of consumers in Bangkok.

The demographic factors found difference in one aspect which is education level affecting consumers' online shopping decision behavior with regard to 1) you often buy things from websites and the item 3) you prefer to online shopping advice rather than buying things in stores with statistical significance level of 0.05.

Demographic factors found that demographic information related to sex, age, occupation, and education level had different effect on online shopping decision behavior of consumers in Bangkok. It is consistent with the study conducted by Apaporn Wattanakul on factors relating to product buying behavior of consumer through popular e-commerce website in Thailand.

Hypothesis 2: Technological factors (system-focused approaches) affect online shopping decision behavior of consumers in Bangkok

The study showed that overall technological factors (system-focused approaches) affected consumers' online shopping decision behavior with statistical significance level of 0.05, which is consistent the hypothesis. Analyzed in details, it was found that 1) system availability and internet access (2. You receive product information from a seller's system at once and 4. You can choose to view products 24 hours), 2) ease of use (11. You buy products on websites because website design composition is easy for actual usage) affected consumers' online shopping decision behavior with statistical significance level of 0.05. In general, consumers' online shopping decision behavior by each item was at a high level. It is probable that online shopping decision behavior of consumers in Bangkok was responded to successfully. It means that if consumers know how to use technology (system-focuses approaches) in various aspects more, it will affect consumers' online shopping decision making increasingly.

Based on the study results, it can be concluded that technological factors (system-focused approaches) with regard to system availability and internet access (2. You receive product information from a seller's system at once and 4. You can choose to view product 24 hours), ease of use (11. You buy products on websites because website design composition is easy for actual usage) affect online shopping decision behavior of consumers in Bangkok with statistical significance level of 0.01. It is consistent with the study conducted by Pitchayatida Limsawasdiwong (2008) on factors affecting the e-commerce purchasing decisions of Bangkok University students and the study conducted by Heijden (2004) on user acceptance of Hedonic information system to find factors having influence on usage intention. The study revealed that ease of use and joy of use had an effect on usage greatly which is consistent with the study conducted by Lu and Su (2009) on factors affecting usage intention in mobile shopping sites which the conceptual framework was applied from technology acceptance model (TAM), technological factors (system-focused approaches) in each aspect like system availability and internet access, and ease of use.

6. Recommendation

1. A study should be conducted on problems and obstacles affecting online shopping decision behavior of consumers in Bangkok.
2. Other variables that probably affect online shopping decision behavior of consumers in Bangkok should be studied.
3. The questionnaire should be modified by adding monthly income so that obtained information will be more distributed.

4. The questionnaire should be modified in terms of age ranges to meet the information expected to study so that obtained information will be more distributed.

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**The Study of Relationship between Consumer Attitudes
and the Satisfaction Affecting Purchasing Decision
of Online Products for Consumers in Bangkok**

**RCGR^{4th}
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Abstract

The purpose of this research is to study the attitude of Consumer side that influences consumer satisfaction or to study the relationship between consumer attitudes and influence on the satisfaction of the online shopping^u and to study the purchasing decision online products for consumers in Bangkok. The research was collected data from the sample of 400 sets of questionnaire. The sample group that was studied for collecting data was the elderly people. It was analyzed the prismatic data and used the results from the SPSS program for both statistical and authoritative statistics such as Frequency, Percentage, Mean, Standard deviation, as well as testing the hypothesis by using the statistics to find the relationship between variables. From the research, it was found that Consumers have a good attitude towards online shopping. When they have confidences to the website's privacy policy when making a purchase and are satisfied with the purchasing decision when products are shipped quickly after placing an order via the website. Moreover, it was found that consumer attitudes have a significant correlation with the purchasing decision of 0.01.

Keywords: Satisfaction of Shopping, Purchasing Behavior, Online Shopping

1. Introduction

In the present, there has been an improvement in the online business that has grown rapidly and continuously until today and because of today's technology that can access the internet easily which is an important sales channel that will be able to reach more consumers therefore resulting in competition in the provision of services in order to meet the needs of consumers as much as possible while technology has also moved up until it has facilities for consumers in online businesses. Furthermore, it's very comfortable of using the application convenience in transportation systems or others. With the convenience of most internet users, they choose to buy products online because they

can use the service 24 hours a day, whether at home at university, at work, or in a place where the internet has access to and can be used by all ages, teenagers, working people, or even senior people.

Convenience of online shopping is a good way of purchasing for consumers. With each purchase, consumers can pay from any location where the internet access via accessible technology devices. They are able to check data and to respond to information stored on the web which the data source will be created in the specific language of the computer or web browser allowing consumers search and purchase products as needed by using various websites that wants to buy or search from other sellers through the tools used to search for products by different categories showing the same products and prices of other retailers and can pay by online systems on technology devices such as computers, smartphones, etc.

It's the reason why the researcher is interested in the study of the relationship between consumer attitudes influence the satisfaction that affects online shopping decisions of consumers in Bangkok. To use in doing business for those interested in starting a business selling products online and to be knowledgeable that will help entrepreneurs reach customers in the right place and the current competitive environment so researcher wants to study the relationship between consumer attitudes and influence the satisfaction that affects online shopping decisions in order to use the information and results from the study to improve and develop it in business operations to be more efficient and effective.

Research Objectives

1. To study consumers attitudes which influence consumer satisfaction in Bangkok.
2. To study the purchasing decision Online products for consumers in Bangkok.
3. To study the relationship between consumer attitudes and influence the satisfaction that affects the purchase decision online products for consumers in Bangkok.

Research Hypothesis

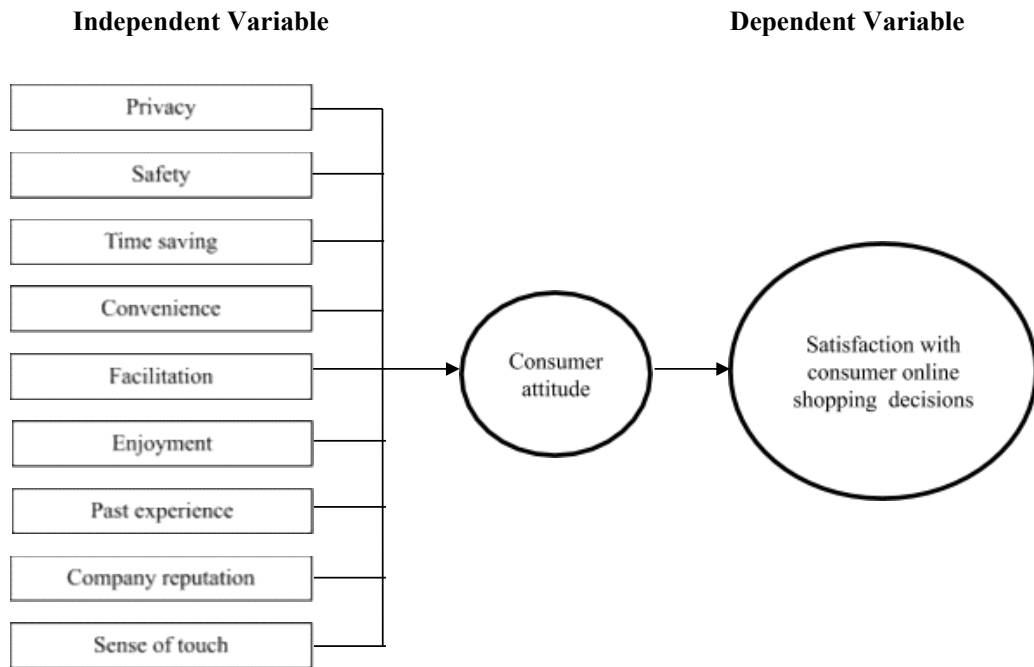
Marketing factors such as consumer behavior, consumer attitudes and online shopping Decisions.

Conceptual framework of research

The study of the relationship between consumer attitudes and influences on satisfaction that affect online shopping decisions of consumers in Bangkok.

The researcher used the conceptual framework of the research as follows:

1. Independent variables are consumer attitudes, 9 variables consist of privacy attitude, safety attitude, perception of touch, company reputation attitude, past experience attitude, pleasure attitude, convenience attitude and an attitude about saving time.
2. The following variables are the satisfaction with the online purchasing decisions of consumers.



2. Literature Review

Management theories / concepts

The definition of attitude

Attitudes of users of online social networks for exchanging information and knowledge will have different attitudes and diverse perspectives to receive information. Social networks tend to reject new information or different views (Levitan, & Visser, 2008). According to the study, it can be explained that the use of online social networks will benefit users in any way but it will be a tool that can help to change various behaviors and attitudes of users in the future.

From the result of the study Attitude of purchasing products and services online of people in Chonburi province, it was found that increasing behavioral attitudes result in higher online shopping habits and services. Statistical significance at the level of .05 Which is in line with the hypothesis

The results of this study were consistent with the research of Pisut Uopatum (2013) that has studied the trust and characteristics. Businesses run by social media affect the intention to buy products through social media. It was found that respondents have opinions that trust to companies or entrepreneurs that can run business through social media. It affects the intention to buy products via social media as well

Therefore, it can be concluded that behavioral attitudes make people intend to buy products because self-purchase also means buying goods and services directly from the owner. It shows that the customer will make a purchase online and tend to buy them from the shop owner directly. They

don't want to buy it from a sales representative and they buy products and services from online channels regularly so they have a preference for online shopping in each category as well.

Theory / fantasy used in privacy research

Privacy definition

The privacy of using online social networks is fast and convenient. Users can use mobile services to send messages, pictures, or exchange knowledge with each other. The information sent is the thing that anyone can view or exchange ideas without time limit for privacy social networks, or may publish negative information about others, for example

Employees who leave the company publish negative information about other managers or supervisors through Social Networking (Van Eecke, & Truyens, 2010) It is inappropriate behavior. Therefore, users of online social networking services may not receive much privacy because the information posted into profile will be looked in public information. All group of friends can see and comment or sometimes other members who are not in the group can also come to view, except with the settings system access rights or use real Time Chat like MSN etc.

From Privacy when making online purchases (Electronic Commerce Division, 2560), There are differences among consumers around the world. There are many issues in the population such as age, income, education, religion, culture, traditions, values and tastes, etc., resulting in different eating behaviors, uses, purchases, and consumer perceptions of the product. In addition to the aforementioned population characteristics, there are other factors that cause different consumption.

Theory / innovation used in safety research

Safety definition

For Information security, according to the study of Shin (2010), the study found that the factors affecting people who use social networking services because they have trust in the security system of data, but in reality, they use through the network. All computers have a chance of data theft or can destroy information, even if the active system allows us set data security. Therefore, it depend on the system used, the service will have the ability to create how much data security is And social networks users must also be aware that the information that is put in their Profile or messages posted on social networks must be information that can be disclosed or not, causing damage to others, and most importantly should not reveal incorrect information.

Theory / philosophy used in facilitation research

Definition of convenience

Facilitation of Prachaya Vesarush (1997, p. 48-53, cited in Sunantha Thaweephon, 2007, p. 17). The more convenient people got, it will cause very good feelings and impressions which can be provided to the public as follows.

Convenience while waiting service units should speed up the service, reducing the time that customers need to spend less. If it is necessary for the client to wait for the service department It must be provided for the convenience of the people for waiting such as providing enough seats and waiting rooms that are not crowded and crammed.

Convenience of certain groups of people, there are many types and types of people who come in contact. Especially the disabled should have a moving walkway for the cart.

Convenience of the service provided to clients must be in a manner that is easy to operate, convenient, and requires resources less. And it's not being a burden too much trouble for service providers or service providers, Sunantha Thaweephon (2007, Page 13)

3. Research Methodology

For Studying of the relationship between consumer attitudes influence the satisfaction that affects Purchase decision Online products for consumers in Bangkok, researcher did it in 4 steps.

Step 1 Population and sample assignment

Step 2 Defining the sample

Step 3 Data analysis

Step 4 The analysis of data

Step 1 Population and sample assignment

The population of this study is the elderly, meaning the elderly aged 50 years and over who live in Bangkok. the sample group is the elderly, meaning the elderly aged 50 years and over who are willing to respond to the study form this research project. 400 people must be the elderly living in Bangkok only

Step 2 Defining the sample

The researcher will select a sample of the population used in this study is the elderly. In this research, the researcher uses Probability Sampling method and Multi-stage Sampling. With the following steps.

Step 1: from a sample of 400 people. The researcher used Probability Sampling Method. Sampling). The sample consisted of 400 elderly people. The researcher used a specific sample selection method (referred to in Kornnika RakTham, 2016: 85). The researcher selected the sample from the elderly aged 50 years and over in Bangkok, without limitation of residential area.

Step 2: The researcher uses the Non-Probability Sampling method by selecting the Quota Sampling of sample group, which is the selection of the samples by specifying the properties of the selected sample units in advance. This will classify the population into various types according to qualifications or as the researcher wants (Kornika Raktham, 2016: 85)

Step 3: It is the final step of the sampling process, in which the researcher uses the Non - Probability Sampling Method) by selecting Accidental Sampling Method. It's able to provide completed information to the research team. This type of data collection is called Man on street. That is to say, anyone can interview or distribute questionnaires. No specific selection (Kornika Raktham, 2016: 85) in which the researcher distributed the questionnaires to the full amount as specified above.

Step 3 Data analysis

In the area of data analysis Data interpretation The researcher has determined the level of delimitation. For data interpretation by calculating the classifier To define the class range By using the formula and explanation for each grade as follows (Wichit O-un, 2003)

$$\begin{aligned} \text{Class Interval} &= \frac{\text{Maximum value} - \text{Minimum value}}{\text{Number of Class}} \\ &= \frac{5-1}{5} = 0.80522 \end{aligned}$$

Grade value range	Description for interpretation of results
1.00 – 1.80	Least level
1.81 – 2.61	Low level
2.62 – 3.42	medium
3.43 – 4.23	High level
4.24 – 5.00	Highest level

The researcher analyzed the data by using the data from the questionnaire to analyze in order to meet the objectives of the research by using the analysis as follows

Descriptive Statistics of variable characteristic of a sample is normative data. As the value of the data cannot be measured and the researcher has to explain in order to know the number of samples separated by qualification only such as information about sex, age, occupation, education level and the experience of purchasing products etc. Disclosing the data and the value as a percentage, the questionnaire in part 2, part 3, part 4 and part 5 is a questionnaire showing opinions. It Will report data in Mean and Standard Deviation Inferential Statistics is a report of hypothesis analysis using research statistics to find relationships between variables by using multiple regression analysis method.

Step 4 The analysis of data

Part 1: General information about respondents

The general data analysis of the respondents uses descriptive statistics such as frequency distribution, percentage to explain the general characteristics of the general data variable of the respondents. It consists of gender, education level, occupation and income.

Part 2: Survey data on consumer factors that affect attitude by considering the frequency value Mean and standard deviation

Part 3: Analysis of marketing factors, products, prices, and sales promotion.s Product delivery Return policy Customer service

Part 4: Data analysis to survey consumers' online purchasing decisions and online product satisfaction among consumers

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0044

**Attitude Factors Influencing the Decision to Buy
Nile Water of Consumers in Sing Buri Province**



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Abstract

The objective of this research is to 1) study the behavior of bottled drinking water consumption of consumers in Sing Buri Province 2) study the relationship between personal factors and bottled drinking purchasing behavior of consumers in Sing Buri Province 3) Studying the relationship between marketing mix factors and Drinking water buying behavior Bottling of consumers in Sing Buri Province The study of this research will be in the form of survey research of the population group. The results of the research are as follows: 1) Marketing mix factors affecting the behavior of buying bottled water at the highest level of agreement. In which the product factor has the highest level of opinions With the most agreed level and cleanliness of drinking water Also have the highest level of opinions And the factor of marketing promotion has 4 levels, the least of opinion Which is at a high level of agreement. 2) Personal factors of consumers are Relationship with The purchasing behavior of bottled water by gender, age, occupation, average monthly income and number of family members There is a relationship with the behavior of bottled water purchase Statistical significance In which the average income factor per The month has the highest relationship with the buying

Keywords: Product, Price, Product Delivery, Customer Service

1. Introduction

From the past to the present, human life consists of 4 factors, which are food, clothing, medicine and housing. "Water" is one of the main factors in human life, in which humans contain water. 70%, including the use of waste, toxic substances and carbon dioxide From the body through sweat or urine to maintain balance in the body If the body is often lacking water Chronic dehydration may be observed from dehydrated skin, dry mouth, and headache. Fatigue, fatigue, etc., and if the body lacks more than 3 days, it may cause death. The amount of drinking water that should be consumed per day is 6 - 8 glasses or about 2-3 liters per day. Currently, there are a variety of drinking water products which Make drinking water market competition the first step because

consumers have to choose the best for themselves. Therefore, entrepreneurs must find the attraction to Consumers switched to our brand. By presenting the desired product Drinking water obtained from drilling from groundwater sources Which is free of contaminants or freckles The cover is cleaner than the general river. In which each water source has different water flavors Consumers give Interested in the taste of drinking water Whether sweet or needle And the price that is suitable with the current market price when considering the drinking water market, there are 2 levels of levels 1. General level You can see that this market level will have a variety of products. Good quality, cheap price, may be a brand that is not yet very well known. 2. The upper level is a familiar brand, for example, Singha drinking water, for example, is a brand that everyone has a big tribute to know. With advertisements to attract customers and to organize various promotions To boost sales to create color And draw attention Both existing users and new users who may decide to become "regular fans"

Potable water is produced efficiently through the RO system and through the ultraviolet light filter. This will make the water more clean, making sure that the water produced is clean. Because consumers in love More healthy. Therefore, cleanliness is important in the purchase decision Current Nile water There are 3 sizes, 600 bottles, 800 bottles and 1500 bottles, but most of them in Sing buri province prefer 600 bottles, followed by 1500 bottles and 800 bottles respectively. Factors affecting the satisfaction in choosing Buy Nile water from people in Sing Buri Province Including analyzing important factors affecting On drinking water consumption and research results to analyze drinking water survival rate under high competition

2. Research Objectives

1. To study the behavior and factors affecting the purchase of Nile drinking water of the population studied.
2. To study the importance of marketing factors that are important for the purchase of Nile drinking water, research hypothesis.

3. Research Hypothesis

1. Products influence the decision to buy products.
2. The price is highly influential towards the purchase decision.
3. Customer service influences the purchase decision.

4. Data collection

This study is a study of the "attitude factors that influence the decision to buy Nile water of consumers in Sing Buri province," which the data are divided into two parts, which are primary data and Secondary data with the following details:

1) Primary data: 100 questionnaires were collected for Sripatum University students Bang Khen Campus from March to April 2019

2) Secondary data is data obtained from researches that have

Already collected, such as relevant research in the past Academic papers, journals, publications, and information published on the internet that contain information related to this study.

In the primary data, the researcher chooses to use the questionnaire to collect the data in quantitative research. The details in the questionnaire Can be divided into 3 parts as follows:

Part 1 General information of the respondents, including gender, faculty, source of income

Part 2 Questionnaire on marketing mix factors affecting the behavior of buying bottled water

Part 3 Questionnaire about satisfaction in the purchasing decision of consumers in Sing Buri District

Satisfaction	Score
Most	5
Very	4
Moderate	3
Little	2
Least	1

Assessment criteria, the study will use the principle of dividing the interpretation according to the principle of class interval by dividing the scores into 5 levels from the average score obtained from the questionnaire. The highest score is 5 points and the lowest score is 1 poin

5. Conclusion

The conclusion of the research, the attitude factors that influence the decision to buy Nile water of consumers in the Singburi province is as follows:

1. The results of personal factors research found that Most of the consumers are female, more than male, aged between 20-29 years, more civil servants / state enterprise employees. The average monthly income is 10, 000 - 20, 000 baht and there are 3-4 family members.

2. The results of the study of the consumer behavior of bottled drinking water in Sing Buri Province, this time, will be found that in all samples, the behavior is At a very agreed level Can be divided into descending order from Product Price, Distribution Channel Promote marketing Overall, it was in the high level of agreement.

3. The results of the consumer behavior of bottled drinking water in Singburi Province in this study found that in all samples, behaviors were at the high level of agreement. Can be divided into

descending order from Product Price, Distribution Channel Promote marketing Overall, at a very agreed level.

5. 1. 1 product factor The behavior of buying bottled water in Sing Buri Province Overall is at a high level ($X = 4.06$, $S. D = 0.844$). 5. 1. 2 Price factors The behavior of buying bottled water in Sing Buri Province Overall is at a high level ($X = 4.39$, $S. D = 0.6885287$).

5. 1. 3 Distribution Channel Factors Have the purchasing behavior of bottled water of Sing Buri province in general is in the high level ($X = 4.23$, $S. D = 0.840$).

6. Discussion

The results from the test of the research hypothesis 1, the attitude factors that influence the decision to buy Nile water of consumers in Sing Buri province are consistent with the behavior of bottled drinking water of Consumers, the analysis of the relationship between personal factors classified by consumers, sample group in Sing Buri province, found that gender, age, occupation, education level, average monthly income, the number of family members Result in statistical significance at the level of .05 on the size of bottled water of consumers, educational level has an effect And drinking water purchasing behavior of consumers were statistically significant at the level of .05 regarding drinking water purchase. Often bottled, found that the average monthly income affects the behavior of bottled drinking consumers. Significantly significant at the level of .05. In the aspect of buying bottled water on regular basis Found that the average monthly income affects the behavior of consumers to buy bottled water has a significant Statistics at the level of .05 on the side. Normally, buying bottled water on a regular basis, found that age affects behavior The purchase of bottled water for consumers is statistically significant at the 0 level.05 The purchase of bottled drinking water Each bottle gave the most importance to the number of family members which affected the Consumers buying bottled water behaviors were statistically significant at the .05 level. Influence on buying bottled water, found that occupation affects the drinking water buying behavior of Consumers have statistically significant at the level of .05 in terms of buying bottled water. Normally, it is found that age affects The purchasing behavior of bottled drinking water of consumers was statistically significant at the level of .05 regarding drinking water purchase. How many bottles of bottled water each time, usually found that age affects the consumers' buying behavior of bottled water Statistical significance at the level of .05 on the average cost of buying bottled water per month affects The purchasing behavior of bottled drinking water of consumers was statistically significant at the level of .05.

From the study of marketing factors that affect the buying behavior of bottled water by consumers In Nonthaburi The results of personal factors research found that Most of the consumers are female, more than male, aged between 20-29 years, more civil servants / state enterprise employees. The average monthly income is 10,000 - 20,000 baht and there are 3-4 family members.

7. Suggestions

Product factors The study indicated that Consumers in Sing Buri province have the purchasing behavior of bottled water, paying the most importance to the product. Which places importance on the cleanliness of drinking water, in which drinking water must pass Production process with modern technology Must have a seal for reliable quality standards and taste of drinking water That is free from unwanted color odors By focusing on the famous bottled water

brands with the date, month, and year of production on the packaging Must have a variety of packaging to choose from and various styles of packaging

Suggestions from research findings, study results and analysis of the opinions and recommendations of consumers in Singburi Province can be summarized as follows.

From the research, it is found that the product factors of the sample It is used in consideration of the behavior of consumers of bottled water the most, and most prefer to buy 600 ml of drinking water which should result from daily purchases. Therefore, 7 - eleven convenience stores have an effect on 94 convenience and are easy to find by themselves. In each brand purchase, buy 1 - 2 bottles. Must be clean of drinking water. With drinking water to go through the process Manufactured with modern technology Must have a seal for quality standards that can be trusted with the taste of drinking water. That is free from unwanted color odors By focusing on the famous bottled water brands with the date, month, and year of production on the packaging Must have a filling quantity Choose variety And beautiful packaging form

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0045

**Marketing Mix Factors Affecting Consumer Behavior
in Purchasing Golf Products and Equipment Online**



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Marketing Mix Factors Affecting Consumer Behavior in Purchasing Golf Products and Equipment Online

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Abstract

The objectives of this research were 1). Study the marketing mix of services, prices, channels of distribution and marketing promotion that affects the use of online shopping products and golf equipment 2). Study the behavior of the customers' decision to purchase golf products and equipment online. Classified by demographic characteristics 3). Study the personal factors that affect the purchasing behavior of golf products and equipment online. The variables studied are independent variables 1). Marketing mix factors. Consists of product, prices, place, promotion. 2). Demographic characteristics consisting of gender, age, occupation, income, education level. Variable 1). Behavior of purchasing decision for golf products and equipment online. Population include people who have purchased golf products and equipment online 18 years or older. The tool used is an online questionnaire for data collection consisted of different types of questions divided into 3 parts and analyze the data with statistics, percentage, mean and standard deviation. The research found that 1). Study of Marketing Mix Factors Affecting Consumer Behavior In Purchasing golf products and equipment online. Found that most are males older than 55 years. Education other than in the questionnaire. Civil servant / state enterprise. And earn more than 60000 baht. Give importance to marketing mix factors in service, price, and distribution channel at a high level. And give importance to marketing mix factors in marketing promotion At a medium level. The frequency of purchase is once a month. Yourself is the most involved in the purchase decision. Buy via Facebook. The average purchase amount is 501 - 2000 baht. Most of them choose according to their own preferences.

Keywords: Buying Behavior, Golf Products and Equipment

1. Introduction

From the continuous development of technology And various signal network systems Including devices used to access the internet. Therefore making communication in the present day more convenient. Therefore, the internet was applied for the business of trading golf products and equipment online. With the prominence of this type of business is able to reduce costs And increase the efficiency of the organization. By reducing the role of the importance of business components. Marketing mix tribute factors will be an important part of the online shopping and golf equipment purchasing behavior. And at present, there are no statistics from any department Discussed the

numbers on the purchasing behavior of golf products and equipment online. Is the origin that makes the researchers interested to study about Marketing Mix Factors Affecting Consumer Behavior In Purchasing golf products and equipment online.

Objectives

- 1) To study marketing mix of services, prices, distribution channels and marketing promotion That affects the use of online shopping products and golf equipment
- 2) To study the behavior of decision making to buy golf products and equipment via the online system of the customer Classified by demographic characteristics such as gender, age, occupation, income, education level
- 3) To study the personal factors that affect the purchasing behavior of golf products and equipment online

Research Hypothesis

- 1) The marketing mix affects the purchasing behavior of golf products and equipment online by consumers.
- 2) Demographic characteristics affect the consumers' online shopping and golf equipment buying behavior

Conceptual Framework

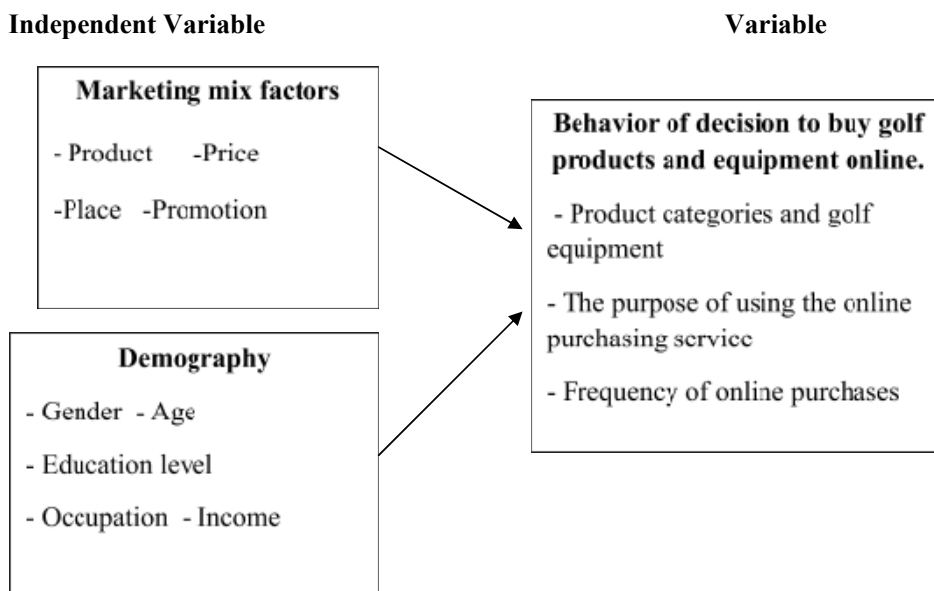


Figure 1 Conceptual Framework

2. Literature Review

The definition of marketing mix:

Kotler (2000, p. 14) Gave the definition of marketing mix that it is a group of marketing tools that the organization uses to meet the target marketing objectives.

Thongchai Santiwong (1997, p. 34) Gave the definition of marketing mix that means The combination is a good combination of pricing promotion of offered products and the distribution system, which has been designed to be used to reach the desired consumer group, the consumer group that needs it

Marketing mix theory

Siriwan Serirat and others (2003, p. 53-55) Said that the marketing mix is a tool that consists of the following things.

1. Product means products offered for sale by business To meet the need Or the needs of customers to be satisfied.
2. Price means the rate at which the products are exchanged between each other in the market Is no less important than the product factor.
3. Place is a factor in the offer of services. Which is an important factor expressed in the area of the presentation Or the location of the service.
4. Promotion is a communication tool to create satisfaction Per brand or service or idea or per person.

The definition of consumer behavior:

Thamrong Udomphaichitkul (2004: p. 85) Meaning consumer behavior Refers to the decision-making process and the nature of an individual's activity in procuring, purchasing, utilizing products and services purchased to meet both fundamental and psychological needs. With a limited income

Kotler (Kotler, 2000, p. 160) states that consumer behavior means Consumer, both personal That group and organization choose to buy, use, and don't like products, services, ideas, or experiences. That satisfies the needs And how they desire

Consumer behavior analysis

Consumer behavior analysis is a search for consumer buying behavior in order to understand the characteristics of consumer demand. By asking questions and answers that will help marketers to create an image that can respond to consumer satisfaction appropriately.

The questions that are used to search for consumer behavior are 6Ws and 1H, which consists of Who ?, What ?, Why ?, Who ?, Where ?, How ?, to find answers to 7 things or 7Os consisting of Occupants Objectives Organization Occasions Outlets and Operations

Demographic characteristics

Pornthip Worakit Pokhathorn (1986, page 312-316) discussed the properties of the receivers by analyzing demographic characteristics that would have different effects on communication.

Market segmentation by demographic variables (Demographic) consists of gender, age, family size, family status, income, occupation, education, demographic characteristics are important characteristics. And measurable statistics of the population and help determine the target market While the psychological and socio-cultural characteristics help explain the idea And the feel of the target audience as well as easier to measure than other variables (Siriwan Serirat. 1995, Page 41)

3. Research Methodology

The population and sample group that the researcher studied at this time were those who have purchased golf products and equipment online, aged 18 or older. By selecting 400 samples, use online questionnaires to collect data. Different types of questions Which is divided into 3 parts. The statistics used are. 1. Descriptive statistics. Frequency and percentage values. Sample mean standard deviation. 2. Inferred statistics Hypothesis testing with t-test Hypothesis testing with One-Way ANOVA: F-test.

4. Research Results

From Table 1, It is found that the personal factors in sex do not correlate with the frequency and those involved in the purchase of golf products and equipment online. Personal factors, gender, are related to the average price of online golf purchases and equipment each time. With the selection of services to buy golf products and equipment online, through various channels, and the main reason for making the decision to buy golf products and equipment online.

From Table 2, it is found that personal factors in age are related to online shopping and golf equipment buying behavior in every aspect.

From Table 3, it is found that personal factors in the highest education level correlate with the frequency, the parties involved, the use of services to buy products through various channels and the important reasons for buying golf products and equipment online. Personal factors in the highest education level There is no correlation with the purchasing behavior of golf products and golf equipment online. Classified by average purchase price and golf equipment each time.

From Table 4, it is found that personal and professional factors are related to online shopping and golf equipment buying behavior in all aspects.

From Table 5, it is found that personal factors in terms of income have a relationship with online shopping and golf equipment buying behavior in all aspects.

6. Research Discussion

Demographic data of respondents. From this research Found that most are males older than 55 years. Other studies other than in the questionnaire. Other studies other than in the questionnaire. Civil servant / state enterprise And earn more than 60000 baht. Important factors that most respondents choose to buy products and golf equipment online. Is a tribute factor in the marketing of the overall price has a high level of importance. Who buy golf products and equipment online, most of them have frequency to buy products once a month. The most relevant person that affects the online shopping and golf equipment is themselves. Most people who buy golf products and equipment online via Facebook. The average price for buying golf products and accessories online is 501 - 2000 baht. And the reasons for making the decision to buy golf products and equipment online mostly Is to choose according to one's own preference. Study of general consumer information Which is information about demographic characteristics. These are the common criteria used in market segmentation (Siriwan Serirat and other . 2006).

7. Recommendation

1. Business operator Should improve and improve the after sales service It may be in the matter of returning a product that may be defective or giving warranty within 7 days or 1 month or may give a clear description of the warranty.
2. Create a page that makes it easy for consumers to remember the name of the page. Or unlike other pages that may be confusing And have a clear introduction to the page and to look more credible.
3. Increase advertising for consumers to see more easily Suggest promotions or discounts / giveaway To be an alternative for consumers.

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**Technological Factors Influencing Loyalty to a
Purchase through its Online Consumers in Bangkok**



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Abstract

This research is a study of technological factors influencing loyalty in the decision to purchase online consumer goods in Bangkok. To study the technological and relationship factors influencing loyalty in the decision-making of the elderly's online shopping in Bangkok. The researchers set a specific sample of 400 people collecting information between October-December,2019. The results found that the lifestyle factor. Personal information on the demographic characteristics of the sample showed that most of the elderly female age range 50-54 years. Government officials diploma/vocational degree. Experience shopping on the website The result of the relationship between technological factors is a relationship with the loyalty of consumer online shopping in Bangkok. Find the reputation associated with a positive trust. The relationship between quality data and reliability. There are positive relationships and relationships between trust and reliability with the reputation parameters. Quality of transaction safety data The communication and the means of a significant positive purchase intent.

Keywords: Technology, Loyalty and Elderly

1. Introduction

Society is now transformed into a globalized society. This is a socially borderless society. Humans can communicate more quickly and easily due to technological developments. Communication equipment, as well as network systems from the comfort the man has received from these technologies, is not able to refuse that these technologies have taken precedence. Human daily life is very. Educational, entertainment and Businesses from fast technology advances are causing the current trading system. There is a difference in the past, the trade is sold through the store. A high investment is required. In addition, making a traditional trade The store will be known and accessible only to customers in the area, but nowadays the technology is used to trade business, also known as e-commerce, which is the use of the Internet as a mediation. Trade between traders and e-commerce customers is widely appreciated because of the cost-effective return of trading that is not required

through the intermediary merchant. It is also a borderless trade, with no limits on time and location, allowing direct and fast access to the target audience. Entrepreneurs in Thailand have seen the benefits of e-commerce, as they can be seen from an increasingly growing number of online shops and businesses in Thailand. E-commerce channels to sell goods and services.

The Aging society is an emerging trend, as well as in Thai society, which has been a full-fledged society since 2005 years ago. In detail, the use of the Internet of this generation is expected to be seen by the changes of this age in a more digital lifestyle. By offering opportunities for merchants to sell their products through the Agoda store. There is a higher number of sales, and the best way to see them is the popularity of the sales website. In addition, the seller can manage the goods. Inventory items and information manually. In order to manage the Logistic of transportation and payment processing, as well as financial transactions, it is convenient to the seller of the goods. And when the goods within the seller's shop are divided into the product by category, it is easy to order consumer goods, because in order via the online application. It is necessary to design a shop page to be interesting. Attracting consumers and can also be easily understood in the goods or services of the shop.

From the above issues The researchers have the idea to study the matter. A technological factor influencing loyalty to make online purchases of consumer goods in Bangkok. To bring out the results of the study. Develop a better online product sales system. In particular, channels are distributed through the application. The information can be used to improve the quality and plan your business strategy online appropriately.

Objectives

1. To study the technological factors influencing loyalty in the decision to buy an online product of the elderly in Bangkok, Thailand.
2. To study the relationship between a factor of lifestyle, to the level of loyalty in decision-making of the elderly's online shopping in Bangkok.

Research Hypothesis

1. The marketing mix factor is associated with the loyalty level of the online Media Watch.
2. Lifestyle factors relate to the loyalty level of watching online media.

Conceptual Framework

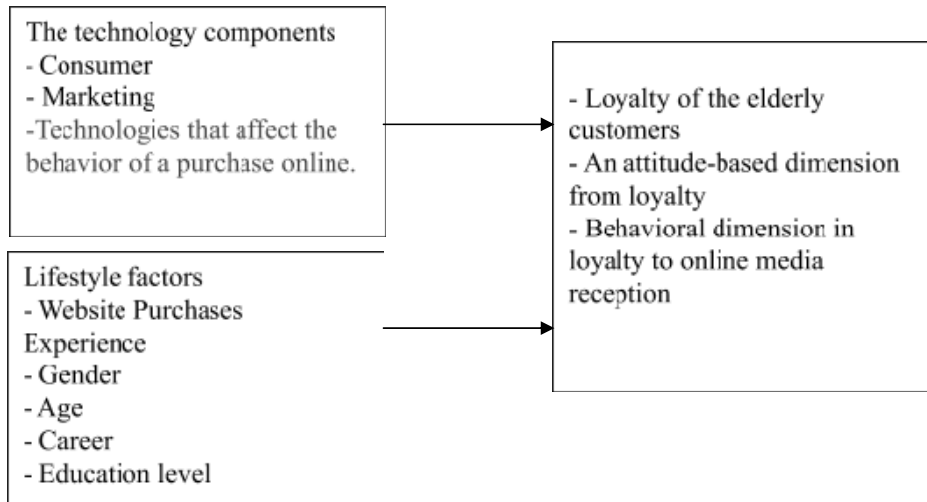


Figure 1 Research Concept Framework

2. Literature Review

Concepts and theories about the marketing mix

In the consumer perspective, the concept of the theory and the marketing mix in a consumer perspective. (Marketing Mix from Consumer's Perspectives) or 4C's began to occur for decades and has continually evolved until it became an important tool to determine the current marketing strategy by Lauterborn, has published such ideas (Lauterborn, 1990, p. 26) by explaining that the traditional marketing mix (Marketing Mix) or 4C's, from which the former company often looked at the manufacturer's and distributor's view using the concept. 4P's is essentially a business that has become past, but nowadays the company can continue business. It is necessary to consider the modern market, which must be seen in the other side is the consumer perspective. In the research of the Bulrim (2013, page 28) and the Apostle (2015, page 32), the concept of Lauterborn was introduced as an issue in the research studies that the Lauterborn presented a marketing concept in the form of a marketing mix in a consumer perspective. which are

1. Consumer Wants and Needs
2. Consumer's Cost to Satisfy
3. Convenience to Buy
4. Communication

Trust in the use of information technology

Trust means personal beliefs and expectations for other people's behaviors or actions, or in depth about the code of trust. For example, standard schemes, risks, confidence and safety (Grandison & Sloman, 2000 Referenced in Chang, Liu & Shen, 2017)

The Stern (1997) He says that trust is the basis of the contacts established relationships in business to serve customers. Organizations therefore need to learn the theory of a close relationship with familiarity to the customer's mind. Consisting of a main 5C As follows:

1. Communication : Self-disclosure and Sympathetic Listening
2. Caring and Giving
3. Commitment
4. Comfort or Compatibility
5. Conflict Resolution and Trust

In addition, research has found that trust is the key to its behaviour or demand to create a mental value for our customers, so social tools are necessary to create business operation data through business development with the consumer trust (Ngai, 2015) The trust It is the main factor that is extremely important to build loyalty. The positive relationship between the trust and loyalty of customers and to ensuring the quality of service or service to the organization. In order to contribute to the increase of trust of the customers. (Ndubisi, 2007)

In conclusion, trust means the faith and expectations of personal confidence, including ensuring In the selection of services and products. Also, on the other hand, branding or social media tools must also be honest. Believe in communicating with care. Avoid the risk of causing customers to be dissatisfied and to build positive relationships with customers to trust.

3. Research Methodology

Population and Samples

- The population used in this study is an elderly aged 50-60 years old living in Bangkok, which is experienced in online shopping.

- Samples used in the study of researchers define sample groups to select specific samples. (Purposive sampling) The sample was selected based on the decision of the research itself. The nature of the group selected the purposes of research. The sample requires specific knowledge. Expertise and experience in matters of research. The selected sample is known as Judgement sampling by this research. A population is 400 people living in Bangkok. The experience of shopping online.

Research Tools

This study uses questionnaires. As a tool to collect data. The research, which was created under the guidance of the purpose of research. Ask for samples used in the study by a detailed questionnaire divided into two parts as follows:

1. General information inquiries for consumers in Bangkok who used to make purchases online by the query feature is a select answer. (Check-List) Include gender and level of education.
2. Queries about the causal factors of the consumer. The factors in the market and technological factors Affecting the behavior of consumers through online shopping in Bangkok. The display module Priority 5 level.
3. Queries about loyalty to shop online consumers in Bangkok by the criteria for measuring the degree of importance 5 level.
4. The process of creating the tools used in the research. The researchers used questionnaires It is a tool to collect information from a sample group with details on creating queries as steps.

5. Study the various information from the technical documentation of the concept. Theory and research related to (Marketing Mix from Consumer's Perspectives) (Trust) (Characteristics of Social Commerce) (Purchase Decision) And loyalty to guide the creation of a research-concept framework.

6. Learn how to create queries in accordance with the conceptual framework used in the study to determine the contents of the questionnaire covers. Then deliver questionnaires to your supervisor. To check the accuracy of the content. The revised questionnaire to be appropriate.

7. Apply the revised query, and then look for the sentiment. (Reliability) By distributing a questionnaire to a sample group of 40 series and to perform a analysis of the questionnaire's sentiment.

The coefficient of the (Cronbach's Alpha Coefficient)

8. Take the complete questionnaire to collect information from the sample. Total 400 samples

4. Data Collection

A researcher plans to collect information manually. By requesting cooperation in response to a survey from the elderly in Bangkok, who used to make purchases online by the duration of the survey, starting from October,2019 – December,2019 Total data collection time is 3 months for which the researchers have studied the following information:

1. Primary Data From the distributed query to the sample group by defining sample 144 samples. Once the researchers have gathered the questionnaire, Perform a complete validation of the query to perform the analysis of the data in the following steps.

2. Secondary Data From the study and research papers in Thailand and overseas research publications. Related articles, textbooks, and electronic media

5. Data Analysis

The researchers used a questionnaire to collect information which is Closed-Ended Questionnaires and OpenedEnded Questionnaires The content of the questionnaire is divided into 3 sections as follows.

Part 1 Life style factor Personal information on the demographic characteristics of samples include the experience of buying a product on a website. Experience shopping on sex sites, professional life, education level

Part 2 The technological factor is a consumer factor. Marketing and technological factors affecting consumer online shopping habits in Bangkok, Thailand.

Part 3 information about the consumer's online purchasing decisions in Bangkok

6. Research Results

Study of Life style factor Personal information on the demographic characteristics of samples include the experience of buying a product on a website. Experience shopping on sex sites, professional life, education level.

The personal information of respondents used is a sample of this study. 400 statistics (Descriptive statistics) presented with frequency (Frequencies) per cent (Percentage) found that the purchase experience on most sites has experienced the purchase of goods on the website. Most used

to buy products on the website as females are at 50-54 years old, there is a government official vocational degree/Diploma

The study of technological factors is a consumer factor. Marketing and technological factors affecting consumer online shopping habits in Bangkok, Thailand.

Analyzing data on causal factors affecting consumer online shopping habits in Bangkok, the questionnaire respondents are fundamental analysis Descriptive statistics Presented by Frequencies and Percentage Find that

Consumer factors

1. Privacy purchasing decisions in the overall level. The high level Issues that are on average the highest confidence in the privacy policies of websites when making a purchase. The high level

2. Security purchasing decisions in the overall level. The issue has an average elevation is when you feel the website details merchandising clear.

3. The time savings in the purchase decision as a whole at a high level. Issues with the highest average purchase through the website can give you information at a glance. The high level

4. The convenient side of the decision to buy in the overview is very high. The highest average point is that you buy products online because they can compare many kinds of goods.

5. The company's reputation in the purchase decision as a whole at a high level. Issues with the highest average person is featured on the site's reputation in the purchase decision. The high level

6. The awareness of the overall buying decision in the overview is very high. The highest average issue is that you think the product on the website with the actual product is the same.

Marketing factors

1. The price in the overview is very high. The highest average issue is that you can check the product prices on the website as needed.

2. The product as a whole at a high level. The average is the highest point of purchase products on the site because there is variety.

3. Marketing Promotion The overall level is very high. The highest average issue is that you buy products through the website because the seller has a clear discount policy.

4. On-Hand delivery system The overall level is very high. The highest average issue is that the website has good delivery system.

5. On-Hand delivery system The overall level is very high. The highest average issue is that the website has a return policy that has an agreement. Conditions and warranties of the return of goods.

6. The overall return policy is very high. The highest average point is that you get the service to meet the expectations of buying more products on the website than the general store.

Technological factors

1. The availability and access to the Internet. The overall level. The average is the highest point you can get information from your system vendor immediately.

2. The download time of the overall level is very high, the most average issue is that the website has a fast data download process.

3. The visual and color visualization in the overview is very high. The highest average point. You buy products on the website because they are described in detail.

4. Easy-to-use side In the overview is very high. The highest average point. You buy products on the site because the composition and layout of the website is easy to use.

5. Access/Convenience In the overview is very high. The highest average point. You can buy products on your website because they are easy to track.

6. Privacy and data security In the overview is very high. The highest average point. Your website has a security management system that gives you confidence in online transactions.

A study of information on consumer online decision making loyalty in Bangkok

The results show that consumers in the metropolitan area of Bangkok are loyal to their online purchase decisions. Consumers' interest in online shopping is at the highest level. You buy products or services from other websites.

7. Research Discussion

1. The results of the relationship between consumer factors and the loyalty of the consumer's online shopping in Bangkok. There is no significant correlation in accordance with the research of Purity (2014, page 72) by conducting research on trust and nature of business through social media. This affects the intent of buying the goods through social media, which results from the study found the nature of business through the reputation of social media. Transaction security and data quality communication It does not affect the intent of shopping through social media.

2. The result of the relationship between marketing factors, which affects the loyalty of the consumer's online shopping decisions in Bangkok. It has been found to relate to the goods. Low-level correlation. It is not consistent with the research of Mohmed, Azizan & Jali (2013, p. 28), with a research study on the impact of trust and previous experience to the online shopping intent. The results found the Trust factor (trust). There is no relationship with the intention to buy a significant online product.

3. The result of the relationship between technological factors is a relationship with the loyalty of the consumer's online shopping in Bangkok. In accordance with the research of Kim & Park (2013, p. 318), the study of the effects of various aspects of the business through social media (s-Commerce) in the performance, reliability and trust of the consumer. The results of the study showed that the reputation was associated with a positive trust. The relationship between quality data and reliability, and the safety of transactions with reliability, is a positive relationship. Consumers are more likely to trust accurate, reliable, and adequate information about the goods or services and the relationship between communication and reliability. There are positive relationships and relationships between trust and reliability with the reputation parameters. The quality of the safety data in the transaction, communication and the disclosure of a significant positive purchase intent.

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**The Study of Factors Affecting the Decision to Use
the Air Force Don Muang Driving Ranges**



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Abstract

This study aimed at: (1) study demographic factors that affect the decision to use the golf practice field (2) to study the use Air Force Don Muang driving range (3). To study the use of Air Force Don Muang driving range. Used in this sample were also guests at the service driving range of 400 to analyze the data, including the percentage of hypothesis by using T-test and statistical F-test the level of confidence cent. Tolerance does not exceed 95 percent and 5 percent. The results showed that (1) the sample. Most are male Aged between 21-40 years, work in the government service state enterprise. The average income per month 50000baht and above Bachelor's Degree. (2) the use of recreational activities. Most of the Price, product Marketing promotion, location, physical characteristics service process and personnel. The hypothesis testing found that Marketing factors in service process And marketing promotion Had a positive relationship with the decision to choose to use the Air Force Don Mueang driving range at the statistical significance level of 0.05.

Keywords: Golf Practice, Air Force, Driving Range

1. Introduction

The origins of golf are still debated. Between the Netherlands, Scotland and China, with golfing for at least five centuries in the British Isles Golf in its current form has been played in Scotland since 1948. Golf is a type of ball sport or game. In which many players use sticks to hit the ball into the hole According to golf rules, golfing consists of playing one ball with a golf club from the stand to the hole by stroke once or more consecutive times according to regulations.

The golf course business has invested a lot and takes a long time, about 10-20 years before reaching the capital point. Since the main income of the business has only the field use fee. In addition, it is the revenue that comes from collecting membership fees in advance to be used in the golf business management. Later, with the expansion of the field. Because the investment in the golf course business is a part of the real estate business Which can create returns for entrepreneurs more

and faster than investing in other businesses. But since the golf course currently has more users There is high competition and economic slowdown. Causing golf course operators to improve service adjusting marketing strategies to be more diverse to meet the needs of users.

From the above reason The researcher therefore conducted a study. Regarding factors affecting the use of the Don Mueang Air Force Golf Course, the information obtained from this research can be used to make decisions in policy formulation. Plan of action Define marketing and service strategies. The improvement and development of the service to be in line with the needs of golf course users and to maximize efficiency in managing the golf course.

Objectives

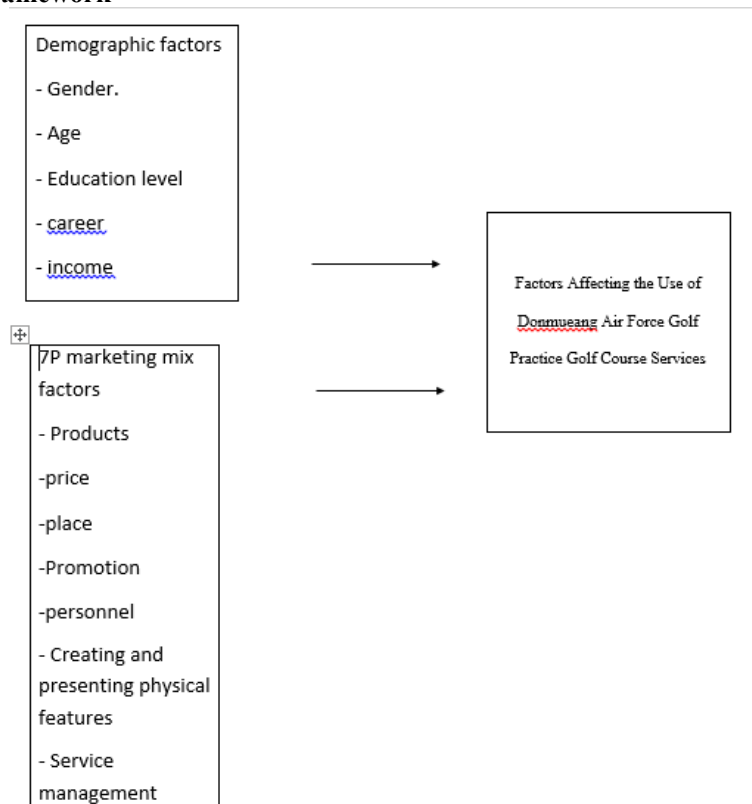
1. To study the demographic factors affecting the decision to use the Don Mueang Air Force Golf Practice Course
2. To study the marketing mix factors affecting the decision to use the Don Mueang Air Force Golf Practice Course

Hypothesis Research

Hypothesis 1 decides to use the Air Force golf practice field. Don Mueang is different.

Hypothesis 2: Marketing factors relate to the decision to use the Donmueang Air Force Golf Course.

Conceptual Framework



2. Literature Review

Marketing mix is a very important element in marketing strategy. And is unique to each business and product. As for the marketing plan, there are not many different steps in each service business. But if things appear different from other services. Shows that it is caused by the use of different marketing mix (Yupawan Wanwanich, Marketing, Services. Bangkok: Kasetsart University Press, 2005).

Marketing mix means a factor that every business can control. The business must try to create a marketing mix that is suitable for the marketing strategy. And is an important component of the marketing process (Suda Rueng Ruchi, 2000).

Marketing mix (Marketing Mix) is to meet the needs. Is a variable that can be controlled and responded to customer needs (Kotler, 1997: 16). Siriwan Serirat (1998) refers to marketing mix concepts for service businesses.

Service Mix by Philip Kotler states that the concept is related to businesses that provide services that will have a marketing mix (Marketing Mix) or 7Ps in the formulation of a marketing strategy which consists of:

1. Product (Product) is something that can meet the needs and needs of humans. What the seller gives to the customer will receive the benefits and value of that product. Divided into 2 types which are tangible products and intangible products
2. Price (Price) means product value in monetary form. The customer compares the value of the service with the price of that service. Therefore, service pricing should be appropriate for the level of service clearly. And easy to distinguish different service levels
3. Place of sale: Place is an activity related to the atmosphere and environment in offering services to customers. Which affects the perception of customers, the value and benefits of the services offered. Which must be considered in terms of location (Location)
4. Marketing Promotion (Promotion) is an important tool in communication for users. With the objective of informing or influencing attitudes and behaviors. Service use and is the key to rapport marketing
5. People, which require selection, training, motivation to be able to satisfy customers differently than competitors, a relationship between service personnel in order to create value for customers.
6. Physical Evidence and Presentation: creating and presenting physical characteristics to customers. By trying to create overall quality. Both the dress and the training field provided
7. Process (Process) is an activity that involves procedures and work practices in the field of services. That is presented to service users to deliver services accurately and quickly. And make the users impressed

Siriwan Serirat et al. (1998: 124 –125). According to Kotler, Philip (1999), Marketing management decision means choosing to act on a particular matter from all the alternatives that are available (C. Glenn Walters, 1987, p. 69, referenced in Suparaserat, 2007, p. 49).

The decision is to choose one of the many practices. As is available (Juda Rak Thai and Thanikan Makha Siriranon. (1999, p. 9 referred to in Sutamat Chantaraworn, 2013, p. 623)

3. Research Methodology

Scope of Research

The population used in this research is those who use the Don Mueang Air Force Golf Practice Course 400 people.

Data gathering

The researcher conducted the data collection as follows:

1. Secondary data is obtained from researches from data collected which consists of articles, thesis, thesis and related research reports including searching various information Via the internet as well.

2. Primary data source is obtained by using questionnaires to collect data from 400 golf driving instructors at Don Mueang Air Force Golf Course which have the following data collection procedures.

2.1 The researcher has brought the student ID card. Sripratum University Show to the sample To ask for cooperation in answering the questionnaire.

2.2 Researcher Give away questionnaires to users of Don Mueang Air Force Golf Driving Range.

2.3 The researcher used the questionnaires to verify the completeness after the respondents immediately.

2.4 The researcher uses the complete questionnaire to encode the code into categories for each variable question. After that, the data obtained is recorded and statistically analyzed. By using a computer to calculate statistics from the finished program For social science research SPSS / PC + (Statistical Package for the Social Sciences) to calculate and analyze statistical values

Statistics used in the Research

Analysis of data obtained from data collection By using SPSS for Windows program, analyze by using the following statistics.

1. Once the data has been collected, the researcher encoded and coded the data using a computer. By using SPSS for Window program which data analysis for presenting and summarize the results of this research using the statistical calculations as follows:

1.1 Descriptive Statistics: Frequency, Percentage, Means and Standard Deviation.

1.2 Inferential statistics include comparing the mean values between two independent t-tests, one-way ANOVA and stepwise multiple regression analysis (Stepwise Multiple Regression Analysis) sets statistical significance at the level of 0.05.

4. Research Results

Table 2 Average, standard deviation And the level of marketing mix factors as a whole

Marketing mix factors	\bar{X}	S.D.	rating
Product	3.96	.718	Much
Price	4.07	.837	Much
Place	3.68	.699	Much
Marketing promotion	3.81	.728	Much
Personnel	3.32	.675	moderate
Physical aspects	3.41	.681	Much
Service process	3.36	.617	moderate

From Table 2, it is found that the marketing mix factors with the 3 highest mean values, which are the price, have an average of 4.07 at a high level, followed by the product. With an average of 3.96 at a high level And marketing promotion With an average of 3.81 in the high level respectively

5. Conclusion

1. Most of the respondents are males aged 21-40 years, have a bachelor degree, are civil servants, state enterprises. Have an average monthly income 50000 baht or more

2. Marketing mix factors Most respondents attach importance to price. Product Marketing promotion, location, physical characteristics Service process and personnel. The hypothesis testing found that marketing factors in service processes And marketing promotion Had a positive relationship with the decision to choose to use the Don Mueang Air Force Golf Practice Course at the statistical significance level of 0.05.

6. Discussion

1. From the study, it is found that the marketing mix factors The aspect that has the highest average value is price. In each item, which has the highest average value, do you think that the current golf ball price price has an impact on the service selection? According to Kotler (2000), the price factor refers to the value of the product in monetary form, which is the cost of the customer. The consumer compares the value of the product with the price and the competition. Of competitors in the market In which the sample group has the highest price factor rating show that The sample needs value for money. Especially the price of golf ball service fees.

Currently, the golf ball service charge price of Don Mueang Air Force Golf Practice Field is before noon, 5 golf trays, 100 baht, 4 golf trays, 100 baht, after noon, 4 trays golf ball, 100 baht. New golf ball 3 trays 100 baht And also offers promotions for members who apply to be able to top up on the membership card. Receive an additional 10% civil servants, retired civil servants by 20% from the price filled on membership cards.

The results of this research are in line with the research of Kanathip Chirasawaensakul and Wicha Thongthang (2011). Golfers' factors and behaviors of golfers in Thailand found that one of the marketing factors affecting the decision to use the golf course at a high level is the price factor.

7. Recommendation

1. Due to price factors Is a factor that the sample pays attention to Therefore, the Don Mueang Air Force Golf Practice Range should be compared with the prices of other courses. To be at a competitive level

2. The Don Mueang Air Force golf course is popular with children / young people to learn about golf, so the golf course may be managed to be suitable for the said customer base, such as providing sufficient waiting places for parents, etc.

3. The Don Mueang Air Force Golf Practice Range should maintain service standards. As the main factor that makes customers decide to use the service In addition, may launch promotions to encourage more customers to use the service.

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Communication Arts

**RCGR^{4th}
2019**

0002

**Factors of Political Party Presentations and Public Perception via
Online Media Affecting the Decision to Elect Political 2019, in Bangkok**

**RCGR^{4th}
2019**

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by

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Abstract

Presenting "Factors of political party and public perceptions via online media affecting the decision to elect political parties in the year 2019 in Bangkok" research, the objectives were 1) to study the presentation factors of political party via online media that affect the decision to elect 2) factors on public perception of political party information via online media that influence the decision to elect the political party and 3) the decision on electing the political party on 24th March 2019. This study is a quantitative research. The sample were drawn from the population who have the rights to vote on March 24, 2019, aged 18 years and over, through 400 online media to collect data by using online questionnaires. Statistics for analysis were frequency, percentage, mean, standard deviation by using T-test, F-test, LSD test and Pearson's Correlation Coefficient test. Data was processed using computer program. The results showed that most of the samples were female, aged between 30-39 years old, single status, whose religion belief is Buddhism with bachelor's degree. The Occupation is general employee with a monthly income of 10,001-30,000 baht. Data exposure behavior is during the time 20.01-24.00 hrs. via smartphone. Most receive information via Facebook with an average of 4.29 at the highest level. The Information received are from public figures including celebrities, artists, singers, and bloggers in the online world, accounting for 38.38% of the reasons for choosing to use online media. Moreover, the ability to inquire and respond quickly accounted for 23.88 percent, most of them are online to follow up with new information which accounted for 31.66 percent, to following up with policy information representing 39.74 percent. As for the presentation of political parties most people received information via Facebook with an average of 3.95 at a high level. The public perceived and interested in the information in the form of video clip presentation with an average of 4.34 at the highest level. The policy presented by the parties has the effect on the decision to elect the political party, with an average of 4.59 at the highest level.

Keywords: Presentation, Political party, Perception, Online Media, Decisions

1. Introduction

Online media is now widely used and plays significant role in the industry which is not just limited to business and marketing circles but also has an important role in politics. By observation through the last few years, the role of online media has created many changes. The prominence and easy to access of online media are the reasons political parties are interested to use it as a tool for public relations campaigning. It cannot be denied that the new media has been utilized for many benefits including the use of online media as part of the strategy for the election campaign.

From the phenomenon of the election on 24 March 2019, political parties and politicians use online media platform as a means to reach out to people. Presenting information of the political parties in order to communicate with the target audience to stimulate awareness and communicate with each other instead of actually be present in the areas. This solved the weak point of being in the areas for campaigning which has restrictions on time, location, and number of target groups by using an online campaigning instead. Which can reach many people at the same time and cost less. Therefore, the online media has a great influence on modern politics. It is a center of communication that brings a large society together. Creating changes in the media industry, social cultural structure, and is the turning point in the public space of the new political party and ultimately lead to the decision to elect a political party.

Objectives

1. To study the presentation factors of political party via online media that influence the decision to elect a political party.
2. To study the factors of the information perception of political party of the people via online media that influence the decision to elect the political party.
3. To study the decision to elect a political party on 24th March 2019

Conceptual Framework

In this conceptual framework, the researcher will study the presentation factors of political party and people's perceptions via online media that affect the decision to elect political parties in 2019 in Bangkok.

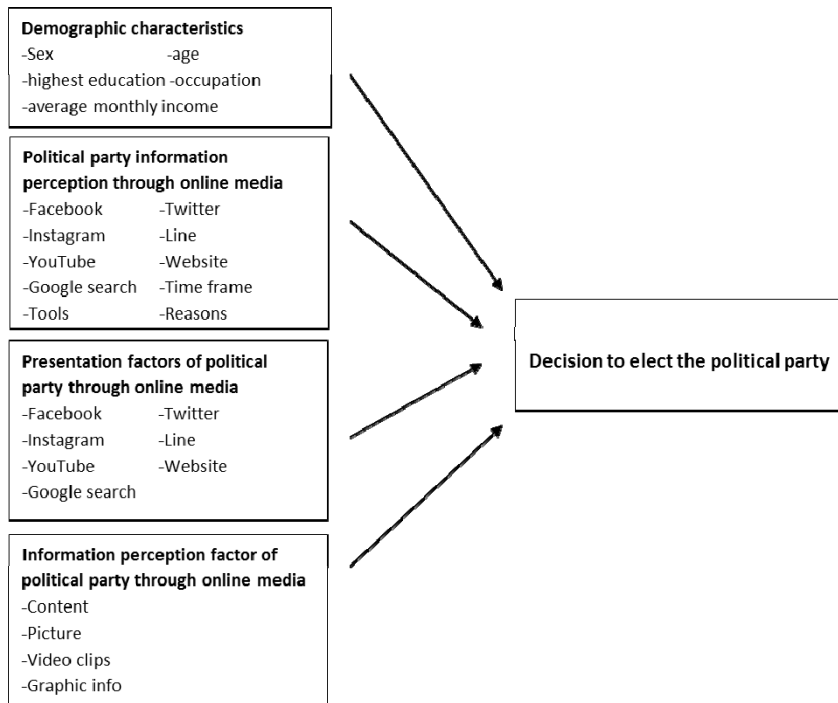


Figure 1 Research Framework

2. Literature Review

Concepts and theories of communication and political communication

Aristotle, the Greek philosopher spoke about the meaning of communication which is the pursuit of persuasion methods that exist in all forms. Wilbur Schramm explained the meaning of communication as a mutual understanding of the symbols that display the information. Therefore, communication means a common perception of human that expressed in language, whether spoken, written or gesture. Including the expression of human behavior

As for political communication, it is a science that begun since the ancient Greece. Which focuses on rhetoric, politics, and ethics. It is a propaganda combined with political content and communication all together to achieve political achievement. Political communication is therefore an educational approach that recognizes communication as a tool for strategic formulation to reach political goals by using communication to create guidelines for acceptance among the people as the information receivers (Supaporn Ting-in, 2010)

Online media concepts and theories

Online media is a society that must contain information communication between each other. In ancient times, humans would communicate information in a way that is not very complicated, such as oral, horse, and pigeon. After that, there has been a shift from simple data communication to letter, telegraph, telephone, and radio, for example. When entering the era that computer networks

and the internet are involved, human's data communication has also changed into more electronic-related media such as chatting programs, E-mail, and web boards. Nowadays, humans began to communicate with each other on a daily basis using social media. Which can be interacted between the messenger and the receiver, or among recipients. (Pichit Vijit Bunyarak, 2011)

Presentation concepts and theories

Presenting is one of the skills that everyone must practice in order to have that skill. Because it is a way to bring success in presenting the work to get acceptance. It is considered to be important in work and in life.

Smiti Satchukorn (2008) has expressed his view that in order to satisfy the presentation recipients the person who is the presenter, presenting methods, and content of the presentation have to be considered 1) Presenters' aspect 2) Presentation methods 3) Content 4) Various types of presentations, such as presenting to present the ideas, presenting for reporting results, presenting to persuade, and presenting for approval.

Perception and decision-making concepts and theories

Perception is a thinking process that consists of stimuli which is in the living environment. The perception process consists of observation, selection, and interpretation, which produces responses such as attitudes, feelings, motivation, behaviors, and etc. (Sutham Rattanachot, 2010)

Decision-making is the process of choosing to take an action from various alternatives. Consumers often have to make decisions about product and service choices in which they will choose the product or service based on the information and constraints of the situation. Decision making is an important process and within the minds of consumers (Chattayaporn samerjai, 2007)

3. Research Methodology

Research on political party presentation factors and public perceptions via online media that influence the decision to elect in 2019 in Bangkok, is a quantitative research collecting data from questionnaires using a sample of population aged 18 years and older who have the rights to vote on March 24, 2019, who use online media in Bangkok. The researcher used 400 samples.

4. Research Results

As for the personal characteristics of the sample, it was found that most of the respondents were female age between 30-39 years, single status with Buddhism religion belief. The education level is bachelor's degree with general employee occupation. The average monthly income range between 10,001-30,000 baht.

Regarding the behavior of exposure of political party information via online media, it was found that most of them were exposed to the information during 20.01-24.00 hrs.by using a smartphone. Most sources of information come from public figures who are not personally known online which can be famous people, artists, bloggers who are famous online. The reason for choosing to use online media is because they can inquire, respond, and quickly interact with political parties.

They can see new information regarding party policy and open to receive information via Facebook for the highest rate.

As for presentation of political parties via online media. The research found that the total average is equal to 3.43, which is at a high level. Considering each aspect, it was found that most political parties present information through Facebook high level, Google search high level and Instagram medium level (From Table 1)

Table 1 Presentation factors of political parties via online media

Presentation factors of political parties via online media	\bar{x}	SD.	results	rank
Facebook	3.95	0.88	high	(1)
Twitter	3.19	1.20	medium	(5)
Instagram	2.79	1.24	medium	(7)
Line	3.09	1.18	medium	(6)
YouTube	3.62	0.97	high	(3)
Website	3.59	1.04	high	(4)
Google Search	3.76	1.01	high	(2)
overview	3.43	0.80	high	

For the perception of political parties via online media. The research found that the total average is 4.25 which is at the highest level. When considered in each aspect, it was found that most of them perceived the presentation of video clips via online media the most, followed by the presentation of informational content via online media, the presentation of images via online media, and the presentation of infographic via online media respectively (From Table 2).

Table 2 Perception factors of political parties via online media

Perception factors of political parties via online media	Level			
	\bar{x}	SD.	results	rank
Information presentation via online media perception	4.28	0.86	Highest	(2)
Image presentation via online media perception	4.25	0.90	Highest	(3)
Video clip presentation via online media perception	4.34	0.90	Highest	(1)
Infographic presentation via online media perception	4.12	1.01	High	(4)
Total average	4.25	0.91	Highest	

Regarding the decision to elect political parties in general, it was found that the highest level of opinion was that the party policy had an effect on the decision, followed by the prime minister candidate, qualification, party leaders, and political parties also influence the decision.

5. Research Discussion

The research on "The presentation factors of political party public perception through online media that influence the decision to elect political parties in 2019 in Bangkok. Will be discussed into 5 parts as follows.

Part 1 Demographic characteristics

Demographic characteristics research results show mostly female who are general employee with average monthly incomes between 10,001-30,000 baht, aged 30-39 years, single status, Buddhism, with highest education being bachelor's degree. Research similar with Thanyaphat Ketpradit (2011) The results showed that factors influencing the internet purchasing decision of the population in Bangkok are mostly female work as a private company employee age between 31-40 years of age, with monthly incomes between 20,001-30,000 baht, with highest education being bachelor's degree and have a single marriage status.

Part 2 Information perception behavior of political parties via online media

The research results of information perception behavior of political party via online media found that the time when samples were exposed to political party information in order to support their decision making in the election most of the time is between 20.01-24.00 hrs. happen through smartphones. Most of the information is obtained from public figures that are not personally known such as famous people, artists, celebrities, singers and bloggers who are famous in the online world. The reason that voters choose online media because they can inquire and interact with political parties quickly. Most are exposed to see new information on party's policy through Facebook.

Part 3 Presentation factor of political parties through online media

Research results of political party presentations via online media that influence the decision to elect a political party, when considered in each aspect, it was found that Facebook as online media has the highest mean value, followed by Google search and YouTube. Research similar with Natthapat Wongreonthong (2018) concept, who said that today the new generation of people who have the rights to vote is a group that use digital which then make online media such as Facebook become an important channel for receiving information.

Part 4 Perception factor of political parties via online media

The results of the research on the information perception of political party of the people via online media affecting the decision of the political party election found that the sample group perceived the presentation of video clips via online media with the highest mean. Research similar with Chantima Chaemkrachang (2014) which said that the sample population is interested in online video advertisements when first seen in a high level with recipients knowing and remembering the component of online video advertisement in terms of images the most.

Part 5 The decision on electing the political party

The results of the research on the decision to elect a political party found that the party policy affects the decision to elect a political party on March 24, 2019, Research similar with Phanthipha Akaratheeranai (2016) that the factors affecting the decision in the election of NakhonNayok province for house of representatives was found to be at a high level in terms of candidate characteristics followed by personal media, political party, and policy aspect.

6. Recommendation

From research on factors of political party presentations and public perception via online media affecting the decision to elect political parties in 2019 in Bangkok, The researcher recommends that those interested in conducting the next research on the following issues:

1. Study the factors of political party presentations and public perception through online media that influence the political party local elections to be held in 2020
2. Study factors, presenting factors of political parties in local elections
3. Study the communication strategies that affect the decision to elect political parties

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0003

**Public Relations Strategy of Television Drama via
Social Media of CH 7HD after News Programme**



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Abstract

The objective of this study are 1) to study demographic group that affect the decision to watch CH7 HD after news drama, 2) to study the behavior that affect the decision to watch CH7HD after news drama, 3) to study public relation perception through social media affect the decision to watch CH7HD after news drama, 4) to study viewer satisfaction that affect the decision to watch CH7HD after news drama. This study is a quantitative study. Four hundred CH7HD after news drama viewers that reside in Thailand were randomly selected. Data were collected by using online questionnaire and were statistically evaluated using SPSS program. Descriptive statistical analysis include percentage, means, and standard deviation. The hypotheses were tested with Pearson Product Moment Correlation and presented using analytical description. The results showed: Majority of the viewers are female, age ranged from 31-40 years old, with more than 40,000 Baht monthly income, has bachelor degree, office worker and single. Majority chose to watch when it is on-air on Saturday at 21:01-23:59 via television or smart phone mainly for entertainment, and comedy is the program of choice. The exposure through public relations via social media was at a high level and Facebook is the highest followed by LINE official, website, Instagram, Twitter, and application. The subjects have high satisfaction with the content of the program, casts, main idea, language usage, soundtrack, filmography, and production. Based on strategic concept and result analysis, the investigator was able to formulate planned public relations strategy through social media for by using 11 P's strategy

Keywords: Public Relations, Public Relations Strategy, Drama, CH 7HD, Satisfaction, Social Media

1. Introduction

Currently, the competition in the television drama production industry is very high. Therefore, each organization must find various channels to disseminate each information and publicize each drama produced for viewers to be informed and known of the movement in order to create attentiveness and attract viewers to continuously follow each television drama. Therefore, public relations have become an important tool for information dissemination, various movements and creates attentiveness for viewers to follow that drama of the organization. In addition, public relations also help viewers to have a good attitude towards the drama throughout the organization which will help the rating of that drama to increase when competing with the same drama of its competitors.

Public relations have become an important tool in promoting the drama of Channel 7 HD in order to increase ratings. Channel 7 HD has its own mass media, such as news programs, as well as programs that capture the atmosphere in order to keep viewers watching while the drama is being broadcast and social media comes in. Important in helping promote as well.

You will see that public relations for television dramas are effective in attracting viewers to follow more drama. The Study of public relations operations or practices is to derive benefits for the organization, both in terms of business benefits, attitudes and good understanding between the organization and the people involved, and in terms of their ability responding to the satisfaction of viewers as well. (Wirat Lapirattanakun, 2546) At present, the television drama's public relations uses communication technology to play a greater role because people receive the information from the internet at a high level and they should prefer to use social media because they can reach people quickly and spread quickly unlimited time and extensive worldwide. (Phatsa Rimkanchanawat, 2553) Under the high competition of the Thai drama industry at present, public relations via social media is another important tool that can help viewers continue to watch more drama episodes.

Therefore, a well planned public relation strategy will help improve the public relation efficiency and increase viewers of Ch7HD after news series.

From the reasons mentioned above, the researcher would like to study the process of public relations via Social Media including using the information to apply in the public relations planning in the future so that the drama of the organization has been continuously popular and increasing the number of viewers watching the drama longer.

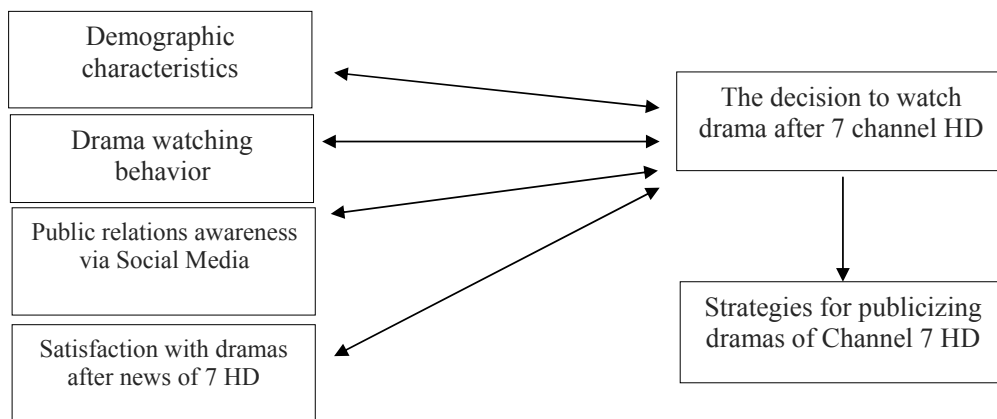
Objectives

1. To study the characteristics of the population that affect the decision to watch drama after the news of Channel 7 HD.
2. To study the behavior of watching dramas that affect the decision to watch dramas after news of Channel 7 HD.
3. To study the perception of public relations via Social Media that affects the decision to watch drama after the news of Channel 7 HD.
4. To study the satisfaction with the post-drama soap opera that affects the decision to watch post-drama drama of Channel 7 HD.

Research Hypothesis

1. Different demographic characteristics have a different effect on the decision to watch drama after the news of Channel 7 HD.
2. The different behaviors of watching the dramas have a different effect on the decision making of watching the drama after news of Channel 7 HD.
3. Different awareness of public relations via Social Media have a different effect on the decision to watch drama after 7 Channel.
4. Differences in satisfaction with post-drama dramas have a different effect on the decision making of watching 7 dramas of Channel 7 HD.
5. Demographic characteristics, viewing behaviors, public relations perceptions via Social Media and attitudes towards post-drama soap opera correlate with the decision to watch post-drama dramas of Channel 7 HD.

Conceptual Framework



2. Literature Review

Concepts related to public relations processes

Public relations is the communication from the organization to the public concerned, including listening to public opinion and referendum on the organization with the objective of building trust, image, knowledge and fixing errors in any matter.

Marston (1963) the academician of the University of Michigan defined the meaning of "Public relations" which is the responsibility of management to the ideas and attitudes of the people. There are policies and procedures for the organization to suit the needs of the people and conduct communication for understanding and acceptance.

In conclusion, public relations are the planning of the organization's operations in order to create a better understanding, positive attitude of the people towards the organization and to enhance

the image of the organization, including the dissemination of information, news and the movement of the organization to people

Concepts related to social media

Social means online society which is very large nowadays. Media means content, stories, articles, videos, music, pictures etc. So, Social Media means that it provides social responses in many directions via the internet by these media, people can go to see, create and exchange each other such as Facebook, Twitter, YouTube, Line Official, Instagram and Website.

These social media have different functions, whether it is informational media, media for interaction, media for video clips or posting pictures. Learning about the functions and efficiency of each type of social media will allow users to make the most of that media.

Strategic concepts

Strategy is the traditional word of military to explain the plan of the commander about organizing and moving the troops against the enemy. The strategy is an activity that involves drafting war plans and determining battle styles on each battlefield which must decide how to capture each battlefield clearly.

Bartol, Martin, Tein & Matthews (1998) said that components of the overall planning process that begin with missions, goals, plans respectively. Plans will be the strategy to achieve the objective which can separate as follows: Strategic Goals, Tactical Goals and Operational Goals and the plan is classified in parallel as follows: Strategic Plans, Tactical Plan and Operational Plan.

3. Research Methodology

This research is based on the sample of the follow-up viewers of the 7HD drama from the CH7HD fan page using the formula of Taro Yamane to define 400 samples with 95% reliability and confidence, which is considered a standard error or not more than 5% or at the statistical significance of 0.05. The instrument used in this research is a questionnaire. The statistical instrument used for data analysis is descriptive statistics such as percentage, mean, significant standard deviation and Inferential Statistics for hypothesis testing to explain the relationship and the difference of variables according to the hypothesis set by using F-test and One-Way ANOVA at the statistical significance level of 0.05.

4. Research Results

Summary of personal information

Most of the respondents are female, 31-40 years old, with a monthly income of more than 40,000 baht graduated with a bachelor's degree. Most of them are employed as company employees and being single status.

Summary of the behavior of watching television dramas on Channel 7 HD

Most of the respondents chose to watch the dramas when they were broadcasted and watched dramas on Saturdays from 21.01 - 23.59. The channels for watching were television and their smartphones. Most of them will follow the dramas depending on the convenience of watching TV at home and the reason for watching the drama is for entertainment and they like comedy. Most of them follow the role of the actress in the drama.

Summary of public relations awareness via social media

The sample group has perceived public relations through social media in general at a high level. Facebook is considered the most recognized, followed by Line Official, next is Website, Instagram, Twitter and the least is Application.

Summary of satisfaction with 7 HD's dramas after the news

The satisfactions of contents, characters, drama ideas, language usage, music, images, production camps, and overall production processes were at a high level.

5. Research Discussion

From the research on public relations, strategies via Social Media of dramas after news from channel 7 HD that can summarize the discussion of the results as follows:

1. Most of the respondents are female, 31-40 years old, with a monthly income of more than 40,000 baht graduated with a bachelor's degree. Most of them are employed as company employees and being single status. This may be because females are more fond of watching dramas than males, because many dramas have many interesting stories and commentaries and various aspects, some of which are created from real stories, some are Was emphasized for entertainment, not stress, fun, content may be emphasized by promoting the benefits of society and reflecting the role Of people in Thai society, which is in line with the concept of drama production that each drama production consists of several steps. From before production, during production and after production, each stage will take both the time and the dedication of each department to create 1 drama and each drama production has a production process. Therefore, the person responsible for the soap opera production must have knowledge of the roles and duties of the soap opera producers in order to be able to adapt to the production operations in each step.

2. The behavior of watching drama after news of Channel 7 HD. The majority of the sample choose to watch dramas on the actual broadcast time. Most of them choose to watch Saturday dramas from 21.01 - 23.59 p.m. Channels for viewing are television and smart phones. Most follow up on convenience by watching the media at home. This may be because people who like to watch dramas

focus on the actual broadcast time on holidays. Watching the drama will focus on entertainment and follow the roles of the characters such as the actress. Especially, the plot that has their beloved actress which will make the drama follow throughout the season according to Passa Rimkanjanawanit (2553) who found that More than half of the respondents would like to watch the Thai dramas via TV at home/residences during 20.30-22.30 by choosing to watch only on free time. The most favorite TV drama genre is a comedy, choosing to watch TV dramas from Channel 3 and Channel 7, which are in line with the theory of utilization and satisfaction from the media and satisfaction of the recipients are based on the belief that the needs of each person are different resulting in media exposure behavior.

3. The perception of public relations via social media of the sample group has the perception of public relations through social media at a high level. This may be due to the recognition of information via various social media. That makes it quick to receive important information and directly reach the target group, in which the choice of using social media depends on the individual's aptitude or preference. But the purpose of everyone is to focus mainly on communication and data transmission both text, images, and sound, which corresponds to Jutarat Sarawanawong, Kajorn Faithes, Duangkaew Ngeonphoonsap and Wanlapa Chantaradi (2560) who found that most students have experience in using social media for more than 7 years. The most used types of social media are Line, Youtube, Facebook and never use LinkedIn. Most of the students use social media via their smartphones which are active all day and use the most during the time between 6 pm to 9 pm. The purpose of using it for learning is more than for everyday life, which is in line with the concept of social media as a means of communication and change of knowledge for the new generation as a group or society through Website. This tool is useful for helping people communicate faster and receive news in a timely manner and in line with public relations concepts through social media that Public relations operations after the development of social media affecting public relations operations in terms of roles and duties in various fields, namely a variety of target groups. Public relations can communicate with a wider range of viewers with the potential of social media to be understanding the potential of social media that social media has both positive and negative potentials.

4. Satisfaction with dramas of 7 HD after the news, most of the samples were satisfied with all parts in overall at a high level. This may be because each person watching the drama. Many people may choose to watch because they like the content of the drama. When you feel like it or are interested, you will follow and see the characters in the story, especially the actors you like. But there may be parts that see the drama of which the label belongs to, and who created it because they already enjoy the work, which will make even more follow up with other works, which is in line with Kasidet Suwanmalee (2560) who found that The content selection of the television drama producers will be chosen based on the behavior of the viewers and selected from the exotic of the content or close stories that will be in line with the target of each station. Television dramas will still be paired with Thai people, but if it is an old drama, viewers may watch it harder because new technology causes behavior too. Making new drama content is the best choice and in line with the concept of drama production in which television production must be realistic in accordance with production objectives which is divided into 5 major items, which are content and the format of the program, consisting of quality writing, the essence of the content and the purpose of communicating and the art and audience and business success.

From the concept of strategy and synthesis from research findings, The researcher can formulate the public relations strategy through SOCIAL MEDIA of dramas after the news via channel 7HD as follows P: Purpose, to create the image and increase viewers of CH7 HD and to add value of advertising to provide the related details about outstanding properties of the dramas of 7HD

and create build participation in public relations activities of 7HD dramas. P: Product, to be a modern drama with easy-to-access content and constantly evolving. P: People>Target Groups is Population all over Thailand who watch 7HD dramas and those who use social media. P: Problem, the target no longer has loyalty to watch the drama of one channel anymore. P: Potential, 7HD is a station with high transmittance and able to broadcast signal for a long time, resulting in a lot of people watching and constantly improving the image to look modern, also outstanding in dramas with easy-to-access content, able to watch all genders and All Age. P: Positioning “7HD, full flavor of happiness, press 35” P: Promise is to produce good quality dramas to entertain the audience. P: Proof is the good broadcast signal. P: Personality is to easy access, modern, love for self-development. P: Platform, to use Social Media of 7HD such as Facebook Fan page CH7 HD Drama Society by presenting the content of the drama production process, organizing activities for the audience to participate to win prizes or interviews through social media as well as posting in Pantip allows actors to post each other to promote their drama on their own social media. P: Presentation, to be simple but modern, friendly, fun and have quality.

6. Recommendation

The results of the research on public relations strategies via social media to watch the drama after the news of Channel 7HD have the suggestions as follows:

The researcher has suggested that the collected data of the population may be collected from demographic groups that are not only viewers of the CH7 HD fan page in order to gain in-depth data on viewing behaviors and broader media viewing decisions. The obtained data is considered to be very useful for improving or developing the format of the 7 HD dramas to be more appropriate and to reach the target group in the future. Moreover, in the next research, other researchers can research to study public relations strategies via social media to watch 7HD dramas in other periods such as traditional dramas or evening dramas, as well as other interesting research.

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0004

**Marketing Mix and Online Marketing Communication Influencing
the Decision Making Through Stage Play of Gen Y Audience**

**RCGR^{4th}
2019**

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Marketing Mix and Online Marketing Communication Influencing the Decision Making Through Stage Play of Gen Y Audience

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Abstract

The objectives of this research were to study Demographic characteristics, the watching behavior of a stage play, marketing mix and online marketing communication affecting the decision to watch a stage play of the Gen Y group. It is quantitative research from a sample of 400 people using questionnaires as a tool and analyzes the data by using SPSS. Descriptive statistics are used to compare the differences between 2 independent variables with t-test statistics, the differences between more than 2 variables and analyze one-way ANOVA with F-test and use multiple regression analysis (MRA). The findings revealed that most of the respondents are female between the ages of 22-24 years old. They are students who are studying for a bachelor's degree with an average income of 10,001 - 20,000 baht. They watch a stage play 1 time per month or less by preferring to watch the comedy at National theater. Most of them prefer to watch a stage play on Saturday in the evening. The reason for watching a stage play is charming and gives different ideas, most of the respondents are confident in the Workpoint's producer. Moreover, respondents are confident in the actors. Most of the respondents prefer to go with their friends and there is any rest period. The marketing mix factors were found that the factors of price, distribution channel, promotion, and the salesperson had the effect of the decision-making to watch a stage play of Gen Y at a high level. The product's factor had the highest level and the factor of using bargaining power had the lowest level respectively. The aspect of online marketing communication was found that online marketing communication, advertisement, news distribution and direct marketing affecting the decision-making to watch a stage play of Gen Y at a moderate level. The sales by person (sales by person) had the highest level and the promotion had the lowest level respectively.

Keywords: Marketing Mix, Online Marketing Communication, Decision-Making, Stage Play

1. Introduction

Stage plays have been popular in Thai society after the growth of the playhouse business of large-scale playhouse companies stimulating the flow of theater in Thai society with admirable entertainment because it will take a long time, physical and mental effort including the cooperation from all related departments due to the process of making a stage play is very complicated and burdensome more than other fields of media because it will be successful by long practicing time before actual showing time including high cost to produce some stage plays that have a lot of elements or are full acting. Even with ongoing marketing and public relations advertising, the response of some stage plays may not be as good as they should be. It's not just the large stage play companies that encounter advertising problems. Even the small stage play companies also experience the same problem because the audience of the theater is a specific group, some are both the audience and the dramatists. Going to the theater is equal to meet someone who is interested in the same matter. Public relations of the drama are a viral conversation among friends and drama groups themselves. In addition, the theatrical performance in each story requires a lot of budgets as different. However, the theatrical organizers cannot use the budget for the show as high as the large stage plays because they want the audience to feel closer to the show, so they cannot hold a large audience in each round.

From that problem causing stage play marketers that have to use integrated marketing communication strategies to increase the means of communication for the theater to become more widely known and one of the most popular integrated marketing strategies is the marketing communication through social media because there is a market system with unified communication which is used in advertising and broadcasting of news about stage plays to customers directly as well as being able to choose to reach the target group and can send information to sub-target groups and can check whether the target group has accepted or rejected for making it possible to modify content and information to suit the target audience.

Therefore, this research is conducted to study the marketing mix and online marketing communication that has influenced the decision to watch stage plays of Gen Y in order for marketers of modern stage play, dramatist, or drama scholar as well as any general interested people use as a guideline in order to develop the marketing of a stage play in the future.

2. Objectives

1. To study the demographic characteristics affecting the decision to watch stage plays of Gen Y.
2. To study the behavior of stage plays affecting the decision to watch plays of Gen Y.
3. To study the marketing mix affecting the decision to watch stage plays of Gen Y.
4. To study online marketing communication affecting the decision to watch stage plays of Gen Y.

3. Conceptual Framework

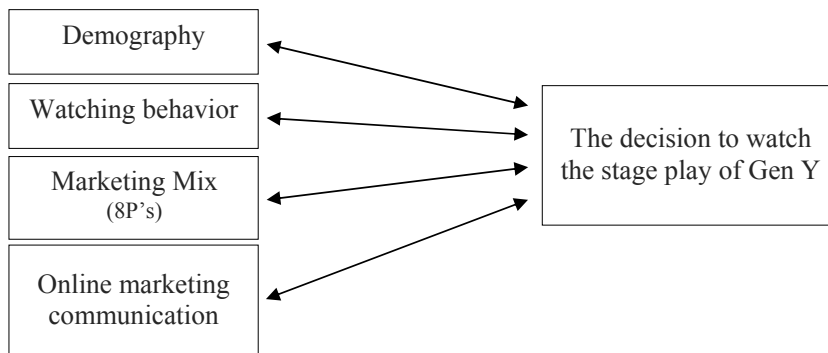


Figure 1 Research framework

4. Literature Review

Marketing mix concepts (8P's)

McCarthy (McCarthy, 1960) mentioned the definition of marketing mix factors that It is a result of all activities relating to the organization's effort to achieve its objectives based on the expectations of the customers' needs and also the passing of products and services from the manufacturer to the customers in response to the customer's satisfaction.

The concept of marketing mix of stage plays is an important role in marketing. It is a collection of all marketing decisions to be used in operations to meet the needs of the target market. But nowadays, a competitive market with a lot of competitors makes use of 4P is not enough but to support the competition in the online marketing era. It must have a modern marketing communication idea, which is a marketing mix (8P's), using mixed communication tools with consumers that share many additional extensions.

Online marketing communication concepts

Semenik Richard (2002, p. 563) defined a marketing communication strategy as a combination of several marketing communication tools together properly to carry out marketing promotions which give importance to all means of communication for motivation and clearly shows the personality of the product. Suwattana Wongkaphan (2530, p. 55) expressed the definition that marketing communication is a marketing activity to communicate and create knowledge, understanding, and acceptance between business and consumers with the aim of the objectives of the business.

Watching behavior concepts

Merrill and Lowenstein (Merrill and Lowenstein,1971) said that each recipient will have different levels of media exposure and news depending on different characteristics and factors. Which is caused by many basic factors such as loneliness, curiosity in things Their usefulness and based on a human being that always is selfish and specific characteristics of mass media in general. Aside from gender, age, occupation, income, education, socioeconomic status and attitudes and

beliefs that influence the level of exposure, the characteristics of the recipients will have different needs (Pattira Klinleka, 2559, p. 65).

Kotler, Philip (Referred to Yongyuth Fuphongsiriphan and his colleges, 2547, p. 269) Watching behavior is an emotional feeling and evolution in human 's liking or dislike. In addition, expression tends to indicate certain habits or thoughts. Feelings and watching will cause humans to be in the frame of either liking or dislike of the habit by propelled towards or escaping away from that.

Gen Y concepts

Gen Y is the population that was born after Extraordinary Generation or Generation X, Gen X. They were born during a time when the country was peaceful and grew up in an era of dramatic changes in the environment, society, economy, and politic including advanced technology as a new age that has just entered the working-age. Their personalities are expressive, self-confident, don't like being in the frame and conditions, being a modern person, not out of date and often bored easily. They are a group of people who keep up with technology. They can use modern equipment and tools fluently. This group of people is quite noticeable attached to the courage to express and dare to give opinions that it is a unique and distinctive consumer with its own identity (Chatchawan, 2553, online).

For today's marketing plans, Gen Y is not just an ordinary teenage consumer group, but they are a group of young and mature age who are stepping into the working-age to have wealth and advance in their roles and responsibilities as well as having full financial power. At the present time, Gen Y's consumer behavior will be impatient to see results very quickly because of all belief in their own potential.

The stage play concepts

The stage play entered into Thailand for the first time during the reign of King Rama VI and was continuously developed as social changes. At the present, there are various stage play companies and groups affecting the marketing via online channel has been popular due to the principal of theses along with being able to evaluate it.

5. Research Methodology

This research is a quantitative research by survey method (Survey Method) by collecting only Gen Y between the ages of 22 - 39 years old who were born in 1980-1997 totaling 400 people the instrument of the research is questionnaires by inquiring about age to be in the target group and must have seen the play at least once by one-way ANOVA analysis with f-test statistics after collecting data and accuracy of the questionnaires. The researcher will be coding and then process the data by using SPSS for Window.

6. Research Results

Summary of general data on demographic characteristics

Most of the respondents are female totaling 214 persons accounting for 53.50 between the ages of 22 - 24 years old, there are 148 people accounting for 37.00 who graduated with bachelor's degree and 166 people accounting for 41.50 who are 116 students accounting for 29.00 and the average income is 10,001 - 20,000 baht per month.

Summary of the watching behavior

Most of the respondents watch a stage play 1 time per month or less totaling 232 people accounting for 58.00 by preferring to watch the comedy totaling 182 people accounting for 16.98 and watching at National theater totaling 208 people accounting for 15.78. Most of them prefer to watch a stage play on Saturday 104 people accounting for 26.00 and watch in 18.01-21.00 totaling 208 people accounting for 52.00. The reason for watching a stage play is charming and gives different ideas totaling 96 people accounting for 24.00, most of the respondents are confident in the Workpoint's producer totaling 206 people accounting for 51.50. Moreover, respondents are confident in the actors totaling 242 people accounting for 60.50. Most of the respondents prefer to go with their friends totaling 216 people accounting for 54.00 and there is any rest period totaling 124 people accounting for 31.00.

Summary of giving opinions about marketing mix towards the decision to watch the stage play.

The overall opinions of the marketing mix on the decision to watch stage plays were at a high level. When considering each aspect found that the product factor had the highest level followed by the distribution, the price, the personal, the privacy, the promotion, and the bargaining power had the lowest level, respectively

Table 1 Marketing mix factors and the decision to watch the stage play of the Gen Y are different

Independent variable	Dependent variable	Different	indifferent	Sig.	
1. Product	the decision to watch the stage play of the Gen Y		¶	0.06	
2. Price		¶		0.00*	
3. Distribution Channels		¶		0.00*	
4. Sales promotion		¶		0.00*	
5. Use of salespeople		¶		0.00*	
6. News provision				¶	0.12
7. Use of bargaining power				¶	0.79

From table 1 will be found that price, distribution channel, promotion and the use of salespeople affecting the decision to watch the stage plays of Gen Y with statistical significance at the level of 0.05 but product, news provision and the use of bargaining power had no statistical significance with the decision to watch the stage play of the Gen Y.

Summary of giving opinions about online marketing communication towards the decision to watch the stage play

The opinions of online marketing communication were at a moderate level. When considering each aspect found that the sales by person had the highest level followed by public relations and news dissemination and direct marketing, advertising and sales promotion had the lowest level.

Table 2 Online marketing communication and the decision to watch the stage play of the Gen Y are different

Independent variable	Dependent variable	Different	indifferent	Sig.
1. Advertising	the decision to watch the stage play of the Gen Y	¶		0.00*
2. Sales promotion			¶	0.08
3. Public relations and news		¶		0.00*
4. Sales by person			¶	0.75
5. Activity marketing		¶		0.00*

From table 2 will be found that Online marketing communication in advertising, public relations, and news and activity marketing had the statistical significance of 0.05 affecting the decision of the Gen Y to watch the stage play but promotion and sales by person had no statistical significance with the decision to watch the stage play of Gen Y.

7. Research Discussion

The results of the research on "Marketing Mix and Online Marketing Communication Influencing the Decision Making Through Stage Play of Gen Y Audience" are as follows.

1. Demographic issues found that respondents are more females than males between the ages of 22-24 years are students at the Bachelor's degree and have an average income of 10,001 - 20,000 baht. This is consistent with Ravipha Suksusas (2015) found that most of the samples are female. Have a bachelor's degree Are student And earn an average of 10,001 - 20,000 baht per month. In which the research found that Demographic characteristics of age are changed according to the duration of life considered as a very important personal trait which shows the person's age and also is an indicator of their ability to understand content including various perceptions. This is consistent with the concept of Nutavoot Phongsiri (2009) That said the Gen Y people will be a person who grew up in an era of dramatic changes in the social, economic and political environment as well as advanced technology with individuality in modern fashion Have the courage to express.

2. Regarding the watching behavior, when considering that most respondents watch the stage play 1 time per month or less by preferring comedy at the National Theater. This is consistent with Chanaporn Pittayaboon (2014) study the exposure to drama programmes on TV and factors that affect the decision of exposure to drama programmes on TV of Ramkhamhaeng Students. The results of the most of the sampling group are female settle in Bangkok and affiliated provinces. According to the behavior of exposure between 8.30-10.30 PM. and the

favorite programmes are comedy. Most of them watch the play on Saturday because most respondents are students, so students have free time or leisure activities on convenient days by watching the show during the evening time at 18.01 - 21.00. This is consistent with Adipon Euajarusphan (2018) study aim to investigate how Generation Y the results the most frequency time to consume the information from media is 09.01 p.m. to midnight.

3. Marketing Mix Influencing the Decision Making Through Stage Play of Gen Y Audience found that price, distribution channels, sales promotion and sales by person affecting the decision to watch the stage play of Gen Y. This is consistent with Junnapong Phoyaem and Pimnatchaya Satchasin (2019) study Market Factors Affecting the Decision Making to Watch Movies in the Theaters rather than Watching Online Movies among the Consumers in Nonthaburi District the results the factors, ranked from the most important, were promotion factors, place factors, product factors, and price factors, respectively.

4. Online Marketing Communication Influencing the Decision Making Through Stage Play of Gen Y Audience found that online marketing communication, advertising and news and direct marketing affecting the decision to watch a stage play of Gen Y. This is consistent with Nuttane Khonghuayob (2016) research were to study Digital Marketing Communications Influencing Lazada Website Buying Behavior in Bangkok. It is found that digital marketing communications related to buying behavior.

8. Recommendation

The recommendations of the research on "Marketing Mix and Online Marketing Communication Influencing the Decision Making through Stage Play of Gen Y Audience" are as follows:

1. From the research of Marketing Mix and Online Marketing Communication Influencing the Decision Making Through Stage Play of Gen Y Audience. Most respondents focused on complete and clear price. Therefore, the theater production group should have complete details of the admission price and specify the seating position and various details clearly.

2. Most of the respondents decided to watch the stage play because of their confidence in the actors. Therefore, the stage production groups should choose quality and popular actors to perform to convince consumers to decide to watch the stage play.

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0005

**Sales Communications in the Digital Age Influencing The Consumer Purchasing
Decision of Insurance through Siam Smile Broker (Thailand) Co., Ltd.**

**RCGR^{4th}
2019**

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Abstract

The purposes of the research “sales communications in digital age influencing purchasing decisions of insurance through Siam Smile Broker (Thailand) Co., Ltd.” are 1) to study demographic characteristics involving sales communications in digital age, which influence consumer purchasing decisions of insurance through Siam Smile Broker (Thailand) Co., Ltd., 2) to study sales communications behavior in digital edge that influence purchasing decisions of insurance through Siam Smile Broker (Thailand) Co., Ltd., 3) to study the marketing mix that influences consumer purchasing decisions of insurance through Siam Smile Broker (Thailand) Co., Ltd., and 4) to study the integrated marketing communications that influences consumer purchasing decisions of insurance through Siam Smile Broker (Thailand) Co., Ltd. According to this study, with 400 samples collected through the consumer satisfaction surveys and analyzed by frequency, percentage, mean, and standard deviation, and the hypothesis tested by T-test, One-Way ANOVA, and multiple regression analysis. It was found that the different demographic characteristics did not influence consumer purchasing decisions of insurance through Siam Smile Broker (Thailand) Co., Ltd. However, the consumer purchasing decisions of insurance through Siam Smile Broker (Thailand) Co., Ltd. were influenced by sales communication and consumer behavior in digital edge through Line ads and e-book, the marketing mix: product, price and promotion, and the integrated marketing communications: advertising, sales promotion and event marketing.

Keywords: Sales Communication, Digital Age, Purchasing Decision, Insurance, Broker

1. Introduction

Thailand has experienced an economic crisis since 1997 onwards. Thai citizens find difficulty in living their lives meanwhile the things which most affects the quality of life of the majority of people are no job security, insufficient income, mental health problems. This makes the insurance a great option to reduce the risk of living which can ease the burden of responsibility if unexpected events occur in life both in terms of costs and stability of life. Nonetheless, insurance companies are businesses that provide protection or help mitigate risk by being a group of people to share the risks of death, injury as well as the loss of income in the elderly or due to illness. Currently, the insurance business is classified as a financial institution business that the government has continuously given importance to and continues to support sustainable growth (Kaewsri, 2009).

It is found that people decide to make an insurance in various forms more increasingly in each year which can be seen from the amount of direct insurance premiums in the life insurance business in 2010 at 296,213,054 baht and was up to 328,896,746 baht in 2011 (Office of the Commission on Insurance Business, 2011). Siam Smile Broker (Thailand) Limited, as an insurance broker, is considered as an alternative for those who would like to make an insurance, and is a leading insurance broker company in Thailand mainly due to trust of customers. By the way, now there are other insurance broker companies which are competing in the competitive market. This makes the researcher interested in studying the communication behavior of insurance forms in order to use the information to develop products in correspondence with the needs of consumers, and to enable the insurance company to survive in the midst of such circumstances with the rapidly increasing competition. The company hence needs to find a way to communicate product development and sales strategies. This study will enable the company to understand the various needs of the target group, which leads to communication for developing products that correspond the life of people who seek for a better quality of life, including stability of life in the future.

Objectives

1. To study the demographic characteristics related to sales communication in the digital age that influence the consumer purchasing decision of insurance through Siam Smile Broker (Thailand) Co., Ltd.
2. To study sales communication behaviors in the digital age that influence the consumer purchasing decision of insurance through Siam Smile Broker (Thailand) Co., Ltd.
3. To study the marketing mix that influences the consumer purchasing decision of insurance through Siam Smile Broker (Thailand) Co., Ltd.
4. To study the integrated marketing communication tools that influence the consumer purchasing decision of insurance through Siam Smile Broker (Thailand) Co., Ltd.

Conceptual Framework

The research framework for studying the sales communications in the digital age influencing the consumer purchasing decision of insurance through Siam Smile Broker (Thailand) Co., Ltd. are as follows.

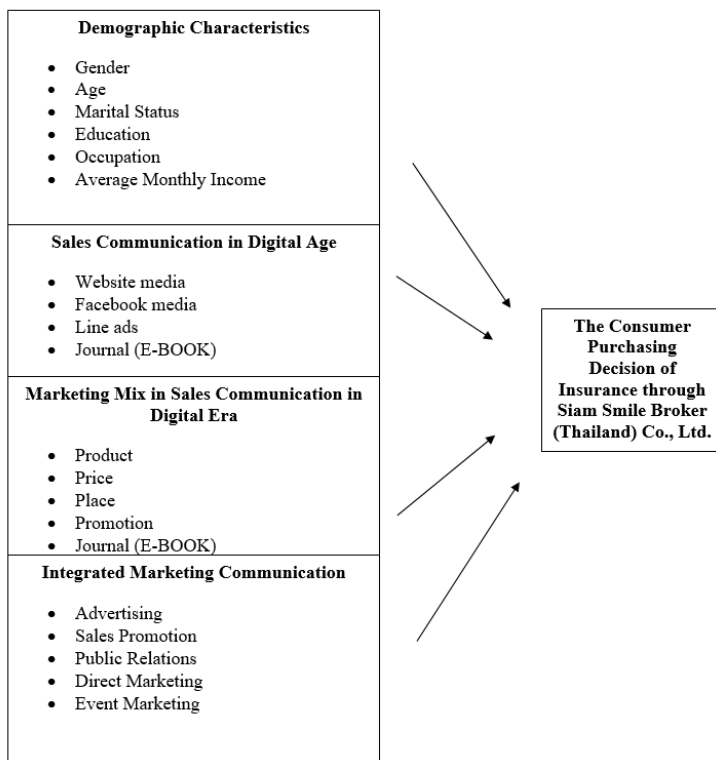


Figure 1 Research framework

2. Literature Review

The Concept of Demographic Characteristics

Schiffman and Wisenblit (2015) stated that demographic segmentation could be made by dividing consumer groups by age, income, race, gender, occupation, marital status, household type and size including the geographic location. These variables had an empirical purpose and can be questioned or observed easily.

Based on the demographic characteristics mentioned, they were consistent with the study of behavior for sales communication in the digital age that influence the consumer purchasing decision of insurance through Siam Smile Broker (Thailand) Co., Ltd because several demographic characteristics

often influence the decision to buy insurance. And importantly, digital communication was important and consistent with demographic characteristics for making a purchase.

Concepts of Sales Communication Behavior in the Digital Age

Digital marketing referred to the marketing that brought the Internet and electronic media together, allowing buyers and sellers to have two-way communication and interaction via selected media such as mobile websites, digital TV, IPTV (Internet Protocol Televisions) or other wireless digital media (Dennis et al 2009; Hennig-Thurau et al, 2010; Liu, Karahanna & Watson, 2011; Chaffey & Ellis-Chadwick, 2016). As discussed by Wymbs (2011), the definition of digital marketing was more widely than internet marketing because digital marketing included the communication in all media channels such as mobile, digital TV, including the internet (Wymbs, 2011). By this, the buyers and sellers could conveniently interact with one another. This also led to the benefits and values in terms of efficiency, simplicity, convenience, speed, and reduction of costs in consumer purchasing decisions as well as reducing company management costs (Chaffey & Ellis-Chadwick, 2016).

The Concept of Marketing Mix for Sales Communication in Digital Age

Kotler (2000) defined the marketing mix as a group of marketing tools that organizations applied to meet target marketing objectives. Marketing Mix was an important component of marketing operations which considered the factors that the business could control in which the business needed to create appropriate marketing mix in formulating marketing strategies. The marketing mix consisted of the product, place, price and promotion and so called '4Ps'(Serirat et al, 1998).

Smiti Satchukorn (2008) has expressed his view that in order to satisfy the presentation recipients the person who is the presenter, presenting methods, and content of the presentation have to be considered 1) Presenters' aspect 2) Presentation methods 3) Content 4) Various types of presentations, such as presenting to present the ideas, presenting for reporting results, presenting to persuade, and presenting for approval.

Integrated Marketing Communication (IMC) Concepts and Theories

Integrated marketing communication was a marketing activity to create awareness, understanding and acceptance between the businesses and consumers with an aim to achieve the significant results that were stimulating the sales and creating brand loyalty, which were related to various fields. The marketers needed to organize the marketing activities to be diverse and continuous so as to provide consumers with consistent access to information with a quick access to various products and services (Norsrati, Karimi, Mohammadi & Malekian, 2013). The presented content played a crucial role in encouraging participation, providing entertainment information and building trust, acting as a tool to create relationships between organizations and consumers.

Concepts and theories of perception and decision

Assael (2004) stated that marketing stimuli was the communication or physical stimuli that was designed to influence consumers and was divided into two types which were the intrinsic or primary

stimuli that were the products and other components, and the extrinsic or secondary stimuli such as words, pictures, symbols, or other stimuli related to the products.

Serirat (2009) explained that purchasing process or purchase decision process was the steps in making a decision to buy products or services of the consumer consisting of perceived problems, searching information, evaluation of the alternatives, making the purchasing decision and the behaviors after the purchase. This showed that the decision to buy or use the services of consumers was the consideration of consumers from the existing alternatives and information as they considered and evaluated those alternatives by comparing and searching for the best alternatives and making final decisions in order to achieve the desired objectives. Consumers would decide to buy the products or services they like the most, such as insurance that was necessary and important for their life and property. If the customers were satisfied, it would influence their decision to purchase the insurance through Siam Smile Broker (Thailand) Co., Ltd.

3. Research Methodology

Target Population

The population used in this research is the customers have an insurance bought through Siam Smile Broker (Thailand) Co. Ltd. In Bangkok.

Data Collection Methods

The researcher collects the data from a sample group assigned to complete the questionnaire at customer service center of Siam Smile Broker (Thailand) Co., Ltd. in Bangkok. The researcher also explains the research rationale and objectives to the sample group including methods of collecting data to ensure a consistent understanding of the sample group. The data collection and research conduct starts from March 2019 to September 2019.

4. Research Results

Part 1: General information about Demographic Characteristics

Most of the respondents were male with 228 people accounting for 57 percent, aged between 31-35 years considered as 134 people, representing 33.50 percent, single status with 207 people, representing 51.75 percent, graduated with a bachelor's degree or Equivalent with 344 people accounted for 86 percent and worked as civil servants and state enterprise employees for 170 people, representing 42.50 percent, and had the average monthly income at between 10,001-30,000 baht with 263 people, representing 65.75 percent.

Part 2: Perception on Sales Communication Behavior in the Digital Age

The overall result of perception on sales communication behavior in the digital age was at medium level ($\bar{X} = 3.39$, S.D. = 0.43). Considering each aspect of the perception, it was found that the

E-BOOK media had the highest mean, and was at a high level ($\bar{X} = 3.71$, SD = 0.61), followed by Line ads media at a high level ($\bar{X} = 3.54$, SD = 0.57), Facebook at a medium level ($\bar{X} = 3.33$, SD = 0.56) and website media with the lowest mean at the medium level ($\bar{X} = 2.99$, S.D. = 0.83), respectively.

Part 3: Perception on the Marketing Mix for the Insurance Purchasing Decision

The overall result of perception on the marketing mix for the consumer purchasing decision of insurance was at a high level ($\bar{X} = 3.52$, S.D. = 0.51). Considering each aspect, it was found that the promotion factor had the highest mean and was at the high level ($\bar{X} = 3.60$, SD = 0.78), followed by the product factor at the high level ($\bar{X} = 3.56$, SD = 0.54.), the price factor at a high level ($\bar{X} = 3.54$, SD = 0.68) and the place factor with the lowest mean at a medium level ($\bar{X} = 3.39$, SD = 0.70), respectively.

Part 4: Perception on the Integrated Marketing Communication

The overall result of perception on the integrated marketing communication was at a medium level ($\bar{X} = 3.49$, S.D. = 0.55). Considering each aspect, it was found the event marketing had the highest average and was at the high level ($\bar{X} = 3.54$, SD = 0.68), followed by direct marketing at the high level ($\bar{X} = 3.53$, SD = 0.79), the advertising at a high level ($\bar{X} = 3.52$, SD = 0.64), the public relations at the medium level ($\bar{X} = 3.47$, SD = 0.71) and sales promotion with the lowest mean at a medium level ($\bar{X} = 3.41$, SD = 0.79), respectively.

Part 5: Perception on the Digital Media Influencing the Consumer Purchasing Decision of Insurance through the Company Siam Smile Broker (Thailand) Co., Ltd.

The overall result of the perception on the digital media influencing the consumer purchasing decision of insurance through Siam Smile Broker (Thailand) Co., Ltd. was the high level ($\bar{X} = 3.53$, S.D. = 0.52). Considering each aspect, it was found that the modernity and ease of contact for buying insurance had highest average and was at a high level ($\bar{X} = 3.62$, S.D. = 0.81), followed by the products in the company's Line ads media of Siam Smile Broker (Thailand) Co., Ltd. which had an interesting presentations and benefited the customers for purchasing the insurance at a high level ($\bar{X} = 3.60$, S.D. = 0.82) and the products on the company's Facebook media of Siam Smile Broker (Thailand) Co., Ltd. which had an interesting presentations and benefited the customers for purchasing the insurance with lowest mean at a medium level ($\bar{X} = 3.36$, S.D. = 0.90), respectively.

Part 6: Research Hypothesis Testing

Hypothesis 1: Population in Bangkok with the different demographic characteristics consisting of gender, age, status, education level, occupation and average monthly income made the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd. without difference.

Hypothesis 2: Sales communication behavior in the digital age in terms of website and Facebook media did not influence the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd., but sales communication behavior in the digital age in LINE ads media

and the journal (E-BOOK) influenced the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd. with a statistical significance of 0.05.

Hypothesis 3: Marketing mix factors consisting of product, price, and promotion factors influenced the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd. with statistical significance at the level of 0.05, except for place factor which did not influence the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd.

Hypothesis 4: The integrated marketing communication consisting of advertising, promotion and activity marketing influenced the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd. with statistical significance at the level of 0.05, but the public relations and direct marketing did not influence the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd.

5. Research Discussion

The study on the sales communications in the digital age influencing the consumer purchasing decision of insurance through Siam Smile Broker (Thailand) Co., Ltd. can discuss the research results based on the objectives as follows.

1. As for the demographic characteristics related to sales communication in the digital age that influenced the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd, it was found that most of the respondents were aged between 31-35 years of age, had a bachelor's degree or equivalent, single status, worked as civil servants or state enterprise employees and had average monthly income of between 10,001-30,000 baht. This corresponded the work of Saengsuwan (2015) which studied on digital media consumption behavior of consumers in Bangkok and found that most respondents were aged between 26-33 years old, graduated from Bachelor degree and worked as a civil servant or state enterprise employee and had the average income of between 20,001-30,000 baht. Nonetheless, there was no difference in the consumer purchasing decision of insurance through Siam Smile Broker (Thailand) Co., Ltd. of the respondents with the different demographic characteristics.

2. As for the sales communication behavior in the digital age which influenced the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd., it was found that Line ads and the journal (E-BOOK) influenced the decision to buy insurance policies through the company Siam Smile Brokers (Thailand) Limited which also corresponded the work of Kasidis Jaipha Wang (2015) that found all social media played an important role in life. The communication through various applications was very popular in Asia as the cultures of Asian people did not openly express. Therefore, the expression in the form of conversations through various applications and communication behavior through chat programs showed that social media created the marketing value. The research result suggested that most respondents decided to make the consumer purchasing decision of insurance through the company Siam Smile Brokers (Thailand) Co., Ltd. presented in the journal (E-BOOK) of Siam Smile Broker (Thailand) Co., Ltd., that was clear and beautiful, the most readable to them, followed by the company's Line ads with clear presentation and ease for understanding.

3. As for the marketing mix influencing the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd., it was found that the marketing mix including products, price and promotion influenced the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd., and was consistent with the independent research of U-Sub (2015) which studied the factors affecting the decision to buy voluntary car insurance of consumers in Bangkok and its surrounding provinces and found that the product factors affecting the consumer purchasing decision of voluntary car insurance of consumers in Bangkok and its surrounding provinces.

4. As for the integrated marketing communication influencing the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd., it was found that the integrated marketing communications in terms of advertising, sales promotion and event marketing influenced influencing the consumer purchasing decision of insurance through Siam Smile Brokers (Thailand) Co., Ltd., which was consistent with the research of Chaengjenkit (2003) that found marketing communication as a form of communication in which the message senders were the manufacturers, the sellers, the salespersons who sent the news to the recipients via various communication channels so that the target group responded in the desired direction.

6. Recommendation

1. The future research should consider the other variables that may affect the research in order to develop and improve the study.

2. The researcher should consider the population in other areas which may result in the different research results from the specific population in Bangkok, using the research results as comparative studies for the further organizational development

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**Openness and Attitude towards Website Components for
Communication and Branding: A Case Study of CIMB Thai Bank**



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Abstract

The dissertation under "Openness and Attitude towards Website Components for Communication and Branding, a Case study of CIMB Thai Bank" is written to study (1) Demographic Characteristics, (2) Characteristics of an Openness to CIMB Thai Bank Website, (3) Attitude towards Website Components for Communication and (4) Branding, by collecting data from 400 samples who have at least once browsed CIMB Thai Bank website. Two statistical techniques applied to analyse data are (1) Descriptive Statistics (Percentile, Means and Standard Deviation) and (2) Statistical Test and Assumptions (T-Test, One Way Anova, Regression Analysis and Pearson). Results from the research indicate that differences in demographic characteristics, sex, age and place of residence create distinctions in an overall branding. Openness to websites, usage frequency, duration, browsing tools, banking channel, and interests in financial transactions lead to distinctive branding. The result of attitudes towards website components for communication and its content design influences branding most. It has appeared that attitude towards website components for communication and branding result in positive correlation.

Keywords: Openness, Attitude, Website Components, Brand Awareness

1. Introduction

Nowadays, technology is considered as the fifth necessity for life since morning until bedtime. Majority of the people are consistently opened to media in every aspect: knowledge, economy, sports, and entertainment for their knowledge acquirement, in which website is one of the media channels the majority of the people are opened to.

Openness to website are various in this era, where every owner aim to construct their brands as supplier of choice. Websites are therefore crucial for brand awareness, and are distinct from one another in terms of colour tones, fonts and the form of website components. In short, website is a modern way of communication that allows brand owners to convey key messages, products and

services to customers in mass, leading to attitude towards the brands. When customers possess positive attitude, it will increase an opportunity for brands to be successful.

Brand image and brand loyalty are important parts to build brand awareness and brand acceptance. In a world full of competition, not only products and services must be highly qualified, but the brand image must also be excellent in order to create customers' appreciation and impression towards the brand.

Due to the fact that one of the researchers was a former employee at CIMB Thai Bank, this raises our interest to study how CIMB Thai Bank website could create customers' openness and attitude towards website components for communication and branding. For the reason that CIMB Thai Bank has not reached the stage of being known to many, researchers would like to analyse its website for communication in order to become the most easily accessible media channel.

Objectives

1. To study demographic characteristics of CIMB Thai Bank.
2. To study characteristics of an openness to CIMB Thai Bank Website.
3. To study attitude towards CIMB Thai Bank website components for communication.
4. To study branding.

Research Hypothesis

1. Differences in demographic characteristics create distinctions in branding.
2. Differences in openness to CIMB Thai Bank website lead to distinctive branding.
3. Differences in attitudes towards website components for communication differentiate branding.
4. Attitude towards website components for communication and branding are correlated to each other.

Conceptual Framework

Conceptual framework of the dissertation under "Openness and Attitude towards Website Components for Communication and Branding, a Case study of CIMB Thai Bank can be constructed as follows;

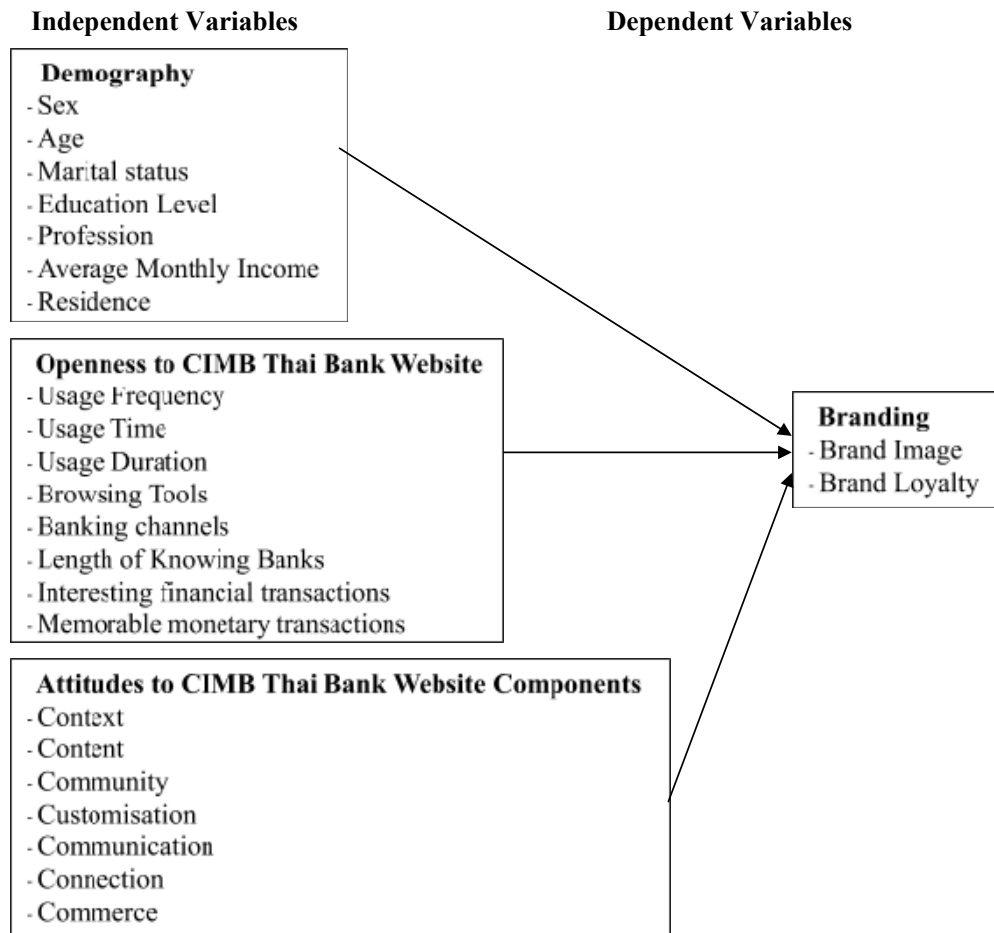


Figure 1 Conceptual Framework

2. Literature Review

Openness, Assael (Assael, 1998, p.84) stated that consumers' perceptions which include watching, listening, touching and smelling can be stimulated. Consumers will select their own choices to serve their interests. In contrast, they will avoid dull and insignificant stimulus. Klapper (Klapper, 1960 p.19) described that process in receiving information can be classified into four steps (1) Openness, (2) Selective Exposure, (3) Selective Perception and Implication, (4) Selective Memory. The process will bring consumers to truly receive the information needed.

Wongpiromsanti (1988, p.179) described that attitudes are sustained belief and perception which are well organised as driving force to gear us to that direction. This is because attitudes refer to thoughts, emotions and actions all in one. Schiffman and Kanuk (2000, p.200) gave the definition of attitudes as cognitive biases derived from past experiences and learnings. Attitudes then reflect in favouring and biasing behaviors. Components of attitudes include (1) Affective, (2) Behavioral and (3) Cognitive.

Website components start from webpage representing virtual business online. Important information appeared on the website therefore must be attractive to the audience. Right design and right layout are critical success factors for website to achieve consumers' attraction. For the sake of creating efficient communicative website, seven framework or the 7C's: (1) Context, (2) Content, (3) Community, (4) Customization, (5) Communication, (6) Connection and (7) Commerce (Yen & Tseng 2014, p.58) must be applied.

When it comes to branding, Santiwong (1994, p.189) broadened its meaning to describe product characteristics: words, names, signs or symbols, or the mixture of several elements. Producers and middlemen regularly use brand to memorise their products, and to determine the differentiation of their brand name from others.

3. Research Methodology

This research is categorised in a quantitative research from 400 samples who respond to online questionnaires, Descriptive Statistics (Percentile, Means and Standard Deviation) together with Statistical Test and Assumptions (T-Test, One Way Anova, Regression Analysis and Pearson).

4. Research Results

1. For Demographic Characteristics, the majority are 236 women or equivalent to 59 percent. 152 people or 38 percent of the female group are at the age of 20 to 30 years old. 220 women or 55 percent are single. 245 respondents or 61.3% completed their Bachelor's Degree. 151 women or 37.8 percent work in private companies. 167 women or 41.8 percent have average monthly income ranging from 15,001 to 30,000 Thai Baht, and 178 respondents equivalent to 44.5 percent live in metropolitan.

2. In terms of Openness to CIMB Thai Bank Website, 164 people or 41 percent browse website 3 to 4 times a week. 272 people or 68 percent open website during 0600-1200hrs. 285 people equivalent to 71.25 percent spend time surfing website from 1 to 20mins each round. 269 people or 67.3 percent use smartphones as their browsing tool. 153 people or 38.3 percent knowing from the internet. 144 people equivalent to 36 percent know CIMB Thai Bank less than one year. 140 people or 35 percent possess interest in financial transaction like saving account, and 180 people, which equals to 45 percent referred CIMB Thai Bank as ATM cash card for monetary transaction.

3. Attitudes towards CIMB Thai Bank Website Components

Table 1 Mean (\bar{X}), Standard Deviation (S.D.) and comments classified by attitudes towards an overall website components

Attitudes Towards Website Components	\bar{X}	S.D.	Attitude Scales	Rank
Context	3.65	0.56	High	5
Content	3.41	0.62	High	7
Community	3.66	0.61	High	4
Customization	3.76	0.61	High	1
Communication	3.68	0.58	High	2
Connection	3.61	0.62	High	6
Commerce	3.67	0.56	High	3
Total	3.63	0.52	High	

From Table 1 : An overall Mean is high ($\bar{X} = 3.63$). When considering by components, it is found that customisation gains the highest mean ($\bar{X} = 3.76$), and followed by Communication at Mean ($\bar{X} = 3.68$). Content possess the lowest score at Mean ($\bar{X} = 3.41$).

4. Branding in respect of brand image and brand loyalty, an overall achieves high Mean ($\bar{X} = 3.44$). When considering by components, it is found that brand image gets high Mean ($\bar{X} = 3.82$). This is because most clients can easily remember CIMB Thai by its name, logo and colour. Bank reliability is at 2nd rank with Mean ($\bar{X} = 3.59$) while the lowest Mean ($\bar{X} = 3.37$) falls on its transparency and management lists.

Brand loyalty possess the highest Mean ($\bar{X} = 3.52$) because clients follow to receive bank information and updated promotions regularly. The second highest Mean ($\bar{X} = 3.45$) represents clients' constant use of CIMB Thai Bank services in spite of having chance to use other banks. The lowest Mean ($\bar{X} = 3.21$) falls to client's participation to activities of CIMB Thai Bank.

5. Research Discussion

1. For demographic characteristics, the majority of the respondents to online questionnaires are female at the age of 20 to 30 years old, completed a Bachelor's Degree and work in private companies for average monthly salary ranging from 15,000 to 30,000 Thai Baht. This result is in accordance with the former research of Piswilai (2015, p. 55) under the topic: Behavior of Openness to Information and Satisfaction of Users towards Website www.ginraidee.com in Bangkok. It is found that the major part of the respondents are people at the age of 24 to 30 years old with a Bachelor's Degree, and work in a private company with earnings at 20,001 to 30,000 Thai Baht approximately. As a result, it can be summarised that this specific group of clients are opened to modern media channels like website the most.

2. For openness to CIMB Thai Bank website, smartphone is highly used as a browsing tool. This result is also in line with the former research of Piswilai (2015 p.59) concerning Behavior of Openness to Information and Satisfaction of Users towards Website www.ginraidee.com in Bangkok.

3. For attitudes towards website components of CIMB Thai Bank, it has appeared that customisation has the highest Mean, which contrasts to the former research of Wattanakul (2012) studied about demographic characteristics, components, website 7Cs and reliability factors influencing in consumers' purchasing behavior through ecommerce in Thailand. According to Wattanakul's research, respondents gave greatest importance to context, content and commerce. This is possibly because CIMB Thai Bank is yet well-known, the respondents hence give importance to website customisation, without considering other aspects.

4. For branding, attitude towards both brand image and brand loyalty is high. By considering each content, brand image is high because most clients can remember CIMB Thai Bank from logo and color. Brand loyalty is the highest for the reason that clients regularly follow to get updated bank information and promotion. This result is in line with previous research of Dechadilok & Jetthumrongchai (2014) about Organisation Image and Customers Trust Influencing Customers' Loyalty to Government Saving Bank (GSB) Bang Kruai Branch. The study is conforming that clients give highest score to brand image of GSB. For brand loyalty, study shows the highest Mean since clients regularly follow up to get updated bank information and promotion attained since clients regularly follow CIMB news and promotions. This finding is in line with previous study of Lorpraditpong (2006 p.27) describing that attitudes towards brand will create long-term relationship between brand owners and customers, and will yield repeating purchase of goods and services.

6. Recommendation

1. The study is particularly for CIMB Thai Bank website. It is recommended that following studies should consider other banks' websites for comparative purposes regarding context and content.

2. The research should include qualitative analysis by interviewing website management team of each brand. This implementation will support a better understanding on how to create websites that generate positive brand image.

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**Infographic based Communication Model Affecting
Travelling Page Followers of Y-Generation**

**RCGR^{4th}
2019**

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Infographic based Communication Model Affecting Travelling Page Followers of Y-Generation

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Abstract

The purposes of the research, “Infographic Based Communication Model Affecting Travelling Page Followers of Y-Generation” are 1) to study demographic characteristics towards infographic on travelling pages of Y-generation, 2) to study infographic usage behaviors on travelling pages of Y-generation, 3) to study infographic based communication model on travelling pages of Y-generation, and 4) to study infographic usage of Y-generation followers towards model on travelling pages. This research was conducted in a quantitative research. The data were collected from eight top-hit travelling pages and gathered from a sample group of 400. A questionnaire was used as the tool of this research. The data were then analyzed in terms of frequency distribution, percentage, mean, standard deviation, t-test, F-test, One-Way Analysis of Variance, and Multiple Linear Regression. The findings revealed that different demographic characteristics in relation to age and occupation affected travelling page followers of Y-generation. Also, infographic usage behaviors on aspects of main devices for accessing travelling pages, frequency of visiting travelling pages within a week, the number of days a week for visiting travelling pages, spending time for travelling pages, reading the posts of travelling pages, perception of travelling pages, and reasons for following travelling pages, had an effect on travelling page followers of Y-generation. In addition, different infographic based communication models affected different travelling page followers of Y-generation.

Keywords: Communication Model, Infographic, Travelling Page, Y-Generation

1. Introduction

With reference to the survey on travelling trends and behaviors of 17,500 tourists from twenty-seven countries all over the world, the number of tourists is increasing while the number of days on a trip is decreasing. Also, the number of Thai tourists travelling to overseas is growing more than any other countries. According to the travelling plan, it is estimated that the ratio of trip per number of tourists is increasing to 3.9 in 2019 including average number of tourists in Asia Pacific (2.8) and average number of tourists all over the world (2.7). The average number of days per trip all over the world equals eight days per trip which decreases from the year 2013 (ten days per trip) and the year 2015 (9.5 days per trip). Moreover, the Thai tourists have planned to travel only five days per trip, which is lower than the world's average number (Monchai Wongkittikraiwan, 2018).

The group of people who prefer travelling first is the group of Y-generation which were born during 1982 – 2001, aged at 18-37 years old, and raised with a variety of technology. This group is the generation next to X- generation. They are considered as the generations at the beginning of working. They like to express themselves, be independent, think outside the box and be out of control. Furthermore, they are able to work with people about communication and capable of working on many jobs in the same time. They prefer chatting through online media than face-to-face chatting.

The word, “Infographic” comes from Information and Graphics, and is defined as collection of data or knowledge in order to summarize into information which may be imagery, charts, and minimal text that gives an easy-to-understand overview of a topic. Infographics also use striking, engaging visuals to communicate information quickly and clearly (Chongrak Tesana, 2014).

Consequently, the researcher is interested in investigating the infographic based communication model affecting travelling page follower of Y-generation as a case study. It is connected with communication model of content and presentation attracting travelling page followers of Y-generation. In addition, the researcher pays attention to study the effects on their decision making about interest in content and top-hit infographic along with feedback for a case study to further researches related.

Objectives

1. To study demographic characteristics towards infographic on travelling pages of Y-generation.
2. To study infographic usage behaviors on travelling pages of Y-generation.
3. To study infographic based communication model on travelling pages of Y-generation.
4. To study infographic usage of Y-generation followers towards model on travelling pages.

Conceptual Framework

The research framework of Infographic Based Communication Model Affecting Travelling Page Followers of Y-Generation is as follows.

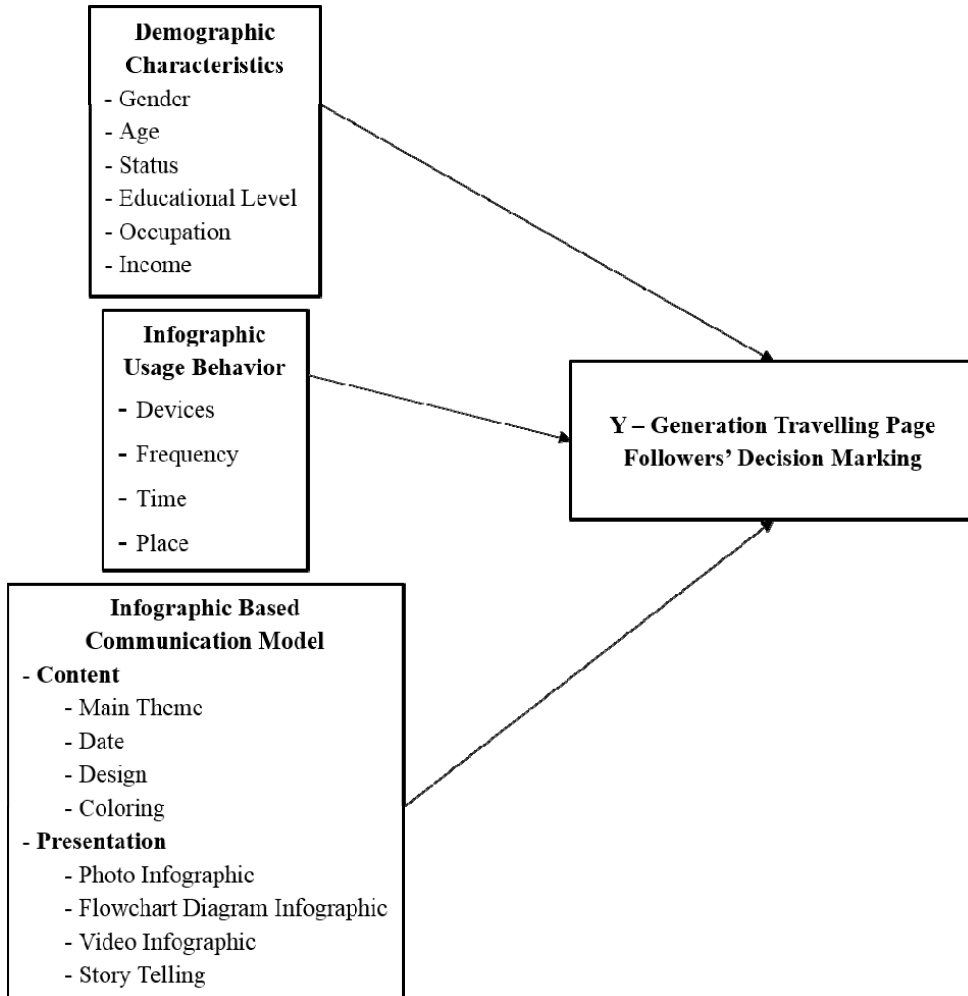


Figure 1 Research Framework

2. Literature Review

Concept and Theory of online media usage behavior of Y-generation

Samuer Nimngern (2018) stated that the Y-generation received information through online media most frequently. Next were television, website, news application, newspapers and radio respectively. Although they have got the information from the new media more and more, they trust in television and radio more than the new media. However, the trends of trusting the information from the new media have gained gradually. The online sources that Y-generations are associated with are the unofficial press agencies and close ones, which are more frequently used than the official press agencies are (53.7%). Also, they have got many kinds of news from the new media and the ones they prefer are entertainment (57.2%), breaking news (51.6%) and sports news (37.2%).

Concept and theory of infographic

Zidane Rider (2013) defined infographic as pictures or graphics which indicate any kind of information and statistics for easy understanding because people like and can memorize beautiful pictures better than reading. The only one diagram can lead to the whole concept and details people can memorize. The presentation of infographic is such a creative way that people can provide the information from a small piece to the big one with a variety of up-to-date situations in the global world.

Concept and theory of travelling fan page

Fan page is constructed for publicizing information such as news, activities, products and services to friends or people who are looking for or interest in the things they want to publicize. Fan page can be utilized in various aspects, for example, public relations, product advertising, actor following or fan club setting, information distribution from websites and business services. Also, it can reach to any group of people widely.

Concept and theory of decision making

Simon (1960) defined decision making as a process of getting opportunity to make decision and select the possible way to do.

Prachum Rodprasert (1990) stated that decision making meant a process of building many ways for selection and examining those ways for the best selection.

3. Research Methodology

This research was conducted in a quantitative research. The data were collected from eight top-hit travelling pages and gathered from a sample group of 400. A questionnaire was used as the tool of this research.

4. Research Results

Demographic characteristics were found that most of samples were males aged between 28-32 years old, married, got the bachelor's degree, worked for private sectors and had monthly income of 10,000-20,000 baht.

Infographic usage behaviors were found that most of samples used smart phones to get into travelling pages, most frequently on Thursday, 2-5 times a week, spent 11-20 minutes per each time, home or residence as the main place to work on travelling pages. They knew the travelling pages from the links that friends sent or shared to them. They also preferred reading only the posts they were interested in due to pictures, coloring, and graphic which were attractive and unique. One of the objectives they used infographic was to see new tourist attractions.

Infographic based communication model were found at a high level as a whole (\bar{X} = 3.83, S.D. = 1.05). As separated aspects, the highest mean scores were found in story telling at a high level (\bar{X} = 3.86, S.D. = 1.05). Next was coloring at a high level (\bar{X} = 3.86, S.D. = 1.04) and last was main theme at a high level (\bar{X} = 3.79, S.D. = 1.05) as Table 1.

Table 1 Infographic Based Communication Model

Infographic Based Communication Model	\bar{x}	S.D.	meaning	ranking
Main theme	3.79	1.05	high	(8)
Data	3.84	1.04	high	(5)
Design	3.84	1.05	high	(4)
Coloring	3.86	1.04	high	(2)
Photo Infographic	3.83	1.05	high	(6)
Flowchart and Diagram Infographic	3.80	1.05	high	(7)
Video Infographic	3.84	1.05	high	(3)
Story Telling	3.86	1.05	high	(1)
Total	3.83	1.05	high	

Decision making to follow travelling pages was found at a high level as a whole (\bar{X} = 3.83, S.D. = 1.05). As separated aspects, the highest mean scores were found in video infographic at a high level (\bar{X} = 4.00, S.D. = 1.07). Next was photo infographic at a high level (\bar{X} = 3.94, S.D. = 1.06) and last was trust in main theme of infographic at a high level (\bar{X} = 3.73, S.D. = 1.03) as Table 2.

Table 2 Decision Making to Follow Travelling Pages

Decision Making to Follow Travelling Pages	Level			
	\bar{x}	SD.	meaning	ranking
Trust in main theme of infographic	3.73	1.03	high	(7)
Trust in data of infographic	3.78	1.00	high	(5)
Preference of design in infographic	3.76	1.00	high	(6)
Preference of coloring in infographic	3.89	1.10	high	(4)
Impression on photo infographic	3.94	1.06	high	(2)
Impression on flowchart and diagram infographic	3.92	1.09	high	(3)
Impression on video infographic	4.00	1.07	high	(1)
Total	3.86	1.05	high	

5. Research Discussion

This research “Infographic Based Communication Model Affecting Travelling Page Followers of Y-Generation” can be discussed into three parts as the following:

Part 1 Demographic Characteristics

Demographic characteristics were found that most of samples were males aged between 28-32 years old, married, got the bachelor’s degree, worked for private sectors and had monthly income of 10,000-20,000 baht. These were related to the study of Benchaporn Saenponmart (2011) indicating that most of samples were males, got the bachelor’s degree worked for company and had monthly income of 10,000-20,000 baht. Different demographic characteristics affected different decision making on travelling pages.

Part 2 Infographic Usage Behavior

Infographic usage behaviors were found that most of samples used smart phones to get into travelling pages, most frequently on Thursday, 2-5 times a week, spent 11-20 minutes per each time, home or residence as the main place to work on travelling pages. They knew the travelling pages from the links that friends sent or shared to them. They also preferred reading only the posts they were interested in due to pictures, coloring, and graphic which were attractive and unique. One of the objectives they used infographic was to see new tourist attractions. These met the study of Suprapa Somnuxpong (2017) indicating that new generation of tourists preferred social media than any other generations, especially on the trip millennial or Y-generation would always tell the story through social media, for instance, travelling place check-in, posting tourist attractions, food, accommodation and updating the status during the trip on mobile phones.

Part 3 Infographic Based Communication Model

Infographic based communication model were found at a high level as a whole. As separated aspects, Main theme; Y-generation preferred the infographic themes which were different from any other travelling pages, Data; Efficiency of infographic data was found for communication and they did not pay attention to the old ones they experienced in. These served the study of Tidajai Jantanarmsri and Pornprom Chomngam (2018) indicating that contents from infographic based communication on fan page was able to make understanding, follow news, clear design and attractive coloring, clear content explanation with the unique color of those travelling pages. The top-hit infographic of Y-generation was video infographic because it was able to clarify the information in a wide and quick range; moreover, these also met the study of Naruemon Thinwirat (2012) indicating that modifying the complicated information into photo infographic was able to enhance people's knowledge and understanding faster and clearer than the only letter explanation did.

6. Recommendation

Recommendation from this research

1. The key to success of using infographic for travelling page followers of Y-generation requires the main theme of contents which serve their needs focusing on video infographic such as story telling which is different from any other page, spent a little time to understand, with a good main character of telling a story, and in the top-hit ones which are able to be applied for their infographic usage.

2. Contents and presentation had an effect on travelling page followers of Y-generation most. So, travelling page creators should consider the target group with the top-hit issues, top-hit tourist attractions, tourist activities in order to improve and develop infographics for building trust of Y-generation

Recommendation for the next research

1. Change of technology may happen in the future for a variety of infographics in order to get up-to-date information for effective analysis and processing.

2. This research focused on Y-generation in only the travelling page. So, the next research should be expanded to any other pages for a variety of data collection.

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**Behavior and Attitude Influencing Addiction to Country
Song Singing Contest Show on Digital Television in Bangkok**

**RCGR^{4th}
2019**

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Abstract

The dissertation under the topic “Behavior and Attitude Influencing Addiction to Country Song Singing Contest Show on Digital Television in Bangkok” is purposefully to 1) Study demographic characteristics that impacts addiction to the show, 2) Study openness behavior influencing shows addiction, 3) Study attitudes towards shows addiction and 4) Study addictions to the show. The 400 samples used in this research are those who watch country song singing contest show in Bangkok, while questionnaire is an instrument to collect data. There are two statistical techniques applied, inclusive of Descriptive Statistics like Percentage, Frequency, Mean and Standard Deviation together with Inference Statistics such as T-Test and One Way Anova. The research indicates that there are greater numbers of female respondents than male respondents at the age between 30 to 39 years old, with Bachelor’s Degree as their highest level of education. Most of them earn an average salary below or equal to 15,000 Thai Baht. The show they usually watch is Golden Microphone. They favor single elimination competition and possess strong attitude towards referees’ knowledge and expertise in country music field. Atmosphere and presentation of the show impact addiction to country singing contest show on digital television in Bangkok.

Keywords: Behavior, Attitude, Addiction, Country Singing Contest Show

1. Introduction

Television media in Thailand approach digital television era nowadays. There are television shows up to 48 channels contributing to higher competition, their television show styles are therefore considered as a significant factor for the audience. Country song singing contest show on television can keep its popularity since its tempo and rhythm in pattern have embedded perfectly in Thai style. The Song Master, Napayon (1993), recorded story about singing contest in his article, Legend of the Temple Fair Singing Contest, that country song singing contest has existed for decades and persistently appear as main activity at the fair. Singing amateurs expressed strong interest to the contest since conquering the stage can be gateway for them to be a superstar.

Singing contest is a kind of entertainment that has been redesigned to match with the modern world. Audience, with plenty of choices in multi television channels, reflect their preference via different behaviors in watching shows and country song singing contest. Their selections are derived from their favorites built after attitudes and remarkable past experiences. The show which is lack of new ideas and initiatives is unable to attract audiences for their openness. The researchers therefore have interests in studying “Behavior and Attitude Influencing Addiction to Country Song Singing Contest Show on Digital Television in Bangkok”. Outcome from the research will be beneficial to support development in content and style of the country song singing contest in order to satisfy the target audience.

Objectives

- 1) To study demographic characteristics that impacts addiction to country song singing contest show on digital television in Bangkok.
- 2) To study openness behavior influencing addiction to country song singing contest show on digital television in Bangkok.
- 3) To study attitudes towards addiction to country song singing contest show on digital television in Bangkok.
- 4) To study addictions to country song singing contest show on digital television in Bangkok.

Research Hypothesis

- 1) Differences in demographic characteristics cause differentiation in country song singing contest show addiction on digital television in Bangkok.
- 2) Differences in openness behavior create distinction in country song singing contest show addiction on digital television in Bangkok.
- 3) Differences in attitudes influence country song singing contest show addiction on digital television in Bangkok distinguishably.
- 4) Differences in demographic, openness and attitudes relates to country song singing contest show addiction on digital television in Bangkok.

Conceptual Framework

The conceptual framework for dissertation “Behavior and Attitude Influencing Addiction to Country Song Singing Contest Show on Digital Television in Bangkok” can be described as below.

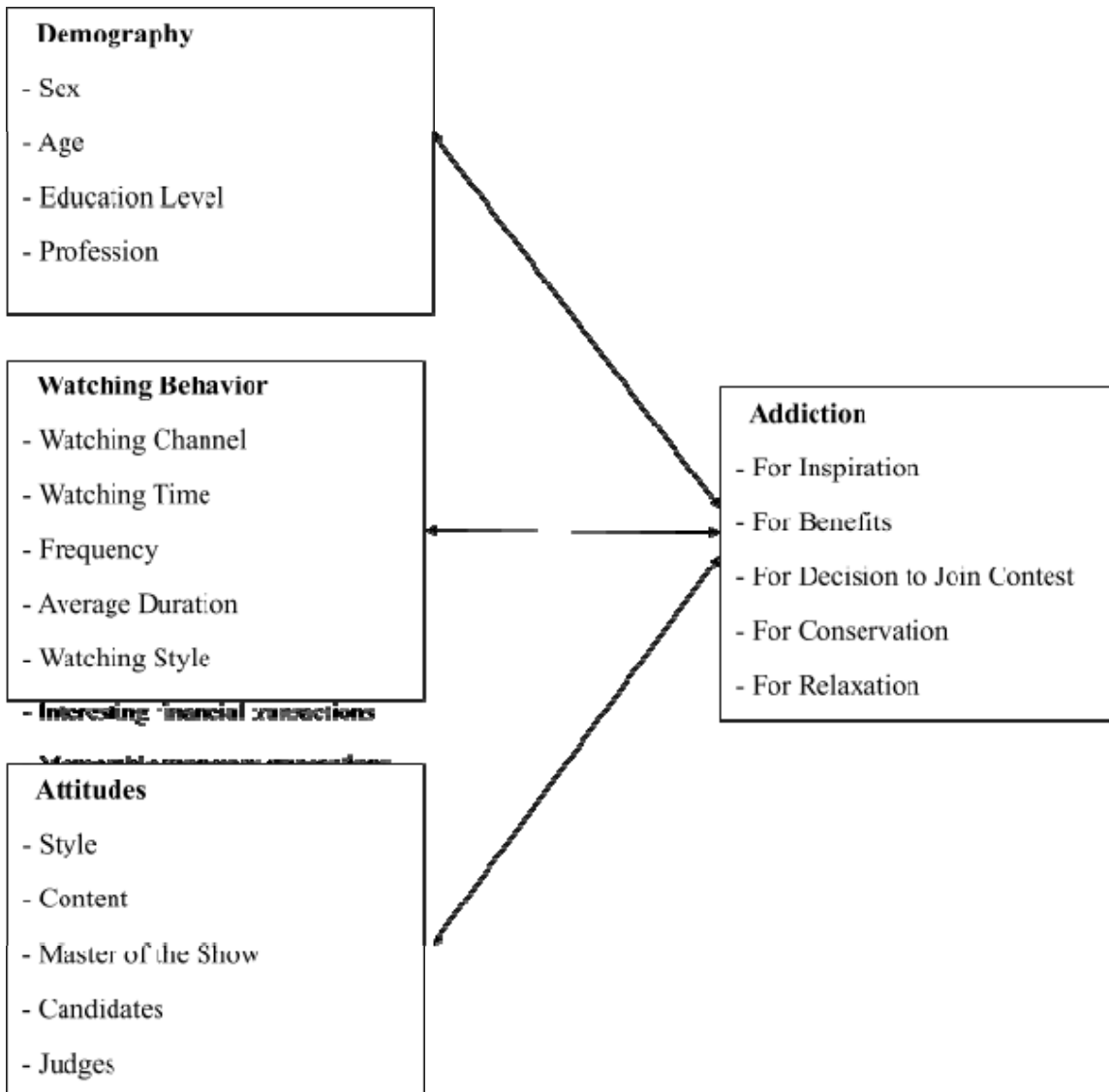


Figure 1 Conceptual Framework

2. Literature Review

Concept and Theory of Demographic Characteristics

Demographic characteristic is one key factor determining target audience and designing distinctive style for different audiences with dissimilar demography such as age, sex, education, economic and social status as well as religious. The statement of Benjarongkrit, 1999 described that since human behaviors are framed by many external driving forces in various ways, with the distinctions in their demographic characteristics, people will behave differently.

Concept and Theory of Attitudes and Behavior

Attitude is a settled way of thinking and feeling about someone and something which grows from basic belief and would influence future behavior. Attitude will drive prompt reaction to any stimulus from connecting two boundaries of our thoughts and our behavior (Sothanasathian, 1990). Individual experiences and background will guide a person to react in favor or negative as their behavior subjectively. Attitude is invisible and unclear, hence in order to understand people's attitudes, we need to interpret their expressed reactions (Rungnapa, 1993).

In this dissertation, the researchers apply concept of attitudes and behaviors to analyse how the two factors could influence the behavior of audiences towards television show of country song singing contest.

Concept and Theory of Television Show

Television show style is the key element enhancing entertainment to audiences. To design shows that are able to attract and cause addiction to audiences, multiple involvements of relevant parties in television network are required.

However, this dissertation will solely focus on television show "Country Song Singing Contest". The contests are presented in different styles like miscellaneous or variety program. Shows appeared in boundaryless design with multiple combination, yet maintain music, songs, humor and guest interview as the core elements.

Concept and Theory of Singing Contest Process in Thailand

The process to promote singers born in music industry was studied by Ruangsakul (2001) with an objective to understand candidates screening criteria and decision-making factors to award winners at the contest. It is known that National Association of Singing Contest has established ruling in acceptable standard that can be applied to almost all types of singing contest. Two criterias are set with clear scores and can be separated into two parts: The first 60 percent is singing quality by considering voices, singing techniques, rhythmic accuracy, while another 40 percent is audiences' impression like how singers create entertaining atmosphere to them with their grooming, mannes, speech, enterning, appearance, etc. Apart from these qualifications, they also view costumes and dressing style, motion and postures, together with emotion. Singers must blend all components perfectly in order to deliver the best listening experiences to audiences for winning awards.

3. Research Methodology

Respondents to the questionnaire for this research are male and female population living in Bangkok Metropolitan who at least once watched country song singing contest on digital television. Data were collected from 400 samples responding to the arranged questionnaires. The received data were analysed with two statistical techniques: Descriptive Statistics like Percentage, Frequency, Mean and Standard Deviation as well as Inference Statistics consisting of T-Test and One Way Anova.

4. Research Results

There are more female respondents at 242 women or equivalent to 60.50 percent, and 114 respondents are at the age of 30-39 years old or equivalent to 28.5 percent. 189 respondents or 47.25 percent completed their Bachelor's Degree. 79 respondents or 19.75 percent work in private companies or establish their own business. 113 respondents or 28.25 percent have average monthly income lower than or equal to 15,000 Thai Baht.

Watching behaviours of 248 people or 62 percent are mostly derived from television media channel. Watching time are between 18.01-21.00 hours for 252 respondents or 40.65 percent. About 186 respondents or 46.50 percent have never missed watching the show on every week program for one month. Those who spend time watching contest show over 30 minutes are 179 respondents, which equals to 44.75 percent. Majority of the respondents at the number of 238 or 59.5 percent watch the program occasionally. 238 respondents or 59.50 percent have watched the show for over 2 years, while 365 respondents or 91.25 percent watch the show at their place of residence. The best known contest television program from 339 respondents or 26.90 percent is Golden Microphone. Single contest is the most favorite program given by 216 audiences, which is equivalent to 54 percent. 335 respondents 83.75 percent of them favour both male and female hosts, while 338 respondents or 84.50 percent like both male and female singers. About 135 respondents or 33.75 percent select their watching program by its content, while 156 respondents or equivalent to 39.00 percent like the country music singing contest show presenting oldies songs of old famous singers. Besides, 198 respondents or equivalent to 49.50 percent favor programs that awarding decision is made by judges only. 126 respondents or 31.50 percent watch the program on and off. 225 respondents or 56.25 percent pay no attention for the contest. Audiences watching the program for the purpose of entertainment and relaxation counted as 257 respondents or equivalent to 64.25 percent.

Table 1 Mean (\bar{X}) and Standard Deviation (S.D.) of the respondents are classified by audiences' attitudes towards country song singing contest

Audiences' Attitudes towards Country Song Singing Contest	\bar{X}	S.D.	Results
Content	3.92	0.54	High
Master of The Show	4.31	0.52	Highest
Participants to The Contest	4.14	0.53	High
Judges	4.34	0.62	Highest
Atmosphere and Presentation Style	4.20	0.63	High
Total	4.18	0.49	High

From Table 1 Audiences' Attitudes to Country Song Singing Contest Show, an overall Mean is high ($\bar{X} = 4.18$). When considering by components, it is found that Judges gains the greatest Mean ($\bar{X} = 4.34$, S.D. = 0.62), and followed by Master of the Show ($\bar{X} = 4.31$, S.D. = 0.52). Atmosphere and Presentation Style also possess high score of Mean ($\bar{X} = 4.20$, S.D. = 0.63). The lowest mean score goes to content ($\bar{X} = 3.92$, S.D. = 0.54) respectively.

From Addiction to Country Song Singing Contest, an overall achieves high Mean score ($\bar{X} = 3.98$, S.D. = 0.72). When analysing by components, watching program for traditional purpose to appreciate authentic Thai country song achieves highest Mean ($\bar{X} = 4.26$, S.D. 0.78). The purpose for entertainment and relaxation is in the second rank ($\bar{X} = 4.23$, S.D. 0.77). For beneficial purpose from judges comments to improve individual singing skills gains high score ($\bar{X} = 4.15$, S.D. = 0.87) while the lowest Mean ($\bar{X} = 3.64$, S.D. = 1.157) goes to the purpose of having inspiration to join the contest.

5. Research Discussion

For demographic characteristics, the majority of the respondents are female at the age between 30 to 39 years old, completed their highest education level of Bachelor's degree and work in private companies or own their business. This result is in accordance with former research of Sittipracharat & Wittayasarana (2019) under the topic "Openness Behavior and Addiction Factors towards the Show named "The Mask Singer" for audiences in Bangkok Metropolitan. It is found that most of the audiences in the sample group who watch The Mask Singer are female holding Bachelor's Degree and work in private organisation. Similar result is described by past research of Nutpraween (2014) under the topic "Openness Behavior, Satisfaction and Benefits from The Voice Thailand by Audiences in Bangkok", that the majority of samples are undergraduate female employees.

For Openness towards Country Song Singing Contest, major respondents know and once watched "Golden Microphone". Respondents like single contest and appreciate both male and female competitors. They consider program content as a factor to select which program to watch the most. The result aligns to former research of Wiriyawattana (2009) under the topic "Master Key Presentation Style and Audiences Acceptance". It is described that openness behavior and acceptance by sample group were driven by their interests in television program content.

For Attitudes of audiences to Country Song Singing Contest, judges' expertise is the key. The finding reaffirms acceptance to the concept of National Association of Singing contest in establishing standard ruling to screen award winners. Criteria and scores are classified into two parts inclusive of the first 60 points for singing quality considering voice, use of techniques and rhythmic accuracy, the remaining 40 points are impression aspects that singers can appreciate audiences by their grooming, mannes, speech, enterning, appearance, etc.

6. Recommendation

1. It is recommended to include more comparative study of multiples singing contest shows for similarity and differentiation analysis in order to improve on the shows' pros and cons for better television programs.
2. This dissertation should focus not only on sample group from country song singing contest audiences, but also can be developed to embed and conserve country music to new generations.

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0046

**Online Media Strategies for Children's Television Programs
Production Case Study of Thai Fairy Tales Channel on YouTube**

**RCGR^{4th}
2019**

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Abstract

This dissertation is under the topic “Online Media Strategies for Children’s Television Programs Production”. A case study of Thai Fairy Tales channel on YouTube is analysed for the purpose of studying openness behavior, attitude and satisfaction towards appropriate content in the children’s television programs, in order to study the production concept of the programs. Relevant parties to children’s television programs are 4-9 years old children, parents, elementary school teachers, experts in media children’s television programs production, fairy tales writers, television station executives as well as producers. Researcher applies Qualitative Research technique to this study by organising In-depth Interview, Face to Face Interview: F2F and Enumeration by Telephone to collect and analyse data in accordance with the conceptual framework presented in the form of Descriptive Research. Research indicates that parents and teachers are influential to children’s openness behavior to media on how to select contents, watching duration, location, along with online media accessing tools to online media. Information provided online for children must share good examples and generate good manners for them. Experts accordingly believe that to producing qualified television programs for children not only aims to yield entertainment, but to also consider the process embed ethics, values and culture. From this research, online media strategies for children’s television programs production can be classified by the researcher as follows: 1) quality management strategy to children’s television programs production, and 2) impression enhancement strategy to YouTube audiences. Results from this dissertation are beneficial information to further support corresponding decision and improvement on children’s television programs to satisfy public true needs.

Keywords: Strategy, Television Channel Production, Online Media

1. Introduction

The process to produce television shows in Thailand nowadays do not enhance youth learning sufficiently due to many constraints like specific requirements from direct sponsorship, popular trends and tastes of audiences which rapidly alters following online and internet influences. For decades, media communication professional intends to create good children's television program that can cultivate values, ethics, culture, attitude and good behavior in society. They target to produce qualified television program to enhance children's education especially for 4-9 years old kids. However, programs production stoll cannot constructively support incubation of goodness in youth since the majority of the programs are in the form of game shows, music videos and movies. Chinese and Korean series, for example, focus more on entertainment.

Revisiting former children's television programs before digital television era, we can notice that youth television program gradually diminished to an end. Few remained but only with short broadcasting time such as LOCA channel by Pantipa Sakuntachai or "J' Tim TV Pool", the first producer who returned permission to produce children's program to the Authority after incurring serious loss. In 2019, after The National Broadcasting and Telecommunications Commission or NBTC granted permission to broadcasters to return their reserved time and programs, 7 channels had requested for the grant. Of the total 7 channels, there were two children's channels which were 3 Family Channel 13 and MCOT Family Channel 14, three news channels which were Spring News Channel 19, Bright TV Channel 20 and Voice TV Channel 21, and two general channels in SD which were Spring 26 Channel 26 (now 26 as previous) and 3 SD Channel 28.

At present, social media are greatly developed and easily accessible with less expenses. Online media consequently possess strong impact on people's daily life. People consume news and information online in this era. YouTube, which is one of the social media platforms, is widely used for conveying information for marketing purposes. Many companies including television broadcasting stations and television producers attach more significance and start using YouTube as the channel to provide commercial information. In addition, audiences' trend in watching YouTube video also favor and support this media as the most popular platform for video plays in Thailand.

As a result, the researcher would like to maximise advantageous from studying patterns of producing children's television programs on YouTube, by analysing audiences' openness behavior, attitude and satisfaction. The dissertation intentionally study how audiences selectively absorb informative contents from children's fairy tales television programs. Thai Fairy Tales channel on YouTube is carefully selected as a case study since their story-telling are mainly presented via videos in the form of animated cartoons. Researcher believes that studying outcomes will bring about techniques and strategies applied for children's television program production.

Objectives

- 1) To study audiences' behavior, attitude and satisfaction towards Thai Fairy Tales channel on YouTube
- 2) To study concepts of children's television program production on YouTube
- 3) To study strategies for children's television program production from Thai Fairy Tales channel on YouTube

Conceptual Framework

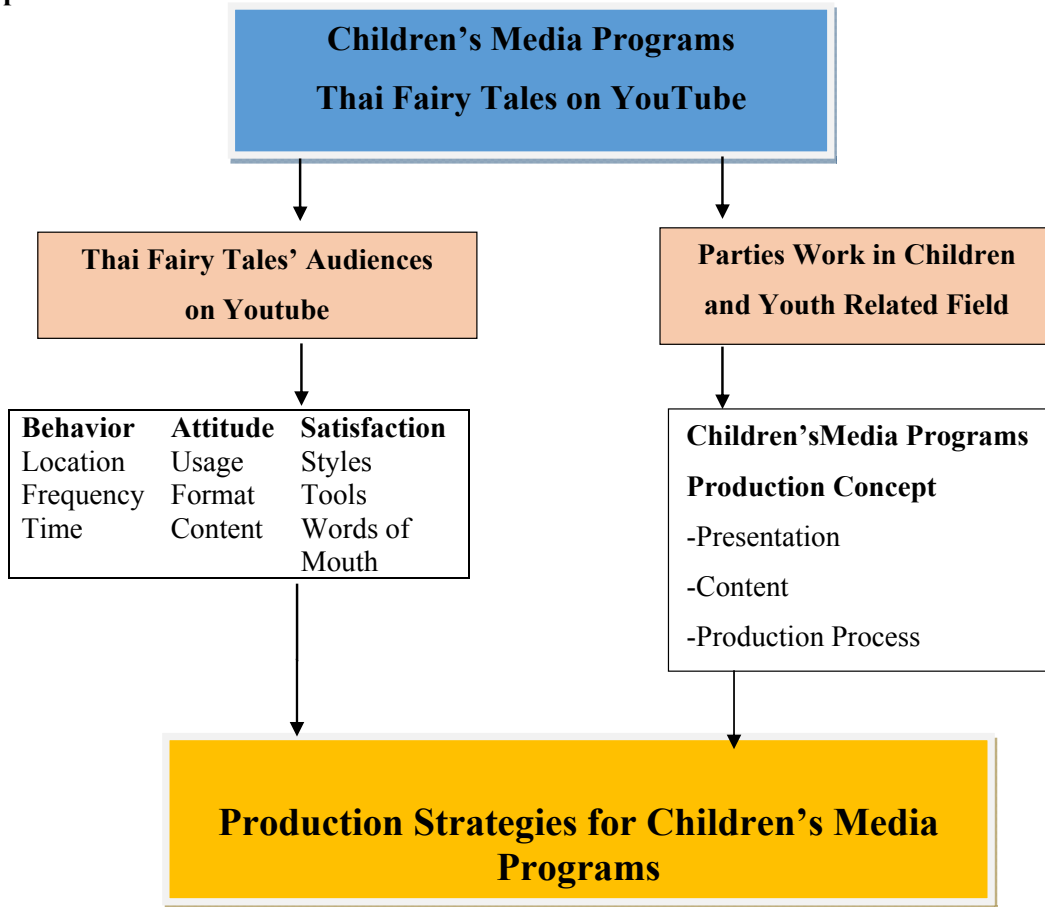


Figure 1 Conceptual Framework

2. Literature Review

Strategies to produce children's television programs engage creative's conceptual design and program plans structurally in consideration with information, logics, situation evaluation and possibilities in all aspects to determine key messages, presentation format and appropriate methods for programs introduction. Three important tasks for planning include (1) Audience Planning, (2) Program Planning, (3) Implementation Planning (Intratus & Boontawee, 2007, p.1-26).

Since television is the media that influences children and is able to raise their attention, comprehending how children captivate television programs can affect their intellectual development and learning success. Kirkorian, H., Wartella, E., & Anderson, D. (2008). Media and young children's learning. *Future of Children*, 18(1), 39-61.–has summarised their research about the effects of media, particularly, television programs on children as follows:

- 1) Infants cannot understand television symbols until the age of 3 years old or above.
- 2) Television educational programs designed based on subjects curriculum are purposefully to develop educational and social skills.
- 3) Children in primary school with Sesame Street television program watching experiences are more ready to learn than those having no experiences.
- 4) Watching educational television positively yields learning success in the long-term. In contrast, television programs purely for entertainment or with aggressive content cause negative effects and learning failure accordingly.
- 5) Subjects matter in television content is the most critical factor influencing children's intellectual development and learning success.
- 6) Both media producers and parents can create children's positive influences the most. Research outcomes are summarised that interaction between children and parents while watching television shows enhance maximum benefits to children's development and learning.

3. Research Methodology

Researcher applies Qualitative Research method to study Online Media Strategies for Children's Television Programs Production, a case study of Thai Fairy Tales channel on YouTube. Data are collected from two sampling groups via In-depth interview, Face to Face Interview : F2F and Enumeration by telephone. The major samples are:

- 1) Groups that subscribe and frequently watch Thai Fairy Tales Youtube channel : 10 of 4-9 years old children, 5 parents, 5 elementary school teachers, accumulated to 20 samples in total.
- 2) Groups that work with or in Children and Youth related field : Researcher's selected samples are people in the Research and Development department consisting of children's television producers and children behavior's experts, accumulated to 20 samples in total.

4. Research Results

Research outcome reveals that parents and teachers are major influencers to children's openness behavior to media. Contents, watching time, duration, location and online accessing tools are under their designation. Children's online programs must extensively provide good examples to embed right behavior in their childhood. Presentation can be in various forms such as fairy tales cartoons, fairy tales storytellings, music videos, short movies, ad etc. Cartoons in the fantasy world with images, sounds and companion characters like heroes can attract children aged between 4 to 9 years old. Researcher also finds that children and youth's experts prioritise ethics when establishing children's television programs. They believe that cultivating ethics since childhood will strengthen children's background to pursue their living as good citizens in the Thai society. Apart from ethics, programs can also enhance other 4 development skills for children including physical, emotion, talent and social. Qualified children's television programs must also be entertained. This does not refer to jokers but the children should be enjoyed and educated from watching television program's content simultaneously. As a result, aside from an entertainment, television programs have to insert informative and creative elements to children. Likewise, producers must possess creativity or could be said as thinking outside the box.

5. Research Debate

After deliberate consideration, researcher comes to the conclusion that production strategies for children's television programs can be categorised into two aspects as follows;

1. Quality Management Strategy to Children's Television Programs Production

- 1.1 **Topics** : Producers need a clear programs production plan to determine key contents that are advantageous for children in terms of educating values, ethics and good behavior to the society. The more important is this comprehensive plan has to be guidelines for all relevant team members to follow.
- 1.2 **Presentation** : There are multiple techniques to design children's television programs presentation depending on the key messages and the core contents. Proper presentation blending with entertainment, informativeness, creativity will contribute to an addiction to the shows.
- 1.3 **Playwriting and Storytelling** : Playwriting can be good or bad depending on the contents and elements applied to that program. The most challenging work for playwright is how to convey messages to the target groups due to the differences in perception among children at different ages.
- 1.4 **Filming and Editing** : Visual production like arranging light illumination and color tone should be appropriate to audiences' styles and preferences. Techniques are basically rely on the content, however "tone setting" is also significant to create harmonisation throughout the videos. Standardised videos must not cause any borings even watching repeatedly.

1. Impression Enhancement Strategy to YouTube Audiences

1. **Appropriate Content for Family** : Producers have to support educational development and inspire interactions among family and society.
2. **Audience Insights** : Although 4-9 years old children are commonly classified into junior levels, however, different age even for one year possess distinctive development, environment and experiences.
3. **Interests-Based Search Results** : Google and Youtube channels show the videos and sites that are relevant and attractive to the users. There is a systematic tool called Youtube Analytics to examine the most searched terms for video uploaders and marketers.
4. **Youtube Videos Awareness** : Thumbnails on Youtube is a significant factor for children's decision-making to click and watch the programs further. Youtube videos that the titles correspond to contents will be more accessible to the audience.
5. **Remarkable Channel and Content** : Youtube channel names (brand) identify contents presented in the channel and are remarkable to the audience. Producers can also make use of appealing and conforming logos plus banners to attract their interests.
6. **Increase in Watching Experiences** : Producers have to consider other strategies that can affect Youtube contents such as playlists and edition. They should avoid any complications when editing videos for children. Music and sound greatly allure young audiences. Carefully selected colour is the core element to gain their attention. Likewise, large fonts will support their reading capability.

6. Recommendation

Strategies derived from this research are 1. Quality Management Strategy to Children's Television Programs Production and 2. Impression Enhancement Strategy to YouTube Audiences. There are additional techniques to construct interactive contents with audiences as well as creating values and entertainment suitable for children and family. It is recommended to possess a better understanding on children's concerns and solutions to ease their apprehensions by using children's preferred characters.

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0017

**Development of a Digital Literacy Assessment Tool: A Case Study of
Health Sciences Academic Staff of Higher Education Institutions**



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Development of a Digital Literacy Assessment Tool: A Case Study of Health Sciences Academic Staff of Higher Education Institutions

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Abstract

Digital literacy is important in this digital era. This study aimed to develop a tool for assessing digital literacy of health science academic staff in higher education. Definition of digital literacy was based on the work of Allan Martin, and the 50 question instrument was designed based on the Northstar Basic Computer Skills Certificate. Content validity of the instrument was determined by five experts yielding IOC of > 0.5 for 49 items. Adjustments according to suggestions from experts were made. The instrument was then subjected to a reliability test by 30 academic staff of Praboromarajchanok Institute. KR-20 coefficient was 0.932. Considering appropriate difficulty index (p) of 0.2-0.8, the final version of the instrument comprised 43 questions covering 4 dimensions of digital literacy; ICT literacy, media literacy, visual literacy, and technological literacy. An online version of the instrument was developed, and it could be adopted for assessment of digital literacy of health sciences academic staff in higher education.

Keywords: Digital Literacy, Assessment Tool, Content Validity, Reliability

1. Introduction

Digital literacy is becoming more important. Technology is a major influence on our daily life. It is important that knowledge preparation concerning digital literacy has to be considered. This applies to all people in this era. Academic staffs of educational institutions whose are responsible for student development are a target of this research. According to Wangjongmee's study (Wangjongmee & Naiyapat, 2019), he and his team remarked that technological issues in terms of supporting teachers working in 21st century have affected lesson development and also help to motivate student's concentration in class. However, digital literacy assessment was defined by many educators based on their individual studies; this resulted in broad definition of digital literacy. This result had been supported by Irvin study (KATZ & MACKLIN, 2007), which remarked that digital literacy assessment had to cover the use of digital instruments for data accessibility in order to extract information for decision making. According our literature reviewing process, we found that

English assessment tools were mostly available. Moreover, Health Literacy assessments, which comprised content about specific knowledge in healthcare but not covering technological aspect, were normally used for health sciences academic staff. This research aimed to develop a tool for assessment of digital literacy of health sciences academic staff in higher education.

Objectives

1. To develop a tool for assessment of digital literacy of health sciences academic staff in higher education.

Research Hypothesis

1. The tool for assessment of digital literacy can be used for assessing digital literacy of health sciences academic staff in higher education.

Conceptual Framework

The research aimed to develop a tool for assessment of digital literacy of health sciences academic staff in higher education based on the conceptual framework with the following details:

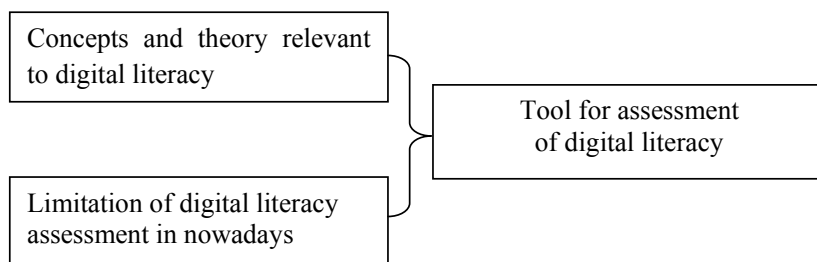


Figure 1 The conceptual framework of developing a tool for assessment of digital literacy of Health Sciences academic staff in higher education

2. Literature Review

According to our literature review, we found that a study conducted by Ela Klecum(Klecun, 2010) investigated factors influencing on health working of health care workers. The results showed the important influence of digital and health literacy on healthcare workers. Information query was an important skill for working. Moreover, use of web 2.0 including other technological tools should be included in an assessment. A study of Pérez (PérezMeg & Murray, 2010) inferred that it was necessary to assess ICT literacy of digital literacy based on applying to higher education and discipline in the workplace. In other words, a study of Allan Martin(Allan, 2006) investigated the way of development digital literacy framework and tools for students and teachers in terms of “DigEULit” which consisted of 4 competencies; ICT Literacy, Media Literacy, Visual Literacy and Technological Literacy.

3. Research Methodology

For this development of a tool for assessment of digital literacy of health sciences academic staff in higher education, researcher did it in 4 steps.

- Step 1 literature review
- Step 2 tool development
- Step 3 quality assessment
- Step 4 tool adjustment

Step 1 Literature Review

Researcher studied digital literacy concepts, theory and related researches. Information query in terms of digital literacy, information literacy, media literacy was made. Finding out factors affecting to digital literacy and assessment were also conducted in this process.

Step 2 Tool Development

For the development of a tool for assessment of digital literacy of health sciences academic staff in higher education, researchers split or planning into the 2 following parts.

1. Scope of content development

This research aimed to create a tool of digital literacy assessment of health sciences academic staff in higher education, the technological instruments and principles using in academic workplace were considered to be a part of this tool.

2. Test structure design

This research tool was developed based on scope of Northstar Basic Computer Skills Certificate (Minnesota, 2019) and a study of Kampol (Kessalee & Kwiecien, 2018) only some part relevant to Martin's digital literacy definition. The tool comprised multiple choice questions. Each question consisted of 4 choices including "Not know" In case of choose the answer correctly, it would be 1 score otherwise would be 0

Step 3 Quality Evaluation

Researcher used the following criteria to consider tool's effectiveness

1. Content validity

After finishing the process of instrument construction, it was then evaluated content validity by 5 experts; 2 health informatics officers, 2 educational technology officers, and 1 technology officer. The Index of Item – Objective Congruence; IOC was used in this measurement with interpretation as follows:

- Score + 1 if the item showed the concurrence with an objective
- Score 0 if the item showed unclear the concurrence with an objective
- Score - 1 if the item not showed the concurrence with an objective

Each expert would then give an average IOC for each item. The item yielding IOC > 0.5 was accepted.

2. Reliability

The qualified test was sent to 30 academic staff of Praboromarajchanok Institute to read the test within 3 days. The reliability and difficulty analysis was then determined in terms of KR-20 coefficient and difficulty index (p) respectively by using SPSS version 23. The acceptance value should be more than 0.7 (KR-20) and be in the range of 0.20-0.80 (p)

Step 4 Tool Adjustment

Adjustments according to suggestions from experts were made. An online version of the instrument was then developed.

4. Research Results

After literature review, we found that there were many studies relevant to digital literacy. The digital literacy theory of Martin A. and Northstar Basic Computer Skills Certificate were chosen to be the models of development. The results showed as follows:

4.1. Review Literature

Researcher reviewed two parts of literature. First was definition of digital literacy. Second was scope of digital literacy assessment.

4.1.1 Definition of digital literacy

Definition of digital literacy was widely defined by many educators. The definition was mostly about application of technological knowledge, skills and attitude necessary for work. This research used definition of Martin which framework was update and improved weakness of existent researches.

4.1.2 Scope of digital literacy assessment

Researcher used the keyword “digital, literacy, health, information, higher education” to explore the scope of digital literacy assessment as shown in Table 1.

Table 1 scope of digital literacy assessment

Study name	scope of digital literacy assessment
Glister, 1997	1) Internet searching, 2) hypertext navigation, 3) knowledge assembly 4) content evaluation (Bawden 2008)
Sharon, 2009	Information literacy (Individual knowledge and social construction Web 2.0)
Pereira, 2009	Information literacy (problem solving, group working, Metacognitive, Fluency in ICT use)
Ela, 2010	1) Information literacy (critical analytical skills for seeking & evaluation 2) Technology-related literacies (ICT literacy, Net/web literacy) 3) Composite literacies (E-learning, E-citizenship)

DLStdCurr. Computer literacy, Network literacy, Information literacy, Social media literacy
Ver 3, 2011

Payton, ICT literacy, Digital natives, Internet-web2.0-digital media, Information literacy,
2011 Critical thinking, E-safety

Table 1 scope of digital literacy assessment (cont.)

Study name	scope of digital literacy assessment
Barbara 2014	Photo-visual Digital, Reproduction Digital, Branching Digital, Information Digital, Socio-emotional, Real-time Digital
ETS ICT literacy	Problem-solving & critical thinking (define-access-manage-integrate-evaluate-create-communicate)
DigiLit Leicester	1) find, evaluate, manage information 2) Create & share information 3) Communicate & collaborate 4) Technological using intelligence
Northstar	1) Computer skills 2) Software 3) Using Tech in daily life

From the table 1, the results showed that most of information literacy assessment is relevant to ability of individual to use their computer and internet knowledge and skills to access data sources including thinking, analysis and evaluation of data. Moreover, the study of Barbara's suggested adding photo-visual, and reproduction digital to be a part of the assessment. The study conducted by Payton suggested that web 2.0 and E-safety were also included in digital literacy assessments.

4.2 Tool Development

This research goal was to construct a tool for assessment of digital literacy of health sciences academic staff in higher education and was grounded on the work of Allan Martin, particularly knowledge assessment covering four dimensions of digital literacy; ICT Literacy, Media Literacy, Visual Literacy and Technological literacy.

Moreover, the tool was designed based on the Northstar Basic Computer Skills Certificate which was a test for higher education students and academic staff and used for digital literacy assessment.

Consequently, the 50 question instrument was created based on health sciences discipline. Each question had 4 choices including "Not know"

4.3 Quality Evaluation

The tool's effectiveness showed the results as follows:

4.3.1 Content validity

The tool was evaluated content validity by five experts. The results showed that 49 questions yielding IOC > 0.5, one another was adjusted texting according to expert's suggestions.

Finally, there were 50 questions for the next step, reliability.

4.3.2 Reliability

The 50 item of qualified test was subjected to a reliability test by 30 academic staffs of Praboromarajchanok Institute. The reliability test and difficulty analysis was then determined in terms of KR-20 coefficient and difficulty index (p) respectively. The results showed that KR-20 coefficient was 0.932. Considering appropriate difficulty index (p), each of 10 questions was out of range 0.2-0.8 which indicated inappropriate question. Consequently, researchers made an adjustment as follows:

Three questions adjustments were needed to make, in contrast, seven questions were deleted.

Table 2 showed the final version of the instrument comprised 43 questions covering 4 dimensions of digital literacy; ICT literacy, media literacy, visual literacy, and technological literacy. An online version of the instrument was developed and distributed via the link: <https://forms.gle/XugJvpbFUKnGPHoH7>

Table 2 Digital literacy Assessment Tool

Type of Digital literacy	Question
ICT Literacy	1. What is incorrect about command key shortcuts? 2. Which number indicates HDMI input? 3. Which among the choices shows the best single thread performance of CPUs 4. Which among the choices shows the highest disk capacity? 5. The sets of number “203.151.206.76” can be referred to 6. What is an Operating System; OS 7. Considering picture below, what is incorrect about file management? 8. In case of facing the internet connection problem on smartphone, which part can be Troubleshoot Network Connection? 9. Which among the choices is incorrect about the Mozilla Firefox (Web Browser) 10. After receiving file “robotics.doc” from your connector to edit data insides, what should be avoided? 11. What can be the best name of file in case of making categorization and convenient searching? 12. Which software is used for virus protection? 13. Which software is used for reference management? 14. If you want to know about an efficacy and worthiness of using some health product, which data source can be the best? 15. If you want to search data about disorders “Jumping Frenchman of Maine” for teaching your medical students, which data source does give the lowest of strength? 16. If you want to improve your previous knowledge “robotics”, what data source does give the most out-of-date? 17. If you want to know the efficacy of coronary artery bypass grafting (CABG) for an aortic stenosis elderly patient, which term can be the best for searching and getting the results of specific, credible, and abundant? 18. If you type “ student "tooth decay" in a school ” for querying then you receive a lot of unwanted results, what should be done to narrow the search?

19. What type of operator is suitable for searching the word beginning with “mal”?
20. What is incorrect about parts of an email message?
21. From the picture below, which statement is not correct?
22. After receiving this email, what should you do?
23. Which statement is correct about the standard features of word processors?
24. If you want to edit text and keeping change tracking, what command is suitable?

- | | |
|---------------------------|--|
| Media
Literacy | <ol style="list-style-type: none"> 25. If you want to paste the table copying from Excel spreadsheet on your Word document similar to an original Excel file and can edit, what command is suitable? 26. Considering the picture below, what command of Excel can make the result of showing some data in column? 27. If you want to start a slide show, you have to use 28. This PowerPoint template is the most suitable for 29. Which statement is suitable for informal talking with your students via Line application? 30. According to the act, what is not included in copyright? 31. One of the marijuana supplements claimed “doctors confirm! Marijuana’s leaf can incredibly kill cancer cells” can be inferred as 32. What is not a good technique for making slideshow presentation? |
| Visual
Literacy | <ol style="list-style-type: none"> 33. Which software is not video editor? 34. Which of the following pairs does not match? 35. This picture can be implied that 36. After finishing the classroom, you see some negative caption on your student’s Facebook, you think |
| Technological
Literacy | <ol style="list-style-type: none"> 37. What is “ability to transfer data via the internet to control all instruments in your house e.g. to remote turn on/off the light in a house from your office etc.” 38. Which statement is not true about technology used in classroom? 39. Which password can be used easily and safety? 40. This pop up display when you signed in your account on internet café’s computer, what should you do? 41. From the picture below, does this guy do the wrong thing according to the act of computer (version 2) B.E.2017? 42. “This is anti-obesity drug! Confirm the result, no reverse! Please Direct Message” you saw this caption on your friend’s Facebook. She is a health education teacher. You say 43. What is not a good habit for using technology? |

5. Research Discussion

5.1 Tool Development

Results of tool development showed that definition of digital literacy based on the work of Martin indicated modernization and improvement of weakness of existent researches. The content used in this research focused on the use of computer and internet in terms of healthcare work that aligned with a study of PENCEIL project (Covello, 2010). According to iCritical Thinking project, they inferred that it was necessary to assess ICT literacy covering seven dimensions of technological use such as to access, manage, create information etc. A study of Ela (Klecun, 2010) suggested focusing on information literacy by using analytical skills for information query and information evaluation as well as Technology-related literacies such as how to approach technology, and use of social media in appropriate ways.

5.2 Quality Evaluation

Results of quality evaluation showed that KR-20 coefficient was 0.932. Considering appropriate difficulty index (p), each of 10 questions was out of range 0.2-0.8 which indicated inappropriate question due to being simple. These questions could be replaced by the words indicated more complex interpretation

5.3 Application

This research created a tool for assessment of digital literacy. It could be beneficial for health sciences academic staffs in higher education because it contained a lot of questions indicated a large scale of digital literacy assessment.

6. Recommendation

1. This instrument provides in electronic form on google which may have some limitation in case of download. It will be more useful if there is some study using questions of this study to be a model of development in other forms such as web or application.

2. In case of applying for other people who are not relevant to health sciences academic discipline, an adjustment texting in terms of general question, not specific to health content, can be possible.

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**The Correlation between “The PERMA Profiler”
Characteristics of Adolescents and Their Parents**

**RCGR^{4th}
2019**

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The Correlation between “The PERMA Profiler” Characteristics of Adolescents and Their Parents

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Abstract

The purpose of this study is to investigate the relationship between The PERMA Profiler characteristics of adolescent and their parents among junior high school students from grade 1-3 in Bangkok. The researcher employed Multi-stage Sampling to recruit 1,081 samples of students in junior high school and 202 samples of parents and compare other countries. The data assessed the positive psychological characteristics using the Thai version of The PERMA Profiler .The results of the study showed that the samples had 5 positive psychological characteristics, as follows : Positive emotions = 7.29 ± 1.53 , Engagement 5.77 ± 1.53 , Relationships 7.14 ± 1.55 , Meaning 5.37 ± 1.54 , Accomplishment 6.45 ± 1.61 . Females had a higher score than males. The samples in the higher class had lower scores and no correlation was found between The PERMA Profiler characteristics of adolescents and their parents for all five aspects. But there are limitations due to the small amount of data that could be collected from parents.

Keywords: Program Development, Problem Solving

1. Introduction

Positive psychology is a psychological theory. It focuses on individuals' attributes or strength enabling them to have happiness in life, good inspiration, no discouragement to hindrance, and abilities to handle bad circumstances (Frederickson, Petrides, & Simmonds, 2012). These attributes must be transferred from their parents and learning experience. This theory was developed in 1998 by Martin Seligman. In 2011, Seligman proposed PERMA model which explains the positive psychology; it mentions about well-being and happiness. PERMA comes from the first letter of 5 factors as follows: P = Positive emotions, E = Engagement, R = Positive relationships, M = Meaning and purpose, and A = Accomplishment. These factors entail higher life happiness, and less depression. Adolescence is the edge point of changes from childhood to adulthood. This period is important as one will encounter several physical and mental changes. Sometimes, the adolescents may express some risky behaviors. Starting to promote positive psychology in teens may help reduce behavioral problems. The studies on attributes of positive psychology have not yet been conducted in

Thai people, especially the relationship of positive psychology between parents and adolescents in Thailand. Therefore, the Researcher was interested in studying the relationship between positive psychological characteristics between Thai parents and Thai adolescents based on PERMA.

Objectives

1. To study the positive psychological characteristics in Thai adolescents.
2. To study the relationship between positive psychological characteristics and self-esteem and happiness in Thai adolescents.
3. To study the relationship between positive psychological characteristics in Thai parents and positive psychological characteristics in Thai adolescents based on PERMA.

Research Hypothesis

1. The adolescents with positive psychological characteristics would have the positive relationship with happiness and self-esteem.
2. The positive psychological characteristics in the parents would have the positive relationship with positive psychological characteristics in adolescents.

Conceptual Framework

Variables of study

Independent variables: positive psychological characteristics of adolescents and parents as assessed by PERMA Profiler:

P = Positive Emotions

E = Engagement

R = Relationships

M = Meaning

A = Accomplishment

Dependent variables: self-esteem and happiness in adolescence

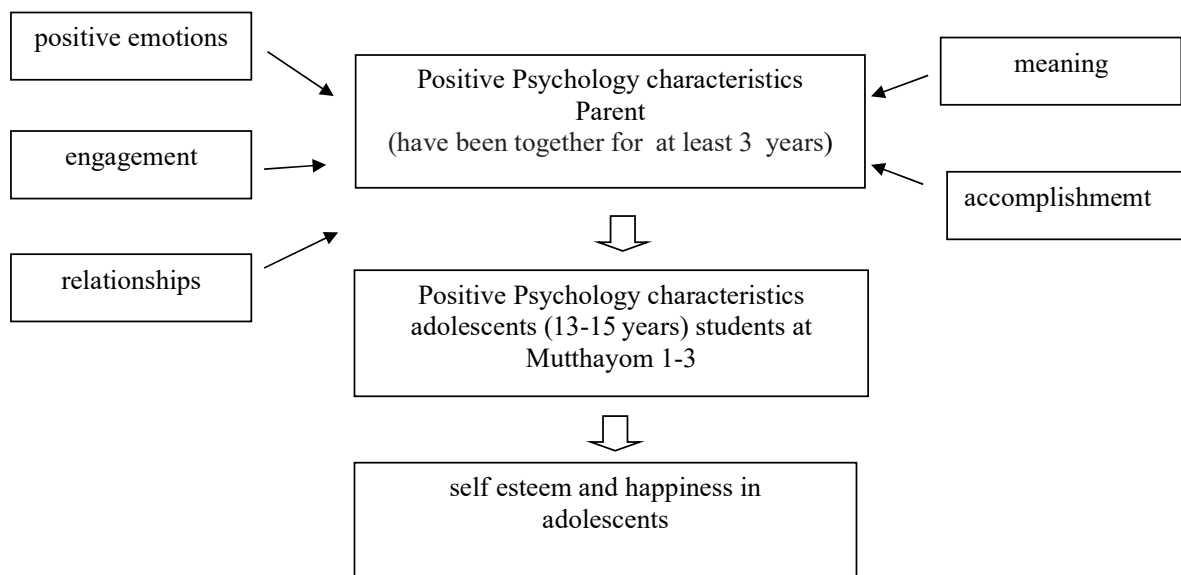


Figure 1 Conceptual Framework

2. Literature Review

Adolescence is a group of citizens growing from childhood to adulthood with great changes of body and mind. As a result, they are highly risky to emotional, behavioral, and learning problems. The World Health Organization (WHO, 2004) divides adolescence into 3 stages: early adolescence aged between 10-15 years; middle adolescence aged between 16-19 years; and late adolescence aged between 20-24 years (Sawyer et al., 2012). Sometimes, adolescence may conduct some risky behaviors because their mental and social development as well as sexual hormone causes their sexual arousal and curiosity. Persuasion by friends or media also arouses the adolescents to seek for various satisfying activities. When the adolescents feel happy and pleasant with those activities, they will do repeatedly and do not want to quit them, e.g. drinking, smoking, taking narcotics, and sexual intercourse. Risky behaviors in adolescence may be divided into the behavioral problems, and emotional problems. Self-esteem is a basic need and a factor encouraging individuals to fight against many problems in life. Self-esteem deems the individuals' immunity or shield. Persons with high self-esteem will be strong, able to solve problems, and handle their stress and anxiety. Although they may fail, they will not feel down, but they are energetic to encounter any life problems. In growing to adulthood, encouraging the adolescents to have enough self-esteem is so important. In addition, the positive psychology is the personal characteristic or strength making us happy in life, have the good motivation, not discourage with any obstacle, and handle our life when any bad events occur. This positive psychology comes from the social transfer by parents or guardians, and learning experience (Duclow, 2002). Positive psychology is a science of western psychology established in 1998 by Martin Seligman. Later, Martin Seligman (2000) defined the positive psychology as the discovery and development of special potential in quotients or talents and life flourishing. This definition aroused awareness and interest. Later, in 2006, Harvard University opened the positive psychology course (Csikszentmihalyi, 2014) on the important principle that an individual's things will not be taken out, but his/her value will be explored and developed for his/her full potential in order to achieve happiness and good quality of life.

From a research on happiness, there were 3 factors determining our happiness: 1) genes for 50%; 2) external environment for 10%; and 3) thought and actions for 40%. From a survey among 5,000 parents in 16 countries, what the parents wanted their children to have were: 1) happiness in life for 64%; 2) good income to have a pleasant life for 34%; and 3) successful working for 30%. As said above, genes and external environmental may be uncontrollable or they may be changed. Therefore, positive psychology focuses on the promotion of thought and actions by aiming at happiness. In 2011, Seligman proposed PERMA (Seligman's PERMA Model), which explained the positive psychology as well-being and happiness. PERMA is the first alphabet of 5 components comprising P = Positive emotions, E = Engagement that means the engagement to an organization or work, R = Relationships that means the good relationships, M = Meaning that means the valuable and meaningful life, and A = Accomplishment (Ágota, Balogh, & Krasz, 2017). From literature review, there was no research on PERMA in Thailand while PERMA has been widely used in many research studies. In 2013, The PERMA Profiler was developed by Julie Butler & Margaret L. Kern at University of Pennsylvania and it was published in 2016 (Julie Butler, 2016). Therefore, this is the background of using The PERMA Profiler to study the relationship between the adolescents' positive psychology and self-esteem and happiness, and the relationships between the parents' positive psychology and the adolescents' positive psychology.

3. Research Methodology

- Step 1 Learning basic data
- Step 2 Curriculum structure development
- Step 3 Program trial
- Step 4 Curriculum evaluation

Step 1 Learning basic data

Researcher studied learning concepts, theory and related research, positive psychology, self-esteem, happiness and The PERMA Profiler Measure.

Step 2 Curriculum structure development

researcher did 2 parts as follows.

1. Contact the copyright owner, research tools and translate the query according to the translation process.
2. Check the quality of the tools by 3 experts using IOC.

Step 3 Program trial

Researcher suggested 2 parts of data as follows.

1. Population and sample group

The sample included 1,081 students at Mutthayom 1-3, who were the adolescents aged between 13-15 years in 2 schools under the Office of the Basic Education Commission, Bangkok Region 1, and 2 schools under the Office of the Basic Education Commission, Bangkok Region in the total of 4 schools, as well as 202 parents to those students. The subjects were selected by the multi-stage sampling.

2. Research instrument

This study involved 4 research instruments:

1. Questionnaire for personal data of adolescents and parents
2. The PERMA Profiler translated from the English version by the Researcher
3. Revised Rosenberg Self-esteem Scale
4. Thai Happiness Indicators, THMI-15

Step 4 Curriculum evaluation

Researcher used the calculation of scores as follows

1. Scores are calculated as the average of the items comprising each factor Positive Emotion, Engagement , Relationships , Meaning , Accomplishment
2. In reporting information back to people, we have used a bar graph, providing a person's PERMA Profile

7. Research Results

The sample had the positive psychological characteristics as assessed by The PERMA Profiler, that is, scores of positive emotions were 7.29 ± 1.53 ; scores of engagement to the organization or work were 5.77 ± 1.53 ; scores of relationships with others were 7.14 ± 1.55 ; scores of meaning were 5.37 ± 1.54 ; and scores of accomplishment were 6.45 ± 1.61 while the scores of overall positive psychological characteristics were 6.51 ± 1.06 . The female subjects had higher scores of positive psychological characteristics than the male subjects in respect with relationships and meaning. From the assessment of self-esteem and happiness in the sample, it was found that the sample got the scores of self-esteem at 27.19 ± 2.69 scores with the highest scores at 39 and the lowest scores at 14 while the scores of happiness were at 26.26 ± 4.87 with the highest scores at 45 and the lowest scores at 8.

The analysis result showed that the students at each grade had the different positive psychological characteristics in all aspects. The analysis result showed that the students who had the close relationship with the parents would have higher scores of positive psychological characteristics in all aspects than the students who had the estranged and arguing relationship at a level of significance, except in the area of meaning. However, the scores of negative emotions and loneliness were not different. Regarding health, the students with close relationship with the parents achieved higher scores in respect of health than those with estranged and arguing relationship with the parents.

From the assessment of self-esteem and happiness in the sample, it was found that the sample got the scores of self-esteem at 27.19 ± 2.69 scores with the highest scores at 39 and the lowest scores at 14 while the scores of happiness were at 26.26 ± 4.87 with the highest scores at 45 and the lowest scores at 8. From analyzing the relationship between the students' positive psychological characteristics with self-esteem in the areas of meaning, it was found that their positive psychological characteristics were related to the level of happiness in all aspects, except in aspects of engagement and meaning.

From analyzing the positive psychological characteristics of the parents by using The PERMA Profiler scores as well, it was found that the parents got The PERMA Profiler scores in positive emotions at 7.46 ± 1.43 scores, in engagement at 5.49 ± 1.50 scores, in relationships at 7.62 ± 1.43 scores, in meaning at 5.43 ± 1.59 scores, in accomplishment at 7.15 ± 1.61 scores, in overall

psychological characteristics at 6.69 ± 1.01 scores. From analyzing the relationship between the parents' positive psychological characteristics and the students' positive psychological characteristics by using correlation analysis, there was no significant relationship in all aspects.

8. Research Discussion

1. This study showed that the students' positive psychological characteristics were related to self-esteem in the area of meaning only and there was no relationship in other aspects or this meant that the relationship was in the opposite direction. This rejected the hypothesis established by the Researcher that the students' positive psychological characteristics in all aspects would be in the same direction to self-esteem. However, the analysis of relationship between positive psychological characteristics and happiness in students showed that the students' positive psychological characteristics in all aspects were related to happiness in the same direction, except engagement and meaning, which were subject to the established hypothesis that the positive psychological characteristics were related to the students' level of happiness. This may be possible that self-esteem came from several factors including rearing during childhood and other personal experience, not only positive psychological characteristics that resulted to high self-esteem. The positive psychological characteristics may be developed later and it is the important factor related to the level of happiness in adolescents.

2. The result showed that there was no significant relationship between the parents' positive psychological characteristics and the students' positive psychological characteristics in all aspects, e.g. positive emotions, engagement, relationships, meaning, and accomplishment. Therefore, the hypothesis established by the Researcher that the students' positive psychological characteristics would be related to those of the parents was rejected. From this result, it may be factual that the students' positive psychological characteristics were not related to those of the parents because the individuals' development of positive psychological characteristics may not rely on the parents' rearing. From the Researcher's literature review, there was no study on relationships between the students' positive psychological characteristics and the parents' positive psychological characteristics. It is possible that such result may come from a limitation of this study that the parents gave the very low cooperation in answering the PERMA Profiler questionnaire, so the actual relationship could not be analyzed. However, this study showed that the student's positive psychological characteristics might be related to the parents because it was found that the students' positive psychological characteristics were related to the period when they have lived with their parents at a level of significance in the areas of relationships and accomplishment. The students living with the parents for 10-15 years got higher scores of positive psychological characteristics than those living with the parents in shorter periods. From the comparative analysis of the students' positive psychological characteristics and the relationship characteristics in students and parents between close relationship and estranged and arguing relationship, it was found that the students with close relationship with the parents got higher scores of positive psychological characteristics in the areas of positive emotions, engagement, relationships, and accomplishment at a level of significance. This may be explained that the students' positive psychological characteristics came from their good relationship with their parents and the length of living with the parents because the students recognized the model of positive psychological characteristics from their parents. However, there may be other factors not directly related to the parents, and this interesting issue should be further studied.

9. Recommendation

1. More studies in senior high-school students should be conducted as their positive psychological characteristics may be developed more securely than the junior high-school students while the senior high-school students should understand the actual meaning of abstract questions than the junior high-school ones.

2. The qualitative research may help understand other factors possibly related to the development of positive psychological characteristics.

3. The data of the parents' positive psychological characteristics should be collected more and the researcher should communicate with the parents to get their better cooperation in answering the questionnaire in order to analyze the relationship between the parents' positive psychological characteristics and the students' positive psychological characteristics more accurately.

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Laws and Public Administration

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0006

**The People Opinions of the Practices Good Governances Principle of the
Government Offices of Loei Province and Nongbualamphu Province**

**RCGR^{4th}
2019**

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by

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Abstract

The study was carried out with 2 objectives: 1) study and compare the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province and 2) The development guidelines of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province. There was mixed research. The quantitative research samples composed of 400 people in Loei Province and Nongbualamphu Province during January to June 2019 to be taken by Taro yamae and the qualitative research 38 government offices Loei and Nongbualamphu to be taken by purposive sampling. The quantitative research instruments were questionnaire rating scale. The questionnaire have reliability situations .971. The data were analyzed by frequency, means, standard deviation and independent sample t-test. The qualitative research instruments was interview and descriptive analysis. The results of this research indicated as follows: (1) the opinions of people towards the application of good governances in government of Loei and Nongbualamphu Province were high rank follow: rule of law, morality, participation and decentralization, accountability, responsibility and investigate and value of budgets. None significant as a whole of the opinions of people towards the application of good governances of government difference province. Found significant level .01 on rule of law and level .05 on responsibility and investigate. (2) The development guidelines of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province were give opportunity to people and stakeholders in the administration, setting new information to public and review investigate and value of budgets. I have new concepts: government must increase the efficiency of the job, self-assessment, system monitor, audit standard of operation and performance management system. The ability to apply the policy to practical, as a result, the people in the area provide good quality of life.

Keywords: Opinion, People, Good Governances, Government, Loei and Nongbualamphu Province

1. Introduction

The governance standard principle and the key that will lead to organization success. (Boonanan Boonson, 2000) Thailand society have corruption long time. (King Prajadhipok's Institute, 2015) Corruption issues was impact to Thailand development and the government has attempted to resolve. (Jaruan Sukumarnpong, 2013) There was a complaint with corruption in the form: bribery, jogging in the government, policy-oriented corruption. (Kowid Poukarm, 2006)

Corruption is not just a behavior. Corruption is phenomenon on social and political and economics. It is a major issue and a barrier to economic and social development around the world. (UN Office on Drugs and Crime - UNODC in Thailand, 2009)

The investigating corruption is one way to prevent corruption. (Siriwan Monthapadung ,2012) Thailand's Private Sector Collective Action Coalition Against Corruption (CAC) was the partnership between the private sector. (National Institute of Development Administration : NIDA, 2012) The knowledge of anti-corruption tools coupled of promoting ethical virtues to the youth. (King Prajadhipok's Institute, 2015) The education management must have a knowledge process to prepare the youth to develop into effective citizenship. (Kalaya Yotcamlue, 2016)

It is important to educate the people and youth to use corporate governance practices. Currently there is a problem with personnel in the organization who do not comply with the governance, such as project fraud. The researchers researched the anti-corruption operations in Loei, year 2017 and 2018 student reviews for the used of corporate governance in Loei Rajabhat University. Public Administration Program graduate course of good governances content course code 2553318. On 2019 I am study the opinions of people towards the application of good governances of government in Loeie and Nongbualamphu Province. To bring information to the development of teaching on curriculum mapping and offering to stakeholders. To plan to apply corporate governance principles to the government sector and approach good governances content course code 2553305 of Public Administration Program graduate course. This research will cause a good service to the people in two provinces of responsibility.

Objectives

- 1) study and compare the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province.
- 2) The development guidelines of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province.

Research Hypothesis

1. The people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province is high.
2. The people in Loei and Nongbualamphu Province find significant of opinions towards the application of good governances principle.

Conceptual Framework

The research aimed to study the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province and the development guidelines of the practices good governances principle of government in Loei and Nongbualamphu Province with the following details:

Variables of study

Independent variable = Province: Loei and Nongbualamphu

Dependent variable = (1) The people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province and (2)

The development guidelines of the practices good governances principle of government in Loei and Nongbualamphu Province.

The conceptual framework of the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province.

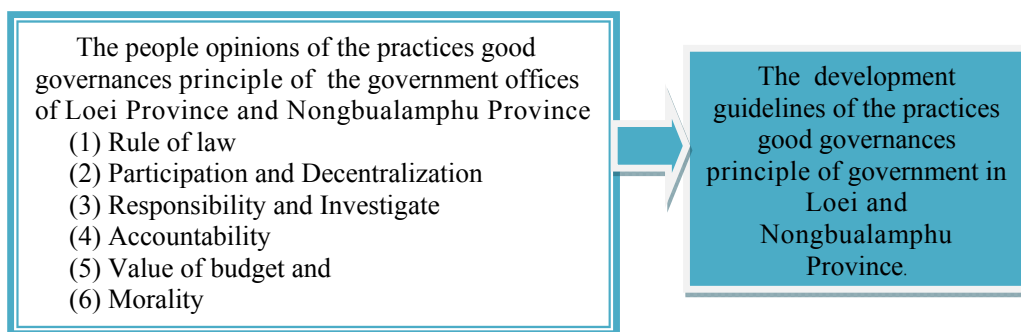


Figure 1 The conceptual framework of the opinions of people towards the application of good governances

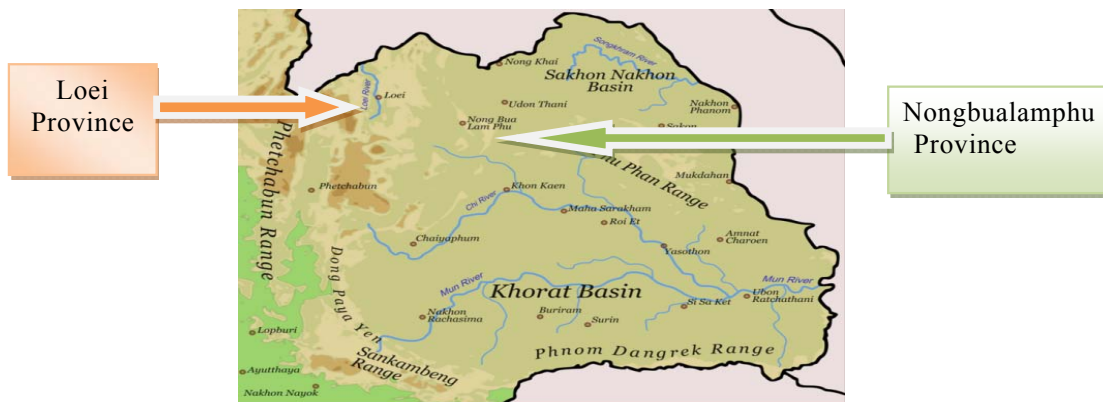
2. Literature Review

Hierarchy of Needs (A.H. Maslow, 1943), Social Learning Theory (Bandura Alert, 1977), Leadership in Organizational (Yukl, Gary A, 1998), Good Governances 2007), Good Governance (United Nations Development Programme ; UNDP, 1997), (Duties of the state (The Constitution of the Kingdom of Thailand, 2017), Leadership with change building (Apichat Pansuwan, 2018), The Integration of Good Governance to the Good Life in Thailand’s Current Society (Phramaha Khwanchai Hemprapai Kittimethi, Phramaha Weeratis Varinto, 2019).

3. Research Methodology

Study area

Scope of the study with respect to their detail the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province.



Source: (Map of Essan http://stat.bora.dopa.go.th/stat/y_stat58.htm)

Figure 2 Map of Isaan Population and sample group

The population of quantitative research are 1,150,530 people in Loei and Nongbualamphu Province during January to June 2019. (Loei and Nongbualamphu information, 2019) The sample quantitative research were 400 people in Loei Province and Nongbualamphu Province to be taken by Yamane. (Yamane Taro, 1973) The qualitative research 38 government be taken by purposive sampling of the development guidelines of the practices good governances principle of government in Loei and Nongbualamphu Province. Showed on Table 1

Table 1 The frequency count of population sample in Loei and Nongbualamphu Province.

Province	population	Sample	
		Quantitative research	Quality research
Loei	641,666	233	23
Nongbualamphu	508,864	177	15
Over all	1,150,530	400	38

Research instrument

The quantitative research instrument for research was 400 questionnaire The people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province.

The qualitative research instrument was interview and descriptive analysis the the development guidelines of the practices good governances principle of government in Loei and Nongbualamphu Province.

Data Collection: The data gathering analyzed through the used of the following statistical tools: frequency count, percentage, mean, standard deviation, independent sample t-test.

Data Analysis: Part 1 personal factor of the people. Part 2 gathering the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province, the researcher set the scale arbitrarily. (Boonchom Srisaard, 2000)

- 4.51 - 5.00 = Very High [VH]
- 3.51 - 4.50 = High [H]
- 2.51 - 3.50 = Moderate [M]
- 1.51 - 2.50 = Low [L]
- 1.00 - 1.50 = Very Low [VL]

Data gathering procedure: The quantitative research questionnaire try out for 30 people in Loei Province and Nongbualamphu Province have reliability situations. 971. The quantitative research was a data gathering procedure; The researcher analyzes of questionnaire the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province. Data gathering are doing personal by the researcher who utilize a questionnaire for the purpose. After the questionnaires, collect, the researcher tally and tabulate the results. All data in the tables are primarily taking from the 400 questionnaire. The qualitative research descriptive were analyzed the development guidelines of good governances of government in Loei and Nongbualamphu Province.

Research Results

Table 2: Summary mean rating of the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province. Showed on Table 2

Items	\bar{X}	S.D.	Scale	Level
1. Rule of law	4.33	0.28	High	1
2. Participation and Decentralization	3.76	0.37	High	3
3. Responsibility and investigate	3.68	0.42	High	5
4. Accountability	3.75	0.36	High	4
5. Value of budgets	3.02	0.56	Moderate	6
6. Morality	3.86	0.41	High	2
Over all	3.73	0.22	High	

Legend: VH = Very High, H = High, M =Moderate, L = Low and VL= Very Low

Table 2 showed that the opinions of people towards the application of good governances in government of Loei Province and Nongbualamphu Province were high rank follow: rule of law ($\bar{X} = 4.33$), morality ($\bar{X} = 3.86$), participation and decentralization ($\bar{X} = 3.76$), accountability ($\bar{X} = 3.75$), responsibility and investigate ($\bar{X} = 3.68$), and value of budgets ($\bar{X} = 3.02$).

Table 3: Compare of the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province. Showed on Table 3

The people opinions of the practices good governances principle	Loei		Nongbualamphu		t	p-values
	\bar{X}	S.D.	\bar{X}	S.D.		
1. Rule of law	4.38	.26	4.27	.28	**3897.	.000
2. Participation and Decentralization	3.78	.33	3.75	.41	805.	.412
3. Responsibility and Investigate	3.64	.36	3.73	.48	*2.080-	.038
4. Accountability	3.75	.32	3.75	.40	-.135	.893
5. Value for budgets	3.01	.57	3.02	.54	-.211	.833
6. Morality	3.86	.38	3.86	.45	.075	.490
Over all	3.74	19.	3.73	25.	291.	.771

* p<.05, ** p<.01

Table 3 showed that none significant as a whole of the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province. Found significant level .01 on rule of law and responsibility and Investigate level .05. The opinions of people in Loei Province was highest more than Nongbualamphu Province.

The development guidelines of good governances of government in Loei Province and Nongbualamphu Province were give opportunity to people and stakeholders in the administration, setting new information to public and review investigate and value of budgets. Showed Figure 3.

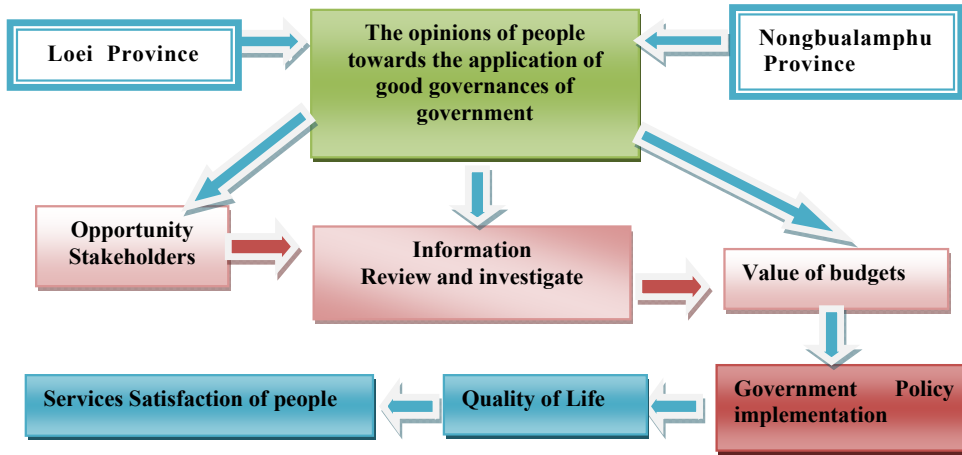


Figure 3 The development guidelines of good governances of government in the future.
 Source : Kalaya Yotcamlue (2019)

My ideas the new concepts: government must increase the efficiency of the job and transparency, self-assessment, system monitor, audit standard of operation and performance management system. The ability to apply the policy to practical, as a result, the people in the area provide good quality of life. Showed Figure 4.

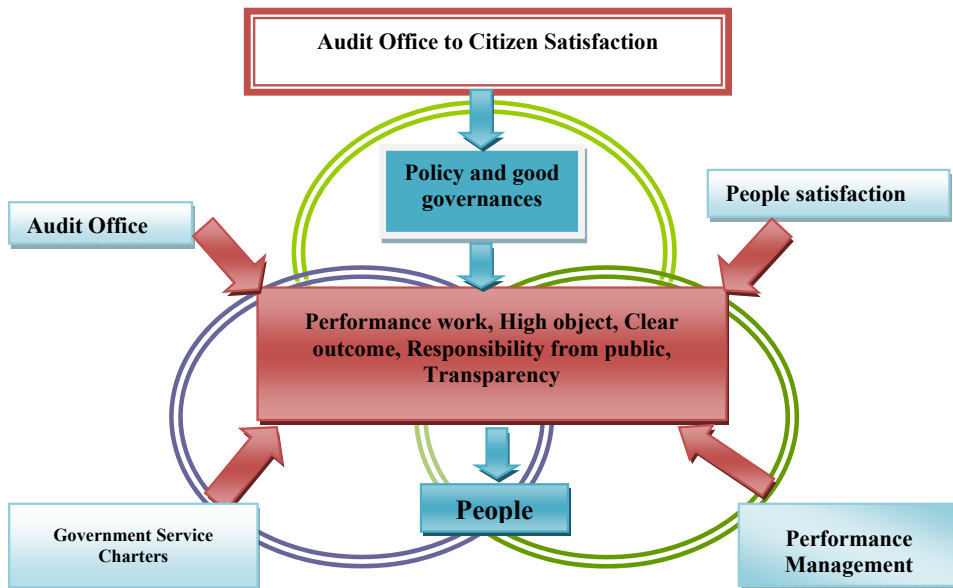


Figure 4 New concepts for government to promote good governances
 Source : Kalaya Yotcamlue (2019)

Research Discussion

Thailand government (Public Finance) will monitors value and decision making Process for budgets in organization project continues. Study the performance of government revenue, Government expenditure, government debt or public debt, Fiscal policy and financial administration. Review strategic plan of province for good governances (Loei Province and Nongbualamphu Province). The budgets allocation plan on budget year 2020. Check people responsibility for development public services. Ministry of Education will supportive project development student. Loei University will plan for speed of communication services activities. Public Administration Program lecture will approach good governances content in student modern activities. When they end of education can work in government use good governances concepts. The personal Loei Rajabhat used good governances for education services continues. This research showed remarkable on rule of law and morality of government Loei Province and Nongbualamphu Province, they have good service to the people in the area. I hope that my research can approach to the government in Loei Province and Nongbualamphu Province. I think's really goanna appreciate the extra research and I did expanding research evolutionary for the next area in northeast Thailand.

Acknowledgements

My research title "The people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province" ended and completed by Faculty of Humanities and Social Science and Loei Rajabhat University support budget. Thank you sample research in Loei Province and Nongbualamphu Province. My family and manpower of Loei Rajabhat University encourage.

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0008

**Balance between Fundraising through Issuance of Debt
Instruments by Limited Companies and Investor Protection**

**RCGR^{4th}
2019**

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Balance between Fundraising through Issuance of Debt Instruments by Limited Companies and Investor Protection

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Abstract

This article aims to study whether there is a balance between the fundraising through the issuance of debt instruments by limited companies and the investor protection in the capital or securities market. It was found from the study that although the relevant law provides the measure in order for the limited companies could raise funds through the issuance of various kinds of debt instruments, the law however concentrate more on the protection of investors investing in such debt instruments. The law provides protection in terms of merit review or examination of quality and qualifications as well as full information disclosure of both initial disclosure and continuous disclosure before and after the issuance of debt instruments to the public. Moreover, the law also provides stringent protection measure even in the case of private placement of debt instruments that should be issued without strict supervision, which causes an unbalance between the promotion of fundraising and the investor protection and also causes difficulty for fundraising through the issuance of debt instruments by limited companies. Therefore, the amendment to the regulations issued by the regulator of the capital market should be taken into account in order to set up the balance between the promotion of fundraising through the issuance of debt instruments by limited companies and the investor protection. By so doing, limited companies could be able to issue debt instruments to solve their fundraising problem and the investors who invest in the debt instruments can also have adequate protection for their investments.

Keywords: Balance, Fundraising, Issuance of Debt Instruments, Limited Companies, Investor Protection

1. Introduction

Limited company is the most popular form of business organizations which has been established by entrepreneurs of start-ups and small and medium enterprises (SMEs), compared to other forms of business organizations (Information of Juristic Person Registration, Department of Business Development in 2018). The factor which is important to be used for operation of limited companies is funds. With respect to the fundraising by means of debt instrument issuance in the capital market, the government sector has enacted the Securities and Exchange Act B.E. 2535 (1992) in 1992. Moreover, the principle of law aims also at creating a balance between the promotion of fundraising through issuance of several types of securities for offering to investors, and the protection of investors who purchase securities in return of the benefits. Particularly, the fundraising by debt instruments is also necessary to get promotion as the same way as other types of securities in order for the business could flexibly raise funds.

This article focuses on examination of the balance between promotion of fundraising by issuance of debt instruments and protection of investors who invest in such debt instruments of limited companies as the regulator of capital market has recently amended the existing regulations concerning the protection of investors with respect to fundraising by debt instruments and such amendment affects the fundraising by debt instruments of start-ups and SMEs. In addition, the law and regulations tend to focus more on investor protection than sufficient flexibility and convenience of the businesses especially start-ups and SMEs established in the form of limited companies in relation to the fundraising by debt instruments. This study will explore development and provisions of law which are currently in effect relating to the fundraising by limited companies through issuance of debt instruments and protection of investors in order to consider existing obstacles and propose recommendations for creating the balance between fundraising and investor protection with respect to issuance of debt instruments.

2. Fundraising through Issuance of Debt Instruments by Limited Companies

2.1 Development of Issuance of Fundraising Debt Instruments by Limited Companies

Since the enactment of the Public Limited Companies Act B.E. 2521 (1978), the structure of limited companies was changed to private companies according to the law (Public Limited Companies Act B.E. 2521 (1978) Section 4). The corporate finance of limited companies by issuance of securities in capital market was restricted. For equity instruments, the private companies were not allowed to issue shares for the purpose of fundraising from the public (Civil and Commercial Code Section 1102) and were allowed to raise funds only from the existing shareholders and directors of such companies (Civil and Commercial Code Section 1222) (Sahathon Ratanapaichit, 2018, pp. 441-444). For debt instruments, i.e., bills and debentures, the private companies were not allowed to issue bills for fundraising and to issue debentures to any person (Civil and Commercial Code Section 1229). The relevant law allowed only public limited companies to raise funds through public offering of equity instruments and debt instruments (Suthichai Jittrawanich, 1981, pp. 13-14).

As the former provisions of the law governing public limited companies in 1978 failed to facilitate the establishment of public companies and conversion of private companies into public companies, the objective of development of capital market which allowed large-size companies to be converted into public companies in order to raise funds from the public in the same manner as the United States of America according to the recommendations of Professor Sidney M. Robbins had not been accomplished (Robbins, 1970, pp. 3-4, 53-54). In addition, during the period from 1978 to 1992, limited companies were prohibited from issuing debt instruments. Subsequently, the law was amended in order to allow limited companies which were listed on the Stock Exchange of Thailand to issue debentures (Stock Exchange of Thailand Act (No. 2) B.E. 2527 (1984) Section 19 ter). However, limited companies or private companies still could not raise their funds in a flexible manner.

In 1992, when Thai capital market was reformed by enactment of the Securities and Exchange Act B.E. 2535 (1992) in order to promote business sector to be able to raise funds through issuance of securities in capital market by various forms of debt instruments, bills were prescribed as one type of securities, and limited companies were allowed to issue bills and debentures in order to raise funds (Securities and Exchange Act B.E. 2535 (1992) Section 4, Section 33, Section 37 and Section 38). This can be considered legal measure implemented to promote limited companies to be able to raise funds in a more flexible manner. However, limited companies are also subject to

investor protection measure in line with international standard prescribed under the law (Securities Exchange Act B.E. 2535 (1992) Section 33 and Section 65).

2.2 Debt Instruments which can be Issued for the Purpose of Raising Funds under the Law

Debt instruments under Thai law which can be issued by business sector for the purpose of fundraising in the capital market are as follows:

2.2.1 Bills

According to the law governing securities and exchange, bills mean any “*bill*” issued for fundraising from the public as specified in the regulations (Securities and Exchange Act B.E. 2535 (1992) Section 4). According to the relevant regulations, bills which are securities means bills of exchange and promissory notes (Notification of the Office of the Securities and Exchange Commission No. KorJor. 31/2547). It is noted that the term bills under the law on securities and exchange are different from the bills under the Civil and Commercial Code in terms of their objectives. Under the Civil and Commercial Code, bills are issued for the payment of commercial debts not for fundraising.

2.2.2 Debentures

1. Meaning of Debentures

According to the law on the securities and exchange, “*debentures*” means any debt instrument of whatever name, divided into units, each with equal value and a predetermined rate of return, issued by any company to a lender or purchaser, representing the right of the holder of such instrument to receive money or other benefit (Securities and Exchange Act B.E. 2535 (1992) Section 4).

2. Types of Debentures

Debentures which can be issued for the purpose of fundraising by business sector under Thai law may be divided as follows:

(1) Straight Debentures

Relevant law does not specify characteristics of these debentures. However, they have been usually issued in return of a rate of interest for a specified period of maturity.

(2) Convertible Debentures

Convertible Debentures is a type of debentures which can be converted into new shares of the issuers and can be issued with lower interest rate than straight debentures. Limited companies cannot issue this type of debentures.

(3) Debentures with Warrants

Debentures with warrants can be used to raise funds with lower interest rate like convertible debentures because investors may exercise their rights to buy new shares of the issuers as incentives specified in the warrants. Limited companies cannot issue this type of debentures either.

(4) Secured Debentures

Secured debentures provide security for investors in various forms such as pledge, mortgage, guarantee etc.

(5) Subordinated Debentures

This type of debentures provides higher interest rate than other types of debentures with the conditions that the holders agree to be repaid after the preference and ordinary creditors.

3. Promotion of Issuance of Debt Instruments for Fundraising by Limited Companies

Before 1992, limited companies could not issue bills under the Civil and Commercial Code, i.e., bills of exchange, promissory notes for fundraising. In addition, limited companies could not issue debt instruments in the form debentures either (Civil and Commercial Code Section 1229). However, as mentioned above, in 1992, the promotion of fundraising of limited companies through issuance of debt instruments started under the Securities and Exchange Act B.E. 2535 (1992). Under the said Act, it is provided that the provisions of Civil and Commercial Code which prohibits the issuance of debentures does not apply to the issuance of debentures under this Act. And the debt instruments in the form of bills, i.e., bills of exchange and promissory notes are prescribed as one type of the securities. The fundraising through issuance of debentures is subject to supervision of the Capital Market Supervisory Board (Notification of Capital Market Supervisory Board No. TorJor. 17/2561). The issuance of debt instruments by limited companies under the said Act can be carried out on 2 bases: (1) private placement; and (2) public offering.

3.1 Issuance of Debt Instruments on Private Placement Basis

3.1.1 Bills

According to the law governing securities and exchange, bills in the forms of promissory notes and bills of exchange are defined to be one type of securities which can be used by limited companies for fundraising when they need cash flow or short-term capital. The following categories of bills are issued for private placement: (1) short-term bills offered for sale to institutional investors; (2) short-term bills offered to high net worth investors; (3) bills issued not exceeding ten in number, when combined with the bills issued earlier and have not reached maturity, regardless of time of issuance thereof (Notification of Capital Market Supervisory Board No. TorJor. 17/2561 Clause 44).

3.1.2 Debentures

Limited companies are also allowed to issue debentures for fundraising on a private placement basis. A private placement is one of the following cases: (1) an offer to no more than ten specific investors within any four-month period; (2) an offer to institutional investors; (3) an offer to high net worth investors; (4) an offer to a person being a company's creditor prior to the offer of debentures for debt restructuring; and (5) an offer to which an exemption is granted by the regulator (Notification of the Capital Market Supervisory Board No. TorJor. 17/2561 Clause 43).

3.2 Issuance of Debt Instruments on Public Offering Basis

3.2.1 Bills

According to the law, limited companies cannot issue debt instruments for fundraising unless they comply with criteria, conditions, and procedures for such issuance determined by the regulator (Securities and Exchange Act B.E. 2535 (1992) Section 33). At present, the issuance of bills by limited companies for public offering is currently prohibited by law.

3.2.2 Debentures

Limited companies currently can theoretically and legally issue debentures for fundraising from the public according to the regulations governing this matter as determined by the regulator (Notification of the Capital Market Supervisory Board No. TorJor. 17/2561 Clauses 16-19). According to the regulations, limited companies are required to submit their application to obtain approval and disclose material information before and after the public offering. However, it is not practically easy for limited companies to conduct a public offering of debt instruments. Moreover, limited companies cannot issue debentures which provide the right to buy new shares to be issued by limited companies for public offering. It is, therefore, viewed that the fundraising from the public by means of debentures by limited company is still subject to certain limitation.

4. Protection of Investors in relation to Investment in Debt Instruments of Limited Companies

4.1 Protection of Investors in Case of Issuance of Debt Instruments on Public Offering

According to the law on securities and exchange, issuance of debt instruments by limited companies shall be subject to supervision as specified by the processes of the law on securities and exchange and the regulations of the regulator unless it falls into the exceptions specified by law. The supervision to which the issuance of debt instruments is subject consists of the following processes.

4.1.1 Merit Review

According to the law on securities and exchange, the issuance and offer of debt instruments by limited companies must be subject to approval of the Office of the Securities and Exchange Commission (the SEC) (Securities and Exchange Act B.E. 2535 (1992) Section 33). This must comply with the principle of investor protection by the merit review or examination of quality and qualifications similar to the state securities laws of the United States of America (Hazen, 2015, pp. 305-308). Under Thai law, if the SEC as the regulator considers that any company does not possess any qualification as required by law, such company will not be granted the approval to issue debt instruments for offering to the public or any person. In case of violation, the company and its executives will be subject to criminal penalty (Securities and Exchange Act B.E. 2535 (1992) Section 268).

4.1.2 Information Disclosure before Offering

After the approval having been granted, the companies are still not allowed to advertise their sale of securities. Before the offering, the Company is required to submit information to be disclosed to the public (initial disclosure) as required by law to the SEC. The offer of securities to the public or any person may be made only when the information which have been submitted have become

effective (Securities and Exchange Act B.E. 2535 (1992) Section 65). This information disclosure principle was also introduced into Thai law by referring to the federal Securities Act 1933 and Exchange Act 1934 of the United States of America (Robbins, 1970, pp. 110-118).

4.1.3 Disclosure after Offering

In addition to other actions required by law, such as delivery, registration with stock market, after the issuers have offered the debt instruments to the public or any person, companies are required to disclose information after such sale (continuous disclosure) in order to periodically update the disclosed information (periodic disclosure) to keep investors informed and allow them to make decision regarding trading of such securities (Securities and Exchange Act B.E. 2535 Section 56). Moreover, it is required to disclose other materials information upon occurrence of certain events (timely disclosure) (Securities and Exchange Act B.E. 2535 (1992) Section 57).

4.2 Protection of Investors in Case of Issuance of Debt Instruments on Private Placement

In the past, the debt instrument issuance on a private placement was not subject to the regulations regarding the protection of investors. It is because, according to the characteristics of private placement, the debt instruments were offered to specific group of persons who were well aware of the issuing companies' business and the number of investors as well as the amount of fundraising were not high.

However, since 2018, certain listed public limited companies and limited companies were in default in repayment of debts under the bills and debentures issued for fundraising particularly in private placement basis (Prachachart Online: 19 September 2018). The regulator has, therefore, issued regulations to grant responsibility and supervision to licensed securities companies who act as intermediary in the issuance of debt instruments for the purpose of fundraising on a private placement. As a result, the issuance of debt instruments for private placement must be made under the supervision and review of securities companies acting as intermediary according to the measure regarding provision of service of issuance and screening of debt instruments for investors and comply with policies and practices determined in order to analyze information and to disclose information of the issuers (product screening measures) (Notification of the Office of the Securities and Exchange Commission No. NorPor 1/2561). The foregoing process is considered as delegation of power to examine and screen issuing limited companies and securities which is normally vested in the regulator with respect to the issuance and offer of debt instruments. As a result, the issuance of debt instruments by limited companies on a private placement has become inconvenient and less flexible.

5. Balance between Measures for Promotion of Fundraising by Issuance of Debt Instruments and Investor Protection under Thai Law

At present, Thailand has implemented legal measures under the specific law on securities and exchange for promoting limited companies to raise funds by the issuance of debt instruments in several forms of bills such as promissory notes and bills of exchange as well as debentures which their issuance are prohibited under the Civil and Commercial Code. The law on securities and exchange provides provisions which promote limited companies to issue bills and debentures subject to criteria, conditions and procedures of fundraising specified by the capital market regulator. As a result, limited companies have more option as to their fundraising. However, the fundraising through

debt instrument issuance by limited companies is not that convenient and flexible as apart from the promotion of fundraising by issuers, the issuance of debt instruments also subject to the principle of investor protection.

Moreover, even though the fundraising by limited companies by issuance of debt instruments has been promoted by governing law, it may be viewed that such promotion is not sufficient. It is because the issuance of bills can only be made for the fundraising on private placement basis. Moreover, the issuance of certain types of debentures such as convertible debentures and debentures with warrants is restricted by basic law – Civil and Commercial Code. The basic law prohibits the issuance of equity-linked debentures providing right to investors to convert debentures into or to buy new shares of limited companies and the law on securities and exchange does not provide any measure to allow limited companies to issue such types of debentures either. Although there has been an effort from the government sector to amend the law on this issue to solve the obstacles but such effort has not yet concretely been accomplished (Summary of Public Hearing of Department of Business Development on Bill Amending the Civil and Commercial Code (No..) B.E. June 2017).

In addition, issuance of debt instruments on private placement which should not be subject to strict supervision is currently subject to more strict regulations. Even though the approval is generally granted without actual application, it is still subject to disclosure of information according to additional requirements with regard to the aforementioned product screening measure which must be carried out by the intermediary securities companies.

With respect to the fundraising through issuance of debt instruments for public offering, it can be theoretically seen that the provisions of law allows the limited companies to issue and offer debt instruments to the public provided that such companies must comply with the measures imposed for protecting investors under the principle of merit review or examination of qualification and disclosure as required by law. However, such requirements of law have practically created obstacles to start-ups and SMEs established in the form of limited companies as most of such companies fail to possess sufficient quality or qualifications to obtain approval in the same manner as public limited companies which are large size organizations and listed on the Stock Exchange of Thailand.

6. Conclusion

According to the study, it is found that the main law and regulations which govern the fundraising of limited companies by means of issuance of debt instruments are the Securities and Exchange Act B.E. 2535 (1992) and the regulations issued by the Capital Market Supervisory Board by virtue thereof. On one hand, the said law and regulations provide promotion of fundraising through issuance of debt instruments by limited companies. However, on the other hand, the law also places more importance on protection of investors who invest in such debt instruments. As a result, the limited companies issuing debt instruments to the public are required to seek permission and be subject to process of examination and screening of the Office of Securities and Exchange Commission as the capital market regulator. In addition, the issuing companies are required to file documents as specified by law in order to disclose material information which is related to such companies and debt instruments before and after the sale. For the issuance of debt instruments on a private placement which does not require strict regulations for protecting investors, the regulator also sees it as important by imposing strict supervision through securities companies acting as intermediary. However, focus on full protection of investors without sufficient balance between the promotion of fundraising has prevented flexibility of the fundraising by issuance of debt instruments

in capital market and created obstacles to start-ups and SMEs. Moreover, this may cause the investors to lose their opportunity to make investment as well.

7. Recommendations

To create balance between promotion of fundraising through issuance of debt instruments by limited companies and promotion of investors, it is recommended that the amendment to regulations of the regulator issued by virtue of the Securities and Exchange Act B.E. 2535 (1992) should be made as follows:

1. The issuance of debt instruments by limited companies on a private placement basis should be made easier and more flexible as it is not necessary for the regulator to specify strict regulations to directly or indirectly supervise and control such issuance through securities company acting as an intermediary of such limited companies. The process should depend on market mechanism as this will allow limited companies to be able to raise funds in a more flexible manner when they are in need of funds for their cash flow or short-term business operation. This will also allow securities companies to be able to conveniently perform their obligations.

2. Limited companies should be allowed to issue equity-linked debentures such as convertible debentures and debentures with warrants to enable investors to convert convertible debentures into shares or to exercise their right to buy newly issued shares of limited companies both on a private placement basis and public offering basis in order to increase more option for fundraising through issuance of debt instruments as these types of equity-linked debentures are more flexible in terms of issuance as the issuers can fix low rate of interest in order to reduce fundraising cost. In addition, the investors will have more options for managing their investment as well.

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Impact of Business Consolidation on Trade Competition and Business Consolidation Regulations under the Competition Act. B.E. 2560



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Abstract

This paper aims to examine and discuss the impact of business consolidation on trade competition including Business Consolidation Regulations issued under the Competition Act B.E. 2560. The study found that business consolidation has a very high impact upon trade competition. The Competition Commission under the Competition Act B.E. 2560 of Thailand has issued Regulations regarding Methods and Conditions of Business Consolidation which are very effective. When the Competition Commission applies and enforces these Regulations effectively, the result will render great benefit to the development of the Thai economy.

Keywords: Business Consolidation, Regulations on Business Consolidation

1. Introduction

This paper aims to study the impact of business consolidation on trade competition. This paper will initially discuss the reasons for business organizations that compete with each other in the product market or service market to consolidate their businesses. After learning the reasons for their business consolidation, this study will discuss the methods of business consolidation, the consequence of each method upon competition in the market and the reasons for competition law to regulate business consolidation. This study will also discuss the Competition Act B.E. 2560 of Thailand and the Regulations issued under this Act to find out whether or not they can effectively deal with business consolidation and recommend how to enforce these regulations under the Competition Act B.E. 2560 effectively.

2. Objectives

1. To discuss the general principles and reasons for business consolidation in accordance with competition law.
2. To study the laws and regulations of the competition law of Thailand.
3. To recommend improvement of the laws and regulations involving business consolidation under the competition law of Thailand.

3. Reasons for Business Consolidation

The reasons for each business consolidation are different depending on the facts, the conditions and the objectives of the consolidation on a case by case basis. Each business consolidation will begin with negotiation between the parties involved to give and take benefits between them in order to achieve a win-win situation in accordance with the desired objectives set by the parties. From case studies, it was found that the reasons for business consolidation are as follows:

3.1 Business Consolidation for the Advantage of Economy of Scale

Business consolidation renders the economy of scale due to the reason that when two companies merge their businesses, they can jointly utilize their business resources. For example, before merging their businesses, each company had its own sales team, after merging their business both companies can merge their sales teams. Consequently, the merged company can significantly reduce the number of staff in the sales team. Furthermore, the merged company can jointly utilize productive resources, for example, production machinery can be utilized to serve the merged companies while combined purchase orders for production materials can increase the bargaining power with material suppliers which will reduce production costs.

3.2 Business Consolidation to increase Market Share or to gain Monopoly Power

Business consolidation to increase market share happens when two business operators in the same product market or service market merge their business in order to increase the market share. For example, three companies A, B and C are competitors in yogurt production having a market share of 30%, 30% and 40% respectively. Subsequently, A Co., Ltd. agrees with B Co., Ltd. to merge their business by B being merged into A. Therefore, after merging there remains two competitors, i.e. A and C having a market share of 60% and 40% respectively. The business consolidation between A and B is a form of business consolidation to increase market share and at the same time it also decreases competition in the yogurt market.

The business consolidation to gain a monopoly power happens when competitors in the same product market or service market combine their business to monopolize their market. For example, two companies A and B are competitors in the car insurance market having market shares of 60% and 40% respectively. Subsequently, A and B discuss and agree to merge their business. The business consolidation between A and B has caused a monopoly in the car insurance market.

3.3 Business Consolidation to Improve Competitive Efficiency

The business consolidation to improve competitive efficiency happens when the principal business operator consolidates its business partner into the principal business operator's group. For example, A, is a company conducting real estate business, producing homes and condominiums to sell to consumers. A wants to increase its competitive efficiency to compete with its competitors. A discussed with B Co., Ltd., which is a leading company conducting a real estate broker business, in order to hold a majority of shares in B to control B in order to increase its efficiency in selling homes and condominiums. This kind of business consolidation is called forward vertical business consolidation. At the same time A also wants to purchase construction materials at a cheaper price than its competitors. A therefore discussed with C Co., Ltd., which is a leading company in conducting construction material business, in order to hold a majority of shares in C to control C and to purchase construction materials from C at a cheaper price and reduce its production costs. This kind of business consolidation is called backward vertical business consolidation.

3.4 Product Extension Business Consolidation

Product extension business consolidation happens when a Principal Company which conducts its main business wishes to expand its business line to produce another product but does not want to start producing this new product from scratch. Therefore, the Principal Company conducted a research in the market of the new product to find a leading company that produces the new product in the market. After finding and checking the balance sheets and reliability of the Target Company, the Principal Company discussed with the Target Company to consolidate their businesses. For example, there was a case in the United States of America called the Clorox case where Proctor & Gamble, a leading company in the home product market have a dominant power in soap and detergent products. Proctor & Gamble did not produce bleached white products and wanted to expand its business to produce bleached white products. Proctor & Gamble found that Clorox is a leading company in producing bleached white products and discussed with Clorox to consolidate Clorox into Proctor & Gamble's group which is a form of product extension business consolidation. After combining Clorox into its group, the Fair Trading Commission of the United States found that this business consolidation caused high concentration in bleached white products due to the reason that Clorox held 48.8% market share in such bleached white products and each of the other approximate 200 producers of bleached white products held a very small market share. When Proctor & Gamble, which is the major producer of home products control Clorox in bleached white products, Clorox will increase its market share in bleached white products significantly as it will derive benefits from Proctor & Gamble's dominant power and distribution channels. The concentration of bleached white products controlled by Clorox will significantly be increased. Therefore, the Fair Trade Commission of the United States ordered the separation of Clorox from Proctor & Gamble to return to the previous status (the Competition Commission's documents "Open the World of Competition", 1 Bi-weekly, July B.E. 2545).

3.5 Business Consolidation to Strengthen National Company

Business Consolidation to strengthen a national company happens when two companies in the same or similar business, whose majority shares are held by the government which in Thailand is call State Enterprise, consolidated in order to compete with international foreign competitors. For example, the business consolidation of two airlines in Japan for the national benefit, namely Japan Air Lines and Japan Air Systems agreed to consolidate their business by creating a holding company in B.E. 2545 to hold the majority of shares in both companies. The objective of this business consolidation was to strengthen Japan's airline business to compete with leading foreign international airlines.

According to Japan's Competition Law, a company is prohibited from holding shares in another company which significantly decreases competition in that product market or service market. Furthermore, the law also prohibits the establishment of a holding company which may create a dominant power. However, the Japan Fair Trade Commission in this case considered very carefully by focusing on the national benefit and with cooperation with other relevant authorities decided that the business combination between Japan Airlines and Japan Air Systems in the form of establishing a holding company did not violate Japan's competition law nor did it create any restriction in the airline business. However, the Japan Fair Trade Commission would follow up and coordinate with relevant authorities to ensure fair competition in the airline business remained (the Competition Commission's documents "Open the World of Competition, 2 Bi-weekly, July B.E. 2545").

3.6 Business Consolidation for Tax Benefits

Business consolidation for tax benefits happens when the Principal Company wishes to merge the Target Company due to the reason that the Target Company has accumulated losses in its balance sheet. The Revenue Code permits the consolidation of a business in the form of a merger (please see paragraph 4.1) to use the accumulated losses of the Target Company after it was merged into the Principal Company. For example, A Co., Ltd. is the Principal Company having high profits in its balance sheet. A realized that B Co., Ltd. a company conducting the same product market or service market, suffered significant loss in its balance sheet. Therefore, A discussed with B in order to merge B into A, i.e. rights and liabilities of B transferred into A. Consequently, A can use the accumulated losses of B to gain a tax benefit and caused A to pay less corporate income tax.

4. Methods of Business Consolidation

There are numerous methods of business consolidation. Each method has its own procedure and is governed under different provisions of law. This necessitates the study of each method in order to regulate and supervise business consolidation not to create a harmful effect upon competition in the market. From the study, there are five methods of business consolidation as follows.

4.1 Merger

Merger is a business consolidation where two companies agree to merge their businesses. There are two important steps. The first step is that prior to the merger, each company has to comply with the law and articles of association of the company. For example, each company has to arrange a shareholders' meeting to resolve and obtain a special resolution from the shareholders' meeting to approve the merger. The second step is that after the merger takes place, there remains only one company. For example, two companies A and B agree to merge their businesses. This can happen in three ways, i.e. 1) B merged into A, the rights and liabilities of B transferred into A. B shall be liquidated and dissolved. A shall remain the existing company; 2) A merged into B, the rights and liabilities of A transferred into B. A shall be liquidated and dissolved. B shall remain the existing company; 3) A and B merged into a new established company namely C Co., Ltd.. In this case the rights and liabilities of A and B are transferred to C. A and B shall then be liquidated and dissolved. C shall be the existing company after the merger.

4.2 Business Consolidation by Share Acquisition

Business consolidation by share acquisition happens when the Principal Company wants to take over shares of the Target Company in order to control policy and management of the Target Company. Therefore, purchasing shares of the Target Company in order to control policy and management means that the Principal Company has to purchase more than 50% of the total issued shares of the Target Company. The important difference between the merger in paragraph 4.1 and share acquisition is that after purchasing the shares, the Principal Company and the Target Company still exist as juristic entities. No company will be liquidated or dissolved as happened in the merger under paragraph 4.1.

In practice, taking over by purchasing shares exceeding 50% of the total issued shares of the Target Company, the Principal Company has to conduct a legal due diligence and financial due diligence in order to ensure that the value of the purchased shares is in accordance with the price the

Principal Company paid for the shares and determine there are no hidden liabilities that will significantly decrease the value of shares of the Target Company.

4.3 Business Consolidation by Purchasing Assets

Business consolidation by purchasing assets happens when the Principal Company buys assets of the Target Company in order to control policy and management of the Target Company. Therefore, the purchase of the Target Company' assets must be the main assets required to conduct the business of the Target Company. The Announcement of the Competition Commission Re: Rules for Consideration in Assets and Shares Purchase to Control Policy on Business Administration, Management or Supervision over Business Merging B.E. 2561, Article 3 states that : “The Purchase of assets used in normal business operations of other business operators that exceed more than fifty percent of the total value of assets used in normal business operations, according to the previous fiscal year of the operator, shall be deemed to be the purchase of all or part of the assets of other businesses, in order to control policy on business administration, management or supervision, and be the business merging according to trade competition law.”

After the purchase of the main assets from the Target Company, the Target Company will not be able to carry on the same business and will liquidate and dissolve the company or enter into a new business. In practice, the Assets Purchase Agreement signed between the Principal Company and the Target Company shall contain a clause prohibiting the Target Company to restart the same business. This clause is called Non-Competition Clause. The legal due diligence and financial due diligence for purchasing assets is easier than purchasing shares as stated in paragraph 4.2 due to the reason that checking the status of a particular asset is simple. For example, the purchaser can check the intended purchase of land by checking the obligations or mortgage status at the Land Department and also check the appraisal price and market price of the said land.

The question that Competition Law should deal with the purchase of shares or assets under paragraph 4.2 and 4.3 above or not depends on the market share of the Principal Company after acquiring shares and assets from the Target Company. If the market shares of the Principal Company increases and causes competition to a level that will significantly reduce the competition in that product market or service market, the Competition Law must deal with such purchase of shares and assets.

4.4 Business Consolidation by Establishing a Joint Venture company

The business consolidation by establishing a joint venture company happens when the two competing companies in the same product market or service market agree to create a joint venture company and use the joint venture company to produce and/or sell the product or service. This business consolidation will reduce the competition in that product or service market. If it appears that this kind of business consolidation reduces competition in the market significantly or causes a monopoly in the said market, the Competition Law must deal with this business consolidation in order to prevent damages from occurring in the market. For example, three companies A, B and C are competitors in the mattress market having market share 40%, 30% and 30% respectively. Subsequently, A and B agree to set up a joint venture company called D Co., Ltd., and utilize D to distribute mattresses to customers. This means that the competition between A and B no longer exists. After setting up D as a joint venture company, the market shares of A and B will increase to 70% which can result in the status of A and B to be in a dominant position.

4.5 Business Consolidation by establishing a Holding Company

Business consolidation by establishing a holding company happens when the two competing companies agree to set up a parent company with the intention of using the parent company as a holding company. The example appears in the setting up of a holding company in the Japanese airline business (paragraph 3.5 above) where the three major airline companies in Japan, i.e. Japan Airlines (JAL), Japan Air Systems (JAS) and all Nippon Airlines (ANA), two of the three airlines namely JAL and JAS agreed to set up a holding company to hold majority shares in JAL and JAS. This may cause a reduction of competition in the airline business in Japan. However, the Japan Fair Trade Commission in this case decided to allow the consolidation by setting up a holding company in order to strengthen the competitiveness of Japanese airlines to compete with major international foreign airlines.

5. Types of Business Consolidation

There are three types of business consolidation as follows:

5.1 Horizontal Business Consolidation is a business combination between competitors in the same level or competitors in the same product market or service market. For example, two companies A and B are competitors in the real estate development market. A and B agree to consolidate their business by the methods discussed in 4 above.

From the study it is found that the horizontal business consolidation causes a significant reduction of competition in the market because it is a consolidation between competitors in the market. The result of horizontal business consolidation may create a dominant operator or monopoly in the market. Therefore, the Competition Law has to strictly regulate and deal with horizontal business consolidation.

5.2 Vertical Business Consolidation

Vertical business consolidation is the consolidation of business between business operators in different levels, i.e. not business consolidation between competitors but between business partners. The business relations between business partners has 4 levels as follows:

5.2.1 Material Supplier

In the chain of production or service, there is one or more material suppliers who supply material to the manufacturer. For example, the car manufacturer has to have business partners who are suppliers of car batteries and tyres etc.

5.2.2 Manufacturer

The Manufacturer is the business operator who employs labour and manages to have all materials together with machines and technology to produce products or services and distribute them through distribution channels, namely dealers or retailers.

5.2.3 Dealers or Retailers

The dealers or retailers are business operators who distribute products or services to consumers or clients. The dealers or retailers are business partners of the manufacturer through the Distribution Agreement or Sale Contract in order to sell the products or services to customers or clients.

5.2.4 Customers or Clients

The customers or clients are the end users of the products or services. They bought the product or used the services for themselves or for other persons.

In conclusion, there are four levels of vertical relations, i.e.. Supplier, Manufacturer, Dealers or Retailers, Customers or Clients.

Therefore, vertical business consolidation is business consolidation between business operators in different levels. For example, the car manufacturer purchased more than 50% of all issued shares of the tyre producer. This is a backward vertical business consolidation. However, if the car manufacturer purchased more than 50% of all issued shares of car dealer company, this would be a forward vertical business consolidation.

From the study, it is found that vertical business consolidation has less effect upon competition in the market because it is a business consolidation between business partners.

5.3 Conglomerate Business Consolidation

Conglomerate business consolidation is not a horizontal nor vertical business consolidation. It is a business consolidation where the Principal Company wants to expand its business empire to a new business line. The Principal Company does not want to start a new business line from scratch, therefore, the Principal Company acquires more than 50% of all issued shares from the Target Company which already exists and produces that line of new business. For example, the real estate development company wanted to expand its business into the beverage business. It purchased more than 50% of all issued shares of the beverage company and expanded its business into the beverage business without the requirement of building new facilities to produce beverages.

6. The Provisions of Law and Announcements under the Competition Act B.E. 2560 that deal with Business Consolidation

The Competition Act B.E. 2560 controls the business consolidation that may cause monopoly or being a dominant business operator under paragraph two of Section 51.

Section 51, paragraph two, of the Competition Act B.E. 2560 requires the business operators who conduct business merging that possibly causing monopoly or being a dominant business operators over the market to obtain the permission from the Competition Commission and Section 51, paragraph five, stipulates for the Competition Commission to prescribe the criteria, procedures and conditions in requesting for the permission and the permission for business merging.

The Competition Commission defines the word “Monopoly” as being a single business operator in any particular market that has the power to determine the price and quantity of their products or services independently, and has sales amounts ranging from one billion baht or more.

For granting the permission or not, the Competition Commission must specify the reasons for granting or not granting the business to be merged with both facts and legal issues. The names of the considering committees must be signed and the Office shall notify the applicant of the consideration result within seven days from the date of order of the Competition Commission.

The business operator who has been notified of the results and disagrees with the said order has the right to file the lawsuit with the Administrative Court within sixty days from the date of receiving such order.

The Competition Act B.E. 2560 controls the business consolidation that may cause significant competition reduction under paragraph one of Section 51.

Section 51, paragraph one of the Competition Act B.E. 2560 stipulates that business operators who conduct business merging that many cause significant competition reductions in a particular market in accordance with the rules set forth by the Competition Commission are required to notify the business merging results to the Competition Commission. Moreover, Section 51, paragraph three stipulates that such notification shall specify the market share, sales amount, capital amount, shares quantity or minimum asset amount of the business merging. Section 51, paragraph five stipulates that the Competition Commission shall set the rules, procedures and conditions for notification of business merging results.

The Competition Commission defines the words “Business merging that may cause significant competition reductions in a particular market” as the business combination of which the total sales amount of any one business operator or business operator that will merge businesses in any particular market is one billion baht or more and does not cause monopoly or dominant position over the market.

The above provisions of law and Announcements issued by the Competition Commission under the Competition Act B.E. 2560 are clear and also fix timeframe for the Competition Commission and the business operators to comply with

7. Conclusion

There are several methods and types of business consolidation. The study found that horizontal business consolidation has the most profound impact on trade competition in the marketplace. Therefore, the Competition Commission issued an Announcement to regulate and control horizontal business consolidation. Consequently, the business operator who intends to merge businesses which may cause a monopoly or possibly become a dominant business operator is required to submit an application for permission to merge businesses. In the case that the business merging or consolidation may cause a significant reduction in competition in a particular market, that business operator is required to notify the Competition Commission of such business merger or consolidation.

The study also found that the Announcements issued by the Competition Commission are clear and in addition, the Competition Commission fixed the timeframe under which it will render its

order. These Announcements are practical and effective which will enhance the enforcement of competition law under the Competition Act B.E. 2560 to achieve its objectives.

8. Recommendation

The study of the impact of business consolidation under the Competition Act B.E. 2560 found that this new Competition Act B.E. 2560 has resolved all the problems and obstacles under the previous Competition Act B.E. 2542. The study suggests that the enforcer of the law, the business operators and the consumers have to study the Announcements of the Competition Commission in order to comply with them to achieve a free and fair competition in accordance with the objectives of the Competition Law.

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That Affects the Work Motivation of the Staff in Office of Defense Budget



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Abstract

The Ministry of Defense is a leading organization in national security, with the Office of Defense Budget overseeing the operations of government departments in the Ministry of Defense in accordance with budgetary policies. Thus, the organization requires good management by working with motivation to achieve the success. The objectives of this study are to study the management that affects the work motivation and the relationship between level of management that affects the work motivation of the staff. A questionnaire was used for testing the confidence value which has Crombach'Alpha at 0.962 for collecting 171 population. The statistics used in this study are frequency, average, percentage, standard deviation. One-Way ANOVA and Pearson's Product Moment Correlation Coefficient. The results show that Most of the respondents are male with the age between 21-30 years, marital status, bachelor's degree and have 6 - 10 years of working experience and 21 - 30 years of age are equal. The average monthly income is in the range of 20,001 - 30,000 baht. The results of this research indicated as follows: 1) The opinions on the level of management that affects the work motivation of the staff under Office of defense budget is at high level 2) the opinions on the management level which affect the motivation of the work, the motivation factors and the supporting factors are at a high level 3) the management that affects the motivation of all motivation factors in the performance of the officers has low relationship 4) the supporting factors in the performance of the officers that shows moderate relationship is salary 5) most of the remaining supporting factors have low level of relationship.

Keywords: Management, Motivation, Bureau of Defense Budget

1. Introduction

The Ministry of Defense is a leading organization in terms of policy and strategy. Developing of armed forces is order to become self-reliance and strengthen the country's security and safety. The Ministry will also strengthen the country's relationship with the international community. Office of defense budget is responsible for propose policy, support and cooperate with related organizations

about budget. This organization also manage human resource and supervise the operation of all organization under Ministry of Defense in accordance with the budget and policy.

The key identification of staff performance in Office of defense budget is to work follow the policy of the Ministry of defense within the budget. They are supervised by the director of Office of defense budget. All units responsible for different area. In order to control cover all units, the organization need good management in all processes including planning, organization structuring, commanding and control to achieve the organization target. Thus, management is an important part in all processes. The staffs must have capability to finish their work in the responsible areas and drive to the success of the organization. These would be completed depending on motivation which could be many factors such as the important of assigned job, succession of work, job characteristics.

Researcher is interested to study management that affects work motivation of the staffs in Office of defense budget which the result can be use as recommendations to improve the existing management framework and enhance motivation of the staffs to work more efficiency.

Objectives

1. To study the management that affects the work motivation of the staff under Office of defense budget.
2. To study the work motivation of the officers under Office of defense budget.
3. To study the relationship between management that affects the work motivation of the staff under Office of defense budget.

Research Hypothesis

1. The different personal characteristics of the officers affect the motivation of the officers under the Office of Defense Budget.

2. The relationship between management that affects the work motivation of the staff under Office of defense budget.

Conceptual Framework

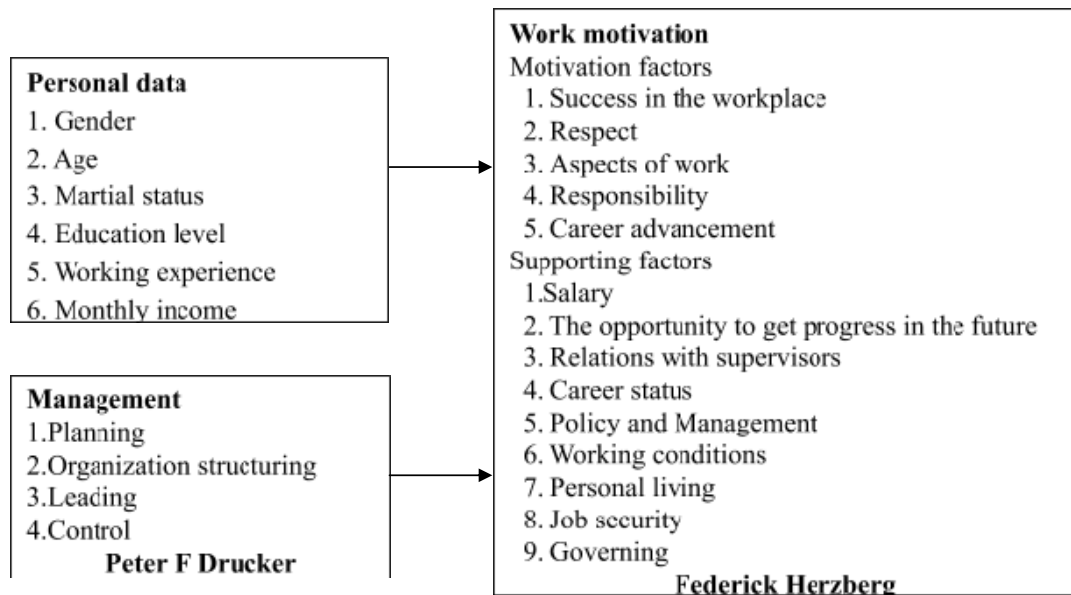


Figure 1 The Conceptual Framework

2. Literature Review

There are many researches that are related to management and motivation. The new organization management framework consists of planning, organization structure design, motivation, leading, control and supervision, Drucker, 1954 Herzberg invent the theory of work motivation that affects work in order to enhance staffs' capability and make them happier in workplaces. His research shows two related motivation factors which are motivation factors and supporting factors, Herzberg, 1959. Adul Kongsamrit studied work motivation of staffs in the Tambon Administration Organization, Muang, Pathumthani. His study shows that management has medium level affects to work motivation of staffs. The management must include both motivation factors and supporting factors. Moreover, level of management has strong relationship with overall work motivation, Kongsamrit, 2014. There are others factors that affects work motivation. In the Tambon Administration Organization, Khamsakaesaeng, Nakhon Ratchasima, understanding of work plan and leadership affect the management in the organization, Norkhnutod, 2013. The other research about study sought to investigate student teachers perception of their challenges in classroom management found that classroom management required proper planning and implementation of the plans and to handle pupils as individuals by presenting lessons in a systematic way that will be effective on classroom management, Evertson C. M., & Weinstein, C., 2006

3. Research Methodology

3.1 Population and sample groups conducting a population study of the sample of staff at working within the Bureau of Defense Budget, amount 305 persons.

3.2 To choose a sample in this study, the researchers used the formula Krejcie & Morgan

$$n = \frac{z^2 N p (1-p)}{e^2 N - 1 + z^2 p (1-p)}$$

n = sample size

N = population size

e = acceptable tolerance level of sampling

X² = chi-square at df equal 1 and 95% confidence level (X² = 3.841)

p = the proportion of characteristics of interest in the population (If unknown, specify p = 0.5)

Calculation of sample size for estimating the proportion of the population by specifying the proportion of the characteristics of the population equal to 0.5, acceptable tolerance level of 5% and confidence level of 95%.

3.3 Research tools and equipment quality with the following steps

1) Study the concepts, theories and research related to create a questionnaire to cover objectives by:

Part 1 General information regarding personal factors and part 2 is information about management that affects work motivation. The question is in scale. By using the Likert Scale gauge as a basis for determining the weight of the measurement With the following scoring criteria: Strongly agree 5 points, Agree 4 points, Rather agree 3 points, Disagree 2 points, Strongly disagree 1 point

The criterion for determining the average of each opinion level is the score in the discussion. The result is calculated by the formula for calculating the width of the interpolation. The following score ranges :The average score from 4.21-5.00 means the most agree,3.41-4.20 very agreed,2.61-3.40 moderate agreement,1.81-2.60 less agree and 1.00-1.80 the least agree.

2) To consult and improve equipment according to the advice of the advisor and let 3 experts check the accuracy and improve .The confidence test Cronbach's Alpha coefficient of confidence at 0.962 and do the test. And can be used to collect data.

3.4. Methods of data collection and collection

1) Liaise and request cooperation from a sample group that needs to collect data

2) Data collection from sample between 1 October - 1 November 2019

3) Check the accuracy of the data and prepare data preparation for analysis and processing.

3.5 The statistics used in the analysis are basic statistics, frequency, percentage, mean (standard deviation). For the statistics used to test the hypothesis: t –test, F-test and analyze the relationship of variables by using Pearson Product Moment Correlation Coefficient.

4. Research Results

4.1 Personal data of sample: The study found that most of the respondents are male 55.00%, most of the age is between 21-30 years old, 39.20% of the respondents have marital status, 67.25% of the respondents have a bachelor's degree, 65.50% of the respondents have work experience between 6-10 years and 21 - 30 years which have the same proportion equal to 17.54% of the respondents. The average monthly income is in the range of 20,001 - 30,000 baht which is about accounted 40.94 percent of the respondent.

4.2 Management and motivation data : It is conducted by studying the average, standard deviation, level and order of opinion from the management which consist of 4 area. For work motivation, it consists of two elements which are motivation factors and supporting factors. The respondents have opinions on the level of management that affects to the work motivation of the staffs in Office of defense budget in the element of Control is the highest. The following elements are Planning, Organization structuring and Leading are at second highest. The respondents have opinions on the level of management that affects to work motivation of staffs under Office of defense budget. Responsibility and Success in the workplace are the factors that the respondents gave their opinion on it for the highest. The following factors are Respect, Aspect of work and Career advancement which the respondents gave second highest on it. The respondents have opinions on the level of management affects to work motivation of staffs under Office of defense budget. Career status, Job security and Governing are the factors that the respondents gave the highest. The rests factor which are Salary, The opportunity to get progress in the future, Relations with supervisor, Policy and Management, working conditions and personal living are at the second highest.

4.3 The respondents' opinions on the level of management that affects their work motivation of staffs in Office of defense budget classified by gender status are not different.

4.4 The respondents' opinions on the level of management that affects their work motivation of staffs in Office of defense budget classified by marital and education level are different (Table 3 and 4).

4.5 The respondents' opinions on the level of management that affects their work motivation of staffs in Office of defense budget classified by age, working experience, monthly income are different at the significant level of 0.05, and tested by Fisher's Least Significant Difference (LSD) of characteristic found that;

4.5.1 The group of respondents with the less than or equal to 30 years have opinions that the level of management affects their work more than the group of 31 – 40 years old. The group of respondents with the aged 30 and the range of 31 – 40 years old have opinions that the level of management affects their work more than the group of respondents with the aged more than 40 years old (Table 1-2).

4.5.2 The group of respondents with 1 -5 and 6-10 years of working experiences have opinions that the level of management affects their work lower than the group that have over 20 years of working experiences (Table 5-6) .

4.5.3 The group of respondents who have monthly income lower than 15,000 baht and with the range between 15,001 – 20,000 baht and 20,001 – 30,000 baht have opinions that the level

of management affects their work lower than the group with monthly income over 30,000 baht. For the rest of respondents have no different opinions (Table 7-8).

Table 1 Comparison of differences The level of management that affects the job motivation of the staff under the Office of Defense Budget classified by age

Age	n	Mean	Std. Deviation	F	Sig.
Less than or equal to 30 years	79	4.00	0.21	17.993	0.000*
31 - 40 years	62	4.13	0.24		
40 years old up	30	4.30	0.29		

* With statistical significance at the level of 0.05

Table 2 The difference of the management level which affects the work motivation of the officers under Office of defense budget Classified by age obtained from LSD testing

Age	Mean difference between 2 groups (Mean Difference (I-J))			
	Mean	Less than or equal to 30 years	31 - 40 years	Over 40 years old
Less than or equal to 30 years	4.00	-	0.128*	-0.302*
31 - 40 years	4.13	-	-	-0.175*
40 years old up	4.30	-	-	-

* With statistical significance at the level of 0.05

Table 3 Comparison of differences The level of management that affects the job motivation of the staff under the Office of Defense Budget classified by marital

marital	n	Mean	Std.Deviation	t	Sig.(2-tailed)
Single	56	4.03	0.29	2.275	0.025*
Married	115	4.13	0.24		

* With statistical significance at the level of 0.05

Table 4 Ccomparison of differences The level of management that affects the job motivation of the staff under the Office of Defense Budget classified by Education level

Education level	n	Mean	Std.Deviation	t	Sig.(2-tailed)
Lower than bachelor's degree	45	4.05	0.18	3.570	0.001*
Bachelor's degree	126	4.13	0.27		

* With statistical significance at the level of 0.05

Table 5 Comparison of differences The level of management that affects the job motivation of the staff under the Office of Defense Budget classified by Experience

Experience	n	Mean	Std.Deviation	F	Sig.
1 - 5 years	46	4.07	0.27	4.158	0.007*
6 - 10 years	30	3.98	0.24		
11 - 20 years	28	4.10	0.14		
Over 20 years	67	4.17	0.27		

* With statistical significance at the level of 0.05

Table 6 The difference of the management level which affects the work motivation of the officers under Office of defense budget Classified by Experience obtained from LSD testing

Experience	Mean difference between 2 groups (Mean Difference (I-J))				
	Mean	1 - 5 yrs	6 - 10 yrs	11 - 20 yrs	over 20 yrs
1 – 5years	4.07	-	0.086	- 0.037	- 0.104*
6 - 10 years	3.98	-	-	- 0.123	-0.190*
11 - 20 years	4.10	-	-	-	- 0.066
over 20 years	4.17	-	-	-	-

* With statistical significance at the level of 0.05

Table 7 Comparison of differences The level of management that affects the job motivation of the staff under the Office of Defense Budget classified by estimate salary

Monthly income (THB)	n	Mean	Std.Deviation	F	Sig.
Less than 15,000	21	4.00	0.20	17.890	0.000*
15,001 - 20,000	47	4.00	0.25		
20,001 - 30,000	70	4.07	0.22		
More than 30,000	33	4.35	0.23		

* With statistical significance at the level of 0.05

Table 8 The difference of the management level which affects the work motivation of the officers under Office of defense budget Classified by estimate salary obtained from LSD testing

Monthly income (THB)	Mean difference between 2 groups (Mean Difference (I-J))				
	Mean	< 15,000	15,001 - 20,000	20,001 - 30,000	> 30,000
< 15,000	4.00	-	0.004	-0.073	-0.351*
15,001 - 20,000	4.00	-	-	-0.078	-0.356*
20,001 - 30,000	4.07	-	-	-	-0.278*
> 30,000	4.35	-	-	-	-

* With statistical significance at the level of 0.05

4.6 Hypothesis testing, the study of the relationship between management that affects the job motivation of the staff under Office of defense budget shows result as follow:

4.6.1 The motivation factor in the level of management that affects work motivation of staffs in Office of defense budget has Low level positive relation including job characteristics, responsibility, success in the workplace, respect, Career advancement at the significant level of 0.05.

4.6.2 The level of management that affects work motivation in Office of defense budget that have medium positive relationship is salary ($r=0.508$). For relations with supervisors, Career status, working conditions, policy and management and Career advancement opportunities have low level positive relations at the significant level of 0.05. In terms of job security has very low positive relationship.

In the same direction supporting factors also have positive relation to work motivation of the staffs in the organization. (Table 9-10)

Table 9 Relationship analysis between motivation factors and management service levels that affect Towards the job motivation of officials under the Bureau of Defense Budget

Motivation factor	Relationship(r)	sig	The level of management relations that affects staff work motivation
Success in the workplace	0.405**	0.000	Low level positive relation
In terms of being respected	0.372**	0.000	Low level positive relation
Job characteristics	0.424**	0.000	Low level positive relation
Responsibility	0.417**	0.000	Low level positive relation
Career advancement	0.325**	0.000	Low level positive relation

* With statistical significance at the level of 0.05

Table 10 Relationship analysis Between motivation factors and management service levels that affect Towards the Supporting factors of officials under the Bureau of Defense

Supporting factors	Relationship(r)	sig	The level of management relations that affects staff work motivation
Salary	0.508**	0.000	Medium positive relationship
Career advancement opportunities	0.326**	0.000	Low level positive relations
Relations with supervisors	0.350**	0.000	Low level positive relations
Career status	0.376**	0.000	Low level positive relations
Policy and Management	0.332**	0.000	Low level positive relations
Working conditions	0.367**	0.000	Low level positive relations
personal living	0.129	0.093	-
Job security	0.282**	0.000	Very low positive relationship
Governing	0.286**	0.000	Very low positive relationship

* With statistical significance at the level of 0.05

5. Research Discussion

From this study, the overall result shows that the respondents have opinions on the level of management framework that affects to work motivation in the Bureau of Defense at high level. The result is accordance with the concept of government sector emphasize in management that Peter f drucker got from operational experience and management theories including planning, organization structuring, leading and control. The respondents' opinions on the level of management framework that affects their work motivation of staffs in Office of Defense Budget classified by gender are no different. From the aspects of the respondents classified by age, marital status, education level, working experiences and monthly income show different result

From the study of relationship, all motivation factors in the level of management that affects work motivation have low relationship. The supporting factors in the level of management that affects work motivation have medium relationships is salary. For career advancement opportunities,

relations with supervisors, career status, policy and management and working conditions have low relationships, job security and governing have Very low relationship.

6. Recommendation

This study is a study of management that affects the work motivation of the staff in (ODB) only, which has some limitation such as data collection. Therefore, further studies should be conducted for comparison to see whether the finding in this study are consistent or different.

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**Relationship between Organizational Culture and Task
Performance of Staff at TOT Public Company Limited**



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Abstract

The purpose of this research are: (1) to study of personal factors affecting task performance of staff at TOT Public Company Limited and (2) to study relationship between organizational culture and task performance of staff at TOT Public Company Limited. The questionnaire was used to collect data. The sample size was 400 staff at TOT Public Company Limited. Data was analyzed by using statistics such as frequency, percentage, average, standard deviation, T-Test, F-Test (ANOVA) and Pearson Correlation Coefficient. The results showed that personal factors as follows gender, age, educational level, job position and tenure affecting task performance. Organizational culture in terms of Individual Initiative, Risk Tolerance, Direction, Integration, Management Support, Control, Identity, Reward System, Conflict Tolerance, and Communication Patterns related to task performance.

Keywords: Organization Culture, Task Performance

1. Introduction

The world today is changing rapidly in economic, social, innovation and technological change that never stops. From a thriving business, TOT Public Company Limited is a company that has fast technology and communication systems, resulting in competition in society and the company cannot adjust in time. Organizational culture has stepped into the daily life of people in society.

Organizational culture has stepped into the daily life of people in society. through faith, Consistent views, values, language, and objects, which reflect the history of culture. TOT Public Company Limited and its subsidiaries (The Group) is principally engaged in all types of telecommunications services, including fixed-line services, mobile phone services, wireless communications services , Public telephone services, both coin-based and card-based, digital

services (ISDN), data communication services, line rental services and rental circuits, and internet services. (Annual Report, TOT Public Company Limited, 2018)

The task performance of staff in the organization is an important force to drive the organization to continue with the compliance with the organizational culture together for orderly working together. Adaptation of everyone in the organization is consistent with the environment and work under the corporate culture that everyone is working together, which is important to help the organization to succeed and employees feel satisfied.

The researcher is interested to choose to study and research on Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited. For the benefit of the executives and employees in the way of organizational development that can lead the organization to success and sustainable progress including those who are interested in organizational culture and task performance can study the information to use in the next research.

Objectives

1. To study of organizational culture
2. To study the task performance.
3. To study relationship between organizational culture and task performance of staff at TOT Public Company Limited.

Research Hypothesis

1. Personal factors include gender, age, educational level, job position, and tenure have different effects on task performance of staff at TOT Public Company Limited.
2. Organizational culture consists of Individual Initiative, Risk Tolerance, Direction, Integration, Management Support, Control, Identity, Reward System, Conflict Tolerance, and Communication Patterns is related to task performance of staff at TOT Public Company Limited.

Conceptual Framework

The research aimed to (1) To study of organizational culture that affected the task performance of staff at TOT Public Company Limited. (2) To study the task performance of staff at TOT Public Company Limited on personal factors. (3) To study relationship between organizational culture and task performance of staff at TOT Public Company Limited based on the conceptual framework with the following details:

Variables of study

Independent variable = Personal factors and Organizational Culture

Dependent variable =Task performance

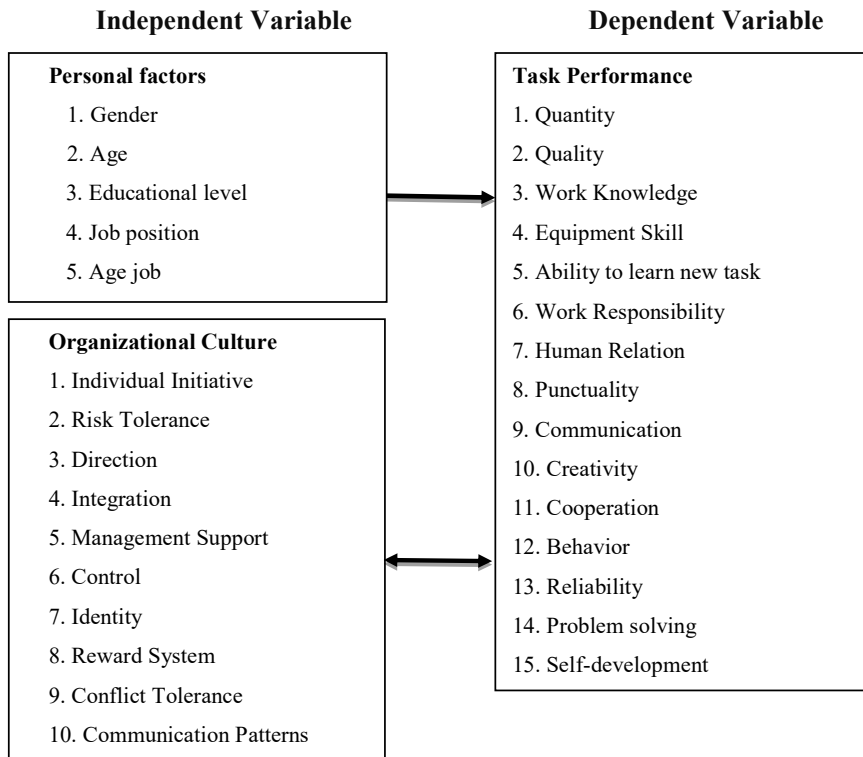


Figure 1 The conceptual framework of relationship between organizational culture and task performance of staff at TOT Public Company Limited

2. Literature Review

2.1 Organizational Culture

(Robbins, 1994 citing in Praphan Chaikidurajai, 2015: 111 - 129) gave 10 characteristics of organizational culture, consisting of (1) Individual initiative means the employees in industry group have freedom to devise something or invent new initiative and which should have their responsibility. (2) Risk tolerance means that the member of in industry group or the staff have been support to promote confidence of ability and dare to take risks in organizations decision to changing organization to the new things. (3) Direction refers to organizational executive define objective and expectations in task performance obviously. (4) Integration means that the various department of the organization has been using for coordination and cooperation to achieve diversity and participation in the work between the units in the organization to contribute and promote the coordination between the units. (5) Management support refers to the clear communication of leaders and to support and assist employees in the industry group. (6) Control means the organization has rules and regulations to control the behavior of employees in the workplace. (7) Identity means that the everyone in the organization have faith or that they are members of the organization and focus on the organization as a whole rather than the specific interests of their work units. (8) Reward systems refers to the direction of the criterion of giving the award such as a salary raise or promotion etc.by reward from based on task performance more than the close, seniority or preference. (9) Accepting conflicts

means the level of organization that gives employees the courage to openly and employees know how to handle conflicts openly. (10) Communication patterns refers to the level of the official communication by the chain of command.

2.2 Task Performance

(A-longkorn Mesutha and Smith Satchachukorn, 1999 citing in Praphan Chaikidurajai, 2019 : 99 - 112) indentified the meaning of task performance of staff in organization that the result from work results by employees in organization both direct and indirect way which assigned by supervisors to achieve the 15 organization's goals. (1) Quantity means the amount of work's results that is measured by efficiency and effectiveness (2) Quality means achievement of task performance in accordance with standards, compare with the profession. (3) Work Knowledge means understanding and knowledge of assigned duties and know methods and procedures. (4) Equipment Skill means the knowledge of using material and equipment with the adequate understanding and regulation as well as encouraging together to keep the equipment and concerning about caution. (5) Ability to learn new task means accurate and quick understanding of how to learn a new job and can be applied. (6) Work Responsibility means the attention in work and the awareness of how important of work and always finish work on time. (7) Human Relation means employees can work and have good relationship with colleagues. (8) Punctuality means the respect of work time policy and regulation. (9) Communication means communication that is easy to understand and clear. (10) Creativity means employees must have developing new concepts or working process to be related to the change by using creativity to be tip of work. (11) Cooperation and Coordination means cooperation to accomplish goal of work and activity together. (12) Behavior and work according to the regulation means suitable behavior according to the result and regulations. (13) Reliability means ability to work right and accurate according to the assignment with efficient result. (14) Problem solving and decision making means thinking system, analysis or understanding to create thing related to staff task performance. (15) Self-development means to be always continuing having self-knowledge and development related to work.

3. Research Methodology

For this research of " Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited.", researcher did it in 7 steps.

- Step 1 Population characteristics
- Step 2 The sample group selection
- Step 3 Sampling tools and methods
- Step 4 Accuracy and reliability of data collection tools
- Step 5 Creating data collection tools
- Step 6 Data collection methods
- Step 7 Data analysis methods

Step 1 Population characteristics

Population characteristics include TOT Public Company Limited staff.

Step 2 The sample group selection

The sample group selection were 13,326 staff of TOT Public Company Limited.

Step 3 Sampling tools and methods

This research is quantitative research by using questionnaires. The questionnaire is divided into 4 parts as follows

Part 1 Personal factors such as gender, age, educational level, job position ,and tenure.

Part 2 Questionnaire about organizational culture

Part 3 Questionnaire about performance

Part 4 Questionnaire about suggestions and additional comments

All 4 parts of the questionnaire have criteria for determining the weight of the assessment in 5 levels according to the Likert Scale method.

Step 4 Accuracy and reliability of data collection tools

Online questionnaire by Google Form

Step 5 Creating data collection tools

By taking 20 questionnaires about organizational culture and 15 questionnaires about task performance from (Chaikidurajai, Praphan (2019) that has been verified for accuracy and confidence of experts is completed and adapted to suit the population wishing to study. Comprehensive content and check reliability by try-out method by using 30 set of questionnaires with populations that similar to the sample with Alpha Coefficient criteria over 0.70 level.

Step 6 Data collection methods

Collect 400 online questionnaires manually within 30 days.

Step 7 Data analysis methods Researcher analyzed the data from the questionnaire by using SPSS Version 19 program which divided the analysis data as follows

Descriptive Statistics (1) Description of personal factors by analyzing the data by using Frequency ,Percentage, Mean, and Standard Deviation. (2) To describe the data of Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited. by Mean and Standard Deviation.

Inferential Statistics (1) Personal factors were analyzed using t-test method. (2) To use F-test statistics or One-way ANOVA to analyze age, education level, job position, and tenure. (3) To analyze Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited by using Pearson Correlation Coefficient to test the hypothesis.

4. Research Results

4.1 Summary of personal information of TOT Public Company Limited staff

50.25% of the respondents are mostly male. 48.75% were mostly between 38 - 52 years old (Gen X), 46% of educational level below a bachelor's degree, 38.5% were mostly level 1 - 5 positions, and 25.75% have working life between 11-15 years.

4.2 Summary of the opinions about the Organizational Culture and Task Performance of Staff at TOT Public Company Limited

The opinions of the organizational culture found that the overall was at the high level of agreement (\bar{X} = 4.03) and the opinions of the employees' overall performance were at a high level of agreement (\bar{X} = 3.92).

4.3 Summary of results of hypothesis testing of personal factors

Hypothesis 1.1 The results of analysis showed that different genders which have opinions about the task performance not different with statistically significant at the level of 0.05.

Hypothesis 1.2 The results of the analysis showed that the different age had different opinions towards the task performance with statistically significant at the level of 0.05.

Hypothesis 1.3 The results of the analysis showed that the different education level had different opinions towards the task performance with statistically significant at the level of 0.05.

Hypothesis 1.4 The results of the analysis showed that the different age job had different opinions towards the task performance with statistically significant at the level of 0.05.

4.4 Summary of the hypothesis testing of Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited

The organizational culture consists of Individual Initiative, Risk Tolerance, Direction, Integration, Management Support, Control, Identity, Reward System, Conflict Tolerance, and Communication Patterns are significantly related to task performance of staff of TOT Public Company Limited with statistically significant at the level of 0.05.

5. Research Discussion

5.1 Personal factors such as gender, age, educational level, job position, and tenure as follows

Gender : From the study, it was found that different genders had no different opinions on task performance, which did not conform to the set hypothesis but was consistent with the research of Natthida Chujarearnpipat (2012) studied Organizational Culture Affecting Employees' Work performance of Siam Commercial Bank in Nakhonsawan found that respondents of different genders commented on their task performance not different with a statistical significance of 0.05

Age : The study found that different ages have different opinions on task performance which is in accordance with the assumptions set. It is also consistent with the research of Natthida Chujarearnpipat (2012) studied on Organizational Culture Affecting Employees' Work performance

of Siam Commercial Bank in Nakhonsawan found that respondents of different ages commented different opinions regarding the task performance results with a statistical significance of 0.05.

Educational level: From the study, it is found that different levels of education have different opinions on performance which is in accordance with the assumptions set but it was still in accordance with the research of Narumon Phocharuang (2011) studied on guidelines to create the Organization Culture : A case Study of TOT Public Company found that respondents with the different education level had different opinions towards the task performance with statistically significant at the level of 0.05. But a research by Kanchanaporn Phanthet (2017) studied on Organizational Culture and Quality of Work Life Affecting Organizational Citizenship Behavior and Performance Efficiency of one of Government Banks' Officers found that respondents with different educational levels had different opinions about their task performance at 0.05 statistical significance.

Job position : The study found that different job position have different opinions on task performance which is in accordance with the assumptions set. It is also consistent with the research of Natthida Chujarearnpipat (2012) studied on Organizational Culture Affecting Employees' Work performance of Siam Commercial Bank in Nakhonsawan found that respondents of different job position commented different opinions regarding the performance results with a statistical significance of 0.05.

Tenure : From the study, it is found that different tenure have different opinions on task performance which is in accordance with the assumptions set and also in accordance with the research of Natthida Chujarearnpipat (2012) studied on Organizational Culture Affecting Employees' Work performance of Siam Commercial Bank in Nakhonsawan. There are respondents with different tenure had the opinions about the task performance were different with a statistic significance of 0.05, but it conflicts with the research of Kanchanaporn Phanthet (2017) studied Organizational Culture and Quality of Work Life Affecting Organizational Citizenship Behavior and Performance Efficiency of one of Government Banks' Officers found that respondents with different age job had different opinions about their task performance with a statistical significance of 0.05.

5.2 Organizational culture is related to task performance of staff at TOT Public Company Limited.

Organizational culture at work found that there is a high level of relationship with the overall task performance and agreed which corresponds to the concepts and theories about organizational culture described as (Robbins, 1994 citing in Praphan Chaikidurajai, 2015: 111 - 129) explained that the organizational culture that has been widely agreed in the system of mutual meaning, which the organization will have subcultures within the organization. Administrators need to communicate and understand the dominant culture in the organization. The characteristics of organizational culture, consisting of (1) Individual initiative means the employees in industry group have freedom to devise something or invent new initiative and which should have their responsibility. (2) Risk tolerance means that the member of in industry group or the staff have been support to promote confidence of ability and dare to take risks in organizations decision to changing organization to the new things. (3) Direction refers to organizational executive define objective and expectations in performance obviously. (4) Integration means that the various department of the organization has been using for coordination and cooperation to achieve diversity and participation in the work between the units in the organization to contribute and promote the coordination between the units. (5) Management support refers to the clear communication of leaders and to support and assist employees in the industry group. (6) Control means the organization has rules and regulations to control the behavior of employees in the workplace. (7) Identity means that the everyone in the organization have faith or

that they are members of the organization and focus on the organization as a whole rather than the specific interests of their work units. (8) Reward systems refers to the direction of the criterion of giving the award such as a salary raise or promotion etc.by reward from based on performance more than the close, seniority or preference. (9) Accepting conflicts means the level of organization that gives employees the courage to openly and employees know how to handle conflicts openly. (10) Communication patterns and consistent with the concept of Siriwan Chueychuwong (2015: 6) found that organizational culture is the intention of the organization in the form of beliefs, attitudes and values, with the objective that everyone in the organization can work together.

6. Recommendation

1. Executives should consider the promotion of personnel fairly to support motivation.
2. Executives should give full freedom to the employees in their responsibilities.
3. Executives should to give the opportunity to the personnel to criticize the company policy in the event that the employees openly disagree.
4. Executives should give the opportunity employees to express their thoughts and training employees to have awareness in ethics.
5. Executives should motivate the leaders of each department to look after the work of the employees directly.
6. Executives should adjust an environment of work by organizing various activities continuously.

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0012

**Relationship between Quality of Work Life and Organization
Commitment of Staff at Risland (Thailand) Company Limited**



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Abstract

This research purpose is to study 1) the level of working life quality and organizational commitment. 2) The personal factors affecting organizational commitment, and 3) the relationship between the quality of work life and the organization commitment. This research was the quantitative research. The population is full-time employees of Risland (Thailand) Company Limited. The sample of 136 people. Questionnaires were used to collect data, Reliability by Cronbach's Coefficient Alpha Method .915 Use descriptive statistics and compare the differences by t-test and One-Way ANOVA test a couple of different ways of LSD test and use Pearson Product Moment Correlation Coefficient. Set statistical significance level of .05. The research found 1) that answerer most are male, aged 31-40 years, marital status, and bachelor's degree. The average income per month is 20,001-30,000 baht, operational position and work period of 2 years or more. 2) The opinion of the working life quality and organizational commitment found overall is high level. 3) The comparison between the personal factors we found age, education, the average income per month and work period that affect the different levels of the opinion of organizational commitment with significant level of .05. And 4) Overall quality of working life has a high relationship with positive organizational commitment ($r = .813$, $p\text{-value} < .01$).

Keywords: Relationship, Working Life Quality, Organizational Commitment

1. Introduction

The resignation of an employee's organization is considered a burden and cost of the company. Because the company has invested in the development of that person and has been working for a period of time, the resignation will incur more expenses than the work will be received in return for that person (Gilmer, B., and Von, H., 1971, p.265). The turnover rate of employees is an indicator of wasteland conditions. In another aspect of investing, it is a loss of the organization's image. There are many studies that study the reasons for the resignation of employees. What actually is the reason that the employees leave the organization? From the study of factors affecting the

employee retention of Poomphenphon, Nisachon (2016, p.80-83), it is found that overall job satisfaction and organizational commitment in general have a relationship to retention. The location of the employees at the significant level of .01

Commitment to the organization is one of the important factors that affect the morale of the employees. Establishing ties with the organization among the people in the organization. Therefore, it is considered one of the methods of executives to enable the organization to maintain personnel with the organization for a long time. Therefore, creating a quality of work-life to balance between Life Working with personal and family life (Work-Life Balance) is an important tool in Human resource management to create organizational commitment until efficiency is achieved. It is the coordination between the person and work, giving the life and work a harmonious combination, resulting in the worker's satisfaction in working and living happily. In addition, commitment to the organization is also a driving force for employees to work more efficiently. Because when employees are born the feeling of being involved in the ownership of the organization Commitment to the organization will be the link between the needs of people to be consistent with the goals of the organization. Leading to better operational efficiency (Chaikidurajai, Praphan, 2017, p.1)

In this study, the researcher selected the population of staff at Risland (Thailand) Company Limited, a multinational company registered under Thai law since June 1, 2017, when registering for use. Company name Beauty Honor (Thai) Co., Ltd., before registration was changed to Risland (Thailand) Company Limited on 12 January 2018. The company has a registered capital of 500 million baht, a subsidiary of the company Country Garden Holdings Co., Ltd. (Country Garden Holdings Company Limited) providing residential real estate development business (house and condominiums) This is because the company which has been in operation for 2 years has not conducted research to survey personnel in the organization in terms of quality of work life and organizational commitment. The researcher is therefore interested in studying the relationship between quality of working life and organizational commitment of employees at Risland (Thailand) Co., Ltd. because of acknowledging the level of working life quality and organizational commitment of employees. Including knowing the relationship between personal factors and organizational commitment of employees And the relationship between the quality of working life and the organizational commitment of that employee Executives and personnel involved in the development of the company can apply the results of the study to develop personnel in the organization to have a better quality of working life. In order to create efficiency and effectiveness in the operation and have commitment to the organization In order for the organization to be able to achieve sustainable business success in the future.

2. Objectives

1. To study the level of working life quality and organizational commitment of Staff at Risland (Thailand) Company Limited of Staff at Risland (Thailand) Company Limited.
2. To study the personal factors affecting organizational commitment.
3. To study the relationship between the quality of work life and the organization commitment of Staff at Risland (Thailand) Company Limited.

3. Research Hypothesis

1. Personal factors such as gender, age, status, the education level, the average income per month, job positions, and work period are different. There is a difference in the organizational commitment of the staff of Risland (Thailand) Co., Ltd.

2. The quality of working life of staff at Risland (Thailand) is related to organizational commitment.

4. Conceptual Framework

The research aimed to study the level of working life quality and organizational commitment, the personal factors affecting organizational commitment and study the relationship between the quality of work life and the organization commitment of Staff at Risland (Thailand) Company Limited on the conceptual framework with the following details:

Variables of study

Independent variable = personal Factor and working life quality

Dependent variable = organizational commitment

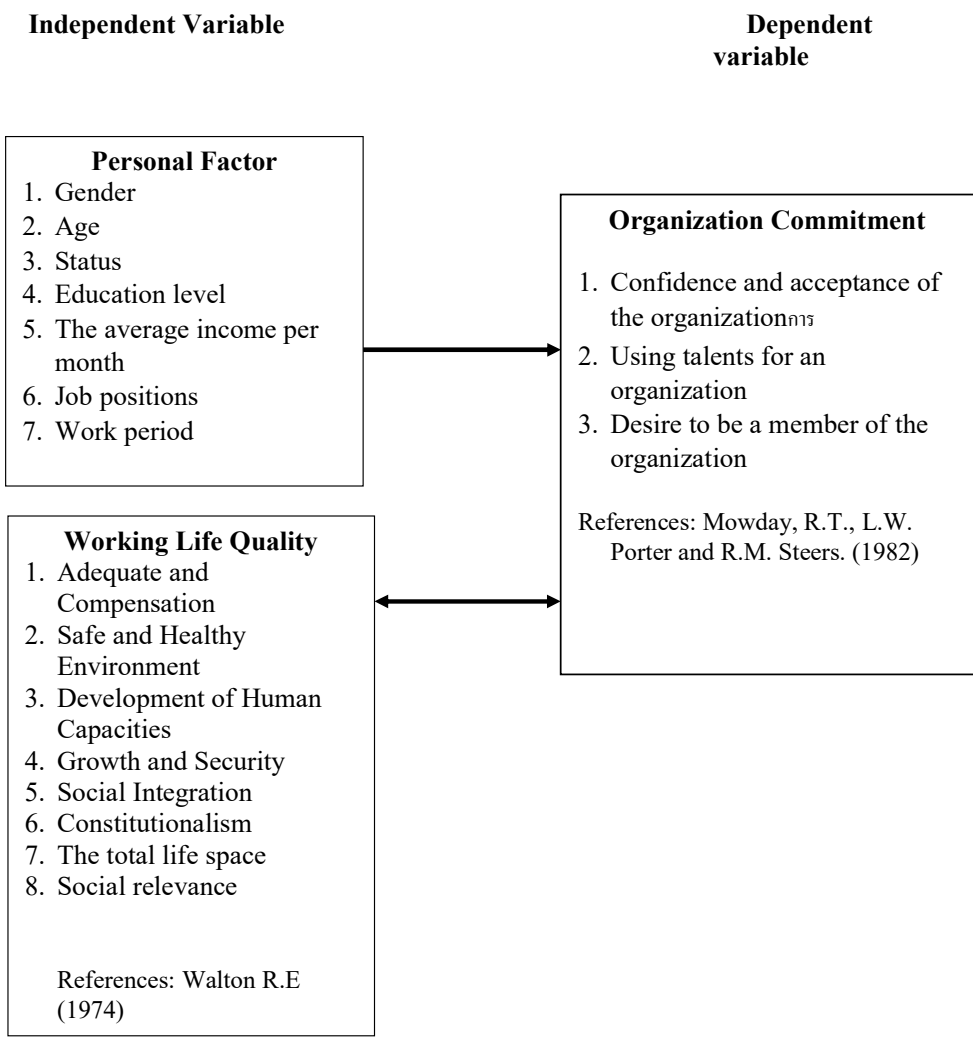


Figure 1 The conceptual framework of the research

5. Literature Review

5.1 Working Life Quality

Walton, R.E. (1973) was the first academic to study the quality of working life. He gave the definition of quality of work life as it is a type of work that satisfies the needs and desires of individuals. Factors affecting the quality of working life that consists of 8 conditions as follows

1. Adequate and appropriate compensation means receiving compensation received from work operations. Must be sufficient and appropriate for the cost of living. And is reasonable for the work is the same standard which, if compared with jobs at the same level.

2. Safe and Healthy Environment means that an employee must not be harmed by a life threater while working and the organization has standardized risk prevention policies, including sound and eye protection.

3. Development of Human Capacities means the employees receive competency development. The organization is promoted in the development of knowledge and capabilities. This will allow them to get involved in the organization and pride and skills to develop jobs in the individual.

4. Growth and Security means the organization is interested in giving employees the opportunity to develop jobs and assign new tasks to develop more skills. As well as providing opportunities for job development and higher positions.

5. Social Integration means leaders or colleagues in the organization respect the employees and the organization has a good working atmosphere, freedom in creativity and to assist each other.

6. Constitutionalism means maintaining personal or democratic rights in an organization.

7. The total life space means a person can allocate time and balance in life.

8. Social relevance means that employees participate in work that is beneficial to the society.

5.2 Organization Commitment

Organizational commitment is defined as a view of an organization's member's psychology towards his/her attachment to the organization that he/she is working for. Organizational commitment plays a pivotal role in determining whether an employee will stay with the organization for a longer period of time and work passionately towards achieving the organization's goal. Mowday, R.T., Porter,L.W., and Steers, R.M. (1982, p. 27) has divided the components of commitment to the organization in 3 ways.

1. Confidence and acceptance of the organization.
2. Using talents for an organization.
3. Desire to be a member of the organization.

6. Research Methodology

This research was the quantitative research. The population is full-time employees of Risland (Thailand) Company Limited. The sample of 136 people. Questionnaires were used to collect data, Reliability by Cronbach's Coefficient Alpha Method .915. The questionnaire is divided into 3 section as follows

Section 1 General personal information, consisting of 7 items, 1) Gender 2) Age 3) Status 4) Education level 5) Average income per month 6) Job position and 7) work period. There are multiple choices. Descriptive statistics are used to summarize the information, frequency values and percentage. Presented in the form of a table.

Section 2. Questions about the quality of work life, there are 8 aspects, total 32 items with questionnaire using Rating Scale

Section 3. Questions about organizational commitment, there are 3 aspects, total 15 items in a questionnaire using Rating Scale.

Set rules for interpretation of the 5 level of delimit according to Best W. John's concept , (1997, p.190) as follows:

- 4.50–5.00 means the highest quality of working life/organizational commitment
- 3.50–4.49 means high level of working life/organizational commitment
- 2.50–3.49 means middle level of quality of work life/organizational commitment
- 1.50–2.49 means less level of quality of working life/commitment to the organization
- 1.00–1.49 means smallest level of working life/organizational commitment

Statistics

Use descriptive statistics and compare the differences by t-test and One-Way ANOVA test a couple of different ways of LSD test and use Pearson Product Moment Correlation Coefficient. Set statistical significance level of .05.

7. Research Results

Summary of the research into 4 section as follows

Section 1 Answerer most are male, aged 31-40 years, marital status, and bachelor's degree. The average income per month is 20,001-30,000 baht, operational position and work period of 2 years or more.

Section 2 The opinion of the working life quality found overall is high level ($\bar{x}=4.10$), first in the total life space ($\bar{x}=4.19$). 2nd Social relevance ($\bar{x}=4.18$) 3rd Safe and Healthy Environment ($\bar{x}= 4.14$) 4th Adequate and appropriate ($\bar{x}=4.11$) 5th Growth and Security ($\bar{x}=4.09$) 6th Constitutionalism ($\bar{x}=4.08$) 7th Social Integration ($\bar{x}=4.04$) and an average minimum of Development of Human Capacities ($\bar{x}=3.96$)

Section 3 The opinion of the organizational commitment found overall is high level ($\bar{x}=4.07$), first in the confidence and acceptance of the organization ($\bar{x}=4.13$), 2nd using talents for an organization ($\bar{x}=4.05$) and an average minimum of desire to be a member of the organization.

Section 4 Hypothesis testing results.

1. Personal factors such as gender, age, status, the education level, the average income per month, job positions, and work period are different. There is a difference in the organizational commitment of the staff of Risland (Thailand) Co., Ltd.

1.1 The gender of the employees is different. There is no difference in opinion on organizational commitment (Sig. = .316)

1.2 The age of the employees is different. There is difference in opinion on organizational commitment (Sig. = .001), found that employees aged 51-60 years have Highest average.

1.3 The status of employees are different. There is no difference in opinions on organizational commitment (Sig. = .052).

1.4 The educational level of employees are different. There is difference in opinions on organizational commitment (Sig. = .049), it was found that employees with education below the degree Bachelor has the highest mean.

1.5 The average income per month of employees are different. There are different opinions on organizational commitment (Sig. = .007), it was found that employees with average income 15,001-20,000 Baht per month has the highest average.

1.6 The job position of the employees is different. There is no difference in opinion on organizational commitment (Sig. = .543)

1.7 The work period of employees are different. There are different opinions on organizational commitment (Sig. = .000), found that employees with less than 1 year of work had Highest average

Conclude that the comparison between the personal factors we found age, education, the average income per month and work period that affect the different levels of the opinion of organizational commitment with significant level of .05.

2. The quality of working life of staff at Risland (Thailand) is related to organizational commitment.

The overall quality of working life has a high relationship with positive organizational commitment ($r = .813$, $p\text{-value} < .01$).

There are 2 aspects with high level of positive relationships, which are Safe and Healthy Environment ($r = .717$, $p\text{-value} < .01$), Growth and Security ($r = .771$, $p\text{-value} < .01$).

There are 4 aspects with moderate positive relations: the adequate and appropriate compensation ($r = .709$, $p\text{-value} < .01$), the development of human capacities ($r = .668$, $p\text{-value} < .01$) In terms of the social integration ($r = .386$, $p\text{-value} < .01$) and the constitutionalism ($r = .537$, $p\text{-value} < .01$).

1 aspects with low level of positive relationship is the total life space ($r = .278$, $p\text{-value} < .01$).

There is no relationship with organizational commitment in 1 aspects which is 8. Social relevance.

8. Research Discussion

1. The employees have opinions on the quality of working life at a high level. Consistent with the research results of Janthed, Malaithip. (2015) Study the relationship between quality of working life and organization commitment of employees at Adam-Pak (Thailand) Company Limited. Found that the quality of working life of employees the overall is in a high level. . It's possible that employees are aware that the organization has guidelines for personnel management, benefits and rewards, the environment is safety for life and property in the workplace for the organization. There is a culture of personal rights and good collaboration. Including having policies regarding the environment and good communities.

2. The employees have opinions on the organization commitment at a high level. Consistent with the research results of Chinboon, Treepop. (2017) Study quality of work life and organization commitment of university supports staff at Nakhon Phanon University. The results showed that the overall commitment to the organization is at a high level. It's possible that Employees feel satisfied with the work, feel that they are part of the organization, observing the average value of the clause that employees are willing to perform all tasks assigned. To meet the goals of Risland (Thailand) Company Limited, which has an average level of 4.24

3. Age affects organizational commitment consistent with the research results of Piya, Prapaphan. (2012) Study the relationship between quality of working life and organizational commitment of supporting staff at University of Phayao. That found that support personnel working at Phayao University with different ages affecting organizational commitment from this study, it was found that the employees aged between 51-60 years have the highest mean. It's possible that Employees older than 50 years have work experience. And is a group that does not want to change jobs often due to age restrictions in finding a new job.

4. Education level affecting organizational commitment consistent with the research results of Janthed, Malaithip. (2015), that results show that personal factors in different educational levels have different levels of commitment to the organization. It's possible that Education level affects the salary level or the income that will be received. Including responsibilities in different jobs higher qualifications are easier to find new jobs.

5. The average income per month affecting organizational commitment consistent with the research results of Chaikidurajai, Praphan.(2018) Study quality of work life affecting organization commitment of employees in Electrical, Electronic and Telecommunications Industry Group in Thailand. Which found that employees in the electrical industry group Electronics and telecommunications with different incomes Affecting organizational commitment. It's possible that People with high incomes suitable for the job position. Or higher when compared to the same work in other companies. Must have a sense of satisfaction and a desire to stay with the organization. And income can affect the decision to change jobs if there are other locations ready to give higher compensation.

6. The work period affects organizational commitment consistent with the research results of Chaikidurajai, Praphan. (2018), which found that employees in the electrical industry group Electronics and telecommunication with different working ages Affecting organizational commitment It's possible that Working in the organization for a long time will feel a part of the organization. There is a bond with colleagues, customers, and places more than people who have less work period.

7. The quality of working life, specifically the 2. Safe and Healthy Environment and the growth and security. There is a high level of positive relationship. This may be due to the company designing good occupational health and environment systems. Employees feel aware of the safety and most employees agree that the company is interested in improving the working conditions to be more comfortable in the operation and the company provides quality appliances and equipment that are safe for operation. The highest average is at a high level, including a safe working environment, such as sufficient lighting. And provide appropriate training on disaster prevention and accidents. This is consistent with the study of Piya, Prapaphan. (2012), which found that the quality of working life of support staff Phayao University , the safety and health have a positive relationship with organizational commitment. Significantly at the .05 level.

9. Recommendation

1. The employees have the least opinion about the quality of life in development of human capacities, with the least opinion towards the company. There is always encouragement to use new ideas for job development. Therefore, executives should stimulate a culture that is encouraged and encouraged the expression of ideas. There is an opportunity for new ideas to be tried in the workplace.

2. The quality of life in adequate and appropriate compensation have the least opinion about receiving a salary and compensation that is appropriate for their work. Therefore, executives should give priority to the review of roles and responsibilities to be in accordance with the position.

3. The safe and healthy environment, employees have the least opinion about the appropriate training on disaster prevention and accidents. Therefore, executives should pay attention to the provision of training on various hazards that can occur in the workplace, such as fire evacuation drills or fire drills when fire fires occur. Training on the use of machinery or tools Devices used in various operations and including methods of working and dealing with abnormal events.

4. The growth and security, employees have the least opinion about receiving trust in the work from your supervisor. Therefore, executives should pay more attention to communication, trust. Because the feeling that supervisors do not trust can negatively impact the work result and result in the organization becoming less attached.

5. The social integration, the employees have the least opinions about Employees in the company are friendly to each other, providing assistance from colleagues. Therefore, executives should pay attention to creating good relationships between departments, such as the activities that allow employees in each organization to get to know each other. Have joint activities. When employees in different departments get to know each other, coordination will become more efficient.

6. The constitutionalism, the employees have the least opinions about supervisors and colleagues, respect for privacy and do not interfere with personal matters not related to work. Which is the item with the lowest mean of quality of working life. Therefore, executives should pay attention to the handling of personal information, including employee salaries, is confidential. Creating an organizational culture that does not violate privacy rights Executives and employees must have clear separation of personal and work matters.

7. The total life space, the employees have the least opinions about having working hours. That is suitable for the duration of rest Therefore, executives should give priority to clear management of working hours. And set a clear boundary for contact after work.

8. The social relevance, the employees have the least opinions about the company. The company has a policy to help the society as a whole. Therefore, the executives should attach importance to the policy that is beneficial to the society and distribute it to the employees and the general public.

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0015

Studying of Motivation of Sandee Rice (Thailand) Co., Ltd.'s Employees



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Abstract

This purpose of this research were to identify (1) The motivation of Sandee Rice (Thailand) Co.,Ltd.'s employees. (2) The organizational commitment of Sandee Rice (Thailand) Co.,Ltd.'s employees (3) The relationship between motivation and organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees. The questionnaire was used as an instrument for correcting the data from 180 employees of Sandee Rice (Thailand) Co., Ltd. Analysed by using descriptive statistics such as Frequency, Percentage, Mean and Standard deviation. Also using inferential statistics such as T-Test, F-Test (ANOVA) and Pearson correlation. The research findings were as follows (1) Personal factor such as Gender, Status, Education level, Age and Average of salary income. Found that Education level and Average of salary income effect to the organizational commitment statistically significant difference at 0.05 otherwise didn't find the difference (2) The motivation such as Physical needs, Security and stability needs, Social needs, Commendation needs and Successful needs. Found that they associate with the organization commitment statistically significant difference at 0.01

Keywords: Work Motivation, Commitment

1. Introduction

A successful organization is due to the efficiency of the employees in the organization. If the employees are ineffective without the knowledge and capability or there are no commitment, due to lack of motivation to work, will cause the problems such as ineffective working. The results are not achieving the target of the company. High rate of resignation will cause the troubles and unsuccessful organization.

Sandee Rice (Thailand) Co., Ltd. established in 1980 at Yannawa district, Bangkok. With the main objective of producing and processing rice under the brand symbol "Sandee Rice" They need a human resource with expertise in rice and personnel in the work to suit each duty. With the current competition in the employment of higher labor, may cause some places to lack of personnel with

knowledge and ability to work in the company. Some companies may scramble the employees by creating incentives to work with their company because Sandee Rice (Thailand) Co., Ltd. has employees with knowledge and expertise and very necessary for the company. The company has to motivate employees to create good organizational ties.

Therefore, this research study to know the motivation factors affecting the internal commitment of the organization and to maintains the employees to stay with the organization for a long time. The results of this study can be a way to improve the problems while also creating understanding between entrepreneurs and employees.

Objectives

1. To study the motivation of Sandee Rice (Thailand) Co., Ltd.'s employees
2. To study the organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees
3. To study the relevance of the motivation factors affecting internal commitment of Sandee Rice (Thailand) Co., Ltd.'s employees.

Research Hypothesis

1. Personal factors such as gender, status, education level, age and average of salary income which have a different effect on the organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees.
2. Working motivation includes physical needs, security or stability needs, social needs, praise and recognition needs and success needs. There are relevance with the commitment to the organization of Sandee Rice (Thailand) Co., Ltd.'s employees.

Conceptual Framework

The research aimed to develop " Studying of motivation of Sandee Rice (Thailand) Co., Ltd.'s employees" based on the conceptual framework with the following details:

Independent Variables = Motivation to work.

Dependent Variables = Commitment.

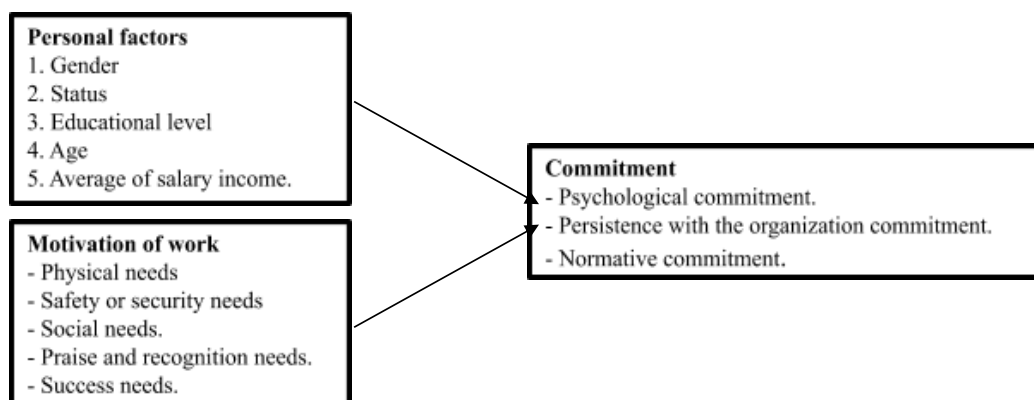


Figure 1 The conceptual framework.

2. Literature Review

Motivation theory concepts

Prasert Urai. (2016: 7) has summarized that working motivation refers to the motivation of each person received within the organization, which causes the person to show behavior at work.

Maslow reference in Wanna Arworn, 2014: 8-11 mentioned that the needs of humans must follow in order of importance and be flexible. Once the initial needs have been treated, humans will focus on the more advanced needs, which has 5 levels of needs. 1. Physiological Needs. Is the first needs or minimum needs, also known as basic human needs, are necessary for the existence of human life that is indispensable. 2. Safety or Security Needs. The need for physical and mental security. Because people do not want to face uncertainty in their lives. 3. Social Needs. The need to be loved by others, want to have a good relationship with others, want to enter society and want to allow society to accept themselves. 4. Esteem Needs. Everyone wants to be respected and respect to others. Respect represents the need for humans to be accepted and valued by others. 5. Needs for self-actualization. The need to know and understand oneself according to the true condition and shows the internal potential to appear and strives to do what is intended.

Commitment concepts

Allen and Meyer (1990) reference in Nittaya Banko. (2015: 14-16) gave the concept of organizational commitment in 3 dimensions. 1. Concept of attitude or mind mentions that commitment to an organization is a feeling that you are part of an organization and give the definition of commitment to the organization as follows. 1.1 A strong confidence in accepting corporate goals and values. 1.2 Willingness to devote a lot of effort to benefit the organization. 1.3 A strong desire to maintain membership in an organization. 2. Concept of behavior or persistence with the organization commitment, an organization in the form of behavior consistency. When people are bound to the organization and there will be continuous expression of behavior in the workplace, Continuity in work without changing workplaces with ties to that organization and trying to maintain membership without moving away. 3. Concept of relating to the correctness or norms of society. That their commitment to the organization is loyalty and a willingness to devote themselves to the organization, which comes from the norms of organizations and society. The person will feel that they become a member of an organization, they must have a commitment to the organization. Because it is the right and suitability that should be done to the organization.

3. Research Methodology

In order to studying the motivation of Sandee Rice (Thailand) Co.,Ltd.'s employees, researcher did it in 7 steps.

- Step 1 Population characteristics
- Step 2 Sample selection
- Step 3 Sampling tool
- Step 4 Questionnaire
- Step 5 Creating data collection tool
- Step 6 Data collection method
- Step 7 Data analysis method

Step 1 Population characteristics

The Population characteristics for this research are the employees of Sandee Rice (Thailand) Co., Ltd.

Step 2 Sample selection

The samples are 180 employees.

Step 3 Sampling tool

This research is quantitative research by using questionnaires as a tool for data collection. The questionnaire is divided into 4 parts as follows:

Part 1 Questionnaire about population characteristics are gender, age, condition, education level and average of salary income.

Part 2 Questionnaire about the motivation factors affecting organizational commitment Which is a factor related to operations.

Part 3 Questionnaire about organizational commitment.

Which has criteria for determining the weight of the assessment to 5 levels according to Likert Scale's method.

Part 4 Questionnaire about suggestions and additional comments

Step 4 Questionnaire

Survey by using Google Form.

Step 5 Creating data collection tool

In this study, Validity test by presenting the questionnaire to advisor to check accuracy and coverage of the content and check reliability by try-out method by using 30 set for questionnaires with populations that similar to the sample with Alpha Coefficient criteria over 0.80 level.

Step 6 Data collection

1. Procedure by collected data since October, 2019 to November, 2019. Then examined the data. If the researcher found the mistaken data, that data were sorted out.

Step 7 Data analysis

Researcher analyzed the data from the questionnaire by using SPSS Version 23 program, which divided the analysis data as follows:

1. Descriptive Statistics. Description of personal information by analyzing the data by using Frequency and Percentage, Mean and Standard Deviation.

2. Inferential Statistics The study of sample data and Hypothesis Testing, using tools to analyze the statistical, the results as follows. T-test is used to test the comparison between the mean values of independent variables, which is divided into 2 groups. F-test is used to test the variance of independent variables, which are classified into 3 groups or more, and tested for pairs by using LSD (Least Significant Difference) method and analyzed the relationships of 2 variables by using Pearson Product Moment Correlation Coefficient which is testing the relationship between 2 variables: Independent Variable which is the motivation, Dependent Variable which is the commitment to the organization for testing the hypothesis that they are related or not.

4. Research Results

Summary of data analysis on the personal factors of the sample. From the intending samples of 180 people were able to collect the questionnaires for 123 people. Found that the gender of the samples were more female than males. The female has 69.11% and the male has 30.89%. The most of samples are single 61.79%, education level is bachelor's degree 44.72%, age in between 35 years or more representing 34.96%, with an average monthly income of 15,000 - 30,000 baht 56.10%

Summary of data analysis on the working motivation. Motivation in the Physical needs, Safety or Security needs, Social needs, Praise and recognition needs and the desire to be successful needs was found that there was a high level of opinions ($\bar{X} = 3.46$), ($\bar{X} = 3.33$), ($\bar{X} = 3.94$), ($\bar{X} = 3.82$), ($\bar{X} = 3.96$) respectively.

Summary of data analysis on the organizational commitment. From the analysis of data on organizational commitment, including mental commitment, commitment to stay with the organization and the norm of attachment shows that the average level of opinions were at a high level ($\bar{X} = 3.64$), ($\bar{X} = 3.80$), ($\bar{X} = 3.81$) respectively.

Summary of the hypothesis testing of personal factors such as gender, status, education level, age and average salary income are affect to the organizational commitment. Hypothesis 1 Gender, status and age which are different have no difference in the opinions of the commitment of Sandee Rice (Thailand) Co., Ltd.'s employees with statistical significance at the level of 0.05 and the average salary income are different at the 0.05 level of significance towards the commitment of Sandee Rice (Thailand) Co., Ltd.'s employees with statistical significance at the level of 0.05

Summary of the hypothesis testing. Working motivation relates to the organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees. Hypothesis 2 Working motivation relates to organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees. The results of each analysis showed that physical needs, safety or security needs, social needs, Praise and recognition needs and the desire to be successful needs correlated with the organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees with statistical significance at the level of 0.01

5. Research Discussion

1. Personal factors in gender from the research found that different genders has no affect the organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees. With statistical significance which is consistent with the research of Nittaya Banko (2015). She studied "Factors Affecting The Engagement Of Government Personnal Merchant Marine Training Centre Marine Department, Ministry Of Transport" The research found that different gender affects commitment to the organization is not difference. With statistical significance, it can be said that currently, gender rights are equal. Gender discrimination has decreased in the past. This may be caused by a society that has adapted or changed according to the situation in the age of acceptance and opportunity for both males and females to be more equitable and fair. Therefore making both male and female employees in that organization have no difference opinion on commitment to the organization.

2. Personal factors, from the research, was found that the status of the employees had different relationships with the organization of Sandee Rice (Thailand) Co., Ltd. which were not significantly different in accordance with the research of Chanuttha Chanakul. (2015). She studied "The Relationship Between Quality Of Work Life And Organizational Commitment Of Staff At Thai Sri-Thong Company Co., Ltd." The research found that the different status affecting the commitment to the organization that is no difference. It can be said that in today's society, most are clearly separating personal and work matters. And respecting privacy more regardless of whether singles or family have to be responsible for their own expenses. Because each person has different goals. Therefore causing employees with different statuses have no difference in the opinion on commitment to the organization.

3. Personal factors in education level, according to the research found that different levels of education affect the organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees which is significantly different in accordance with the research of Papatsorn Orapakdee. (2017). She studied "Work Motivation affecting organizational Commitment Of Employees At Fuel Pipeline Transportation Limited" The research found that different educational levels affect the commitment to the organization is not significantly different statistically. It can be said that people with higher education has a process of thinking to learn new things or want to use the knowledge and want to work with more challenger tasks. Therefore resulting in not much attachment to the organization. But for people with lower education levels, they may be fewer opportunities or options, the resulting in a commitment to stay with the organization forever than people with higher education levels.

4. Personal factors of age. From the research is found that the difference in age has an effect on the organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees. With statistical significance which is consistent with the research of Somjid Junphen. (2014). He studied "Organizational Commitment of the Officials at the Community Organizations Development Institute (Public Organization)" The results of the research found that different age affect the commitment to the organization has no difference, can be said that different age groups of employees within the same organization do not have ties to different organizations. May occur due to equal work performance and most of the older people nowadays have to adapt to the current technology environment, allowing them to keep up with the new generation or younger employees. Therefore, employees of different ages have different opinions on their commitment to the organization.

5. Personal factors for average salary income from the research is found that the average monthly income affects the organizational commitment of Sandee Rice Co., Ltd.'s employees which is significantly different. Which is consistent with the research of Lalita Chandrangam (2016). She studied "The study Of Factors Affecting Organizational Commitment Of The Government Savings Bank Head Office Employees In Personal Customer Group" The research found that different salary incomes have different levels of commitment to the organization. It can be said that employees with high incomes may feel secure in their operations and feel satisfied with compensation resulting in a very strong connection to the organization, while employees with lower incomes are still need for higher incomes or rewards including confidence and

income stability. This may lead to easier changing of work elsewhere resulting in less engagement than employees with high incomes.

2. Working motivation relates to organizational commitment of Sandee Rice (Thailand) Co., Ltd.'s employees with the following. Physical needs, the motivation in terms of Physical needs. The results of the study found that there is a relationship with organizational commitment. Overall is at a high level which is in line with the research of Papatsorn Orapakdee (2017). She studied "Work Motivation affecting organizational Commitment Of Employees At Fuel Pipeline Transportation Limited" The research found that in terms of physical needs, working conditions, have a high level of organizational commitment. The working environment is bright, no noise, no smell, well ventilated, clean, good hygiene and have equipment that is in convenient enough to use. Safety or security needs, incentives for safety or security needs. The results show that there is a relationship with organizational commitment. Overall is at a high level which is consistent with the research of Wanna Arworn (2014). She studied "Job Motivation and Organizational Commitment of Parliamentary Commissioner at An Operational Level, Secretariat of The House of Representatives" The research found that in the field of job security and job progress have a high level of relationship with organizational commitment. Because of a large, reputable organization and good image including being a rice export trading business that has a certain level of security, makes it possible to work until retirement without having to worry about moving switch duties or terminate employment. Social needs, motivation in social needs. The results of the research found that there is a relationship with the commitment to the organization. Overall is at a high level which is consistent with the research of Nattaphan Chantanyakam (2017). She studies "Factors Influencing the Organizational Commitment of the Employees of the Royal Irrigation Department (Sam Sen)" the research found that the relationship or social needs with the commitment to the organization is in a high level, it can be said that colleagues are intimate able to discuss the private matters and provide assistance or support in performing duties. Have a good relationship with the supervisor and colleagues and can work as a team together. Praise and recognition needs, motivation for demanding praise and respect. The research found that there is a relationship with the commitment to the organization. Overall is at a high level which is consistent with the research by Nittaya Banko (2015). She studied "Factors Affecting The Engagement Of Government Personnal Merchant Marine Training Centre Marine Department, Ministry Of Transport" The research found that acceptance has a relationship with organizational commitment in a high level, every opinions are acceptable to supervisors and colleagues. The supervisor is trustworthy in everyone's knowledge and ability and always assigned important work for everyone and received praise make everyone an important part of the organization in driving the organization to their goal. The desire to be successful needs, motivation in wanting to be successful. The research found that there is a relationship with the commitment to the organization. Overall is at a high level. Which is consistent with the research by Sasimas Homboonma (2015). She studied "Job motivation affecting Commitment Towards School of Teachers In Mahachai School Cluster, Under The Samutsakorn Primary Educational Service Areaoffice" The research found that the need for success was related to the commitment to the organization in the high level. Because the company has promoted the promotion according to the experience, the employees who are knowledgeable and also promote to be successful in order to go to a higher position and the employees are proud of their work

6. Recommendation

1. Management Department should consider additional welfare to be in line with the cost of living and the current economic conditions.
2. The company should promote training on teamwork for employees. So employees can learn to work with others.
3. The company should consider the standards in the performance evaluation to be the same pattern that will be clear and fair for the employee and in order to motivate the employees.
4. High level executives or department heads should allow the employees to participate in the discussion. And participate in decision making in operations

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Sandee Rice (Thailand) Co., Ltd. (<http://www.sandeerice.com/th/home>).

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A Study of the Competency of the Personnel that Affects the Work Efficiency of the New Entrepreneur (In the Coffee Business Sector)



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A Study of the Competency of the Personnel that Affects the Work Efficiency of the New Entrepreneur (In the Coffee Business Sector)

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Abstract

The objectives of this research were 1) to study the competency of new entrepreneurs. (In the coffee business sector) 2) to study the work to be effective in new entrepreneurs (In the coffee business sector) 3) to study the relationship between the competency of personnel that affect the work efficiency of new entrepreneurs (In the coffee business sector) The sample of this study was 123 of new entrepreneurs (In the coffee business sector) analyzed by using descriptive statistics such as Frequency, Percentage, Mean and Standard deviation also using inferential statistics such as T-Test, F-Test (ANOVA) and Pearson correlation. A research instruments was the questionnaire. The results of this research indicated as follows: Personnel competencies include knowledge, skills and opinions about oneself are related to the work efficiency of new entrepreneurs (In the coffee business sector), the sample had higher problem solving abilities than before with a statistical significance level of .001.

Keywords: Competency, Efficiency

1. Introduction

Coffee shops (CAFÉ) is another market that has a tendency to expand faster, especially the coffee shops and pearl tea that has many competitions while there are new players entering more and more continuously, resulting in coffee shops, especially those in the Thai group up to about 20% per year during the year 2012-2018 from the branch expansion. The brand uses a strategy to expand franchise branches, allowing it to expand quickly and spread in a variety of areas. In addition, another interesting strategy is some entrepreneur has distributed SEGMENT to penetrate many groups of customers by splitting the brand into MASS and premium groups to better meet the needs of each location. Not only coffee shops tend to grown up, bubble milk tea market is another business that should be observed due to the increasing popularity. It cause of new players entering the market continuously.

We must keep an eye on the bubble milk tea trend of consumers who have a chance to become popular in the short term. It is also a beverage group that does not have a lot of Brand LOYALTY, so it must keep an eye on the competition in the next phase, if the entrepreneurs do not have the strength of the brand or make a difference, there is a chance that they will not be able to survive in the market in the long run.

Although the challenges or risks posed by those who open a coffee shop are heavy, as mentioned above, it's still there are positive factors that encourage the Thai coffee market to expand as the Euro monitor survey shows the numbers of the coffee market in Thailand with a value of up to 21.2 billion baht. While in 2017 the coffee market has expanded by more than 10 percent compared to the previous year. Apart from the amount of coffee consumption in the country continues to increase steadily on average from 2015-2017 to about percent 5-6, including the amount of coffee beans that have not yet been roasted imported from foreign countries in 2017 has increased by 93 percent from the year 2012 in just 5 years. For this reason, these numbers represent a continuous increase in the consumption of coffee in Thailand.

In an age of increased competition, organizations must find operational strategies that can give the organization an advantage over competitors which makes the organization currently trying to find Core competencies of the organization that requires modern technology, management processes and processes efficient production especially personnel talented enable organizations to run a business successfully by reached goals.

Researcher is interested to study "Competency and Efficiency" program which is a way of more effective work efficiency and responds aim to study the relationship between the competencies of personnel that affects the work efficiency of new entrepreneurs (In the coffee business sector).

Objectives

1. To study the competency of new entrepreneurs (In the coffee business sector)
2. To study the work to be effective in new entrepreneurs (In the coffee business sector)
3. To study the relationship between the competencies of personnel that affects the work efficiency of new entrepreneurs (In the coffee business sector)

Research Hypothesis

1. Personal factor include gender, age education level and business experience differently are effect the work efficiency of new entrepreneurs (In the coffee business sector)
2. Personnel performance affects the work efficiency of new entrepreneurs (In the coffee business sector)

Conceptual Framework

The research aimed to study "Competency and Efficiency" of new entrepreneurs (In the coffee business sector) based on the conceptual framework with the following details:

Variables of study

Independent variable = Personal factors and competencies of personnel

Dependent variable = The work efficiency

The conceptual framework of relations between the competencies of personnel and the work efficiency of new entrepreneurs (In the coffee business sector)

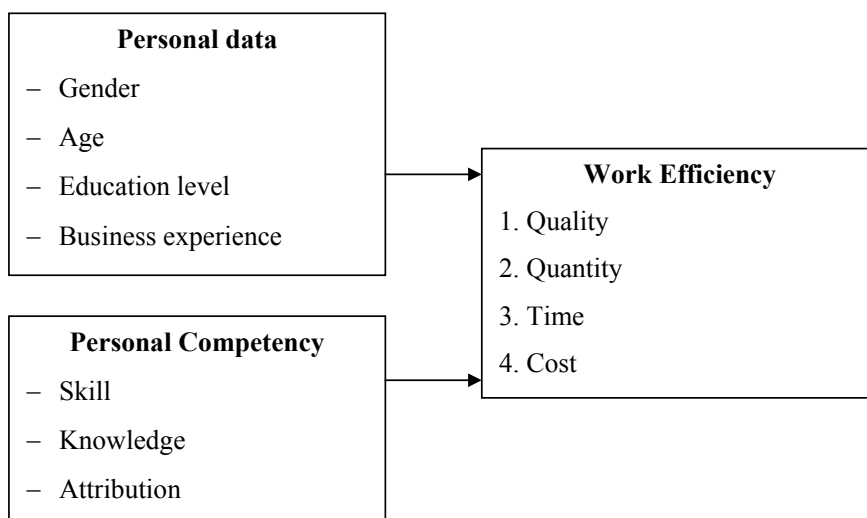


Figure 1 The conceptual framework of relations between the competencies of personnel and the work efficiency of new entrepreneurs (In the coffee business sector)

2. Literature Review

Competency

From studying the meaning, competency is Competency refers to the ability or ability of the position that the job requires. The term Competency does not mean Specific behavior, but will look deeper into their beliefs, attitudes, and habits. Moreover, Competency is what shows the characteristics And individual qualifications Including the knowledge, skills and behaviors that are demonstrated to achieve success In operations that are of high quality and efficiency than general standards. Narongwit SaenThong (2003: 27) Competency is knowledge, skills and behavior that is necessary for the work of a person to be successful higher than general standards which consists of 3 main components as follows:

1. Knowledge is what the organization wants to "know" such as knowledge and understanding. Regarding government regulations that are implemented in the organization.

2. Skill (Skill) is what the organization wants to "do", such as the use of technology which is Skills that must be practiced until becoming proficient before use.

3. Attributes are things that the organization wants to "be", such as enthusiasm, honesty, and commitment to success. It is important because supporting of personnel to increase capacity as well as develop skills that have an excellent state (competency) depends on the location and important places that will result in the organization developing many benefits as well as especially beneficial to the development of human resources in the organization. Developing the capacity of personnel to increase continuously as well as develop new abilities, skills and knowledge may allow organizations

to discover new capabilities of personnel, as well as allowing personnel to develop their capabilities beyond new expectations. These good things may create opportunities for organizations to open new business that will make benefit to organization or add departments to enhance work potential including adding new positions to challenge the capabilities of personnel potential as well.

Correlate with Kajornsak Harnnarong (2001, cited in Pongsak Panarattanavutkul:23). Competency is what shows the characteristics and individual qualifications include knowledge, skills and behaviors that are demonstrated to achieve success in operations that are of high quality and efficiency than general standards.

Efficiency

Efficiency in business management in the narrow sense means to reduce production costs and in the broadest sense, the quality of efficiency and productivity. Business operations that are considered to be most effective to be able to produce products or services quantity and quality needed in the right and least cost. Moreover, the efficiency of work means the work to be completed with the least loss of time and energy, which means working fast and get a good job. Efficient personnel are personnel intend to perform at full capacity, use strategies or techniques that will create a lot of work with satisfactory quality work by less wasting costs energy cost and the least time. Business efficiency components (Peterson, 1953 cited in Kruankid ChalotornRangsrii, 1999) consists of 4 components.

1. Cost
2. Quality
3. Quantity
4. Methods of production

While concept of Narongwit Saenthong (2003: 27) Competency is knowledge, skills, and Behavior that is necessary for the work of a person to succeed higher than general standards. presents 4 components of efficiency which are:

1. Quality
2. Quality
3. Time
4. Cost

After following the components, there will be outcome of work efficiency. It can be affect in many ways, such as, able to work according to the standards, able to work according to the targeted work amount, able to produce products or services on time and reduced costs and expenses which are very important.

3. Research Methodology

For this development of A study of the competency of personnel that affects the work efficacies of new entrepreneur (In the coffee business sector)", researcher did it in 7 steps.

- Step 1 Population characteristics
- Step 2 The sample group selection
- Step 3 Sampling tools and methods
- Step 4 Accuracy and reliability of data collection tools
- Step 5 Creating data collection tools
- Step 6 Data collection methods
- Step 7 Data analysis methods

Step 1 Population characteristics

Population characteristics include new entrepreneur (In the coffee business sector).

Step 2 The sample group selection

The sample group selection were 123 new entrepreneurs (In the coffee business sector).

Step 3 Sampling tools and methods

This research is quantitative research by using questionnaires. The questionnaire is divided into 4 parts as follows

Part 1 Personal factors such as gender, age, business level and educational level

Part 2 Questionnaire about competencies

Part 3 Questionnaire about work efficiencies

Part 4 Questionnaire about suggestions and additional comments

All 4 parts of the questionnaire have criteria for determining the weight of the assessment in 5 levels according to the Likert Scale method.

Step 4 Accuracy and reliability of data collection tools

Online questionnaire by Google Form

Step 5 Creating data collection tools

In this study, the questionnaire has been verified for accuracy and confidence of experts is completed and adapted to suit the population wishing to study. Comprehensive content and check reliability by try-out method by using 30 set of questionnaires with populations that similar to the sample with Alpha Coefficient criteria over 0.80 level.

Step 6 Data collection methods

Collect 123 online questionnaires manually within 30 days.

Step 7 Data analysis methods

Researcher analyzed the data from the questionnaire by using SPSS Version 23 program which divided the analysis data as follows

7.1 Descriptive Statistics

Description of personal information analyzed the data by using Frequency and Percentage, Mean and Standard Deviation.

7.2 Inferential Statistics

Analyze the relationship between the competency of and the work efficacies of new entrepreneur (In the coffee business sector) by using Pearson Correlation Coefficient to test the hypothesis.

7. Research Results

1 the competency of personnel and) and the work efficiency of new entrepreneurs (In the coffee business sector).

The opinions of competency of personnel found that the overall was at the high level of agreement and the work efficiency overall performance were at a high level of agreement.

2. Personnel competency is related to operational efficiency. (In the coffee business sector)
Personnel competency is related to operational efficiency (in the coffee business sector).

The analysis of each aspect found that the competency of personnel consists of skills, knowledge and opinions about themselves. There is a correlation between operational efficiency (In the coffee business sector) with statistically significant at the level of 0.01.

8. Research Discussion

1. Result of Personal factors, sex, age, education level And business experience From the research, it is found that different genders have an effect on operational efficiency (In the coffee business sector) is not significantly different, which is in line with Sittichai Thammasane (2012) studied Competency of small and medium enterprise entrepreneurs in the category of spa services In Chonburi with the desirable capability of the client. The results show that female entrepreneurs are slightly more capable than males, with most entrepreneurs between the ages of 51-60 years having the most competence. Those with less than 1 year experience in the spa business have the most talented and educators when considering the core competencies in each area, the entrepreneurs have the knowledge about cleanliness management. The use of tools and products has a professional code of conduct and good service skills. Clients are impressed with their skills. The most service and customers were impressed with the minimum qualifications for loyalty to children, general capability in each aspect found that Entrepreneurs have the ability to manage the ability to train employees well. But still lacking marketing, communication, computer use and networking capabilities. Overall, the performance or capabilities of Entrepreneurs are close to the desired capabilities from the opinions of customers.

2. Result of Personnel competencies include skills, knowledge, and opinions about attribute. There is a relationship with the work efficiency of new entrepreneurs (In the coffee business sector) in the overview is in a high level which is consistent with the research of Anusorn Priyuktiwanawat, Assoc. Prof. Patsorn Pholerm and Dr. Patchanee Channoi studied The main potential of Novotel staff Suvarnabhumi Airport. The study results can be summarized as follows. The main potential of the staff of Novotel Hotel, Suvarnabhumi Airport The three main components are as follows: 1) Knowledge 2) Skill and 3) Behavioral. In addition, it consistent with the Kukiatt Ngamwitrot (2562) studied the necessary competencies of branch managers to their operation in retail modern trade business, in the type of convenience stores, located in Bang Rak district, Bangkok as the case study. The sample for this study specific sample was drawn from 67 persons of Store managers working in

convenience stores, together with 50 managers of Human Resource department working in such convenience stores. The study used survey from close-ended questionnaires and open-ended questionnaires. Close-ended questionnaires were asked to the branch managers and open-ended questionnaires were asked to the Human Resource Department. Data were analyzed into 2 methods that data from close-ended questionnaires were analyzed in quantitative method and the other was analyzed in qualitative method. The statistics were analyzed in quantitative method including Frequency, Percentage and Standard Deviation. The findings are Store Manager have knowledge are employee rules and company regulations, The needed skills is communication skill, self-concept in terms of creditworthiness, trait is human relation, motive in terms of teamwork orientation. In additions, the findings showed that store manager and human resource department had same opinions on following each competency. Knowledge is employee rules and company regulations, Skill are communication skill and problem solving skill, self-concept is emotional quotient.

9. Recommendation

1. There should be studies should be conducted with quality research in parallel with quantitative research. This may use in-depth interviews from entrepreneurs to know the attitude Thinking process and business management.
2. There should study other variables that are expected to correlate with the efficiency of business operations of entrepreneurs.

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**Relationship between Quality of Work Life and Organizational
Commitment of Employees at Ek-Chai Distribution System Co., Ltd.**

**RCGR^{4th}
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Abstract

The Purpose of this independent research in order to study. (1) To study the quality of work lift of personnel in Ek-Chai Distribution System Co., Ltd (Head-office). (2) To study the relationship between personnel and organization of Ek-Chai Distribution System Co., Ltd (Head-office). (3) To study the relationship between quality of work-life that affects organization commitment at Ek-Chai Distribution System Co., Ltd (Head-office) by using a questionnaire as a tool to correct data from the size, 333 personnel in Ek-Chai Distribution System Co., Ltd (Head-office). Data were analyzed by using descriptive statistics such as Frequency, Percentage, Mean and Standard deviation including Hypothesis tests by using inferential statistic as follow T-test, F-test (ANOVA) and statistic to find the relationship between variables by using Pearson Correlation analysis. The resource shows that relevant factor is Gender, Age, Income and educational level. Gender and Income has opinion toward relationship in organization no differently with significant statistic at 0.05 and (2) Quality of work-lift consist of compensation, environmental and opportunity to improve knowledge of advancement and stability in organization, Social integration, Work involvement with law, Work life balance, Work related with social engagement are effect relationship organization with significant statistic at 0.01

Keywords: Quality of Work Life, Organization Commitment

1. Introduction

Quality of work life must be balancing between work and personal life. Its importance to create relationship with organization. Work life are importance to human life. Therefore, work life is a part of daily life. It a part of life more than any activities in your life. For working age is a most majority of group in Thailand. They are importance group to drive Thai economy. So, the government and private sectors are emphasizing. These group not only develop potential but also develop quality of work life. This make life balance appropriately and justice are leading the happiness in work life as well as personnel feel a part of organization which lead to dedication of

personnel in organization and also make duty effectively. Create confidence to organization that personnel will not destroy reputation and protect benefits of organization. Because work is important to human life. Having a job helps people to meet their basic need and income. Work and the job description are determined social status in society. Job description are determined quality of human life. Appropriated work place are the one factors that lead happiness, stability. If personnel feel good with their work. It's make good effect to personnel and organization. Quality of working life are affecting the organization such as helping to increase the productivity of the organization. Therefore, in order of having work life. Executive should focus on environmental, attitude, health, emotional and other factors that affect work. To decrease problem and encourage work efficiency. The executive is able to access the need of personnel in organization match with company's objective. Relationship between organization and personnel it can measure capability to persuaded new worker to work with organization. The unity of work and same objective with organization can affect personnel willing to work for advancement and company's benefits. Also, ready to move forward with organization. Show relationship with organization. Work efficiency come from all personnel in organization as a same objective with happiness. The importance of resource management is really significant. Because of human resource create and drive organization success and achieved of company's objective. Therefore, resource management are necessary to organization management. In addition, organization must provide welfare. The analysis and evaluation of personnel, creating good relationship between human resource is important for organization's success of work management are also affect organization's success. Nowadays, motivation, valuable human resource and every sector of organization more focus on human resource. Especially, during economy downturn are affect work life inescapably. Nowadays are more tend to resigned. The marketing assistance of the word leading human resource under marsh and mark Lannan Company. Prachachat Business show the reservation result that in year 2018 beside salary increase every year. Industry will growth up 5 percent.

Objectives

1. To study work life of personnel in organization.
2. To study relationship between organization and personnel.
3. To study relationship quality of life during work affect organization commitment.

Research Hypothesis

1. Personal factor include gender, age, income and education level differently are effect relationship of employee at Ek-Chai distribution system Co., Ltd.
2. Quality of working life are effect organization's relationship at Ek-Chai distribution system Co., Ltd.

Conceptual Framework

The research aimed to (1) To study work life of personnel in organization. (2) To study relationship between organization and personnel. (3) To study relationship of quality of life during work effect relationship of organization. Based on the conceptual framework with the following details:

Variables of study

Independent variable = Personal factors and Quality of working life

Dependent variable = Organization commitment

The conceptual framework of relations between Quality of work life and the Organization commitment of Ek-Chai distribution system Co., Ltd

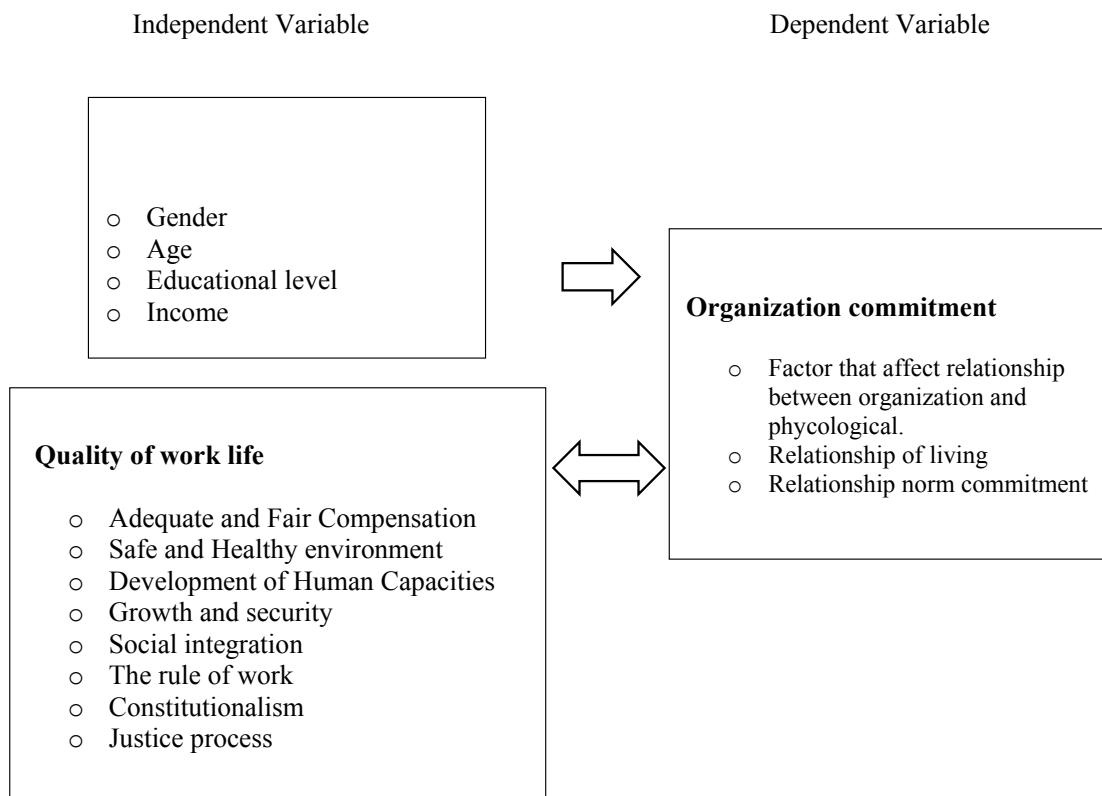


Figure 1 The conceptual framework of relations between Quality of work life and the organization commitment of Ek-Chai distribution system Co., Ltd.

2. Literature Review

2.1 Quality of work life

Richard E. Walton (1974, refer in Praphan Chaikidurajai ; 2017 ,P 4-5) has shown in Criteria of working life are consisting of (1) Adequate and fair compensation means employee receive compensation, salary and hire rate and other benefits fairness compare to other organization (2) Safe and healthy Environmental means employee should not work with inappropriate environmental due to physical and psychological. Work environmental should not too risk, comfortable, and unhealthy (3) Giving opportunity for employee to improve knowledge including have chance to work meaningful job and improve knowledge skill of personnel in organization. Focus on education, training, improve work's skill can lead employee to growth up and have stability in their job (4) Growth and Security means knowledge and skill can help employee growth up in their career. More opportunity to get promote and also has been accepted from college and family. (5) Social integration means working together and be able to completed the objective. Having a good acceptance and cooperation. Have a chance to get new relationship from other personnel or growth up in their career base on constitutionalism. (6) constitutionalism means management employee within organization's scope will encourage personal right, respect each other and equity.(7) work life balance means balance personal life and work efficiency. Determine work hour appropriately and also manage work hours to avoid work over load, balancing in personal life. (8) Social relevant means activities for society .It is importance factor for employee to feel that their organization have social responsible of product and environmental concern including hire employee and marketing technique with concept of Chanittha Chanakul (2015) refer to quality of work life of personnel. All Personnel should surrounding with good environmental, safety and comfortable for work performance.

2.2 organization commitment

(Allen and Meyer (1990) refer in Praphan Chaikidurajai ; 2017 ,P 10-11) refer to styudy of Psychological state are effect personnel in three ways by following:(1)Relationship on Psychological with organization. Employee want to have organization engagement. For these people are effort to work. If employee have a good view with organization will affect a good side. (2)Relationship on physical focus on behavior of people in organization. When people are commitment and relation with organization. It will decrease number of employees resigned. Due to compare the result if employee not have organization commitment will affect disadvantage to organization follow by theory of SIDE-BEN and BECKER (3) Relationship with organization's norm is the loyalty to organization and willing to work follow the norm and society in organization.

3. Research Methodology

For this research of "Studying of Quality of work life that affected the and the organization commitment of personnel of Ek-Chai distribution system Co., Ltd", researcher did it in 7 steps.

Step 1 Population characteristics

Step 2 The sample group selection

Step 3 Sampling tools and methods

Step 4 Accuracy and reliability of data collection tools

Step 5 Creating data collection tools

Step 6 Data collection methods

Step 7 Data analysis methods

Step 1 Population characteristics

Population characteristics include Ek-Chai distribution system Co., Ltd employee

Step 2 The sample group selection

The sample group selection were 2,000 people of Ek-Chai distribution system Co

Step 3 Sampling tools and methods

This research is quantitative research by using questionnaires. The questionnaire is divided into 4 parts as follows

Part 1 Personal factors such as gender, age, income and educational level

Part 2 Questionnaire about Quality of work life

Part 3 Questionnaire about organization commitment

Part 4 Questionnaire about suggestions and additional comments

All 4 parts of the questionnaire have criteria for determining the weight of the assessment in 5 levels according to the Likert Scale method.

Step 4 Accuracy and reliability of data collection tools

Online questionnaire by Google Form

Step 5 Creating data collection tools

By taking 16 questionnaires about Quality of work life and 10 questionnaires about from organization commitment (Chaikidurajai, Prahan (2019) that has been verified for accuracy and confidence of experts is completed and adapted to suit the population wishing to study. Comprehensive content and check reliability by try-out method by using 30 set of questionnaires with populations that similar to the sample with Alpha Coefficient criteria over 0.93

Step 6 Data collection methods

Collect 333 online questionnaires manually within 30 days.

Step 7 Data analysis methods Researcher analyzed the data from the questionnaire by using SPSS Version 19 program which divided the analysis data as follows

Descriptive Statistics (1) Description of personal factors by analyzing the data by using Frequency and Percentage, Mean and Standard Deviation. (2) Describe the data of the relation between Quality of work life and the organization commitment of Ek-Chai distribution system Co., Ltd by Mean and Standard Deviation.

Inferential Statistics (1) Personal factors were analyzed using t-test method. (2) To use F-test statistics or One-way ANOVA to analyze age, education level, income, and educational level. (3) To analyze the relation between Quality of work life and organization commitment of Ek-Chai distribution system Co., Ltd by Mean and Standard Deviation by using Pearson Correlation Coefficient to test the hypothesis.

4. Research Results

4.1 Summary of personal information of Ek-Chai distribution system Co., Ltd employees

68.8% of the respondents are mostly female. 41.1 % were mostly between 23-28 years old), 51.1% of income were mostly between 20,001-35,000 baht and 67% of Educational level were Batcheler degree.

4.2 Summary of the opinions about the Quality of work and the organization commitment of the employees of Ek-Chai distribution system Co., Ltd

The opinions of the Quality of work found that the overall was at the high level of agreement (\bar{X} = 3.58) and the organization commitment overall performance were at a high level of agreement (\bar{X} = 3.50).

4.3 Summary of results of hypothesis testing of personal factors

Hypothesis 1.1 The results of analysis showed that different genders which have opinions about the commitment not different with statistically significant at the level of 0.05

Hypothesis 1.2 The results of the analysis showed that the different age had different opinions towards the commitment with statistically significant at the level of 0.05

Hypothesis 1.3 The results of the analysis showed that the different income had not different opinions towards the commitment with statistically significant at the level of 0.05

Hypothesis 1.4 The results of the analysis showed that the different educational level had different opinions towards the commitment with statistically significant at the level of 0.05

4.4 Summary of the hypothesis testing of the work life is related to the commitment of employees of Ek-Chai distribution system Co., Ltd

The quality work life consists of Fair and enough Compensation, Safety environmental, give opportunity to develop knowledge and capability, encourage stability and advancement in work lift, encourage social involvement, The rule of work, Work base on fundamental law, Justice process, Work life balance, Work involvement with social relationship. Patterns are significantly related to the performance of personnel of Ek-Chai distribution system Co., Lt with statistically significant at the level of 0.01

5. Research Discussion

5.1 Personal factors such as gender, age, income, educational level as follows

Gender: From the study found that, gender had no different opinions on performance, which did not conform to the set hypothesis but was consistent with the research of Pongsakorn Pirojanakorn (2546) studied Quality of work life Affecting Social commitment ' Work performance of found that respondents of Siemens Company Limited different genders commented on their performance not different with a statistical significance of 0.05

Age: The study found that different ages have different opinions on performance which is in accordance with the assumptions set. It is also consistent with the research of Thanarat Nathong (2013) studied on Quality of work life Affecting organization commitment' Work performance of Government saving bank found that respondents of different ages commented different opinions regarding the performance results with a statistical significance of 0.05

Income: To study found that different income are different opinion about organization commitment, which did not conform to the hypothesis but consistent with the research of Phongthep Knongdunt (2012) study quality of work life affecting organization commitment. Work performance found that employee of Don Mueang Airport different income is not different on organization commitment with a statistical significance of 0.05 Educational level: To study found that different educational level is different opinion about organization commitment which conform to the hypothesis. It also consists of the research of Arisarit Charoon (2016) study relationship with work life affecting to organization commitment. Work performance found that employee of Thammasat university hospital different educational level are different on organization commitment with a statistical significance of 0.05

5.2 Quality of work life is related to the organization commitment of employees of Ek-Chai distribution system Co., Ltd

Quality of work life at work found that there is a high level of relationship with the overall organization commitment and agreed which corresponds to the concepts and theories about Quality of work life described as (Richard E. Walton 1974, citing in Praphan Chaikidurajai, 2017: P 4-5) The quality of working life is to better meet the needs and desires of people in the workplace. (1) Adequate and fair compensation means employee receive compensation, salary and hire rate and other benefits fairness compare to other organization (2) Safe and healthy Environmental means employee should not work with inappropriate environmental due to physical and psychological. Work environmental should not too risk, uncomfortable, and unhealthy (3) Giving opportunity for employee to improve knowledge including have chance to work meaningful job and improve knowledge skill of personnel in organization. Focus on education, training, improve work's skill can lead employee to growth up and have stability in their job (4) Growth and Security means knowledge and skill can help employee growth up in their career. More opportunity to get promote and also has been accepted from college and family. (5) Social integration means working together and be able to completed the objective. Having a good acceptance and cooperation. Have a chance to get new relationship from other personnel or growth up in their career base on constitutionalism. (6) constitutionalism means management employee within organization's scope will encourage personal right, respect each other and equity.(7) work life balance means balance personal life and work efficiency. Determine work hour appropriately and also manage work hours to avoid work over load balancing in personal life. (8) Social relevant means activities for society .It is importance factor for employee to feel that their organization have social responsible for product and environmental concern including hire employee and marketing technique.

6. Recommendation

1. Should study more on permanent personal at branches beside Head quarter. Due to in organization did not have only employee at head quarter. Organization should concern more on quality of work life effecting organization commitment.
2. Should study other factor that effect social commitment as leader ship skill, attitude and motivation.
3. Should study other organization for analysis, comparing and respond personnel's need.

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**Compensation Affecting Performance efficiency of
Staff in Comptroller General's Department**



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Compensation Affecting Performance efficiency of Staff in Comptroller General's Department

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Abstract

This purpose of this research was to study about the impact of Compensation Affecting Performance Efficiency of Staff in Comptroller General's Department. The research methodology is the Performance Affecting efficiency of Staff in Comptroller General's Department. Random Sampling thr author used is Accidental or Convenience Sampling. The questionnaires were verified for content validity by experts and tride out thereliability by using Cronbrach's alpha coefficienty. Statistical Data Analysis using in this research are frequency' percentage' mean' standard deviation and multiple regression. The research was found out that compensation in terems of onry non-financial compensation both work and work environment have an effect of Performance efficiency of Staff in Comptroller General's Department.

Keywords: Compensation, Performance Efficiency

1. Introduction

Since this research is subject to the effect of human resource practices of affecting performance efficiency of staff in Comptroller General's Department. Which was studied from management or specialist or officers in human resources department. It was found out that human resources practices in the aspect of resources department have a medium level of mean and lowest average. Besides, human resources practices in the term of compensation also have an impact of affecting performance efficiency of staff in Performance Efficiency Comptroller General's Department. Meanwhile, the author has achance to participate in salary and welfare survey project in It was found out that the employees resign from the organization is because of compensation Therefore, the author is interested in conducting research related to the impact of compensation of Performance Efficiency Comptroller General's Department.

2. Literature Review and Hypotheses

Mondey and Noe (2005) gave the meaning of compensation that all rewards which employees received by exchanging with work including wage, salary, incentives and other benefits. To compensation which organization has paid to employees can be divided into two types which are financial compensation and non- financial compensation by:

2.1 Financial Compensation means money Compensation or something can be assessed, useful for economic or employees including direct financial Compensation and indirect financial Compensation

2.1.1 Direct Financial Compensation means money that is paid for employees in terms of wage, salary, overtime payment, incentives, allowance, bonus or lump sum prize.

2.1.2 Indirect Financial Compensation means rewards for employees aside from direct financial Compensation which are called as welfare or fringe benefits from organization to employees.

2.2 Non-Financial Compensation means Compensation received from work and work environment.

2.2.1 Non-Financial Compensation from work means interesting job, challenging job, responsibility, opportunity to get promote, admiration, recognition and pride of work.

2.2.2 Non-Financial Compensation from environment means good Compensation policy, good command, good colleagues, participation, environment good workplace.

Organ (1988) mentioned that **Organization Citizenship Behavior** mean the action over than task of staff in industry group willing to perform and create the benefit for Organization. The activities that support the social relationship and cooperation in organization help support the success of organization including five main aspects of behavior which are:

1. Altruism means voluntary and willingness of staff in industry group to help solving work problems for colleagues or supervisors including advising new staff.

2. Courtesy means that gestures of staff in industry group implied respect for others and humility with regarding to others and to help preventing problems that may occur, Compensation of others, interdependence one another, consultation with colleagues before taking any action on jobs.

3. Sportsmanship means tolerance of staff in industry group on what happened not only for grievances, discomfort but also stress. Sometimes, the right of expression of grievances arises on the job. However, such a complaint may lead management to bear too much burden. staff in industry group who know waiting for in style of the sportsmanship.

4. Civic virtue refers to behavior of staff in industry group in terms of participation in the processes within the organizational, cooperation in the convention, well-kept secret, commenting at the appropriate time and in relevant format to the organizational.

5. Conscientiousness refers to behavior that exceeds the acceptance of rules and regulations by respectation to the rules and regulations of organizational, being punctual, following the rules, concerning about organizational assets and do not spending work time to do anything except organizational work.

Petersen & Plowmen (1953) quoted in Chaikidurajai Praphan (2015) says: Performance efficiency means the ability to produce the produce or services in appropriate quantity and quality in

need, on time and with lowest cost which rely on the actual situation consisting of Quality, Quantity, Work Time and Cost.

Quality of work mean the qualification of job / service Able to meet the demands and generate satisfaction.

Quantity refers to the amount of work that must occur to meet expectations of the organization.

Work Time means are speed and appropriate to task. Work completed on the time and on scheduled.

Cost refers on the ability to reduce costsr or use fewer resources than required by also get the desired results.

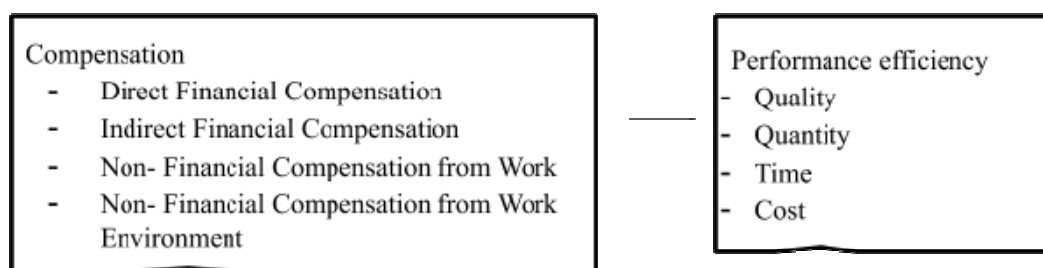


Figure 1 Conceptual Framework

Hypotheses

Compensation Affecting Performance Efficiency of Staff in Comptroller General's Department.

3. Research Methodology

The methodology of this research is the survey research. The population is the employees from both operating and officer levels from companies in Comptroller General's Department

$$n = \frac{2,667}{(1+2,667)}$$

$$n = 347.831$$

4. Results and Discussion

Table 1 Mean, S.D. and Interpretation of Compensation that affects the work Performance efficiency of the Comptroller General's Department

	Compensation	Mean	S.D.	Interpretation
	Direct Financial Compensation			
1	Salary and special compensation which you received from organization are proper for your position and responsibility.	3.16	1.189	Medium
2	Salary and special compensation which you received from organization are proper for your educational and experience.	3.08	1.161	Medium
3	You receive Salary and special compensation which are proper comparing to the same qualification of department	2.95	1.230	Medium
4	You are satisfied with Salary and special compensation recently	2.95	1.209	Medium
5	Annual reward/position allowance which you receive is proper for you assigned work from organization	2.35	1.214	Lowe
6	You receive an increasc annual reward/ position allowance which performance be in line with specified rules of organization	2.46	1.257	Lowe
	Indirect Financial Compensation			
7	Fringe benefits related to medical fee are proper for you medical payment	3.09	1.246	Medium
8	Fringe benefits related to medical fee which can make you have motivation on work	3.39	1.248	Medium
9	Fringe benefits related to educational support for you children are enough for your children	2.81	1.235	Medium
10	Fringe benefits related to your children's education are enough for your children	2.74	1.191	Medium
	Non- Financial Compensation from (Work)			
11	There is a task(s) assigned from organization which motivates you to truly use your ability and knowledge for work	3.68	.980	High
12	You feel that your job is interesting and not a routine job	3.52	1.066	High
13	Your assigned task(s) is suit for your knowledge, ability and makes your feel motivated	3.70	.992	High
14	A type of your work needs to use knowledge, high skill and it is interesting job	3.85	.955	High
15	Your assigned task(s) makes your have creation and fully use your ability	3.89	.951	High
16	You are freedom to solve the problems of your work	3.64	1.004	High
17	You can achieve the goal of work as you are Your assigned by a director	4.25	.797	High
18	You try to find new way of work to achieve a goal of work	4.17	.821	High
19	You can have high performance to get promote by being in position	3.55	1.190	High
20	You have an oppportunity to improve your ability and knowledge by using position	3.77	1.044	High
21	You have an oppportunity to get promote by doing your job	3.32	1.243	Medium
22	The admiration receiving from service receiver and colleagues are the thing that you want to receiver from doing your job	3.70	1.009	High

23	Your director trusts on your to assing other special tasks of organization for you	3.85	.966	High
24	Your performance is accepted by colleagues	3.96	.802	High
25	You work with your total ability and highest satisfaction from service receiver	4.14	.886	High
26	You feel that your work is the key success of organization	4.14	.872	High
	Non- Financial Compensation (work Environment)			
27	You feel satisfy with compensation such as annual increase salary	3.16	1.169	Medium
28	You think organization has proper policy for the budget of compensation payment	3.18	1.097	Medium
29	You director cares and takes responsibility of your work	3.63	.993	High
	Non- Financial Compensation (work Environment)			
27	You feel satisfy with compensation such as annual increase salary	3.16	1.169	Medium
28	You think organization has proper policy for the budget of compensation payment	3.18	1.097	Medium
29	You director cares and takes responsibility of your work	3.63	.993	High
30	You can consult, explain, or ask for any suggestion of work from you director	3.76	1.037	High
31	You director gives you an oppportunity to gives an opinion or freedom to make and decision related to work that you have responsibility for	3.74	.993	High
32	Other workers in your organization are willing to co-operate for work	3.80	.945	High
33	Colleagues give respect and listen to each othe for work development efficiency	3.87	.854	High
34	You suggestion related to work always has been used	3.57	.956	High
35	You are often give opinions related to work and organizational activities	3.71	.890	High
36	You think organization is clean and tidy workplace	3.62	.994	High
37	General organizational environment creates your work motivation	3.52	.991	High
38	You think the duilding and workplace are suit to the characteristic of organization	3.50	1.090	High

Table 2 Result Mean, S.D. and Interpretation of Compensation that affects the work Performance efficiency of the Comptroller General's Department

	Compensation		S.D.	Interpretation
1.	Financial Compensation			
	1.1 Direct Financial Compensation	3.01	1.081	Medium
	1.2 Indirect Financial Compensation	3.01	1.081	Medium
2	Non- Financial Compensation			
	2.1 Non- Financial Compensation (work)	3.82	.706	High
	2.2 Non- Financial Compensation (work Environment)	3.59	.771	High
	Compensation	3.50	.691	High

Table 3 Result Mean, S.D. and Interpretation of Performance efficiency of the Comptroller General's Department

	Performance		S.D.	Interpretation
1.	You can work in accordance with the assigned duties correctness.	4.21	.704	High
2	You can work in according to the expectation of the organization.	4.21	.676	High
3	You take the time to work appropriate for the job assigned.	4.18	.729	High
4	You work using resources. Economical equipment and tools	4.26	.738	High
5	You work with quality, can meet the need and create satisfaction.	4.24	.662	High
6	You can do a lot of work.	4.16	.693	High
7	You can finish the work on time.	4.33	.632	High
8	You can part of an organization that helps reduce work costs while still receiving the desired results.	4.21	.727	High
	Performance	4.22	.570	High

Table 4 Result Coefficients and Interpretation of Performance efficiency

Coefficients	df	Sum of Squares	MS	F	p-value
Regression	3	28.89	9.63	39.48	.000*
Residual	344	83.91	.24		
Total	347	112.80			

Multiple Correlation, R = .50

Table 5 Result Multiple Regression Analysis is the impact of compensation on task Performance efficiency

Compensation	Unstandardized Coefficients		Standardized Coefficients	t	p-value
	B	Std. Error			
Connstant	2.73	.14	Beta	18.54	.000*
Direct Financial Compensation
Indirect Financial Compensation	-.08	.02	-.15	-2.27	.000*
Non- Financial Compensation (work)	.44	.05	.55	7.57	.000*
Non- Financial Compensation (work Environment)	.00	.05	.01	.15	.870
$R^2 = .25$, Adjust $R^2 = .25$, Standard Error of the Estimate = .49					

$p\text{-value} \leq 0.05$

It represents Multiple regression Analysis is the impact of compensation on task Performance which has Adjust $R^2 = .25$ % of task Performance. Sub-Variables of the impact of compensation on task Performance are Indirect Financial Compensation (β) = 0.08 , $p < 0.05$, and Non- Financial Compensation (work) (β) = 0.44 , $p < 0.05$, It can be written in prediction Equation as follows:

$$\hat{Y} = 2.73 - 0.08 (\text{Indirect Financial Compensation}) + 0.44 (\text{Non- Financial Compensation from work})$$

Hypotheses

Table 6 Result Hypotheses

Independent Variables	Dependent Variable	Hypotheses	
		Hypothesis To According	Hypothesis To NonAccording
Direct Financial Compensation	Performance efficiency		✓
	Total		✓
Indirect Financial Compensation	Performance efficiency	✓	
	Total	✓	
Non- Financial Compensation (work)	Performance efficiency	✓	
	Total	✓	
Non- Financial Compensation (work Environment)	Performance efficiency		✓
	Total		✓

5. Conclusion and Implications

studied from research is the survey research when comparing relationship Interpretation of compensation that affects the work Performance efficiency of the Comptroller General's Department and found Which was studied from compensation that affects the work Performance efficiency of the Comptroller General's Department to high level Statistical Data Analysis using in this research are frequency of Compensation that affects the work Performance efficiency of the Comptroller General's Department in side two or Indirect Financial Compensation and Non- Financial Compensation (work) are frequency of Compensation that affects the work Performance efficiency of the significance , $p < 0.05$ in the chart, The refore can be summarized Indirect Financial Compensation and Non- Financial Compensation (work) Is an independent variable can be used forecasts to Performance efficiency level 0.05 Statistical Data Analysis using in this research are frequency.

6. Future Research

Study from this is a study of the opinions of the operators. Therefore, would like to present to be used as a guideline for future research more complete.

1) Study from to factor Performance Efficiency Executive level factor Executive Integrated Performance Efficiency Executive development.

2) Study from to research more Compare the assessment of working conditions. Problems and obstacles of personnel hould develop job Performance efficiency.

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A Study of the Teamwork of Staffs in the Royal College of Chulabhorn



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Abstract

The purpose of this research was to study the teamwork of staff in the Royal College of Chulabhorn. The sample group used in this study was 200 employees of the Royal College of Chulabhorn. By using questionnaires as a research tool Use simple sampling methods the statistics used in data analysis was descriptive statistics. It consists of frequency distribution, percentage, and standard deviation. By finding the difference of mean values, the result of the study shows that the employees of the Royal College of Chulabhorn are the sample of 200 respondents. Most of them are female, between 31-40 years of age, with a bachelor's degree. Duration of work between 6 months - 3 years with a monthly income of 15,001 - 25,000 baht and most positions are General administrative officer positions for the personal factors that affect the team work of the staff within the Royal College of Chulabhorn found that Different genders have different effects on teamwork. Age, monthly income Education Level Duration of work Which has different effects on working as a team with statistical significance at the level of 0.05 and when considering working in all 14 aspects, it can be concluded that there is a level of team work Overall is at a high level.

Keywords: Teamwork Creating Work Atmosphere, Royal College, Chulabhorn

1. Introduction

If the organization is like a large machine, each level of work Is like a small piece of cog that has to work together and can't tear apart one piece for the organization to move forward to its fullest capacity Moving forward sustainably and have strong growth potential and one of the key elements in making an organization successful is "human". Therefore, humans must know how to develop and adapt to keep up with the progressive environment. Management techniques have been invented and used continuously. One system that is considered one of the key factors of management in this era is the matter of "Teamwork", therefore, in the management of departments in various departments Whether government agencies or private organizations the main purpose is the executives of that department can lead the organization to success with efficiency and effectiveness. An important

factor that can affect the organization management to be successful is that the executives have the ability to use the arts to manage the colleagues. Or members of the organization to bring talent to the full and systematically. That means that management knows and understands the concept of development of team building techniques in their departments. From these changes, management must accept the fact that complexity and the diversity of work in society Executives must know how to divide the assignment and delegate the responsibility to subordinates to work instead. Because executives are not able to do everything to be effective alone Executives must learn to develop themselves and be ready to work as a team and be able to create team effectiveness. Which is responsible for teaching, supervising, and collaborating with subordinates to achieve the desired objectives of the team in addition, working as a team relies on Team Spirit. Any team whose members are considerate will be able to achieve better results in work. Which is good or not, considering from the readiness to work with other people Integrity with the group and willingness to work as assigned

The behavior in each person's work will be different according to his previous knowledge and experience. Work skills and personal attitudes, therefore it is everyone's duty to constantly create and develop teamwork So that everyone sees the importance of work and mutual benefits More important or personal interests, work atmosphere and environment Fair compensation, equality and support from colleagues These things have all added to teamwork. Decisions may be made by the same executive, but the performance cannot be made by only one executive. A good team is like the power of the management.

Therefore, this research Therefore it will be beneficial to the management, staff in order to be a suggestion for the development of teamwork and creating a working atmosphere. For the organization to develop and be able to lead the organization to success Sustainable Progress Including those who are interested in working as a team and creating a working atmosphere, some data will be used for further research.

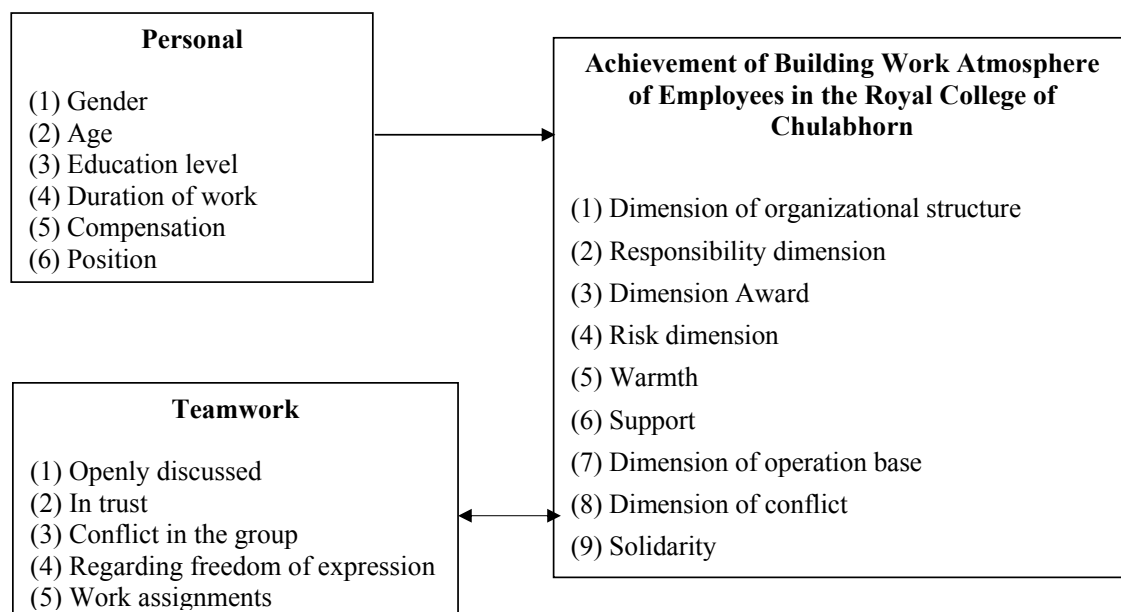
Objectives

1. To study the teamwork of employees within the Royal College of Chulabhorn
2. To study the atmosphere creation of the Royal College of Chulabhorn.
3. To study the personal factors that affects the atmosphere creation of staff in the Royal College Chulabhorn.
4. To study the relationship between working as a team and creating an atmosphere of employees within the Royal College of Chulabhorn.

Research Hypothesis

1. Personal factors such as gender, age, education level the duration of work, compensation, different positions have different effects on the performance of Chulalongkorn University.
2. Teamwork is related to the building of work atmosphere. Of employees in the Royal College of Chulabhorn

Conceptual Framework



2. Literature Review

The Definition of the Word Team

Natthaphan Kheanchanan (2003) commented that the work team is a group of people working together for the same purpose. And it is a combination that requires understanding of the commitment and cooperation of the members of the group. For each member to work together to achieve success and achieve the ultimate goal of the team in practice, the team may be large or small. But most will consist of the team leader That may come from different departments, but everyone must try to work in harmony and in unity. With the ultimate goal of the team determined.

Thongprasert Jaitrong (2007). The word technical team has given many meanings. But many meanings Meaning, emphasis is placed on the group of people involved in the activity being involved with each other. There is joint planning to achieve the goals set. According to the Thai dictionary, the meaning of a team is as follows: Team work means a combination of strength for the entire faculty.

Siriwan Serirat, Somchai Hirunkitti and Thanawat Watsangsup (1997) described the team as the linking and sharing of resources efficiently and effectively. Resulting from the combined efforts of each individual Forming a team to create flexibility in the organization or to be consistent with the rapidly changing organization.

Wood cock & Francis (1994) describes the team as a group of people helping each other to achieve common objectives.

Therefore, the researcher has summarized the definition of the team as follows:

The team is a group of people who are related and must rely on one another. In order to work towards the goal or complete work the team will have a definition including Group Leadership Group decision making process Making the most of group resources and the combination of members of the group, which will affect collaboration the collaboration of each person will be different according to knowledge. Original experience Everyone sees the importance of work and mutual benefits. More than personal importance or benefit in order to achieve the efficiency and effectiveness of the target A good team is like the power of the management.

The Meaning of Team Work

Team work leads to the mobilization of different talents and intelligence of each individual. Come to help each other think and do Resulting in an extensive thought and thoughtfulness when properly coordinated It will help the work that requires multiple capabilities. Progressively in line with the saying that teamwork is an important thing that makes an organization effective the meaning of the word teamwork is given as follows:

Carr & Joe Hanson (1997) said that the team is more than a group of people. By citing expert survey results Stakeholders, authority, team members, etc. In an organization, it is found that a team with increased success is due to the efficiency of communication that team members can do to their fullest. And the team is aware of the vision and objectives It can be compared to a football team that combines the best football stars and the winning team. If looking at the pictures, then it is impossible to compete with the team that is the champion. Because the team that is a champion has been trained consistently for a long time, coordination and communication. Causing skill to play in each other fluently Therefore can win the victory as for the star team, though it looks formidable because of many excellent players but it's just a combination of football stars Coordination is therefore not as good as it should be. Like the team that is the champion Just this, probably enough to see that "A team is more valuable than a group of people that come together"

Richard & Jeff (2007) Explaining the Meaning of Teamwork Means Unity Coalition and sometimes the team also refers to the equality of the team members. And teamwork is also a group of individuals where each person has the skills to work and fulfill each other. And everyone adheres to the same goal

3. Research Methodology

This research is a survey research to study the factors that affect the teamwork of employees within the Royal College of Chulabhorn, a case study of the Royal College of Chulabhorn. So that the research operation leads to the answer according to the set objectives the researcher has determined the method of conducting the research in order to collect data as well as analysis and discussion of the results. In the following order: 1. Population 2. Sample selection 3. Sampling tools and methods 4. Accuracy and reliability of data collection tools 5. Building tools for data collection 6. Data collection methods 7. Data analysis methods.

Sample Selection

The sample group used in this research was the employees in the department of the Royal College of Chulabhorn. Random sample is a convenient sampling method in the Royal College, Chulabhorn the researcher determined the sample size using the formula of Taro Yamane at the confidence level of 95 percent or the tolerance level of 5 percent. Therefore, this research has a total of 200 samples.

Data Analysis Methods

Data analysis and statistics used in data analysis Data analysis is divided into 2 parts as follows:

1. Descriptive analysis is used to analyze data. Personal factors of the sample and use to describe the findings.

1.1 To describe the characteristics of the personal factors of the sample by using statistics such as percentage, percentage and frequency frequency.

1.2 To describe Herzberg' two factor theory using the Mean and Mean Deviation (S.D.) statistics.

1.3 To describe the factors that affects the team work of internal staff in the Royal College of Chulabhorn by using the statistics of mean and Mean deviation (S.D.).

2. Inferential Statistics Analysis is the use of statistical values to explain hypothesis testing results as follows:

2.1 Employees from various departments Within the Chulalongkorn Royal College Heterosexual The trend of teamwork opinions were different. Which the statistics used is T-test.

2.2 Employees from various departments Within Chulalongkorn Rajabhat University that have gender, age, education level, length of work, compensation, and different positions tend to factors that affect the team work of the internal departments in Royal College, Chulabhorn. The statistics used are one way ANOVA.

2.3 Relationships between teamwork Factors affecting teamwork of internal departments in the Royal College of Chulabhorn. The statistics used were Pearson Correlation.

7. Research Results

The sample consisted of 200 Chulalongkorn Rajabhat University employees who answered the questionnaires, most of them were female, 82.0 percent, aged between 31-40 years, representing 22.0 percent. 58.0%, with the duration of work from 6 months - 3 years up to 44.5% with compensation per month 15,001-25,000 baht, accounting for 52.0% and most of the positions are General administrative officer positions Accounting for 39.5 percent.

Table 4.7 Mean (\bar{X}) and standard deviation (S.D). Opinions of staff within the Royal College of Chulalongkorn University. The duty in education regarding teamwork

Your role in teamwork	(\bar{X})	S.D	degree
1. Open debate	3.88	0.79	Much
2. Trust each other	3.91	0.75	Much
3. Conflict in the group	3.71	0.63	Much
4. Freedom of opinion	3.79	0.87	Much
5. Assignment	3.91	0.74	Much
To include	3.84	0.76	Much

From Table 4.7, found that the employees of the Royal College of Chulabhorn the overall team work was at a high level (\bar{X} = 3.84, S.D. = 0.76). When considering in each aspect, it was found that Employees trust in each other. Was at a high level(\bar{X} = 3.91, S.D. = 0.75), followed by work assignments Is at a high level (\bar{X} = 3.91, S.D. = 0.74). Employees have open discussions High level (\bar{X} = 3.88, S.D. = 0.79) Employees have freedom of opinion. Was at a high level(\bar{X} = 3.79, S.D. = 0.87), employees had conflicts in the group (\bar{X} = 3.71, S.D. = 0.63) in the high level respectively

Table 4.8 Average (\bar{X}) and Standard Deviation (S.D) Opinions of the staff within the Royal College of Chulalongkorn University in this regard, the education about creating the atmosphere of the employees

Your role in teamwork	(\bar{X})	S.D	degree
1. Dimension of the department	3.74	0.86	Much
2. Responsibility dimension	3.81	0.82	Much
3. Award dimension	3.34	0.92	Much
4. Risk dimension	3.53	0.72	Much
5. Dimensional warmth	3.20	0.75	Much
6. Support dimension	3.87	0.79	Much
7. Operation base dimension	3.63	0.82	Much
8. Conflict dimension	3.75	0.88	Much
9. Dimension of unity	3.97	0.76	Much
To include	3.65	0.81	Much

From Table 4.8, found that employees of the Royal College of Chulabhorn There is a working atmosphere for teamwork of the staff as a whole, found that the staff has a dimension of unity. Was at a high level (\bar{X} = 3.97, S.D. = 0.76), followed by supporting dimensions Is at a high level (\bar{X} = 3.87, S.D. = 0.79). Responsibility dimension Is at a high level (\bar{X} = 3.81, S.D. = 0.82) conflict dimension Was at a high level (\bar{X} = 3.75, S.D. = 0.88) the organizational structure dimension Is at a high level (\bar{X} = 3.74, S.D. = 0.86) High level (\bar{X} = 3.63, S.D. = 0.82) Risk dimension Is at a high level (\bar{X} = 3.53, S.D. = 0.72). The reward dimension is in a high level (\bar{X} = 3.34, S.D. = 0.92). Was at a high level (\bar{X} = 3.20, S.D. = 0.75) respectively.

8. Research Discussion

From studies of teamwork that affects the creation of work atmosphere. Of the staff of the Royal College of Chulabhorn in all 14 aspects can be summarized as follows:

(1) Open debate should have a joint meeting every time When there is improvement of the operation plan So that members clearly know the steps of the mission and to be aware of the aims in the same direction and to maximize benefits to the department.

(2) On trust when team members encounter problems and malfunctions, the rest of the team members should work together to make plans to solve the problem together and suggest solutions.

(3) Conflict in the group should increase participation and being a part of the organization at all times by allowing members to participate in activities other than routine Allowing everyone to feel involved in the planning of the activities together.

(4) Freedom of expression Team members should be involved in making decisions about Planning and sequence of work procedures of the team. Including when a problem should be given to members Participate in problem resolution Participate in decisions without power or influence to enable effective implementation of team agreements.

(5) Work assignment There should be roles and responsibilities assigned to them. Suitable for the aptitude and ability of each team member There is a rotation duty. As appropriate and assign work to members equally to achieve results.

(6) Structural dimensions of the department the role of the members should be assigned to match the structure of the organization and must increase the clarity of the duties of the members to all members of the team to be informed.

(7) Responsibility dimension should clearly assign roles and responsibilities of members and there should be a follow-up and evaluation of members' work at all times to give members advice on how to work towards common goals.

(8) Prize dimension should support the performance to be more appropriate to be the morale of the staff because it will help support the achievement of teamwork to achieve the goal.

(9) Risk dimension to reduce the risk of unclear work the policy and objectives of the organization should be communicated to all members of the organization to work in the same direction.

(10) Warmth should support and encourage team members to have Career progress and have the power to make decisions in the workplace in order to lead to Work as an efficient team.

(11) Support should let all members be informed about Progress of operations from the management or the team leader at all times.

(12) Performance dimension There should be a standardized work improvement plan in line with the organization's strategy and team members must be informed of the plan and plan improvements as well as be able to propose guidelines. Or new ideas That is able to help the team achieve its goals.

(13) Aspects of conflict dimensions Should find the cause of the conflict, and there should be a meeting to follow up on the team's problems to reduce the conflicts of the team.

(14) On unity there should always be activities that support the love and unity of the team members and the leader or leader should come down to do activities with the team to create team unity.

9. Recommendation

(1) There should be a study of the team work of staff within the Royal College of Chulabhorn in quantity along with the quality in order to get more detailed information.

(2) In the next study, there should be studies of other independent variables that affect work Teams in the staff within the Royal College of Chulabhorn, such as learning, training, conducting research on environmental factors, etc.

(3) In the next study, there should be a study of teamwork of employees within the Royal College of Chulabhorn. By separating various departments in order to be aware of the various levels of opinions and to compare the results of the work level study Is a team of employees within the Royal College of Chulabhorn in order to be aware of the differences and wider opinions in finding ways to improve and develop teamwork to be more efficient.

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Sripatum University, Thailand

Sripatum University is one of the oldest and most prestigious private universities in Bangkok, Thailand. Dr. Sook Pookayaporn established the university in 1970 under the name of "Thai Suriya College" in order to create opportunities for Thai youths to develop their potential. In 1987, the college was promoted to university status by the Ministry of University Affairs, and has since been known as Sripatum University. "Sripatum" means the "Source of Knowledge Blooming Like a Lotus" and was graciously conferred on the college by Her Royal Highness, the late Princess Mother Srinagarindra (Somdet Phra Srinagarindra Baromarajajanan). She presided over the official opening ceremony of SPU and awarded vocational certificates to the first three graduating classes. Sripatum University is therefore one of the first five private universities of Thailand. The university's main goal is to create well-rounded students who can develop themselves to their chosen fields of study and to instill students with correct attitudes towards education so that they are enthusiastic in their pursuit of knowledge and self-development. This will provide students with a firm foundation for the future after graduation. The university's philosophy is "Education develops human resources who enrich the nation" which focuses on characteristics of Wisdom, Skills, Cheerfulness and Morality.

University of Cyprus, Cyprus

The University of Cyprus was established in 1989 and admitted its first students in 1992. It was founded in response to the growing intellectual needs of the Cypriot people, and is well placed to fulfill several aspirations of the country. The University is a vigorous community of scholars engaged in the generation and diffusion of knowledge. Despite its brief history, the University of Cyprus has earned the appreciation of Cypriot society. Admission for the majority of undergraduate students is by entrance examinations organized by the Ministry of Education and Culture of the Republic of Cyprus.

University of Wollongong in Dubai, United Arab Emirates

The University of Wollongong in Dubai, abbreviated as UOWD, is a private university located in Dubai, United Arab Emirates. The University is one of the UAE's oldest universities, having been founded in 1993. The Campus has over 3,500 students from more than 108 countries. UOWD is one of the UAE's oldest and most prestigious universities. Established in 1993 by the University of Wollongong in Australia - currently ranked in the top 2% of universities in the world (QS World University Rankings 2018) – UOW in Dubai represents a pioneering Australian initiative in the Gulf region.

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