

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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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 Chantharat, 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 Sripahannapong 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

**RCGR^{4th}
2019**

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

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

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

Business and Marketing Management

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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

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

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

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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

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

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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 correcting 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

Studying of Consumer Attitudes Affecting The Online Purchasing Decisions in Bangkok

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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

The Study of Marketing Factors of Consumers in Bangkok

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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

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

by

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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

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

by

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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

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

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

by

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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

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

by

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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

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

by

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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

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

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

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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

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

by

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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

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

by

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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

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

by

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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

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

A Study of the Relationship between Technological Factors and Online Shopping Decision among Consumers in Bangkok

by

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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

The Study of Relationship between Consumer Attitudes and the Satisfaction Affecting Purchasing Decision of Online Products for Consumers in Bangkok

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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, 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

Attitude Factors Influencing the Decision to Buy Nile Water of Consumers in Sing Buri Province

by

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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

Marketing Mix Factors Affecting Consumer Behavior in Purchasing Golf Products and Equipment Online

by

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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

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

The Study of Factors Affecting the Decision to Use the Air Force Don Muang Driving Ranges

by

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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

Communication Arts

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Factors of Political Party Presentations and Public Perception via Online Media Affecting the Decision to Elect Political 2019, in Bangkok

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

Public Relations Strategy of Television Drama via Social Media of CH 7HD after News Programme

by

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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

Marketing Mix and Online Marketing Communication Influencing the Decision Making Through Stage Play of Gen Y Audience

by

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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

Sales Communications in the Digital Age Influencing The Consumer Purchasing Decision of Insurance through Siam Smile Broker (Thailand) Co., Ltd.

by

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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

Openness and Attitude towards Website Components for Communication and Branding: A Case Study of CIMB Thai Bank

by

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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

Infographic based Communication Model Affecting Travelling Page Followers of Y-Generation

by

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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

Behavior and Attitude Influencing Addiction to Country Song Singing Contest Show on Digital Television in Bangkok

by

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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

Online Media Strategies for Children’s Television Programs Production Case Study of Thai Fairy Tales Channel on YouTube

by

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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

Educational Administration and Psychology

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2019**

Development of a Digital Literacy Assessment Tool: A Case Study of Health Sciences Academic Staff of Higher Education Institutions

by

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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

The Correlation between “The PERMA Profiler” Characteristics of Adolescents and Their Parents

by

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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

Laws and Public Administration

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2019**

The People Opinions of the Practices Good Governances Principle of the Government Offices of Loei Province and Nongbualamphu Province

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

Balance between Fundraising through Issuance of Debt Instruments by Limited Companies and Investor Protection

by

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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

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

Organization and Human Resource Management

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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

Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited

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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

Relationship between Quality of Work Life and Organization Commitment of Staff at Risland (Thailand) Company Limited

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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

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 collecting 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

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

Relationship between Quality of Work Life and Organizational Commitment of Employees at Ek-Chai Distribution System Co., Ltd.

by

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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

Compensation Affecting Performance Efficiency of Staff in Comptroller General's Department

by

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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

A Study of the Teamwork of Staffs in the Royal College of Chulabhorn

by

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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

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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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