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College of Logistics and Supply Chain, Suan Sunandha Rajabhat University

Present to

RUNGNAPA BOONKHIEN, CHUMPON RODJAM, PREECHA PANORAM AND JAGRAVAL SUKMAITREE

For **Best Paper Awards** of outstanding research paper presentation

RESILIENCE QUOTIENT MODEL FOR USE AS A GUIDE TO ENHANCING

HUMAN RESOURCE OPTIMIZATION IN THE ORGANIZATION

The 5th Conference on Logistics and Supply Chain on 20 MAY 2022

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CLS-02-002

Conference on Logistics and Supply Chain 2022 : CLS2022

The 5th

Proceeding

On 20 May 2022

College of Logistics and Supply Chain
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Message from the President of Suan Sunandha Rajabhat University

Suan Sunandha Rajabhat University is ranked as No. 1 Rajabhat University and No. 14 in academic quality by Webometrics Ranking of World Universities or Ranking Web of World Universities. Suan Sunandha Rajabhat University has been pushing for development of research quality for students and researchers and creating a conducive research environment to develop the research quality continuously and become the world's leading university in research. This is especially important for postgraduate education, which aims at promoting students to develop their knowledge and skills distinctly in a specific field. It also aims to help individuals to achieve academic excellence and develop knowledge and various new technologies. As a result, postgraduate students are encouraged to present their research at national and international academic conferences, resulting in the research being further developed in depth and recognized in academic circles. Hence, it is a great opportunity that College of Logistics and Supply Chain, Suan Sunandha Rajabhat University has organized " The 5th Conference on Logistics and Supply Chain 2022: CLS2022". This is an important academic activity which promotes the development of research and education quality. In addition, the conference will provide a good opportunity for students to present and disseminate their research to the public and stimulate idea exchange among researchers in various fields from different educational institutions, which is beneficial to the organization, society, and nation.

I sincerely hope that this academic conference will allow faculty, researchers, students and interested parties to exchange ideas and gain new knowledge creating a research network. Thus, new knowledge created from research can be used to drive efficiency and effectiveness within the society and nation in the future.

S.Chv

Assoc. Prof. Dr. Chutikarn Sriviboon
President of Suan Sunandha Rajabhat University

Message from the Dean of College of Logistics and Supply Chain
Dr. Chattrarat Hotrawaisaya

College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, warmly welcomes you to " The 5th Conference on Logistics and Supply Chain 2022: CLS2022". This conference is a great platform for students to disseminate and exchange knowledge gained research related to logistics, supply chain and other relevant fields with their peers, faculty, experts, and academics, enhancing their experience and developing their research presentation skills. For this conference, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, has collaborated with different national and international institutes. Peer review is conducted by experts, lecturers and academics from various fields and institutes nationally and internationally. Hence, research published in this conference has been preliminarily assessed as quality research.

We sincerely hope that this conference will be valuable to all participants and interested parties in developing relevant research, resulting in self-benefit and benefits for the country. Additionally, we greatly thank the lecturers, experts, faculty members and staff who took part in organizing this conference and making this conference a success.

Chattrarat H.

Dr. Chattrarat Hotrawaisaya
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CLS-02-001

Good communication, engagement and organizational culture that affects the organization's optimization

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Abstract

This article aims to study knowledge in areas 1) the development of communication materials in the organization, 2) managing problems and communication barriers in the organization, 3) supporting communication technology training, 4) creating a good culture and engagement in the organization to guide the development of communication in the organization by synthesizing from concepts. Related Theory and Literature It's about good communication processes, bonding, corporate culture that affects the organization's optimization. The results showed that the development of communication is considered an important tool, not one to increase the organization's capacity to develop communication and build engagement in the organization, most must first start by developing communication from within the organization in order to create a good culture in the organization, and found that the problem of communication within the organization often has problems caused by incomplete communication, lack of clarity, displaying uninventive communication behavior. Choosing channels, methods of miscommunication and having a large gap between the ages of personnel in the organization. This causes barriers to communication within the organization.

Keywords : Communication, Engagement, Corporate Culture

Preamble

The form of communication within the organization is considered one of the priorities, since communication is a link to bringing people in the organization to the recognition of the correct understanding of the entire organization. Whether it's a relay. The management's policy to the people in the organization, which will enable the organization to achieve its goals and succeed. Therefore, inorder for the organization's operations to be efficient and efficient, we will not be allowed to use the organization." Personnel must act

quickly. To achieve your goals and for a specified period of time. Many organizations are encouraging the application of information technology to contribute to the efficiency of personnel in the organization so that people in the organization can learn and receive information quickly, and to make communications within the organization more efficient and streamlined (Achara Suklizen, Kasaraporn Suttapong, Nattaya Yongsai, 2018).

The problem of communication in the organization is most often problematic from within the organization itself, such as problems caused by incomplete communication, lack of clarity, display of uninventive communication behavior. Choosing a method channel Miscommunication and the large gap between the ages of personnel in the organization. Therefore, it is important to develop communication in the organization. Good in-house communication that will help build understanding of executive policies and create a good culture in the organization, which will connect people in the organization and to achieve efficiency and effectiveness for the organization. In a positive way and in order for the operation to achieve the goals that have been set out. In-house communication is therefore essential for activities and operations to take place in the organization. The policy is carried out in the same direction. The people in the organization are satisfied and understandable. Therefore, the organization's work process to achieve its goals must ensure communication. From the condition of such problems and significance. The authors are interested in studying the subject. Good communication, engagement and organizational culture that affects the organization's optimization with the aim of education to increase productivity within the organization by starting to develop communications by adopting technology to help in the process of developing communications within the organization and increasing communication channels that are expected to be utilized, including the development of communications in the organization. Productivity of people in the organization Creating a good culture leads to the bonding of the bulging in the organization.

Content

The study was conducted on "Good Communication, Engagement and Organizational Culture that Affects Organizational Efficiency" to increase productivity within the organization by starting to develop communications by adopting technology to assist in the process of developing communications within the organization and increasing communication channels.

1. Development of communications in the organization
2. Managing communication problems and obstacles in the organization
3. Support communication technology training
4. Building a good culture and engagement in the organization

1. Development of communications in the organization

Communication: Exchange of news between messengers and recipients using media or channels to intentionally convince the mind to result in awareness or change. Communication is a process used by individuals to exchange important news and thinking. Therefore, communication is two or more people. Participate in news exchanges Ideas or attitudes (Rogers, 1 9 7 6) to create understanding of each other, in which coexistence, simultaneously, has consecutive tasks that require science and art to communicate in order to gain a good understanding of each other, affecting the efficiency and effectiveness of the work (Fanelli&Misangyi, 2 0 0 6). Communication is an important tool for helping humans interact with each other. The objectives or goals of the organization are currently achieved by scholars. Students, including researchers, have become more important and interested in studying communication ideas within the organization because internal communications within the organization contribute greatly to the success that the organization has set. Help support, promote Working in accordance with the same policies or directions including vision, mission, strategy and organizational strategy, as well as the goals set by the organization. Help share useful information and knowledge with employees within the organization, help create a consistent understanding between members within the organization, as well as supervisors and subordinates, and between colleagues, as well as help connect well between employees within the organization. Organization, Success to Results（Meyer & Allen, 1991 Tourish & Hargie, 2000; Tourish & Hargie, 2004; Kalla, 2005; Yates, 2006; Welch & Jackson, 2007; Cornelissen, 2008; Yates, 2008; Argenti, 2009; Goodman & Hirsch, 2010; Verghese, 2017）

2. Managing communication problems and obstacles in the organization

There are several obstacles to communications that occur in the organization, which may be considered as follows (Nittaya Silverprasertsri, 2001) 1. Depending on whether the distort knows that the meaning of the communication is altered, it may or may not be intentional. Distortion occurs in communication at all levels. Communication obligations The burden of communication is concerning. Quantity and intricacies of derived information How much information people receive depends on the channels of communication. In addition, personnel can handle uncomplicated information better than text. Intricate and unpredictable, responsible burdens on communications that cause communication barriers. There are 3 categories: 1. Underload of communication The operator is cut off from the web of 1) Organizations lose human resources, which provide imports, response actions, and reversals to organizations, 2) smeared workers. (Watchara Marrungruang,2019)

3. Support communication technology training

Information Technology Strategy of Communication Technology Open in personnel opportunity More decision-making (Bouchlaghem & Shelbourn, SRRS) says technology is an effective communication tool. Support organizations must provide information that enables people to understand and access information (Aerts, Goossenaerts, Hammer, &Wortmann, SRRS) says that the growth prospects of the organization will depend on The organization's leaders must cope with a rapidly changing technological economic era and must be ready to open up learning opportunities as technological cultures are easy to practice. Therefore, creating a technological corporate culture is a long-term strategy that will help lay the foundation for future success. Examples of using information technology strategies Communications International Business Machines (IBM) is the world's largest computer and information services manufacturer based in the United States. (Vallop Wannaosot and Prasopchai Pasunon, 2561)

4. Building a good culture and engagement in the organization

Organizational Culture: Corporate culture is a system of values and helps Individuals who will understand the work of the organization (Deshpande & Webster, 1989;Kotter&Heskett, 1992), corporate culture will help strengthen trust. Kankaanranta & Planken (2010) by executives is required to analyze external environments (Henderson & Louhiale, 2 0 1 1) and leaders can organize relationships between the cultural values of corporate culture. 1. Dominant Culture is the main culture of the people in the organization as a whole, which is visible from values. The principles of this type of culture belong to most people who recognize and accept and understand together 2. Subculture is the culture of the department or the work group or the work area, which in one organization with many departments or work groups has several subcultures divided into 1 . Strong culture is a culture with people agreeing and being very accepted, which is difficult to change. A strong culture has an effect. To control behavior very well and make members (Flatten, Greve et al., 2011) (Cooke & Szumal (1993)

The affiliation to the organization gives the meaning of the word affiliation to the organization is a good feeling for the organization. Love pride, empathy for the organization, feel that you are part of it, have confidence, acceptance. The organization's goals and values are willing and sacrificing personal happiness for its goals and want to maintain that organization's membership forever (Thananantasujai, 2 0 0 6 : 9). The affiliation to the organization refers to the behavior of the individuals expressed. Relationships with organizations by individuals with high affiliations to organizations behave more in line with the needs of the organization than those with less or lower affiliations with the organization (Salancik, 1983 : 202-207) are characterized by individual relationships with the organization, with three attributes: 1) the need to remain a member of the organization, 2) the willingness

to make full efforts to perform the organization, 3) confidence and acceptance of the goals of the organization (Porter eta, 1974 : 603-609).

Based on the study, the concept. Related Theory and Literature The authors bring it to conclusion as a synthetic table factor. Good communication, engagement and organizational culture that affects the organization's optimization.

Table 1   Good communication, bonding and organizational culture that affects the organization's optimization

factor \ author	Achara Suklid Kasaraporn Suttapong Nattaya Yongsai (2018 : 75-82)	Thanarat Succulent Suriya Krisda Chiarawattanasuk (2019 : 1217-1231)	Saran Therawong Pratum Ruekklang (2020: 16-31)
On-premises communications	✔	✔	✔
Building binds within the body	✔		✔
Technology Support		✔	
Corporate Culture	✔		✔
training		✔	
support		✔	
Communication problems and obstacles	✔	✔	✔

Content analysis framework offered

Synthesis effect concept Theories and related research in Accordance with Table 1 include factors. In-premises communications, problems and communication barriers Technology support, training, support Building binds within the body The organizational culture, which the authors have regrouped in 4 new groups that affect good communication: good communication processes, engagement, organizational culture that affects the optimization of organizations, 1) the development of communications in the organization, 2) managing problems and communication barriers in the organization, 3) supporting the training of communication technology, 4) creating a good culture and engagement in the organization, being able to bring in organizational innovation, good communication processes, building engagement, organizational culture that affects the efficiency of the organization, as shown in Figure1
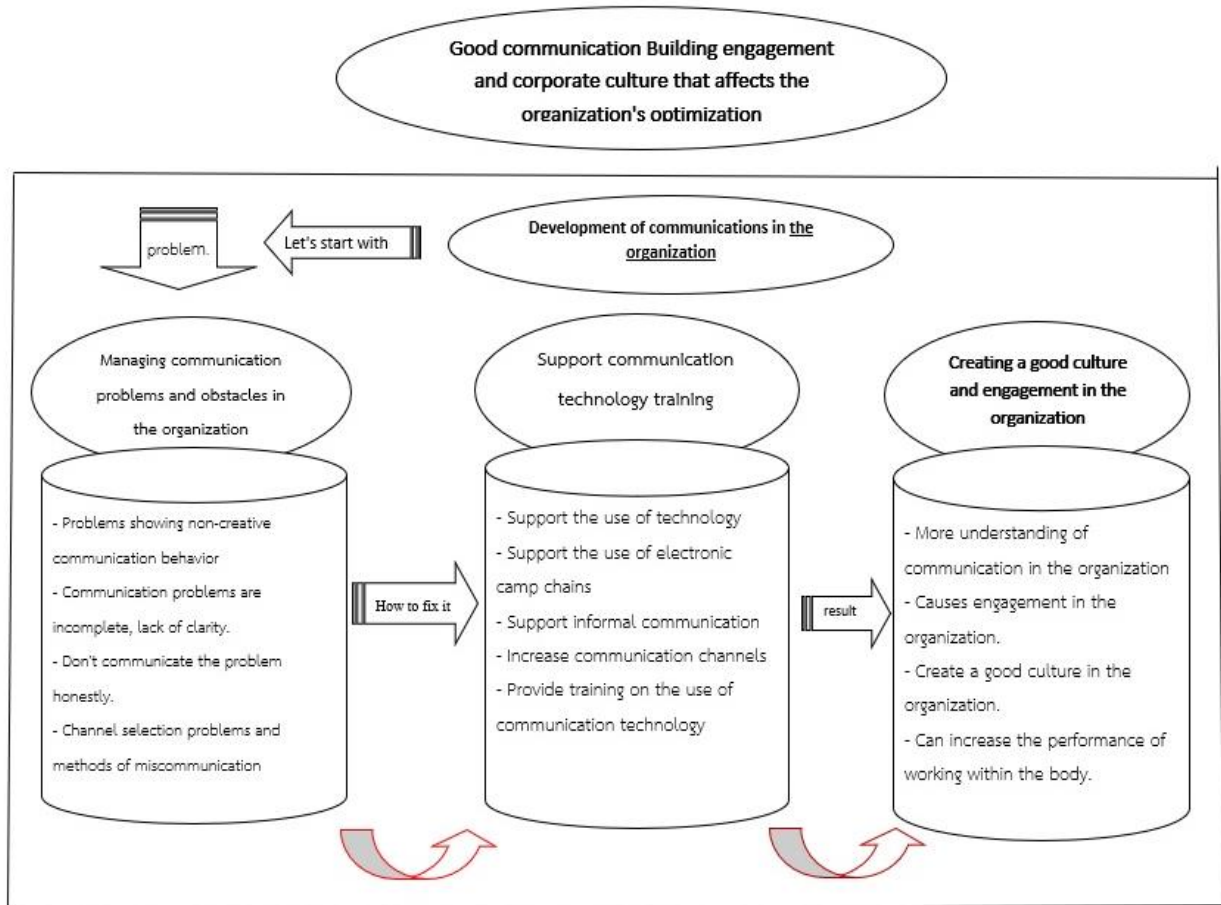
Figure 1 Good communication, bonding and organizational culture
that affects the optimization of the organization

From Figure 1, good communication, engagement and organizational culture that affects the organization's optimization, there are four important areas to help increase the efficiency of the organization

1. Development of communications in the organization communication is the most important thing in everyday life. Therefore, communication plays a huge part in the development of the organization. Because communication is about understanding each other. Informing others to acknowledge and understand intent, need for problems, thoughts, feelings comprehension A gesture of disagreement Disagree. Details. Objectives, reasons, goals and performance Therefore, it is not doubtful that management and leaders in the organization must focus on communication because communicating one of the key indicators of the success of the organization and understanding the importance of communication will help the management manage and develop the organization more effectively. Therefore, it is evident that communication is part of the effective development of the organization.

2. Managing problems and communication barriers in the organization from studying the development of communications should be started from within the organization in order to create a good culture in the organization, and the study found that the problem of communication within the organization is often caused by incomplete communication, lack of clarity, displaying non-constructive communication behavior. Choosing channels, methods of miscommunication and having a large gap between the ages of personnel in the organization. Therefore, there must be solutions to problems that are available before they can increase the efficiency of the organization.

3. Support communication technology training because today's communications are not just individual-to-person talks or typography communications. Therefore, communication development is needed by bringing in technologies to help with the communication of the organization in order to create or develop more communications in the organization. Whether it's social communication, email, video, supporting the use of electronic camp chains, but often experiencing problems as well. Whether it's a person's business. The equipment or technology facilitation itself. Therefore, it is necessary to support learning about communication technologies. Whether communication technology can help make communication in the organization productive depends on the proper adoption of the technology in the organization.

4. Building a good culture and engagement in the organization building a good culture and engagement in the organization, the culture of the organization, and building engagement, bonding with the organization, are important to the survival and effectiveness of the penis. Those who are highly perspicuous in organizations perform better than those with low or no organizational disposition. The good will fall on the organization and the workers themselves. There are many factors that contribute to corporate engagement, including society or colleagues, and corporate communication is also an important part of building engagement in the organization. Once there is a bond in the body, it creates a culture in the organization. Corporate culture is a way of life that a particular group of people has adhered to, which becomes habitual, habitual, and becomes customary. Culture enables orderly coexistence. The fruits of the culture in the organization are ethical, as well as the values used in decision-making, to the bonding of personnel in the organization. Therefore, the culture in the organization is important to enable the operation of the progressive organization to increase the efficiency of the organization.

Conclusion

Good communication, engagement and organizational culture that affects organizational performance, according to the authors, found that communication within the organization is very important in creating a good culture in the organization and increasing the efficiency of the organization. Therefore, the development of communication is

considered an important tool, do not one to increase the capacity of the enterprise. In order to develop communication and build engagement in the organization, most of the optimization of the organization must first start by developing communication from within the organization in order to create a good culture in the organization, and the authors find that the problem of communication within the organization is often a problem caused by incomplete communication, lack of clarity, displaying uninventive communication behavior. Choosing channels, methods of miscommunication and having a large gap between the ages of personnel in the organization. Therefore, organizational communications have been developed in a form of support for training in the use of communication technology, with the organization adopting technological innovations as a communication channel between employees in the organization via telephone.

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CLS-02-002

Resilience Quotient Model for Use as A Guide to Enhancing Human Resource Optimization in The Organization

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Abstract

This article aims to study the knowledge of human resource optimization in the organization by empowering mental health. This focuses on factors correlated with resilience quotient (RQ) levels and the development of mental health empowerment models to guide the development of human resources to be the most effective in making the most of the organization's benefits. By synthesis from concept Related theories and literature In regards to factors and patterns affecting the empowerment of mental health.

The results showed that resilience quotient (RQ) has different initial costs accordingly. There are two factors: spiritual factors and personal attribute factors, and they are affected by the external environment, two related factors: external psychological environmental factors and internal psychological environment factors, which are found to be standardized to higher levels. It is found in individuals whose composition in all 4 factors is mostly positive, such as having good emotional management skills. Good earnings good family has a support network, etc., and also found that there are four areas of mental health development process: the development of positive thinking power. Social Development of psychic enhancement and crisis-breaking skills development vary by targeted type, such as childhood development. Working age Aged age, factors and patterns develop mental health power. It can be used to plan the development of human resources to be able to make the most of the organization.

Keywords: Resilience Quotient, Human Resources, Optimization

Introduction

The dynamics of globalization have a clear impact on the way humans live. Humans get comfortable with modern technology. It was an era of various materialistic booms. On the other hand, it is also an era of deterioration in people's minds, because society nurtures people to compete, to fight for power, money, to ignore those in need, or in trouble. Just give yourself the wish you want. Many people live miserable and stressful lives because they can't manage their emotions, their stress. As a result, there is an increase in depression and suicide. Family problems are broken. Parents don't have time to take care of, raise, train their children. Children without quality grow into unqualified adults, creating problems for society, which will affect the level of society where people will live together distrustfully. Don't care about each other. There are many diseases and health hazards that can cause security impacts. Emerging Infection Diseases is a coronavirus 2019 (COVID-19) infection that causes a radical change in global society because people have to live non-traditional lifestyles. (Thoongkaew et al., 2020 : 1) Mental health problems are issues that clearly affect human quality of life. Because mental health is a measure. Normality of a person A sick mind affects physical health and social life, according to the proverb: "The mind is the master, guy is the servant.

Based on survey data and data analysis by relevant agencies, There is interesting information that makes all sectors aware and focused on mental health. Data from the Department of Mental Health, which surveyed mental health conditions in occupational groups. In the covid-19 pandemic situation, 2021 experienced the highest level of stress. In the occupations, the public driving group had the highest rate of 14.8 percent, second only to the unemployed group with 8.8 percent and the health workers 6 percent respectively. There are both relatively high-extreme levels of depression at 7.4 per cent and a risk of self-harm. The level is quite frequent-almost daily, 3.7 percent, which is also the highest rate in all professional groups. (bangkokbiznews, 2021) And mental health trends in Thailand By Department of Mental Health and The National Economic and Social Commission Suicide rates have been observed per hundred thousand people and the growth rate of the economy in Thailand. Suicide rates were highest between 1998 and 2002, after the great economic crisis (the Tom Yum Kung crisis in 1997), after which suicide rates continued to decline until 2010, when suicide rates began to rise steadily until 2019, according to the Department of Mental Health. In the first two quarters of 2020, the suicide rate of Thais increased by 22% compared to 2019, which increased close to the 1997 crisis, and the suicide rate for thais in full 2020 also increased to 7.3 people per hundred thousand people (Bangkok Business, 2021), or even data on patients with mental problems. There is a noticeably higher rate of service attendance. Data showed the number of patients attending medical services with departments of mental health under the Department of Mental Health nationwide in 2015–2020. It has been reported that the total number of patients admitted

nationwide is likely to almost double in the six years since. (Puey Ungphakorn Institute For Economic Research, 2021)

From the above mental health reports "Resilience quotient or RQ" is an interesting option to study how to develop factors and patterns of mental health empowerment for humans to a level that can live a balanced and normal life, which is derived from the term Resilience Quotient, or RQ, which Thais might call willpower. Mental strength, mental health power, mental immunity, or the Department of Mental Health (2020) uses the term "adversity," which RQ is the ability of people who exist in themselves and are used when it comes to overcoming problems. This is what allows a person to go through a crisis or a terrible event and may turn a crisis into an opportunity by being able to improve their minds, minds and lifestyles after an event, with a rapid emotional and mental rehabilitation. Not drowning in suffering, being flexible. Resilient, able to regain a normal life The Department of Mental Health (2020) has divided the elements of mental health into three elements: 1) The power of stamina means that people are resistant to pressure, have a stable mind, are unafraid, can control the mind, even if there is stress, a lot of suffering can continue to live, 2) the power of hoot means to have morale and motivation, to motivate ourselves. 3) Fighting power means being ready to fight problems, find counselors, find solutions in many ways, weigh which is a good way to not decide to solve problems using emotions, must think carefully, according to research studies on mental immunity that have used mental immune variables in a variety of situations to be used as tools for developing mental skills and the ability to live, to be ready to face problems and to deal effectively with crises. The results showed that the composition of mental immunity affects emotional intelligence. Family atmosphere, relationships with friends. Social and immune support help change lives for the better. (Wongkhan et al., 2015.; Thienphati, 2016.; Pimpakharn, 2018) Therefore, it is said that mental immunity can develop to a higher level. By practicing in different environments and being trained to live with pressure conditions, it is mentally prepared to face any situation. Self-confidence Mood swings are not easy, patient to face problems. Able to resist stress and obstacles, and be able to quickly revive yourself to normal after facing difficult situations. (Hoover, 2006; Luthans et al., 2007; Thoongkaew et al., 2020 : 2-3)

As a result of such a problematic state and its significance, The authors then took an interest in studying "Mental Health Empowerment Models for Use as a Guide to Human Resource Optimization in Organizations", aiming to study the development of factors correlated with resilience quotient (RQ) levels and the development of mental health empowerment models in human resources. This is expected to be utilized in developing a human resource development plan of an agency or organization to have a reliable human resource development process. Once implemented, human resources are used in organizations that have undergone mental health empowerment. Increased performance

Conceptual Studies Related theories and literature

The study was conducted on "Mental Health Empowerment Models for Use as a Guide to Enhancing Human Resources in The Organization", based on relevant research. In conclusion, it is a relevant factor. as follows

1. Mental health power and employee related factors Paper Industry in Nakhon Pathom by Nuchanat Thammakhan and Buranee Kanchanathawan (2018) The factors involved are personal factors, demographic factors. Personal health factors, community social factors, and psychological and social factors

2. Mental Health of Seniors at Charabal WuttiwutTayalai School, Doi Saket District, Chiang Mai Province by Mathurs Sawangbumrung and Faculty (2020) The relevant factors are demographic factors. Personal health factors, community social factors, and psychological and social factors

3. Factors associated with the power of mental health of the elderly in a community in Nakhon Ratchasima province by Mali Potipim and faculty (2021) Related factors are personal factors, social support factors, and factors correlated with mental health power.

4. Studying and developing patterns of mental immunity and restoring the integrated mental health of teachers and staff Education based on a new way of life by Patchari Thoongkaew and faculty (2020) Related factors are patterns of strengthening mental immunity and restoring integrated mental health.

5. Effects of mental health empowerment programs on nursing students Borommaratchachonnani Nakhon Ratchasima College of Nursing by Kochakorn Chayakul (2018) Related factors are the use of mental health empowerment programs.

1. Mental health power and employee related factors Paper Industry in Nakhon Pathom by Nuchanat Thammakhan and Buranee Kanchanathawan (2018) Related factors are personal factors, including gender, age, education. Marital status, family relationships, medical conditions, income, duration of work, and period of attendance showed that paper industry workers had a normal level of mental health power, with an average score of 60.74 ± 8.11 out of 80 points, with five factors related to mental health power: gender $p < 0.05$, $p < 0.001$, operating period, mainly $p < 0.05$, stressful events in life $p < 0.001$, and family relationships $p < 0.01$ when analyzing multiple regressions. It found that the factors predicting the mental health power of paper industry workers include age (positive influence), Stressful events in life (negative influences) and family relationships (positive influences), which together prophesy the mental health power of employees. Paper Factory 34.8 percent

2. Mental Health of Seniors at Charabal WuttiwutTayalai School, Doi Saket District, Chiang Mai Province by Mathurs Sawangbumrung and Faculty (2020) Related factors are demographic factors. Personal health factors, community social factors, and psychological and social factors showed that the results of mental health comparisons were classified by 4

main factors, finding that 1) demographic factors include occupation, debt burden and family relationships, 2) personal health factors including conditions. Health problems and chronic diseases, level of assistance 3) Community social factors include the level of relationship with fellows in the community, the level of association with social networks in the community, and the level of participation in religious rituals, cultures, local traditions and community activities, and 4) factors. The psychology and social aspects of the school include the level, participation in activities and the management of the curriculum level. Relationships with ageing friends and road networks and the level of satisfaction and happiness the difference between these 4 factors has a result. Older people have significantly different mental health. Statistically at .05.

3. Factors associated with the power of mental health of the elderly in a community in Nakhon Ratchasima province by Mali Potipim and faculty (2021) Related factors are personal factors, social support factors, and factors associated with mental health power. It found that personal factors, marital status, income adequacy Having a medical condition, drinking, smoking. Statistically significant correlation with the mental health power of older adults ($p < .05$), social support factors were found to be statistically significantly correlated with the mental health power of older adults ($p<.05$) and factors correlated with the mental health power of older adults. Marital status, income adequacy Having a medical condition, binge drinking, smoking It is statistically significantly associated with the mental health power of older adults at ($p = .000, .000, .012, .004, .000$, respectively)

4. Studying and developing patterns of mental immunity and restoring the integrated mental health of teachers and staff Education based on a new way of life by Patchari Thoongkaew and faculty (2020) Related factors are the pattern of strengthening mental immunity and restoring integrated mental health, finding that teachers and educational personnel have higher mental immunity after training. Before training, statistically significant at .05, all areas included emotional stability, morale and problem management. The findings shown above may be because the samples were maturity-age people who had long experienced life. The self-management elements of life are therefore the highest average.

5. Effects of mental health empowerment programs on nursing students Borommaratchachonnani Nakhon Ratchasima College of Nursing by Kochakorn Chayakul (2018) Related factors are the use of mental health empowerment programs. It was found that the results compared differences in the mental health power scores of the sample before and after the trials in the program were statistically significantly different at .05 by score. Overall and individual mental health power in all three areas after trials in the program was higher than before the trial. In the program, therefore, the mental health empowerment programs obtained from this study can be applied to: Promote mental health power among nursing students

From studying ideas Theory and related literature The authors take it to a conclusion as a synthesis table of subjects. Mental health empowerment models for use as a guide to enhancing human resource efficiency in the organization.

Table 1 Mental Health Empowerment Models for Use as a Guide to Human Resource Optimization in Organizations

Factor \ Author	Nuchanat Thammakhan and Buranee Kanchanathwan (2018 : 448-449)	Maturos Sawangbumrung Rungkan Jaiwongya and Suvaree Rukjari (2020 : 106-110)	Mali Potipim and Faculty (2021 : 28-31)	Patchari Tongkhaew and Faculty (2020 :96-97)	Kochakorn Chayakul (2018 : 96-97)
Personal factors	✓		✓		
Social support factors			✓		
Factors correlated with mental health power			✓		
Demographic factors		✓			
Personal Health Factors		✓			
Social factors of the community		✓			
Psychological and social factors		✓			
A model of enhancing mental health and restoring integrated mental health.				✓	
Patterns of mental health empowerment programs					✓

Summary of study results

Synthesis effect concept Theory and related research according to Table 1 consists of factors: personal factors, demographic factors. Personal health factors, social factors of the community Social psychological factors, social support factors correlated with mental health power The pattern of mental and regenerative immunity, integrated mental health, and the use of mental health empowerment programs, which the authors have reconstructed, are factors correlated with mental health power, consisting of 4 factors: 1) spiritual factors, 2) personal attribute factors, 3) internal psychological environment factors, and 4) external psychological environment factors, and mental health development models, 4) positive thinking activity patterns, 2) social skills development activity patterns, 3) mental enhancement activity patterns, and 4) life-threatening activity patterns. It can be used to innovate the organization. The mental health empowerment model for use as a guide to enhancing human resources in the organization can be found as shown in Figure 1 as follows:
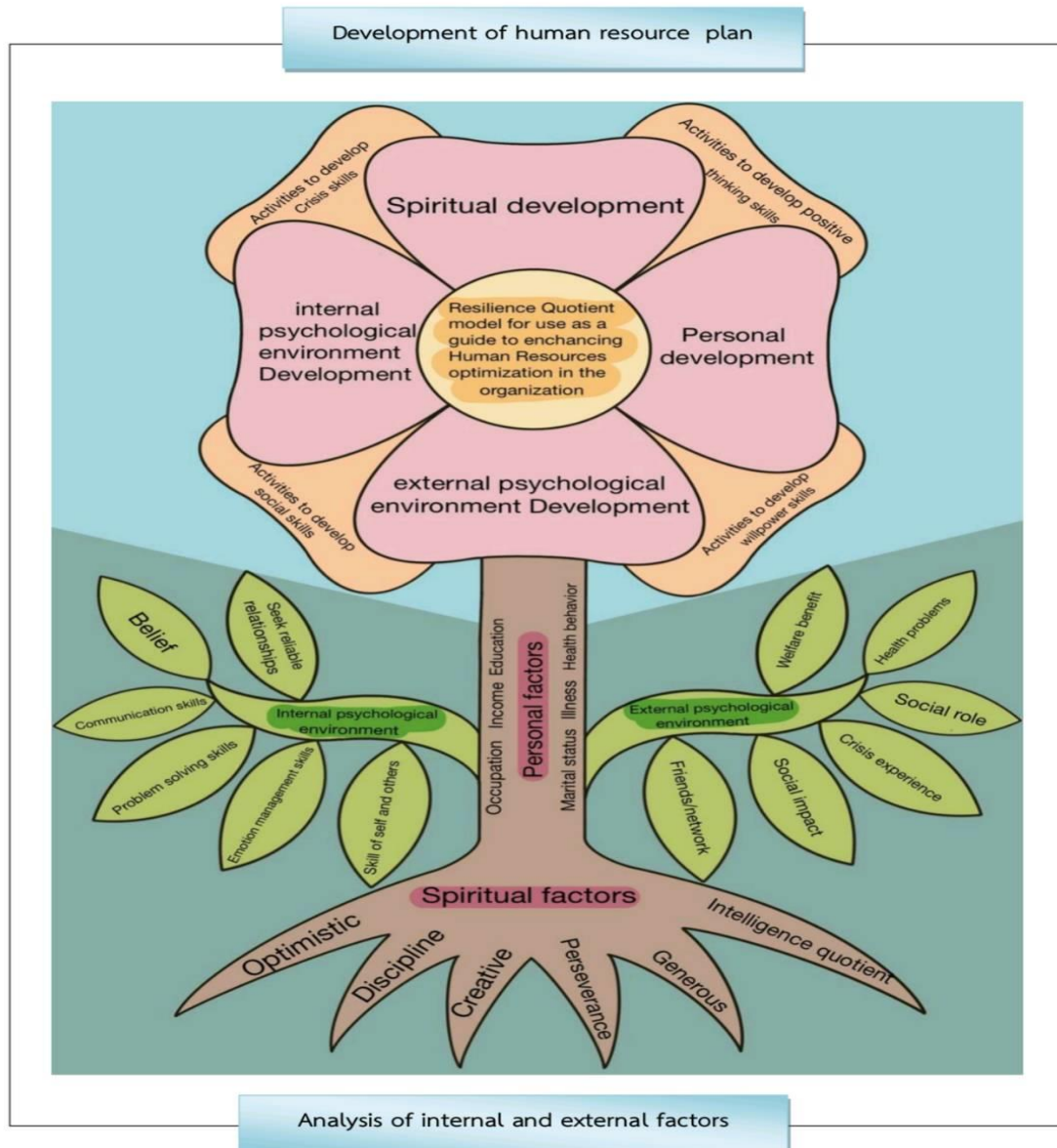
Source: Synthesis of Concepts Theory and related research

According to Figure 1, resilience quotient (RQ) has different initial costs according to There are two factors: spiritual factors and personal attribute factors, and they are affected by the external environment, two of which are related factors: external psychological environmental factors and internal psychological environment factors, which are found to be standardized to higher levels of mental health. It is found in individuals whose composition in all four factors   is mostly positive, such as good mood management skills, good income. Good family has a support network, etc., and also found that there are four areas of mental health development process: the development of positive thinking power. Social Development of psychic enhancement and crisis-breaking skills development vary by targeted type, such as childhood development. Working age aged age, factors and patterns develop mental health power. It can be used to plan the development of human resources to be able to make the most of the organization.

Conclusion

Resilience Quotient (RQ) is a human capacity that is used when it comes to Overcome the problem Obstacles or difficulties A crisis that causes humans to go through a crisis or a terrible event. It was found that the mental health powers in the person have different levels of strength based on the contextual factors within the person and the impact of the external environment, which is cultivated from birth by casting and developing to have more or less mental health potential based on individual cost factors.

Correlated factors related to mental health empowerment When taking knowledge from the study of concepts Related theories and literature to group and communicate to be able to lead development. There are two factors: 1) There are two internal context factors: spiritual factors: looking at the world or the power of positive or negative thinking. Creativity, commitment bear Discipline, generosity and level of intelligence, and personal attribute factors including career, income, education, etc. Marital status, medical conditions. There are two factors of external environmental impact: internal psychological environment factors: communication, problem solving, emotional management, self-assessment, others, and the pursuit of trusting relationships, and external psychological environment factors, including having friends or networks, the impact of social conditions such as politics, economy, social roles such as supervisors, group presidents, consultants, etc. Health problems, social welfare, as well as experiences of going through the difficulties of life are seen...

Studying the health development process model is interesting because the process models that will be used require analysis. Research and collect data that indicates which process patterns are suitable for which group of individuals, such as those used in working age. Aged age or targeted at specific characteristics such as psychiatric patients Those who have lost loved ones. Workers who are in stress situations, for example. Human resource development is therefore extensive knowledge. The quality of a person is a holistic well-being: physical, mental, social, mental health power is an element of mental development. If you can study until you find a clear and reliable development process, you can find a clear and reliable development process. The implementation of human resource development planning in the organization will continue to benefit the organization.

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CLS-02-003

The Factors That Affect Empoyees' Motivation for Their Work

Three P Elevator Installation Limited Partnership

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Abstract

This article aims to study factors affecting the motivation of employees of the Three P Elevator Limited Partnership. Studies have shown that personal factors that transmit employee performance consist of six main factors: (1) Administrative policy factors (2) Planning factors (3) Organization management factors (4) Salary income factors (5) Control factors and (6) Welfare factors. Such factors can be put to good use for entrepreneurs who will plan strategies to further develop employee productivity for the organization.

Keywords: motivation / personal factors / work tasks

Introduction

The labor shortage has become one of the cycles that many people have been working on. Not even developed and socially advanced countries like Japan, South Korea, Taiwan and even Singapore have all experienced labor shortages before. This is due to social progress. But those developed countries have chosen to embrace foreign workers as replacements. As a result, Thailand, which has a large influx of workers abroad, faces domestic labor problems. Shortages require importing workers from neighboring countries as a replacement. While labor shortages have never been absent from the construction industry, they have also become a crisis that is likely to escalate. (Builder New's Editorial, 2018)

Three P Elevator Installation Limited Partnership operates the passenger elevator installation business, which is at the heart of the high-rise interior transportation system, a business that is growing rapidly from the current trend of development of urban society. And the expansion of flat buildings in urban areas is highly limited in terms of space, Transportation and construction of passenger elevator business are divided into two main parts: the installation of passenger elevators for newly built buildings, with this part of the business trending cyclically according to the real estate market, especially the high-rise market that correlates with economic conditions. Passenger lifts are also likely to sell well, according to the business side, the other is maintenance, where the trend of the business is growing with the number of passenger elevator installations, which is likely to be difficult to shrink. Due to the maintenance of passenger elevators, it is necessary to do so regularly in accordance with safety standards. (Economic Intelligence Center, 2015)

Employee resignations are issues that greatly affect management. Today, companies around the world are increasingly focusing on this and finding solutions, one of the ways to reduce resignation rates is to increase work incentives for employees. For companies, increasing employee incentives doesn't just reduce resignation rates. It also improves productivity. Motivation is the power within the person who drives a person to behave in a certain way, and it is also what determines the direction or goal of that behavior. In other words, the motivation is the intention or the need to do something or the reason for the action itself. The motivation influences the productivity of the work, in which the productivity of the work is of greater quality, depending on the motivation to work, for which the motivation of each employee is not the same.

Therefore, companies need to understand what is the incentive to make employees work fully and efficiently, and now many companies are finding ways to help motivate employees, which incentivizes employees to make jobs more productive, productivity is also increased (Thada Ratchakij, 2019). Running a business is a task that must be taken into account, negative effect, profit, Losses, including a competition of businesses in similar categories such as marketing, advertising, privatization, services, etc. And the problems in business that many organizations face is often inevitable in managing people in the organization, which is classified as a valuable human resource of the organization, as the ultimate goal of the administration, by how to manage the subordinates to achieve the ultimate goal of the organization. Therefore, it is the most important duty and mission of the executive to learn the science of managing a person focused on the study of individual behavior, as well as factors affecting behavior in the organization to explain, Predict and control the phenomenon of administration. In particular, understanding the concept of motivation of a person will help the management know the needs. And the motivation of subordinates and ready to create motivation to work in order for such subordinates to work in the so-called "work works, people are happy" that is considered an important component of success in the administration (Prachaya Piyamanothom, 2015).

As a result of the reason for such importance, the researchers were interested in studying "The factors that affect employees motivation for their work Three P Elevator Installation Limited Partnership" to study the factors that affect the motivation of employees Three P Elevator Installation Limited Partnership will be useful to enable management to formulate policies to promote employee development to meet the needs of individuals and align with the organization, which results in employees performing their work effectively. This will lead to the success of the organization.

Objective

To study factors affecting the motivation of employees, Three P Elevator Installation Limited Partnership

Research Methodology

"The factors that affect employee motivation for their work Three P Elevator Installation Limited Partnership" is documentary research in which researchers can use methods to collect data from literature such as theory, concept, Related research and then presented the results of the study in an analytical and synthesized way.

Results of the study

The researchers studied the relevant literature. The results of the study can be summarized as follows:

Ideas About Improving Performance That Affects Personal Factors

According to the concept of McClelland (1973), there are five components of performance that affect personal factors:

1. Knowledge is a specific knowledge of what needs to be known, it is a material knowledge such as engine knowledge, etc.

2. Skills are things that need to be done effectively, such as computer skills, knowledge transfer skills, etc. The skills that are born are based on knowledge and can be practiced in an agile way.

3. Self-opinion is an attitude, Values and opinions about their own image or what a person believes in themselves, such as self-confidence, etc.

4. A person's personality is what describes the person, such as someone who is trustworthy, trustworthy, or has leadership characteristics.

5. Motivation/ attitude is an internal motivation or drive that allows a person to exhibit behaviors that are aimed towards a goal or towards success, for example.

In summary, the meaning of competence is knowledge, skills, and personal attributes that affect the display of necessary behavior and have the effect of making the person

perform their responsibilities better than others. The performance of a person born in three different ways can be said that performance is a gift that has been present since birth. It is due to work experience and by training and development.

Concepts and Theories About Management

Henri Fayol (1841-1925), a French engineer, wrote a book called Administration Industrielle et Generale, referring to five administrative functions: planning, organization management, commanding, Coordination and Control (Henri Fayol, 1949)

Somyot Navigarn (2001, pp. 24-25) who said that management means to complete the work. The objectives are based on factors such as people, money, The material is an arrangement device. By managing the goal of in order to achieve the objectives together with others. Good management must provide priority to planning, organization management, commanding, coordination, and control Which is consistent with Netpana Yavirat (2004, p. 2) and Suratwadee Rajkulchai (2000, p. 3) The employee's operational achievement consists of five things:

1. Planning means for the determination of the goals that require consideration of the readiness of the Organization as well as the factors that help the organization or agency achieve its goals and organize the plan to the operation.

2. Organization management means providing details of all the tasks that need to be done to achieve the goals of the organization. Dividing the entire workload into activities that can be performed by a single person and the determination of the mechanism of coordination of members of the organization to unite.

3. Command means of the process of directing and exercising influence on the activities of members of a group of members.

4. Coordination refers to coordination or media relations between sub-agencies or positions within the organization to ensure that the work is walked and performed without redundancy or conflict, allowing all agencies to harmonize to achieve the core objectives of the organization together.

5. Control means to a systematic effort to set the standard of reverse data system design operations. Comparison of actual performance with predefined standards, determine

whether there are differences, and make any necessary corrections to ensure that all of the organization's assets are used as effectively as possible for the success of the organization's goals.

Concepts and Theories About Motivation

The theory about incentives is a group of theories that focus on the study of needs which motivate employees, preliminary requirements for food, satisfaction, Monetary rewards, Various needs converted into internal drives, pushing for specific behaviors to be expressed in order for demand to be fulfilled. In this theory group, it explains how demand arises. Challenging executives' work that is a factor in employee motivation, success is knowing the needs of individuals while incentivizing them by providing rewards that meet the needs of employees and rewarding employees when their expressive behavior meets the organization's goals. Frederick Herzberg (1968) developed a theory called the two-factor theory. By interviewing employees who are accountants and engineers, hundreds cycle over what motivates them. At the same time, ask what makes them unhappy and unsatisfactory at work. Finally, there are two factors that influence the motivation of employees' work.

The first factor, called hygiene factors, is a frequently discussed factors that show that what creates dissatisfaction in the work includes working conditions, wages and stability, Policies of limited partnerships, teaching and personal relationships. At the same time, another factor was found to be a factor that generates job satisfaction, the second factor is called incentives. Motivators, which are high demands that consist of success, to be honored for responsibility, Job characteristics and opportunities. If any organization does not have incentives, the employee will not feel satisfied or dissatisfied, or it can be said that it is a feeling of unhappiness, Incentives are the only factors that contribute to satisfaction.

On the other hand, if any, the organization does not have sanitary factors. Employees in the organization will feel dissatisfied. Even if executives provide the organization with an environment where health factors are present, it does not cause a high level of motivation, and employees will feel passive because they only expect that the sanitary factors are fundamental to the organization's need. Such as providing dust protection equipment in dusty areas, these devices are necessary to have. Providing equipment does not satisfy the employee in any way, but on the contrary, without dust protection equipment, employees will be dissatisfied. But if providing incentives, such as praising employees who perform

outstanding work, are incentives for employees, but without a system of praise, they are not provided to employees. There was dissatisfaction in some way. The following figure illustrates the health factors and incentives that affect the motivation of employees in the organization.

Related Research

Arya Salaknoi (2018) studied "Motivation for Employees of Mahle Siam Filter Systems Co., Ltd.", the results showed: (1) There are 204 people, mostly females, aged 26-35 years old, have a bachelor's degree, Average monthly income - 10,001 20,000 Baht and most have an operating period of 4-6 years (2) Motivation factors in the work of employees of Mahle Siam Filter Systems Limited by including a considerable level. Considering the individuality, the motivation factors were found to be higher average than sustaining factors, but there was a very high level of opinion in both. The motivation factors are very high when considering individually, the areas with the highest averages are the characteristics of the job, second only to responsibility, The acceptance and least is the successful side of the work. And the sustaining factors are very high, and considering the sides that have the highest averages are the administrative policy side, second only to the relationship with the supervisor. Relationship with colleagues. The least is the remuneration, respectively.

Pataraporn Chanakarn (2018) conducted a study on factors affecting the motivation of Bangklum hospital personnel in Bang Klam District, Songkhla Province. The results showed that staff at the Bang Klum Hospital, Bang Klum District, Songkhla Province There is a very high level of operational motivation, everyone is very level. The most average areas of operation are secure. The least average incentives for performing the tasks were remuneration and welfare, and found that people with different levels of education had different motivations perform their tasks.

The results of the study, concept and related research can be synthesized for factors that affect the motivation of the work of three P Elevator Installation Limited Partnership's employees. According to Table 1:

Table 1 Table of synthesis of personal factors affecting the employee's operations

Author　Factor	Saranpat Iocharoen, Papawadee Montreewat and Rani Isichaikul. (2013, pp. 50-60)	Chalida Lychee, Kanokmanee Homkaew and Kanthima Imjai. (2021, pp. 124-134)	Watcharapong Kasikorn. (2020, pp. 1-16)	Supakit Panya and Rattanajiraporn Rahobhat (2019)	Jiraphat Tantitaveekul, Kassunee Bamrungjit, Pongpan Moon Clarification (2017, pp. 182-188)
Executive Policy	√	√	√	√	√
Planning	√	√	√		√
Organization Management		√	√	√	√
Salary Income	√	√	√	√	√
Control	√	√	√	√	√
Welfare	√	√	√	√	√

Summary of Study Results

From Table 1, the data obtained from such studies can be taken, which consists of various factors. This affects the motivation of the employees of Three P Elevator Installation Limited Partnership as follows: Executive policy, planning, organization management, salary income, control and welfare

Figure 1 Factors affecting the motivation of employees of the Three P Elevator Limited Partnership

from figure 1 showed factors affecting the motivation of employees of the Three P Elevator Limited Partnership. Studies have shown that personal factors that transmit employee performance consist of six main factors: (1) Administrative policy factors (2) Planning factors (3) Organization management factors (4) Salary income factors (5) Control factors and (6) Welfare factors. Such factors can be put to good use for entrepreneurs who will plan strategies to further develop employee productivity for the organization.

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CLS-02-004

Factors affecting the success of the flower business

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Abstract

This article aims to study cognitive knowledge of factors affecting the success of the ornamental flower business. To guide the development of the strategy of the flower business. By synthesis from concept. Theory and related literature in regards to the strategy of the business of ornamental flowers the results showed that to run an ornamental flower business to reach its goal, it was important to do so. Consists of 7 main elements The main ones are 1) Entrepreneurs must be as well-versed or well-versed in that regard and always learn more. 2) Quality products and services Respond to customer's needs to be as satisfied as possible, honest with customers. 3) Quality and price reasonable 4) Suitable location for goods and services, convenient for customers. 5) Distribution channels that are most accessible to customers, targeted 6) Planning and 7) Follow-up For sustainable growth of the business. Entrepreneurs with a background in ornamental flowers and then introduced modern technology to develop their existing business. Inevitably, there is an opportunity to grow in leaps and bounds. Without the basics, you can find knowledge in a variety of channels, especially the online world. The PDCA process should be used to improve business operations continuously. The results of the study concluded: Successful ornamental flower entrepreneurs have made it a priority to implement such marketing strategies. This content can be used as a way to successfully operate the flowerbed business in the ages. In line with the situation, it can continue to operate business even during the economic downturn.

Keywords: Strategy, Entrepreneurship, Ornamental Flower Business

Introduction

Ornamental flowers are one of Thailand's most important economically important plants. In addition to the four factors that are the need for human life, it is also important to take a look at the four factors that are necessary for human life. It is undeniable that happiness, freshness, exhilaration is also important in edifying people's lives. Ornamental flowers are, in addition to being beautiful, affect the happiness, freshness and peace of mind of most people. Some species also affect personal beliefs in the matter of augmentation of vassals. Some people use Zodiac supplements to have a fortune, money pouring in. It adds to the value of the tree. It is imperative that we are well versed in the tree, as well as the popularity of global warming campaigns by growing more ornamental flowers (Nation Group, 2007).

The production of ornamental flowers for commercial purposes will be of greater economic importance to the country and the value of products is equally high for other agricultural products, with the prospect of increased production for export. In 2007, Thailand exported ornamental plants to different countries. In the region of the world, 126 countries are exported by Thailand in descending order, as shown in Table 1.

Table 1 shows the value of exporting ornamental plants to the top 10 countries.

country	2550 (Million Baht)
Japanese	130.16
Netherlands	100.52
United States	70.50
South Korea	61.22
Australia	59.98
Laos	51.83
South Africa	42.79
Canada	27.40
Singapore	27.39
United Arab Emirates	18.16
combine	589.95

origin: www.gardencenter.co.th

According to the data of the export of ornamental plants to the countries above, this sees ornamental plants as another plant that generates more revenue for the country and tends to export more in the coming years. However, if Thai farmers lack production planning and management to achieve consistent quantity and quality in line with market demand. And no new varieties or new varieties are produced to market. Export numbers could also be reduced in the future.

As a result of the problem, the authors were therefore interested in studying the factors that affect the success of the ornamental flower business. To use the results of the

study to be useful in improving and developing the business of selling ornamental flowers and providing services more efficiently. Able to meet customer needs This is expected to be utilized as a model for effectively running the ornamental flower business. It can drive sales of ornamental flowers both domestically and internationally.

Content

The study was titled "Factors Affecting the Success of The Ornamental Flower Business". Study to guide the successful flower business. The following points of interest are available:

1. Operation
2. Marketing of ornamental flower traders
3. Marketing Strategies
4. Distribution Channels

1. Operation

Entrepreneurs are individuals who set up their own business and progressively. Able to maintain the business through experience in risk Controlling the response of customers' needs to gain trust and praise from society, becoming an important economic role and contributing to society's growth (Wuttichai Chongkhamsarn, 2004) In addition, entrepreneurs are both investors and executives at the same time, both duties as planners, managers, enthusiasts. The process of combining various inputs with management principles creates an exotic product. Emerging consumers There is a quest for a market or a profitable channel, who has always had the initiative to innovate the same product or improve the original production process. For entrepreneurs to run a successful business, it is important to ensure that the business is successful. The personal attributes of the entrepreneur will have the greatest influence on the business operation, because the characteristics of the entrepreneur will determine the success of the business and it is the operational behavior of the business as a whole. Entrepreneurs must be able to fight or stand up to any situation. Therefore, trying to find important attributes for good entrepreneurship will help entrepreneurs to be ready to pursue their careers and be useful, to know their strengths and weaknesses, as well as to benefit the development of skills and abilities, as well as important attributes that will make running a business more successful (Phonthip Karasai, 2011). It must be knowledgeable or well-versed in that regard, and be able to learn more from textbooks, from media from those who know in that area, and must be those who learn along the way with the business because knowledge changes without stopping.

2. Marketing of ornamental flower traders

Interesting modern marketing strategies somethings you might not expect an effective strategy. It can increase sales and reduce costs while maintaining excellent product quality.

Marketing Strategy refers to a basic pattern or approach that is defined for creating a product to meet the needs of the target audience and target market. Entrepreneurs must allocate the country's resources to benefit productivity. Use various marketing proportions to suit the operation. It also operates in various stages including: determination, Defining Marketing expense levels, Product positioning, Determination of ingredient strategies and defining market targets for marketing clearly. To achieve the set economic goals and defining market targets for marketing clearly. To achieve the set economic goals. The 8 P marketing strategy is a strategy that is recognized as effective. For marketing operations from business people around the world. It is also a work process that can see the progress results clearly. This can be considered as a fundamental strategy for developing and furthering into other strategies in the future therefore entrepreneurs should learn and study to understand the true meaning of such a strategy for quality and sustainable business operations

1. Product: Product-related marketing strategies are decision-making strategies in which operators must consider designing all products to be able to satisfy and meet the needs of the product user. This includes targeting product properties, choosing raw materials in the production process, as well as comparing products and weaknesses with products of commercial competitors to be useful in developing products to be of better quality.

2. Price: Pricing Strategies by pricing of goods other than operators. The initial factors of the production capital must already be taken into account. It is also important to take into account the competitive conditions of the goods in the market. For products with a lot of marketing competitors, entrepreneurs can use less pricing methods to hijack their customer base. Alternatively, you can also make higher pricing to position the product above the competitor market.

3 . Place: Distribution channel strategies are strategies that entrepreneurs should consider planning well because of the distribution channels they choose. It can affect the overall profit that the entrepreneur will receive. There are two types of marketing distribution channels today. This includes selling through middlemen and directly to consumers, where direct sales channels to consumers can be highly profitable, as opposed to selling through middlemen who can generate higher sales volumes.

4. Promotion: Promotions or marketing promotions It is one of the strategies that can increase the efficiency of selling products to entrepreneurs. Such strategies that are used must be consistent, as well as be able to promote other strategies at the same time. For example, discounting, giving away goods, or giving away goods. If the promotions chosen by the operator can meet the needs of consumers. This will result in an increase in sales even more.

  5. Packaging: Packaging is like the look of a product. Entrepreneurs therefore need to focus on marketing strategies for packaging. The goal is to create a distinctive aesthetic. As well as unique differences to products, so that they can attract more attention from consumers than products in competing markets, they can generate increased sales and profits.

  6. Personal: Salespeople, which can be considered a unique strategy. It is not easy to copy. If an entrepreneur has a sales representative for the business, another way by leveraging the person's abilities.

  7. Public Relation: The strategy of using news to persuade consumers is considered to be a marketing method that is suitable for people's lifestyle environment today, where media has become increasingly influential in society. The strategy is a strategy that increases positive attitudes towards consumer products. It can also create a positive image for the product.

  8. Power: Marketing strategies involve power. It is a strategy used for bargaining. The leverage that entrepreneurs have can create the best deals for the business. The 8 P strategy can be considered as a fundamental marketing tool for all types of entrepreneurs. Many of today's businesses have been going on. There are both failed businesses and businesses that can go on to succeed. This is reasonably due to the failure of the company and the business that can be successfully executed. This is reasonably because companies that failed to create marketing strategies 8 should be exploited in business operations to create success for entrepreneurs (Teerapong Praditkul, 2020).

3. Marketing Strategies

  Laridge & Steiner (1987: 38) Define marketing strategies as means activities to select target markets and develop marketing ingredients to create satisfaction in exchange with the target market.

  Kotler (1997: 92) Defines 4P's marketing ingredients as marketing tools that can meet the target market and contribute to achieving marketing objectives. This is due to the decision to combine four elements:

  1. Product It consists of Product Variety, Quality, Design, Future, Brand name, Packaging, Size, Service, Warranties and Returns These must be properly combined and differentiated to be competitive in the communications without borders market.

  2. Price Contains price sheet, Discount, Allowances, Payment Period and Credit Term Pricing decisions or other supporting elements about price play a big part both to the intermediary and the customer's purchasing decisions.

  3. Place With a Channels, Coverage, Assortments, Location, Inventory and Transport Management and linkage of distribution systems and distribution channels accordingly Diverse and consistent as well as understanding the use of retail, wholesale and other

distribution channels, it will be before effectively bringing products or services to the target market.

4. Promotion Contains Sales Promotion, Advertising, Sales Force, Public Relations and Direct Marketing. These are tools to communicate information and persuasively about your organization's products or services to the target audience.

4. Distribution Channel Strategy

Seri Wongmantha (1999: 11-75) defines a channel strategy: the route in which goods or services move from the manufacturer or seller to the consumer or user, which may be through an intermediary or not through an intermediary.

1. Manufacturer ⟶ End User

2 Manufacturer ⟶ Retailer ⟶ End Users

3 Manufacturer ⟶ Wholesaler ⟶ Retailer ⟶ End Users

4. Manufacturer ⟶ Distributors ⟶ Wholesaler ⟶ End Users

5.Manufacturer ⟶ Distributors ⟶ Wholesaler ⟶ Retailer ⟶ End Users

From studying ideas Theory and related literature the authors summarize the synthesis of the factors that affect the success of the ornamental flower business according to Table 1 as follows:

Table 1 Synthesis table of factors affecting the success of the ornamental flower business

Author Name	detail
Jomphak Code and Faculty Archive (2021 : 527-534)	Knowledge of products
	Store Management Strategy
	Price
	The location of the shop.
Kotler (1997 : 92)	Product Side
	Personnel/Employees
Seri Wongmantha (1999 : 11-75)	Distribution Channels
Natnisa Gognut and Kitti kaewkaew (2019 : 118-128)	Process Side
	Physical characteristics
	Productivity and Quality
	Knowledge of beliefs about trees
	Personality
	Attitude
	Perception
	Incentives
	Distribution model
	Customer satisfaction in both products

	and services
	Sales Boost Strategy
	Business Planning
	Follow-up actions

Concept synthesis effect Theories and related research according to Table 1 consist of factors. Knowledge of products/learning Store Management Strategy Price The location of the shop. Product, personnel/staff, distribution channels, process, physical characteristics, productivity and quality Psychology of belief, personality, attitude, perception, motivation, distribution patterns. Customer satisfaction in both products and services Sales Boost Strategy Business planning and performance measurements in follow-up operations, which the authors have grouped into 7 new groups that have affected the success of the ornamental flower business, are:

    1. Knowledge

    2. Products and Services

    3. Quality and Price

    4. Location

    5. Distribution channels and sales stimulation

    6. Planning

    7. Follow-up

Photo 1 Process development model for the success of the ornamental flower business
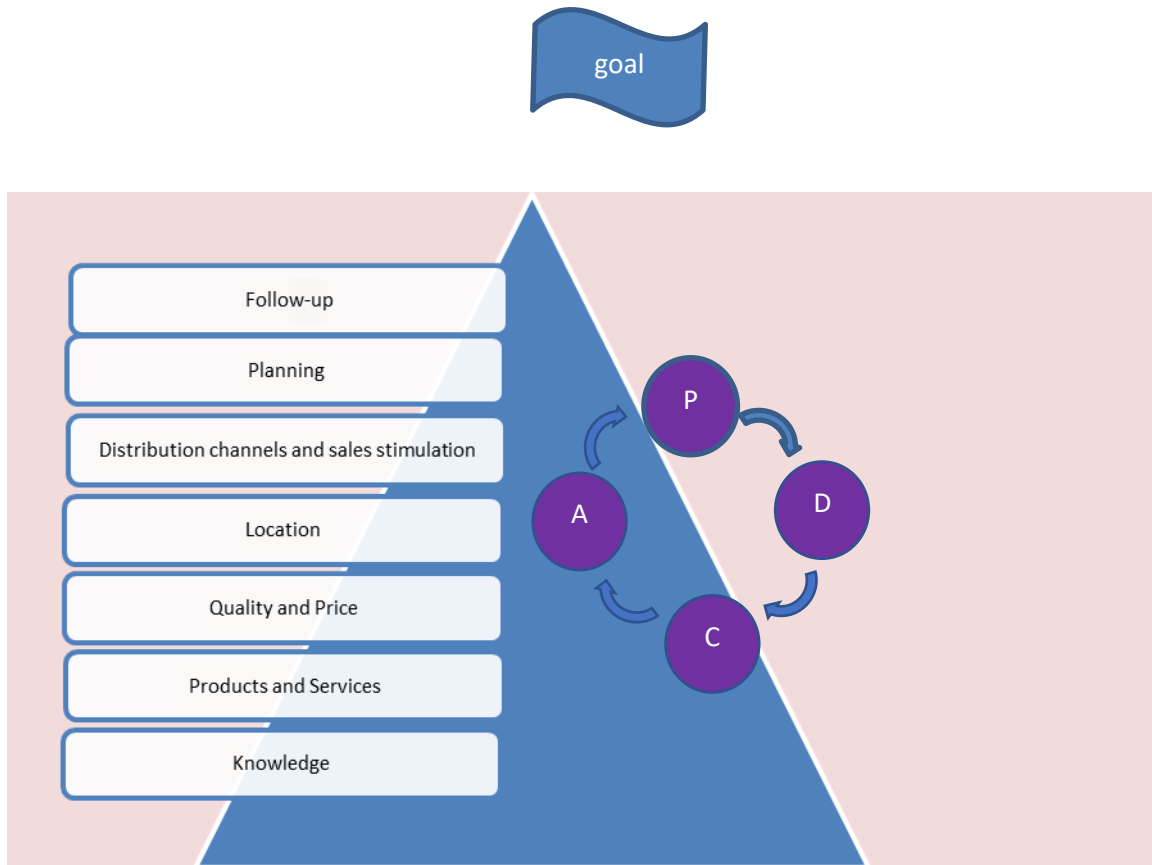
Figure 1 Process development model for the success of the ornamental flower business
Source from: summary of concepts Theory and related research

Figure 1 explains that to run an ornamental flower business to reach its goals consists of 7 main elements:

1. Entrepreneurs must be as well-versed or well-versed in that regard, and be able to learn more from textbooks, from media outlets, from those who know in that area, and must be those who learn along the way with the business because knowledge changes without stopping.

2. Quality products and services Respond to customer's needs to be as satisfied as possible, honest with customers.

3. Quality and price reasonable

4. Suitable location for goods and services, convenient for customers.

5. Distribution channels that are most accessible to customers, targeted Timely and sales boost, keeping customers old. Expand your customer base Increase your chances of growing wealth

6. Planning and implementing the plan

7. Follow-up Continuously evaluate and revise according to the business plan.

If any entrepreneur has a background in the flower business beforehand, Inevitably, there are opportunities and skills that are business advantageous, such as being a descendant who is in a family or in an environmental community that has done this business before.   Both Explicit and Tacit Knowledge will be received from families if they think about furthering their existing business. By bringing in the knowledge of modern technology, it will be a leap forward, or those who have no family background who have done the job before but are passionate about the profession and have a real interest in it. It can be successful because Thailand is already a farming city and can be easily explored in the world. Business administration should use the PDCA plan-practice-audit-improvement process to continuously improve the operation of all elements for sustainability and stability.

Conclusion

In conclusion, the ornamental flower business is important to the national economy and the trend of production for foreign exports is increasing. To be successful in business, Entrepreneurs need to have clear operating guidelines. Can learn On the other hand, if an entrepreneur lacks a good approach to running a business, then the company will be able to do so. Lack of knowledge, lack of planning and good management can suffer failures. As a result of the problem, the authors are therefore interested in studying the factors that affect the success of the ornamental flower business in the model develops processes for the success of the ornamental flower business. The factors that contribute to the success of the 7 -component ornamental flower business are: 1) Knowledge, 2) Products and services, 3) Quality and price, 4) Location, 5) Distribution channels and sales stimulation, 6) Planning and 7) Follow-up To use the results of the study to improve and develop further the business of selling ornamental plants and providing services more efficiently. Stimulate sales in both domestic and foreign exports well.

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CLS-02-005

Strategies for Success to Develop Building Materials Store Business Maueang District, Nakhon Nayok Province

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Abstract

This article aims to study strategies for success that create a competitive advantage in building materials business. By synthesis from concepts Theories and literature involved in the concept of creating an advantage in business competition. Marketing concepts and shopping decisions by presenting this content, it can be utilized to make use of knowledge in planning the successful development of the building materials store business. The results showed that there are 5 key strategies for the development of building materials in Mueang District, Nakhon Nayok province, which requires five business strategies: 1) Product Strategy 2) Price Strategy 3) Distribution Channel Strategy 4) Marketing Strategy and 5) Technology Strategy

Keywords: Strategy for Success, Building Materials Shop

Preamble

Thailand's deep trade has been one of the main factors that has been a major factor and has been driving the economy since ancient times by bringing cultivated produce to trade and exchange products until the present day. Such changes have made it more mature and modern. It has resulted in a lot of department stores and companies. One of Thailand's major trading industries is retail, where retail is a business that plays a very important role in the country's economy. Second only to the industrial sector and also employed as many as three. Retail has a direct impact on people's well-being. Retail business is one of the economic activities that drives the country's economic and social development processes and is also a cog in improving the quality of life of its citizens (Panyaporn Rujiwongsasin, 2020).

The building materials business is another retail business, selling products that are necessary in everyday life for use in construction. repair Residential refurbishment or places to use it is an important upstream industry of the construction and real estate sectors.

According to Kasikorn Research Center, in 2021, the building materials business will have a slight recovery due to the impact of the COVID-19 pandemic from the previous year by 0.2-1.9 %, but nevertheless the construction business is driven mainly by public and private investment, especially in real estate investments, which have real needs and are primarily from domestic demand. The direction of growth of building materials will depend on the user and the type of construction work that will take place in many areas across the country. Improve and expand roads Economic growth from major cities to secondary cities has allowed most investors to recognize the area, thus investing in creating smaller construction projects in each province. Most small construction projects are overseen by construction contractors, allowing construction contractors to order building materials from retailers trading small and medium-sized building materials. This includes a small customer group, which will be a repair group. Renovation and construction of residential premises will be ordered from the retailer of building materials (Kasikorn Research Center, 2021).

Nakhon Nayok is another province with the country's economic growth. It is a province that is close to Bangkok. The number of building materials stores in Nakhon Nayok has resulted in greater business competition. This causes problems such as price competition. The problem does not have the goods that the customer wants. Low sales, unqualified products, labor shortages, etc.

As a result of the problem, the author, as a building materials store operator, is therefore interested in studying strategies for success in order to plan the development of the building materials store business. In Mueang District, Nakhon Nayok Province, knowledge is expected to be used as a way to develop strategies for successfully building materials shop business competitiveness and increase the competitiveness of business to survive and sustain in the future (Chutima Thongyua, 2020).

Content

The study was "Strategies for Success to Plan the Development of Building Materials Shop Business, Mueang District, Nakhon Nayok Province" to guide the successful development of building materials shop business. The following points of interest are available:

1. Creating a Competitive Advantage

Competitive advantage is something that is a unique organizational ability that competitors cannot emulate, or competitors need a lot of time to adjust before they can lick our capabilities, such as innovation, in-house management systems, organizational management systems, organizational management systems, etc. Corporate image, etc. The most fundamental factor in gaining a competitive advantage is the knowledge that the organization must strive to create with learning and develop into a learning organization, and

then the management must draw on the knowledge that the people have to come to create innovation for the organization (CPL Consulting Engineering, 2021).

Innovation is about learning, producing and leveraging new ideas to achieve socioeconomic benefits, including creating new products, services, processes. Technological improvements, technology spreads, and the use of technology to benefit and have socioeconomic consequences. Innovation does not have to be technological and tangible innovation, such as management systems such as quality management systems (ISO 9001), environmental management systems (ISO 14001), or the adoption of a balanced scorecard strategy system in the organization. Once the organization has innovated and managed well in various areas, it will be able to create competitive advantage and, according to Michael E. Porter theory, create an important strategy of creating a competitive advantage, including:

1. Cost Strategy – Businesses try to reduce costs to gain an advantage over their competitors.

2. Differentiate Strategy – Differentiate from competitors to meet customer needs

3. Niche or Focus Strategy – Focused on customer service

2. Marketing Compound Concept

The marketing mix concept is a marketing contribution for products, there are 4 factors, including product, price, place or distribution channel (Place), promotion, also known as 4P's as follows (manifest). (2017)

1. Product refers to what meets the needs and needs of consumers by the operator. communicate Submit and exchange accurate information about the product at the right time. Without creating exaggerated expectations for consumers. To get the benefits and value of the product. There are two types of products: tangible and intangible.

2. Price refers to the value of the product in silver form. Once the business has developed its products, including the distribution channels, the products have been developed. The important thing to do is to price products at the right price level. Entrepreneurs must set prices for selling products to profitable margins and also to take into account market share. If the product has a large number of competitors, it is necessary to use a competitive strategy on the price side.

3. Distribution channels or places are the source or channels of distribution. Products related to the presentation of services to consumers It is important to keep in mind that it is a location or location that is easily accessible to purchase products.

4. Promotion is a marketing promotion activity to communicate to consumers. Know about the product through media such as publications, magazines, television, radio, websites. Billboards and encouraging interest in the product include publicity. Using salespeople, promotions and advertising.

3. Purchasing Decisions

Decision making means choosing or comparing what you want from multiple choices, taking into account the reasons for getting what you want the most. The purchasing decision-making process has three components: (Schittiman and Kanuk, 1994).

1. The factors that influence the purchasing decision (Input) are external influences, which are information about the product itself, which is related to attitude. Behavior and values affect consumption habits.

2. The process of making consumers' purchase decisions (Process) is the process of making consumers' purchasing decisions. It consists of internal factors including personality, learning. Perceptions and attitudes that reflect consumer needs

3. The Act Making Decision before consumers decide to buy is 3. The steps include:

3.1 Problem Recognition before any purchase occurs, consumers need to take into account the reasons why customers must always believe (Reason to Believe) in order to buy a certain item or service, or to think of a place where they want to go somewhere, which is a desire that is the beginning of a problem at present in the consumer. By making content that begins with questioning through the presentation of factual information of goods or services. Presentations with testimonials of people who have used goods or services to attract consumers are starting to enter the purchasing process and make consumers feel and realize that the problem can be solved with our products or services.

3.2 Information Search When the consumer is aware of the problem, they will want to know and find out more to see what will fill them up. There will be any way that comes in to solve what are the problems facing consumers. At this stage, marketers need to show their expertise in providing insights or ways to help solve problems through online, social media and offline advertising that meets their target audience, are regularly exposed and used to find information, and what you do must always be presented differently from your competitors.

3.3 Evaluate of Alternatives even if you make a difference and stand out from your competitors. Consumers still can't decide to choose your product or service right away because they still need to make comparative findings. To find the right and most demanding, such as in offering insurance services that customers need to find, you can compare prices and benefits for which ones are more cost-effective and necessary. At this stage, it is difficult for marketers to build trust and also to build good relationships to attract their target audience to continue their interest in your products.

3.4 Enter the purchase decision process when the consumer has searched for information and compared it until they find the information ready for the decision, it may also occur that the consumer will buy your goods or services immediately or terminate the purchase of goods or services at any time. This is a process in which consumers may hesitate or become addicted to something, and that is why marketers need to give them a sense of

security and peace of mind when shopping or services. It must be desperately persuasive in terms of information, necessity, importance and, most importantly, how goods or services can complement or solve their problems. And if there's a situation where they walk away from you at this stage, you need to pull them back by doing retargeting, such as sending emails or SMS, encouraging them to keep thinking about your products.

3.5 Purchase the stage where the demand is fulfilled when the consumer becomes a customer and has chosen to buy your goods or services. This is the sum of the efforts you've made since the first step, which is a good initial success, but you still need to be aware that the chances of customers canceling or disappearing are still viable. Marketing with this process is still important by checking whether the customer has actually confirmed the order through the website or has actually ordered an order and transferred the payment, and the problem at this stage that may cause the customer to cancel the purchase can also be caused by a UX/UI issue, also known as customer experience design, in website visits and website design. Many times, we often run into difficulties in ordering and taking too many steps to cancel and feel bad about your brand.

3.6 Post-Purchase Evaluation is one of the most important steps because after the purchase of goods or services is over, it is the process by which you need to build relationships with customers to become repeat customers in the future. This means that customers will have to be impressed and feel good about the experience of using your products or services. As well as your employees' after-sales and sales service, you need to conduct some surveys based on opportunities or offer certain privileges to customers, and at this stage you need to turn them into loyal customers. (Loyal Customer) and tell (Advocacy) to continue to subsidize your products or services.

Figure 1 Consumer Purchasing Decision Process

Source: Pridi Nukulsomprasong (2021)

From studying ideas Related theories and literature the authors present a summary of a synthesis table of strategies for success to plan the development of the building materials store business as shown in Table 1

Table 1: Synthesis of strategies for success to plan the development of the building materials store business

Strategy	Sarali Tangtrakulpaisan (2015: 137-160)	Priyaporn Jirapaiboon (2014: 35-42)	Chutima Thongmai (2020: 275-293)
1. Product strategy	✓	✓	✓
2. Price strategy	✓	✓	✓
3. Distribution Channel Strategy		✓	✓
4. Marketing Promotion Strategy	✓	✓	✓
5. Technology Strategy	✓		✓

Content analysis framework presented

The intensifying competition in the building materials store business has resulted in the need for various strategies. To gain a competitive advantage in business so that the construction business can survive and grow in the future. Therefore, from the synthesis of strategies that should be used to develop business planning, building materials stores include: Product Strategy Price Strategy Distribution Channel Strategy Marketing promotion strategies and technology strategies, of which the authors can present in Figure 2 as follows:
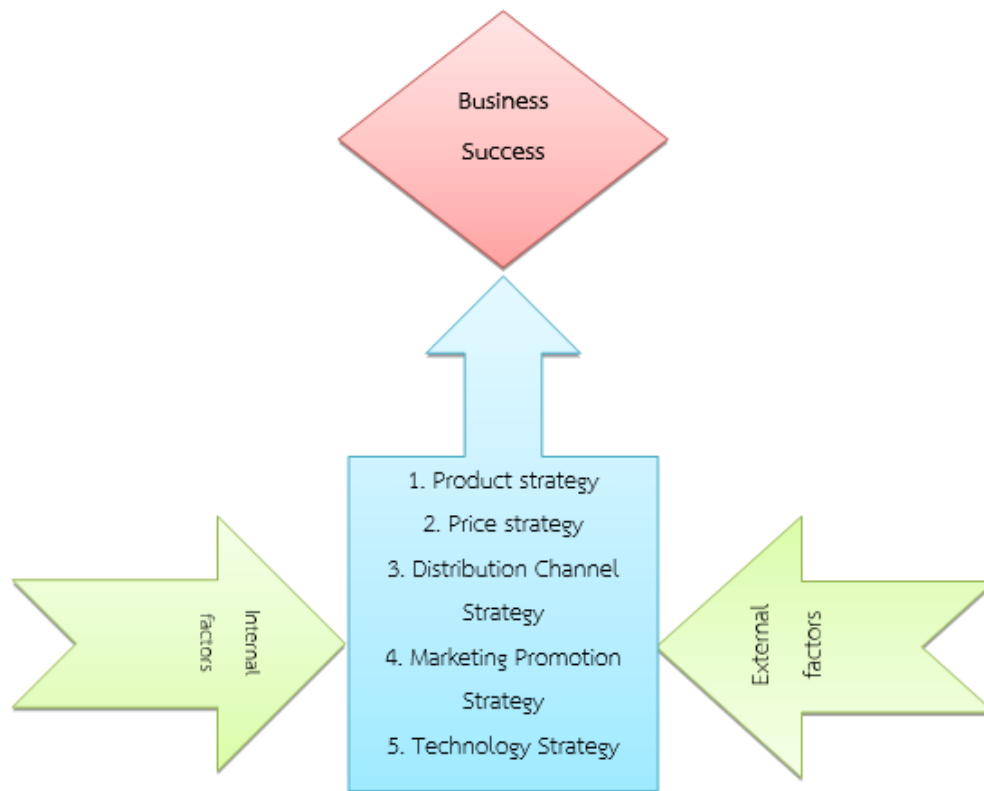

Figure 2 reflects that building materials stores must study both external and internal factors, as well as problems and obstacles, and then plan for the development of the construction business and to increase opportunities and competitiveness. 1) Product Strategy 2) Price Strategy 3) Distribution Channel Strategy 4) Marketing Strategy and 5) Technology Strategy

Conclusion

Building materials stores are growing as they are driven by the expansion of both public and private construction projects. As a result, building materials stores need to modify or implement strategies that create competitive advantage in order for the business to survive and grow sustainably. The changing trade in the ages has forced material stores to evolve. Prancing, revising, supporting the modern era in a timely manner. Therefore, building materials stores need to analyze the situation both internally and externally in planning the strategy of building materials stores with competitive comparatives. There are 5 interesting strategies:

1. Product Strategy Entrepreneurs should sell products whose brands are known. Reliable, compliant It has the strength to eat, long service life, quality of products, so that the inside of the shop meets the needs of customers.

2. Price Strategy Entrepreneurs should pay attention to setting prices lower than other stores on the market. To be able to compete with competitors, focus on selling large quantities but with little profit, as well as credit for loyal customers.

3. Distribution Channel Strategy Operators should focus on distribution channels or locations by choosing a convenient and convenient location. Enough parking spaces Fast service near community sources, as well as a wide range of distribution channels.

4. Marketing Promotion Strategy Operators should hold events to give away gifts, souvenirs to customers when shopping in large quantities. Earn points for various discounts

5. Technology Strategy Entrepreneurs should use technology to produce different types of products and provide customer service with technology to facilitate communication or transactions.

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CLS-02-006

Basic Strategies of Export Business Operators

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Abstract

This article aims to study the basic areas that entrepreneurs should study as a way to prepare before becoming an export business operator. By synthesis from concepts related theories and literature on export potential development strategies the results showed that what entrepreneurs should take into account first is the internal factors that depend on the potential of the organization, which will consist of: Vision, Human Resource, Products and technology. In terms of external factors, the government need to support in terms of policies as well as rules and standard regulation of targeted countries, Competitors & Consumers. Every factor must be studied both carefully, they have been analyzed to develop organizations, personnel and goods to pass the global standard that will be the most important factor that entrepreneurs should take into export businesses.

Keywords: Basic Strategies, Entrepreneur, Export Business

Introduction

Thailand is a country that has an advantage in exports because the area is suitable for Cultivation with the soil and climate suitable for the production of agricultural products such as fruits and vegetables that are unique in both the aroma and the sweet taste of fruits and vegetables. As a result, Thailand's agricultural products are of high quality and popular with foreigners such as mango, mangosteen and durian. It's not just about agricultural products that are the hallmark of Thailand. But there is also a skilled workforce that can produce handmade products that are beautiful, exquisite and also represent the identity and culture of the country. (Polnat Pornpattarapak, 2556)

In the last 30 years, the export industry used to have a high growth rate. This is partly due to public sector investment support and promotion policies. That helps with tax incentives such as import duty rate exemptions and corporate income tax deductions for export manufacturers, along with tariff privilege assistance from the United States. Kanda and European Countries As a result, foreign investors have moved more production bases to invest in Thailand. As a result, the export business is growing higher. latterly Thailand has entered into the FTA (Free Trade Area) agreement, resulting in Thailand's products, especially agricultural products, that are in greater demand, especially those in the European Union (Polnat Pornpattarapak, 2013)

However, exports from Thailand to foreign countries such as the European Union or the United States still encounter problems and obstacles, such as goods that have been exported must meet standards and have a verification process. Strict Quality (Penkhae Intharasuwan, 2012) High-cost transportation costs are due to distance and variability in oil prices, but the most common problem in the field of agricultural products is the storage of goods before shipment and during untrained shipments, and no distribution centers or undefined marketing have not been established. Substitution Market (Polnat Pornpattarapak, 2013) so the competitive advantage of entrepreneurs to compete not just with domestic people, but countries around the world will depend on the preparation of the organization. Therefore, entrepreneurs need to accelerate their studies. Find potential development strategies for products and organizations to prepare and move beyond problems. Barriers to sales and profit growth are also needed to develop a tick. Future submission competitiveness If entrepreneurs are educated and prepared in the organization and especially government policies that must be helped and supported, it will cause a change in the dynamic direction from the country's main resources to create value and value for Thailand (Akarapong Khomplasak, 2019).

As a result of such a problematic state and its significance, the authors were therefore interested in studying factors affecting the potential of exports. The objective of the study is to gain basic export knowledge in preparation for the aspects of global standards which are

expected to be put to good use, including improving the quality of the organization. Guidelines for maintaining the quality level of the product, which will base the factors on competitive advantages and guide the way to improve development. Factors that are also hindering to help promote the quality of production and delivery to a higher standard.

Content

The study was conducted on "Basic Strategies of Export Business Entrepreneurs", which was studied to provide entrepreneurs with basic knowledge of export business. as follows

1. Export problems and obstacles
2. The process of exporting goods.
3. World Standard

1. Export problems and obstacles

The problem and obstacle every entrepreneur will encounter is that higher commodity prices can be caused by many factors. Such as labor costs that require skilled technicians in order to be able to produce quality products. The reason for this affects countries with high capacity but low wages like China. It can set low-cost prices, resulting in China being able to take over the global market. As a result, the number of orders received by Thailand has decreased. Another factor that causes the cost price of an item to rise is the amount of loss of goods arising from the storage of non-standard items. For example, agricultural products such as fruits and vegetables that need cold storage to maintain quality or ripeness levels. Since shipping to abroad such as the EUROPEAN Union has long and long distances combined with the lagging management of transportation services such as airports or ports, storing or transporting fruit and vegetable goods should be strictly taken into account to maintain quality and reduce the number of losses before goods reach consumers. The next factor affecting the price of goods is freight, which depends on the fluctuations in the oil price. The next factor is the overreach of government regulations and the establishment of rules that do not benefit entrepreneurs. So, before the government sets rules to take over, the operator should be consulted before making a decision. The last, most important factor is that the export must be standardized and have a verification process. For example, agricultural products need to pass GMP standard (Good Manufacturing Practice) or children's toys that require Potential Hazards of Stuffed Toys regulation, and etc. (Polnat Pornpattarapak, 2013)

2. The process of exporting goods

The agency where transportation services play the airport or port should improve the procedures of regulation. Ceremonies to achieve speed, agility and, importantly, must be

appropriate in practice. As for the factors within the organization, what operators should take into account in terms of transportation is packaging, as it helps to maintain the quality of the goods. Packaging design must take into account many factors, whether it is the size that must be consistent with the product, because it will affect the number of ends that can be delivered per trip, and there is also the matter of durability that will help to keep the condition of the goods from being damaged, and since it is an export, it may need to take into account the impact on the environment for consumers to dispose of the packaging. Many countries are now paying more attention to the environment. This could be a handicap for us to beat our opponents. If the exported item is a category product Vegetables or fruits in the packaging must take into account ventilation, because if the packaging is closed, the product may be safe from external factors, but the thermostat inside the package that cannot be transferred may result in the fruits and vegetables inside ripening before reaching the consumable hand. The ripe fruits are soft, which can result in bruising, which impairs the quality of the product. Therefore, what the operator should do is to design the packaging in accordance with the product, taking into account the safety of the goods (Polnat Pornpattarapak, 2013).

3. World Standard

For entrepreneurs to be able to send goods overseas, they must be able to send goods overseas. It is important to study how the target country has requirements for the goods we will send, each country has different standards and requirements, as well as the strictures of the rules. Take, for example, the United States, where there are rules that say that all toys must be tested to the system's requirements called ASTM (The American Society for Testing and Materials) with agencies Consumer Product Safety Commission Control the quality of plays that are sold or imported from abroad. The organization focuses mainly on consumer safety. such as Standard requirements on the subject of Potential Hazards of Stuffed Toys To check every toy, the toy that the parts can easily fall off, such as an animal-shaped doll, will have a part of the lashes, eyeballs or nose. There is a toxic coating that is harmful to children or a coating that can be easily flammable, and there is also a standard of toy parts that can be easily to swallow called Ban of Small Parts That it can harm the respiratory system. There is also the regulation about Sharp Point and Sharp Edge Technical Requirement This is a standard that takes into account the sharpness of goods that may be harmful to children. Moreover, there are also the regulation about Ban of Excess Lead in Paint This will examine the products that use the paint that in the paint there is no more than 0.06 percent lead in the color (Nisita Aksawong, 2013).

The European Union is another market that is strict in terms of various requirements and standards, giving examples of standards that differ from those of the United States such as EN-17 is a toy safety standard, which takes into account safety and prevents potential

hazards from toy capabilities or features such as electrical issues. In addition, the European Union has standards designed specifically for certain products, such as children's toys, that have been banned from using Phthalates, a substance that is often used by plastic products because of its plastic softening properties. Instead, in the European Union, it is banned from using it in the production of toys because, according to research, Phthalates is a substance that poses a relatively high risk of developing cancer in the liver and intestines, which is harmful to long-term health. Even countries near us like Japan have specific product standards checked for children as young as 18 months old, with all toys subject to Formalin testing under The Food Sanitation Law and many others (Nisita Aksawong, 2013).

Agricultural products such as fruits and vegetables are also necessary to meet various standards. But there is also something that entrepreneurs should take into account that not only the product itself must meet the standards, but also on the part of the company or organization, it must also be verified to meet the standards. The standard inspection process must take into account that the activities that are performed on the farm are met by the benchmark called GAP (Good Agricultural Practice) And there are also transportation standards which talk about the quality of the cold room and packaging materials called GMP (Good Manufacturing Practice) There is also a Ready-to-Eat/ Ready-to-Cook standard that examines ingredients or garden assemblies in food (Nisita Aksawong 2002).

Pic   :tice)
Credit: mamafreshly.com/รายละเอียด/GMP_Und_คืออะไร 2560

From studying ideas Theory and related literature the authors summarize it as a synthesis table of fundamental strategic factors of export business operators.

Table 1 Table of Innovative Innovations, Basic Strategic Models of Export Business Operators

Author / Factor	Nisita Aksornwong (2002 : 65-73)	Polnat Pornpattarapak (2003 : 47-53)	Akarapong Khomplacak (2019 : 4647-4657)
Product Development	✔		✔
Use of technology		✔	✔
Learning Management	✔		✔
Human Resource Development	✔		✔
Government support		✔	✔
Organization Development			✔
World Standard	✔	✔	✔

Content analysis

Synthesis effect concept The strategies and related research in Table 1 consists of product development factors. The use of technology, learning management, personnel development, government support Corporate development and global standards, all of which can be used to innovate organizations. Export business strategy as shown in Figure 1 as follows:
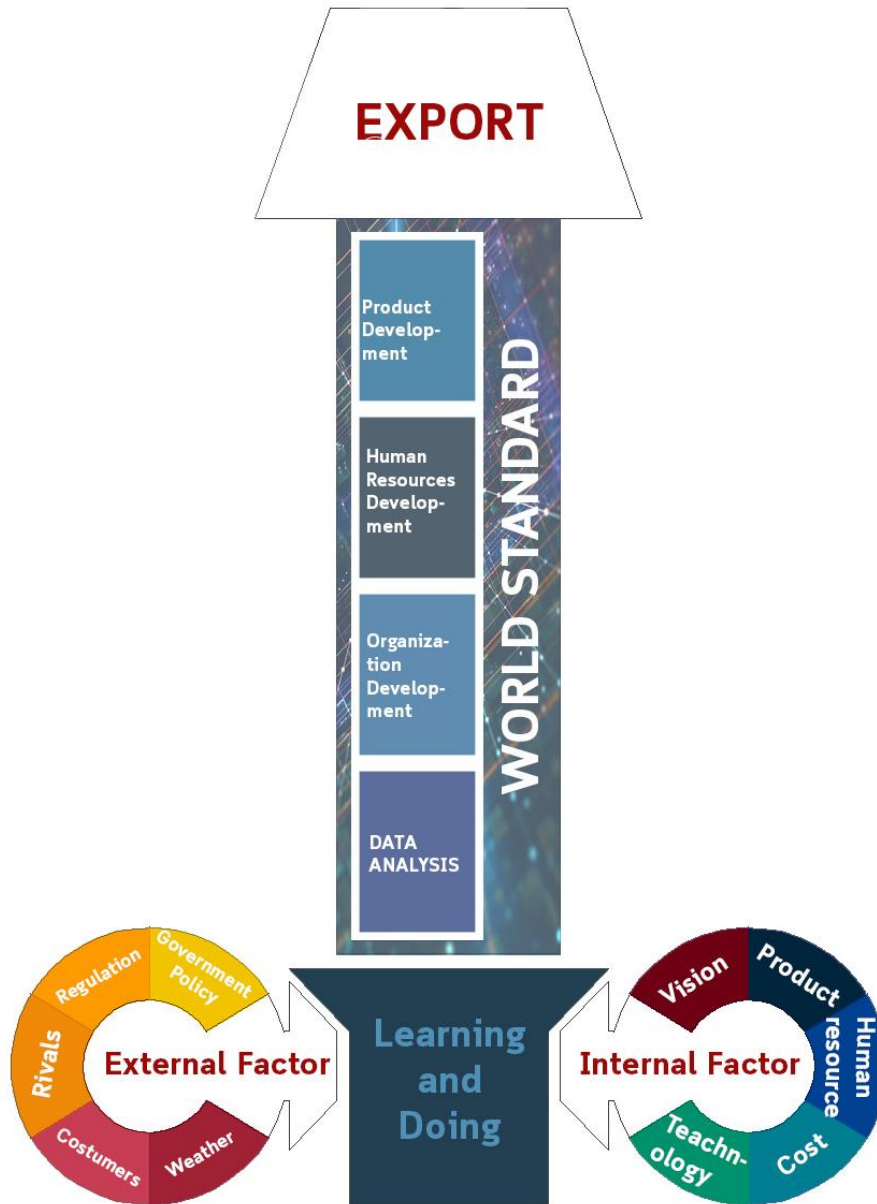
Figure 1: Basic strategies of export business operators

Source: Updated and developed from Neo-Armstrong Cyclone Jet Armstrong Cannon (Hideaki Soraji, 2003)

Figure 1 shows that what entrepreneurs should take into account strongly is internal factors that depend on the potential of the organization and external factors that need to be supported by the state. When studying both carefully, they analyzed both to develop organizations, personnel and goods to pass the world standard ghetto set by each country to control the quality of the goods.

Conclusion

Thai exports compared to competitor countries Because our country is a country where workers are capable and have fertile ground, we have an advantage in unique agricultural products and crafts, but at a high cost, each organization needs to find ways to reduce costs in order to be able to compete in the global market. It is also necessary to take into account that the packing of the goods must correspond to the size of the goods and must help file the age of the goods not to be damaged before being delivered to the trading partner countries. It is also important to take into account the different requirements of each country. Therefore, what is necessary for the survival of export-oriented organizations. It is information on external factors, whether it is weather, customer groups or government support, and information of internal factors of each organization that must be developed in accordance with the vision in order to be the foundation for the organization to develop and improve the organization's ability to produce products that meet global standards.

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CLS-02-007

Development of online sales of herbal supplements that provide repurchase

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Abstract

This article aims to study knowledge in the field of innovating the sale of herbal supplements through online marketplaces. To guide the development of the development model of online herbal supplements that provide repurchases. By synthesis from concepts related theory and literature about development of online sales of herbal supplements that provide repurchase. The results showed that the sale of herbal supplements was found. The quality of the product must be taken into account. The product has a certification mark and the right price affects the purchase decision. Online sales of herbal supplements if there is communication and a good customer relationship management system, customers make long-term purchases. Online distribution channels must have a beautiful, interesting store layout. Easy to access, categorized easy to find. Good after-sales care system fast, on-time delivery, product warranty system, gives customers the impression of continuous repurchase of products.

Keywords: Herbal Supplements, Online Marketing Strategy, Repurchase

Introduction

Nowadays, Thai herbs are popular and accompanying Thailand. Quite potent both in terms of being an important source of production. There is a variety of herbal types and their use. Especially used as raw materials for processing into products such as medicines cosmetics Health Supplements. According to the current demand, herbs are used to replace the use of more chemical synthetics. The positive factors that cause such industry groups It has also expanded from the trend of health love and the increasing use of natural products. (Panita Jarukulwarakorn, Watchara Yisundha and Shinson Wisitnitikija, 2020 : 14) As a result, Thai herbs began to play an important role in the production of dietary supplements. As a result, the demand for medicinal plants in the country continues to expand.

Rapid technological progress Together with the covid-1 9 pandemic, the current trading system is different. From the past, trading was only a point-of-sale. Technology has now been introduced into the commercial business, using electronic media as a tool, whether it is a phone, a computer, as a medium to connect buyers and sellers. This makes trade between each other convenient, fast, safe, non-spreading and low-investment, suitable for modern times. Entrepreneurs therefore need to turn to ecommerce channels widely. As can be seen from the steadily growing number of online stores, both businesses sell goods and services. The online dietary supplements business is also very popular. (Electronics Development Center) As a result, entrepreneurs are interested in developing the online distribution of herbal supplements. To meet the needs of consumers (Panita Jarukulwarakorn, Watchara Yisundha and Shinson Wisitnitikija, 2020 : 14) And keep up with the current situation of the changing world. As a result of such a problematic state and its significance, the author was interested in studying the subject. "Developing online sales of herbal supplements that result in repurchasing." The objective of the study is to improve the distribution of herbal supplements online in accordance with the needs of consumers now and in the future. In a very competitive situation in the online marketplace, where consumers have a choice coming in all the time. This is expected to be put to good use to entrepreneurs who will plan and develop the herbal supplement business to achieve successive repurchases from consumers.

Content

According to a study on "Developing online sales of herbal supplements that result in repurchasing." To study knowledge in the field of innovating the sale of herbal supplements through online marketplaces. To guide the development of online herbal supplement sales development models that result in repurchasing with the following points of interest:

1. Online Advertising Health Communication Strategies during the COVID-19 Pandemic.

2. Factors affecting the intention of repurchasing herbal supplements online

3. Developing an online distribution model of herbal supplements

4. Food Supplements Business Marketing Strategy In Thailand

5. Consumers' decision-making habits for dietary supplements in Nonthaburi Province

1. Online Advertising Health Communication Strategies during the COVID-19 Pandemic

As a result of the COVID-1 9 pandemic In Thailand as a result, most people are confined to their homes. The government has implemented measures to close the mall. Attractions Bazaar Shops and service providers of various types. As a result, advertisers have had to adjust their advertising strategies in accordance with the current situation. The

creation of online health communication advertising is an attempt to use advertising through various media with the aim of providing information about products or services as well as ideas to consumers. The main concept of advertising is the sale of products presented about hygiene information. It shows concern for consumers. Creating a brand personality to make the brand appropriate and different from the competitors. Reflects stability build credibility create brand recognition and be proud when using products to achieve market objectives, which will allow products to be sold during the COVID-1 9 crisis. (Natawat Kanaraksombat,2020:160-171)

2. Factors affecting the intention of repurchasing herbal supplements online

Technopolis has now been introduced into the trading business to connect buyers and sellers to trade with each other more easily and quickly. The online sales business is growing in popularity. Thai herbs have also been used as raw materials to be processed into herbal supplements. According to the trend of popularity of consumers who have demanded the use of herbs as a substitute for the use of synthetic substances. Most consumers value the brand's image of reliability. Sales ethics, product certification marks, and unique product unique aspects affect repurchase intentions as consumers are confident in the quality and safety of the product continuously. The online marketing strategies that consumers focus on are customer relationship management systems, marketing communication tools, and reseller networking. Social media is used with the customer base system and organizes activities for customers to participate in, it is considered a quality store, gaining trust, resolving the next purchase. (Siriwan Pandhu and Shakrit Srithong, 2019: 63-71)

3. Developing an online distribution model of herbal supplements

Thai herbs are diverse. Utilized as raw materials for processing into products such as medicines. cosmetics Health supplements according to the demand for the use of herbs to replace the use of chemical synthetics. To create added value for herbal ingredients and want to develop a model of distribution of herbal supplements online. To meet the needs of consumers It found that the decision to buy herbal products was important for consumers. The price depends on the price that suits the quality of the product. Product side the product has a beautiful packaging appearance and has quality certification from government agencies. Distribution channels multi-channel store access Products are categorized as easy to find. The delivery service is accurate, fast. Multi-channel delivery service is available. Marketing promotion public relations through various online channels regularly clips are made. Reviews from interesting presenters and list of discounts and giveaways. On the personal side, a well-educated seller provides clear and fast product details. On the process side. Stores with simple shopping processes There is a security protection system regarding personal information. The parcel check service is carried out

correctly and on time. physical characteristics the layout of the storefront background of the image is beautiful, comfortable, interesting. All these factors greatly affect the process of deciding to buy herbal supplements online. (Panita Jarukulwarakorn, Watchara Yisunde and Shinson Wisitnitikhija, 2020: 13-24)

4. Food Supplements Business Marketing Strategy In Thailand

Healthy foods have received a lot of attention to meet the needs of a wide range of consumers. Manufacturers are trying to innovate and innovate new types of health food products. Thai entrepreneurs have turned to quality agricultural crop raw materials to produce and process them into healthy food products, which will help create added value for Thai food and agricultural products. Developing marketing strategies Making a difference to increase competitiveness is important. Consumers value product marketing as much as possible. Psychological factors showed that consumers had the greatest opinion in learning. In relation to relationships, marketing strategies influence the buying decision-making process the most. Marketing strategies influence business marketing achievements through the purchasing decision-making process. The purchasing decision-making process influences the marketing achievement, which is seen by the person, which decisions will be made, consisting of perception of needs. Find information before buying, evaluate alternatives, decision-making processes. Entrepreneurs should therefore focus. Marketing strategies for customer relationship management and incentives to make decisions about purchasing supplementary products (Naresh Srimanee, Amornrat Srivanat and Ratpol Sansan.2017:75-89)

5. Consumers' decision-making habits for dietary supplements in Nonthaburi Province

The beauty supplement market is starting to signal a slowdown, thus facing more business challenges. The researchers were interested in studying market contribution factors that affect consumers' decision-making habits to buy supplements in Nonthaburi Province. See comments from parents, relatives and sisters Friends influence the decision to buy food supplements. Consumer market factors focus on products the most. On the price side, there must be a price that is suitable for the quality. On the distribution channel side, consumers must be able to access products easily. Convenient and fast. Marketing Promotion It was found that supplements with a positive corporate image give consumers confidence in their products. Consumers choose to consume set supplements at special prices and discounted products. (Pornpimon Sampatpong, 2019: 67-79)

From studying ideas theory and related literature the authors take it to a conclusion as a synthetic table of development factors, the sale of herbal supplements online that result in repurchasing. In summary, according to Table 1:

Table 1 Innovative Synthetic Table selling herbal supplements through online marketplaces the development model for the sale of herbal supplements online that resulted in repurchasing.

Factor \ Author	Natthawat Kanaraksombat (2020: 160-171)	Siriwan Panthu Chakrit Srithong (2019: 63-71)	Panita Jarukul Warakorn (2020: 13-24)	Naresh Srimanee and faculty (2017: 75-89)	Pornpimon Sampatpong (2019: 67-79)
Online Communications	✔	✔			
Creating a branded personality	✔				
Brand visualization	✔				
Creating a product identity story	✔				
Advertising Incentives	✔				
Brand Reliability Image		✔		✔	
Service Quality Recognition		✔			
Product Quality		✔			
Sales Ethics Awareness		✔			
Price Strategy		✔			
Product Certification Marks		✔			
Online Marketing Strategies		✔		✔	✔
Marketing Communication Tools		✔		✔	
Product identity		✔			
Customer Relationship Management System		✔		✔	
Reseller Networking		✔			
Repurchase intentions		✔		✔	
complacency		✔		✔	
Trust		✔			
Loyalty to product prices		✔			

Price			✓	✓	✓
Product Side			✓	✓	✓
Distribution Channels			✓	✓	✓
Marketing Promotion			✓	✓	✓
Human			✓	✓	✓
Process Side			✓		
Physical characteristics			✓		
Alternative Assessment			✓	✓	
Demand Awareness			✓	✓	
Purchasing Decisions			✓	✓	
Post-purchase behavior			✓		
Incentives				✓	
Perception				✓	
Learning				✓	
Beliefs and attitudes				✓	
Psychology				✓	
Brand loyalty				✓	
Finding information before buying				✓	
Shopping Trials				✓	
Positive customer feedback				✓	
Buying decision behavior				✓	

From Table 1 Synthesis Concept Theory and related research according to Table 1 consists of factors communication strategies creating a branded personality, brand visualization, creating an avatar, ad motivation, brand reliability, image service, quality recognition product, quality sales, ethics awareness, price strategy, product certification marks, online marketing, strategies marketing, communication tools product identity,

customer relationship management system, reseller networking, repeat intentional purchases, satisfaction, trust, loyalty to price, price, product, distribution channels, marketing promotion, personality, process, physical characteristics, alternative assessment, need awareness, buying decisions, post-purchase behavior, motivation, perception, learning, beliefs and attitudes, psychology brand loyalty, pre-purchase data search shopping trials, positive introduction of customers and consumers' decision-making habits for herbal supplements the authors have regrouped five new groups that have affected the development of online sales of herbal supplements that result in repurchasing: (1) online marketing strategies (2) human factors (3) purchasing decision process (4) product strategy (5) repurchase it can be used to innovate the sale of herbal supplements through online marketplaces. The development model for the sale of herbal supplements online that resulted in repurchasing. As shown in Figure 1:
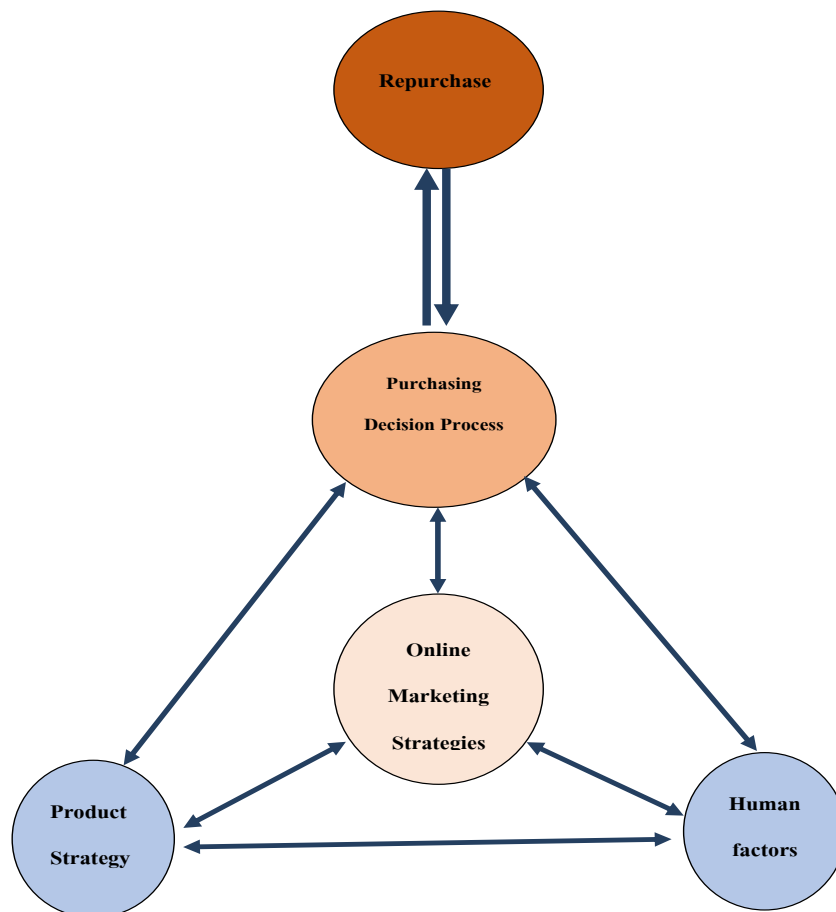

Figure 4 Development model for online sale of herbal
supplements that result in repurchasing

Figure 4 shows that the human factors, which include:

- Internal factors, perception, motivation, beliefs and attitudes, learning

- External factors gender, age, marital status, occupation, income, education level It was found that internal factors directly or indirectly influenced the marketing achievements of the dietary supplements business through the purchasing decision-making process.

Product strategies include quality products, fully detailed products. There is a guarantee of quality of the product, the brand is famous. There is a money-back guarantee in case of dissatisfaction with the product. The image is clearly displayed on the Line@ Page Facebook Messenger, with a beautiful packaging look. It is unique to the product and the product is certified by a government agency. Price of selected supplements It must be priced appropriately for the quality of the product and suitable for the quantity, affecting the decision-making process of purchasing herbal supplements.

Online marketing strategies include:

- Online communication tools are one of the methods of offering products using the main concept of advertising: selling products presented about hygiene information. It shows concern for consumers. Creating a brand personality to make the brand appropriate and different from the competitors reflects stability. Build credibility Create brand recognition and be proud when using products to achieve marketing objectives.

- Marketing using social media with customer relationship management system. Most consumers take it very seriously because consumers consider online stores to have a good management system. Social media is used with the customer base system and organizing activities for customers to participate in is considered to be an online store system of a certain level of quality, thus creating trust to shop again the next time. Customer Relationship Management is a process that defines customer information and marketing databases to encourage customer relationships. Invite customers to have knowledge about the company and products and increase the overall profit of each customer in the long run.

- The individuals who influence the decision-making process to purchase herbal supplements online consist of sellers having a good knowledge of the products sold. The seller responds quickly and answers questions and solves problems, and the seller provides clear, fast product details.

- Distribution Channels The social media with the most frequent use levels are Facebook, Line, You Tube and Instagram. Distribution channels that affect the decision-making process for herbal supplements include: Shipping is accurate and fast. Products are categorized as easy to find. It offers multi-channel delivery and access to multiple stores such as Line @ Page Facebook Messenger.

- Marketing promotions that affect the decision-making process to purchase herbal supplements online include: There is regular publicity via Line @ Page Facebook Messenger or video clips, video clips, reviews and comments from users of the product via social media.

Organizing interesting discounts and giveaways through social media and advertising via Line @ Page Facebook Messenger, product recommendation video clips from presenters are highly interesting.

- The processes that affect the decision-making process to purchase herbal supplements online include: There is a simple and simple shopping process. There is a security protection system regarding personal information. The parcel number check service is carried out correctly and on time, and customer information is collected for convenient purchases next time.

- The physical characteristics that affect the decision-making process of buying herbal supplements online include: Easy to find product information, the use of "content", product descriptions are appropriate and interesting, there is a pattern of storefronts, the background of colorful images is comfortable, there are channels to exchange ideas between buyers and sellers, and video clips, advertisements on the site, clear, interesting.

The purchasing decision-making process consists of an alternative evaluation, a perception of needs, a purchasing decision making side. Searching for information showed that the most influential people who decided to buy supplements included friends, parents, relatives, who influenced the decision to buy supplements. Product, price, distribution channels, marketing promotion and product image Affects the decision to buy supplementary products

Repurchasing is due to: The brand's image of reliability consists of three areas: sales ethics, product the intention of repurchasing herbal supplements online.

Conclusion

According to the study, "Developing online sales of herbal supplements that result in repurchasing" see

1. The results showed that most consumers are very interested in the product. Therefore, operators who distribute herbal supplements online should focus on creating the value of products that are different and reliable in terms of safety and should be properly certified. To be an image of brand reliability, it affects the intention of repurchasing herbal supplements online.

2. Online marketing should focus on customer relationship management system. Information is prov feedback. Collect, develop and improve to make customers feel empathy and form a deep bond. Be loyal to the brand and provide consistent patronage of the product. Repeat purchases and tell others positively about products. Online distribution channels should be available that are easy to use and widespread. Consumers use it regularly, such as Facebook, Line, You Tube and Instagram. It is categorized. The procedure is not complicated. The images and content to describe and storefronts should be beautiful, comfortable. Security

protection There is a process of checking packages or deliverable goods. It is delivered correctly, on time, guaranteed if damaged. To satisfy consumers

      3. Entrepreneur The information discovered from the study can be applied to management, especially customer relationship management. Improve communications in accordance with current situations to ensure consumer satisfaction. Be loyal to the product and have increased repurchases. Long-term positive effect on the product itself.

      4. Online distributors of herbal supplements should set the price of the product in accordance with the quality. Value for money and benefits for customers the price list of the goods you want to sell should be explored to analyze and determine the sales price by looking at market trends. The price of the competitor of the same product category. Multi-level pricing as an alternative to customers to drive sales and repeat purchases.

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CLS-02-008

Development of the Role of Thai Monks

in Propagating Buddhism in the Thai Era 4.0

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Abstract

This article is intended to review academic papers related to concept the theory of the development of the role of Thai monks in the spread of Buddhism in the Thai era 4.0 To present the teaching style and spread the doctrine of monks in a modern way, in line with the government's policy of developing a new type of economy under the concept. For stability, prosperity and sustainability, with the important task of building a way to develop the country towards technology and innovation driven to lay the foundation for long-term sustainable development by developing people of that quality. Therefore, monks play an important role in spreading Buddhist principles, suggesting that the people adopt principles. Buddhism integrates into a happy lifestyle in society by presenting teaching styles and spreading doctrine in modern ways, teaching that is not limited to in the classroom, but connects instructors from transfers to guide learning skills and innovation. Skills, information, media and technology so that learners or doctrinal learners' doctrine are bored and to support the use of modern technology as a tool to help spread Buddhism. Present to each audience recipient easily and preach doctrines with fun and easy-to-understand idioms by bringing the stories that are in the flow to be applied to the doctrine in simple languages, for example**.**

Keywords : Buddhist Missionary Role Thailand 4.0

Preamble

Thai society in the past, Buddhists accessed doctrine with temples as the center of education, had monks as cognitive transferers and guided the practices according to the doctrine of Buddhist monks, thus being an important Buddhist company and successor to Buddhism as a follower of the Dhamma discipline, exemplary of doctrinal conduct and as a trainer in preaching morality, ethics, being the spiritual leader of the people and, importantly, being the embodiment of the reverend's faith. Cultivate ethics and morality and act according to doctrine in accordance with Thailand 4.0 development guidelines, driven by technology and innovation to lay the foundation for sustainable development. Therefore, traditional Buddhism propagation patterns and methods must be changed in accordance with the current Thai way of life by teaching flexible. Creative, challenging, and complex Without time and place constraints, but focus on improving learning. Deep principles outweigh superficial knowledge This article then presents a teaching and missionary style. Buddhism, which is not limited to temples or classrooms only, but connects (Phramaha Chakraphon Sirithro, 2020)

Importance and Principles of Buddhist Missionary Management In Thailand 4.0, Buddhism propagation in the past was a great success as it was able to integrate the learning of doctrine as a way of conducting people in society to live well and be a good culture, creating a unique character for Thai people with characteristics that liked to help others, to be polite, gentle, kind, generous and accepted by the nations, that Thai people had a gentle heart and smile, knew to forgive and be friendly to others, that it was one of the most prominent characteristics of Thai people, which was born from the adoption of Buddhist principles as a principle of practice in everyday life until it became habitual, became a distinctive character, Buddhism was one of the institutions that played an important role in the development of Thai society in the past and present, and when it came to the development of modern technological information, thai society has changed from developing people to the center of development, modifying the development paradigm to driving the development of technology and innovation to laying the foundation for

sustainable development under the concept of developing people to drive Thailand into the future. (Auld Wangsriyun, 2014) as follows

1. Learning to know means learning Buddhist doctrines aimed at improving thinking process skills. Consideration of reality Meditation training to be able to learn and improve throughout life.

2. Learning to implement it It means learning Buddhist doctrines aimed at developing abilities as an integration between knowledge and practice to suggest that human beings are capable of setting goals and directions in self-life.

3. Learning to coexist means learning Buddhist doctrines that will teach you that phenomena that occur with individuals or society all have causes that allow students to think, analyze and live happily with others in society.

4. Learning for life means learning the doctrine of the law of karma, which is the essence of Buddhism, teaching to have faith in the right things and reasons to live, to be strong and self-reliant. Therefore, this element is a learning that aims to develop the whole area of the learner. Body, Mind and Intelligence Buddhism in Thailand 4.0 has focused on developing people to behave as good people by cultivating morality, ethics and guiding the practice of doctrine to people in society because the main factors in the development and transformation of the country into the Thai era 4.0 will be to develop Thai people as quality people as people of learning by adopting Buddhist principles and concepts in the way of life. The propagation of doctrine is consistent with the educational pillars of UNESCO's International Commission on Education in the 21 centuries, where the propagation of flexible doctrine encourages learners to acquire knowledge from information, media and technology in many ways. Patterns without taking classrooms or temples as learning resources Buddhist monks who played an important role in conveying advice had to adapt to media literacy and be able to use technology as a Buddhist missionary tool in line with the country's development under the concept of stability. Prosperous and sustainable

Of that importance, The authors then conducted a study titled "Developing the Role of Thai Buddhist Monks in The Propagation of Buddhism in the Thai Era 4.0" with the aim of reviewing academic papers related to concepts. The theory of the development of the role of Thai Buddhist monks in the propagation of Buddhism in the Thai era 4.0 to present teaching style and spread the doctrine of Buddhist monks in a modern way. In order not to

boredom learners or learners of doctrine and to support the use of modern technology as a tool to help spread Buddhism. Present to each audience easily and preach doctrine with fun and easy-to-understand idioms by raising the story that is in the trend to be applied to the doctrine in a simple language, for example.

Content

The study was titled "Developing the Role of Thai Buddhist Monks in The Propagation of Buddhism in the Thai Era 4.0". Study with points of interest as follows

1. Buddhist Propagation Concept in Thailand 4.0

2. Importance and Principles of Buddhist Missionary Management In the Thai era 4.0

3. Propagation of Buddhism that focuses on learners

4. Benjamin Bloom's theoretical study of Buddhism propagation in Thailand 4.0

1. Buddhist Propagation Concept in Thailand 4.0

Buddhist propagation concepts and patterns in the Thai era 4.0 Monks, as part of the society, are disciples of Buddhist doctrine, who have passed through learning and understanding Buddhist doctrines deeply, thus being a model of pragmatism and acceptance of society, the role of Buddhist monks, who are Buddhist preachers, in addition to studying the practice of Buddhist doctrine, is also central to propagating Buddhism to Buddhism.

1. Propagating buddha's doctrine in a way that the listener actually sees in the righteousness that should be seen means a clear perception that following the doctrine will actually be affected by such actions.

2. Propagating buddha's teachings in a preachy manner has reasons why the listener may reflect as it actually is. It means that He preaches the causes of happiness and suffering as to what causes, such as acquaintances, known causes, greed, anger, and indulgence, as causes of happiness and greed. Anger and passion are causes of distress when the study author learns or the recipient follows may actually see it.

3. The propagation of Buddha's teachings in a miraculous manner is that the follower will benefit with the right to practice, such as teaching to be kind and generous when the

listener can follow it, it will have a reasonable effect, including not believing in the suffering and thinking about spreading benefits for each other.

From the theme of the Dhamma propagation in three ways, it is a way to teach those who listen to the truth according to the dharma by reason and effect, the listener must accept and implement Buddhism as a living practice, demonstrating the effectiveness of spreading Buddhism to grow in the mind in a state of people who have good access to the nature and truth of life, that Buddhism and the Buddhist propagation style of Buddha's doctrine are universal, in addition to spreading to the world, the doctrine can also be applied to all ages.

2. Importance and Principles of Buddhist Missionary Management In the Thai era 4.0

With the current situation, which is a society of information technology, the development of the country is driven by technology and innovation, making society more complex, people are interested in innovative materialism, thereby causing neglect in mental training, diminishing the values and virtues of the mental good, the spread of Buddhism of monks must adapt the doctrinal propagation model to a new, modern form in line with the development of the country under the concept of developing people to drive Thailand into the Thai era 4.0 for issues that need to be analyzed to lead to the development of the missionary model in relation to the development approach. The two main principles (Teerapol Majlert, 2013) are:

1. The factors caused by Buddhist missionaries or messengers, the problem issues have been caused by monks who have important functions and roles in propagating in Buddhism, are insufficiently effective in propagating doctrine due to lack of communication tools and lack of knowledge skills to use effective communication tools, choosing tools or communication methods that are inconsistent with the era, and Buddhist missionaries using dharma language that is difficult to understand meaning.

2. Factors from the recipient refer to learners or those who are interested in doctrine, the problem is caused by religious leaders focusing on material development rather than mentally, for example, merit telling merit to gather factors in the creation of various religions or landmarks, where the focus on material development causes those interested in learning doctrines not to reach the core of true Buddhism, as well as Buddhist missionary forms, the use of communication tools and communication methods that are inconsistent with the era,

not appropriate for the target audience, Buddhist missionaries is not interested or attentional, but learns to cause boredom.

Analysis of the issue of moral degeneration of people in society derived from two main factors: problems from Buddhist missionaries, also known as messengers, and issues that come from learners or recipients when both factors come to analyze to develop missionary patterns in relation to the developmental approach in the Thai era 4.0 will find that the main causes are due to Buddhist missionary patterns lacking flexibility, teaching methods and communications, inaccessible to target audiences or people of all levels.

3. Propagation of Buddhism that focuses on learners

The Buddhist National Education Act 1999 discusses learner-focused approaches to learning management, summarized the following principles (Apinan Sirirattanajit and Nathee Hemmant, 2017).

Article 6 says that the management of education must be in order to develop Thai people into complete human beings, both physically, mentally. Wisdom, knowledge and morality are ethical and the culture of living can live happily with others.มาตรา 22 กล่าวว่า All learners are capable of learning and developing themselves and are considered to be the most important and the learning management process must encourage them to develop naturally and to their full potential.

From the essence of the learner-oriented approach to learning management, it is considered that the success of learning depends on the learner engaging in the teaching activities, participating in learning will allow the learner to have fun discovering new questions and answers in which the learning management is in line with the Buddhist propagation guidelines that are the adoption of doctrines born of the Enlightened Wisdom of the Buddha, which is the cornerstone of the development of the country under the concept of stability, prosperity and sustainability.

4. Benjamin Bloom's theoretical study of Buddhism propagation in Thailand 4.0

Buddhism propagation in Thailand 4.0 has been transformed from a doctrinal learning system in which monks are sole speakers to the use of technology alongside teaching and monks, who have changed their roles from educators to guides of learning Buddhist doctrines, which according to Benjamin Bloom's theory classify teaching into three areas:

Buddhist, psychic, psychic, and phasal skills, which are learned in all three areas when applied to Buddhist propagation, all of which are learning styles that emphasize the level of perception of learners as a centerpiece by spreading Benjamin's theoretical doctrines, classified in each of the following areas (The Great Chakrabarti Sirithro, 2020).

1. Cognitive Domain refers to the ability of intellectual learning to be divided into 6 stages of different to higher order: memory, understanding, application, analytical recognition. Valuation and creativity

2. Affective Domain refers to a person's cognitive behavior: perception, response, appreciation, organizational, and the creation of value-based character traits.

3. Psychomotor Domain refers to behavioral characteristics that indicate the ability to express themselves from learning perception, including imitation, following instructions, following patterns of finding accuracy and doing it naturally.

According to Benjamin Bloom's theory, the management of the study, when applied to the propagation of Buddhism in the Thai era 4.0, focuses on giving interested parties or those who study doctrine the opportunity to learn for themselves through communication tools and the proper use of technology.

When applying all three areas of learning, Benjamin Bloom's theoretical concept, applied to the spread of Buddhism in the Thai era 4.0 in order to align with the creation of a national approach to technology and innovation to lay the foundation for long-term sustainable development, each aspect can be applied as follows (Phramaha Chakraphon Sirithro, 2020).

1. The Buddhist doctrine propagation model is an activity that focuses on the learner's recognition. It can be understood, analyzed and applied in the daily way of life by studying modern technologies and communications such as teaching meditation, prayer or lectures to interested parties to be heard simultaneously around the world by the content of dharma principles that are supported or applied in Buddhist missionary activities, including "listening, thinking, asking, writing" or "suji puli", which is considered to be the 4-step principle of learning for people. as follows

Step 1 is Sue. It stands for "sut," meaning perception. Research, including listening, See, read, research Experience real experience (e.g. practice)

Step 2 is Ji. It stands for jinta, meaning thinking, contemplating, reviewing, reflecting, and imagining.

Step 3 is P. It stands for "pujara", meaning asking. Ambition (curiosity), doubts and assumptions

Step 4 is that Li stands for destiny, meaning writing, recording, and presenting all four.

This procedure is an important process of learning for people with continuous connections circling and characterized by the use of all parts of our senses: "eyes, earphones, brain thinking, mouth asking, hands jotting."

2. The model of propagating psychic doctrines that refer to the perceived behavior of a person according to the characteristics of the figure values, which traditionally spreads the doctrine in a way that is interested in studying, learning using temples or classrooms as a center for learning doctrines when Nama applied in the Thai era. 4.0 Therefore, the mission must be proactively reformed, which can be done in a variety of ways, such as:

- Broadcast dharma through sermons by opening audio clips through communication tools and broadcasting towers of various organizational agencies. Schools and villages according to the appropriate opportunity agenda

- Propagating doctrine or conveying religious activities through videos through YouTube clips or media that can be converted into digital files for interested parties to download and view back and forth.

- Make an e-book so that interested parties can load it in a communication tool that can be opened, read and studied, learned anytime and anywhere.

Even in Buddhist times, the Buddha used mass psychology. Assemble advertising methods, public relations Propaganda with truth or truth, allowing the practitioner to see the real effect, affects the change in attitudes, emotions, and feelings. The practice of psychology is based on Buddhist psychology, but the propagation of Buddhism of Buddha with Buddhism. Buddha has established strategies for communication, propaganda and mass access by using social-psychological powers to build faith, so the Buddhist propagation psychology of Buddha that was done in Buddhist times is the basis and principle of psychology practices used today. A missionary or ambassador who is knowledgeable but

unsuccessful because of strategic problems. Some photos can be lectured and taught well, but they can't reignite people's hearts, so they're not successful. The missionary must know, he knows us. Buddhist missionary work must be created to be successful (Phrakru Suthee Apologies and Faculty, 2017)

so The practice of perception based on the model of missionary doctrine in psychics focuses on success with principles. "Itthibat 4", consisting of four practices: I am Viriya Chitta Wimansa, the word Itthibat means that the base of success refers to the virtues of success that they wish to achieve, who hope for success in what they want, who hope for success in what must be completed by what is called Itthibat, which is classified as 4: (T.Pa. (Thai) 11/231/233).

1. I am satisfied with affection in that way, which means that when human beings are satisfied, it is the first thing that causes encouragement, which affects learning and good perception.

2. Viriya is perseverance in that way, meaning an unbroken, long-term, successful act of contact.

3. Chitta is that empathy for that means not abandoning it from the feeling of the doer, which is always the purpose of which is prominent in the heart.

4. Vimansa is a constant prying eye on the reasons for that, meaning prying into the causes and consequences of success in relation to that. Deepen up and slip through time.

3. The model of propagating the doctrine of the rhythm of the skills of the range, which refers to the ability to express from the perception of learning, is to adapt the methodology and use of technology to modernize Buddhism in accordance with the development of the country in the Thai era 4.0 listener or Learn doctrine by focusing on giving people an understanding of the principles and then embracing them in everyday life, including sermons. Talks on occasions and places both in temples and outside temples, lectures on radio and television. This mission covers how temples or monks organize activities in temples with the purpose of propagating or wanting people to enter temples (PhraMaha Prasarn Anuwatto, 2015).

- Communicate in an easy-to-understand language, create a substance or present it in a common language, avoid using incomprehensible Pali language or deploy it to suit the

target audience, for example, arrange clips or short story movies that intrude on perspectives, reflecting what they want to present to each target audience. Easy to understand

- Strategies have been applied by applying modern media to systematically spread religion, such as creating websites as centers for learning and spreading Buddhism, which produces both proactive and receptive results. Within the site, a variety of content is created, such as educational articles from activity clips, how to behave, religious activity patterns, and more, by engaging readers, such as sending images of events. Do good deeds on websites or pages or contest events by sending clips of religious activities to claim rewards, may take content from reading to events and then take them as clips and present awards.

- Media missions that can reach groups of people of all ages and are also easy to understand, such as the use of 3D or 3D animation, which are animated as a medium to spread doctrine.

- Visual doctrinal materials or dharma comic books, focusing on content that is close to you and in everyday life.

- Preaching doctrine with fun and easy-to-understand idioms, such as raising a story that is in the trend to be applied to the doctrine in a simple language.

- Spread and present Buddhist doctrine in the form of a series

- Integrating computers to be part of Buddhism propagation

All of the above forms of communication of principles through the media of Thai monks. There should be elements of the Buddhist Dhamma communication model: Dharma content is correct, likeable. And useful for the recipient. Targeted presentations are easy to understand. The communicator must be well-informed. The propagation and form must be connected and relevant and follow the Buddhist communication process, i.e. the pattern must have the intent to communicate Buddhist dhamma must be pronounced. The format requires Buddhist communication to be liked, as well as the pattern must be Buddhist communication content must stand out (Jutamas Robinson, 2017)

Today is an era when the world is rapidly thriving due to the use of technology to connect information. As a result, access to information was quick, the propagation of Buddhism in the Thai era 4.0 had to adapt and apply technology as part of the event. Propagation of Buddhist principles, however. Technology does not replace the way Buddhist monks are propagated or modernized in line with the development of Thailand 4.0 for long-lasting stability, prosperity and sustainability.

Based on such concepts and theories, The authors were interested in studying "Developing the Role of Thai Buddhist Monks in Propagating Buddhism in the Thai Era 4.0" with objective 1) to review academic papers related to concepts. The theory of the development of the role of Thai Buddhist monks in the propagation of Buddhism in the Thai era 4.0 2) to present the teaching style and spread the doctrine of Buddhist monks in modern ways.

Table 1 Synthesis Development of the role of Thai monks in propagating Buddhism in the Thai era 4.0

author factor	Teerapol Majlert (2013)	Phramaha Chakraphon Sirithro (2020)	Phra Maha Prasad Phra Maha Prasarn (2015)	Jutamas Robinson (2017)
Propagation of Thai Monks	✔	✔	✔	✔
Use of media and technology		✔	✔	✔
Learning Management	✔	✔	✔	✔
Creating a corporate culture	✔	✔		✔
education	✔	✔		✔
training				✔
support				✔

Summary of study results

From Table 1 Synthesis Concept Theories and related research consist of factors. Propagation of Thai Monks The authors regrouped into four new groups that affected the spread of principles to success: (1) learning to develop human resources, (2) learning for learning, (3) support, and (4) cultural creation, which would provide a teaching style and propagate monk's doctrine in a modern way. As shown in Figure 1:
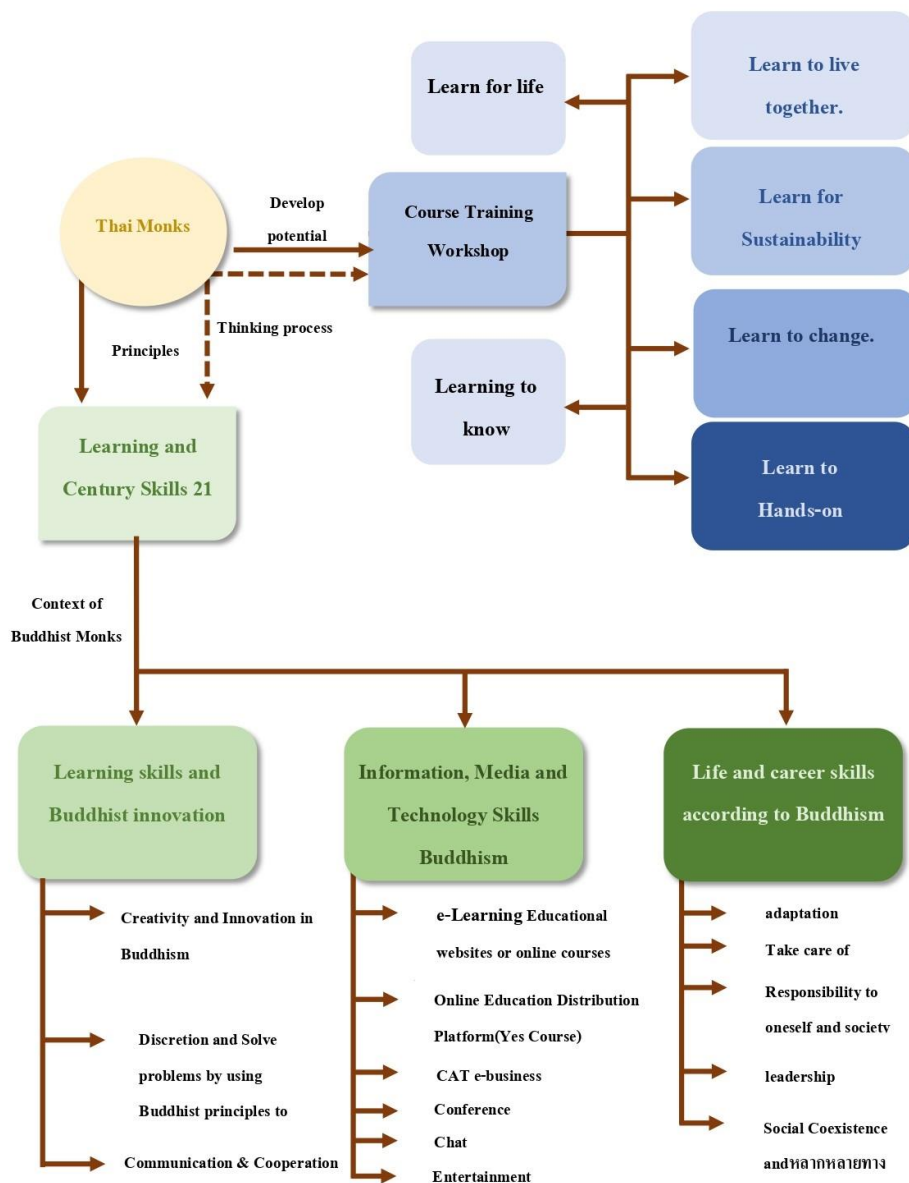
Figure 1: Teaching and propagating the doctrine of monks in modern ways

From Figure 1, the context of Buddhists, the current state of learning in the 21th century, the development of Buddhists to have learning skills to study principles in the 21 centuries, must be focused on the whole system by integrating issues. As mentioned in the standard of teaching, training and evaluation. Learning, teaching, training, creating a learning atmosphere, and developing instructors to create the necessary dharma learning outcomes and the development of students with desirable efficiency and effectiveness. In the development of learning skills in the 21 centuries, providing for complementary activities in the system. It helps to enhance dharma learning skills for Buddhists as well. In the 21 century, various sectors of society such as families, educational institutions, organizations, communities need to adjust their thinking principles and practices to improve the contextual qualities of Buddhists and citizens to be those with learning skills to study Buddhist principles in the 21 centuries.

Conclusion

With all that said, the authors consider that the propagation of Buddhism in the Thai era 4.0, when technology played an important role in the way people lived in every way, especially the perception of information. It can be done quickly and far across the world. This makes society relevant to technology. Linking information to Buddhist propagation is therefore important to create opportunities to learn Buddhist doctrines for people in society. Openness does not bite the time, place, and propagation of doctrine through Internet media is also the most accessible to people. The use of modern media and technology for mission Buddhism is therefore a proactive process of accessing and propagating Buddhism effectively and effectively, in line with government policies to establish guidelines. Develop the country towards technology and innovation to lay the foundation for sustainable development. In the long run, Buddhism propagation by using technology as a tool. There will be no distortion of the doctrine of Buddhism according to The Tripitak in any way.

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CLS-02-009

Online marketing to enter consumer hearts
Online Marketing To Enter The Consumer Heartland

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Abstract

This research aims to study knowledge in the field of online marketing. To guide the development of online sales by synthesis from concept Theory and related literature In regards to Social Networks Online Marketing Communication Strategies Online Product Marketing Strategies Using influencer online marketing strategies to communicate brands The results showed that what affected online marketing was (1) consumer perception by influential people, (2) product information provided through Appication, (3) Making purchase decisions at psychological prices and (4) consumer feedback after purchase. The results of such studies can be used at the heart of online marketing. Entrepreneurs need to understand the behavior of consumers in the modern era, where consumer trading is increasingly popular through online channels. Therefore, providing consumer perception information to current brands often uses influencers to market in modern times.

Keywords: marketing; online; consumer

Abstract

This research aims to study knowledge in the field of online marketing. To guide the development of online sales by synthesis from concept Related Theory and Literature About Social Networks Online Marketing Communication Strategy Online Product Marketing Strategy Using influencer online marketing strategies to communicate brands The results showed that what affects online marketing is (1) consumer perception by influencers, (2) application information, (3) psychological pricing decisions, and (4) consumers' referring after purchase. The results of such studies can be used at the heart of online marketing. Entrepreneurs need to understand the behavior of today's consumers, where consumer trading is increasingly preferring to shop online. Therefore, providing consumer perception information to today's brands often uses influencers to market in modern times.

Keywords: Marketing, Online, Consumer

Preamble

Social networks are widely used today, where social networks are online community-type websites created as gathering places for people with similar interests or needs. Users of the Service will provide their own personal history information or, together with other users, create their own "groups." This type of online community has a clear strict privacy policy. Users can determine which members can view their resumes or contact them. In addition, the founders of Linkin defined social networks as social network friendships as a marketplace for exchanging mutual help. He said he could create opportunities for someone in just under 30 seconds and send an introduction to another friend as a small investment but a chance of a big return. In line with Emika Hemin (2013), which proposed that social networks refer to the form of websites in creating social networks over the Internet. By users who communicate stories, images and videos. Connect to other people's interests and activities, share them with others who are in their network, know the service. Therefore, social networks include: chat Send messages, send emails, videos, music, upload photos, blogs, popular social networking services including Facebook Line, Twitter, Instagram, Google+ Youtube, etc., so in modern times, consumers spend time using online media to do activities with internet as a link, along with mobile digital devices like smartphones and tablets that allow unrestricted access to online media in time and space. Whether it's following the news of the day. Exposure to different forms of entertainment, finding information and buying specific products Communicating, exchanging stories with friends or groups of people with similar interests in social networks, as well as expressing passion. Freely commenting on social networking news to the next larger consumer online. (Surirak Wongthip, 2018: 23) (Lalita) Towing, 2020: 19)

Consumer behavior It is a behavior that consumers express, whether seeking, buying, using, evaluating or consuming products. The services and concepts that consumers expect to be able to meet their needs are a study of consumers' decisions to use their available resources for money. The consumer's behavior is the actions of a particular person directly involved in the provision of acquisition and the use of goods and services. This includes a decision-making process that has already existed and which is involved in requiring such actions. In conclusion, consumer behavior refers to the evaluation of the evaluation. Therefore, online marketing, influence or marketing through influential people in the online world, is a digital marketing strategy that has grown steadily over the years. It is also more reliable and accepted by consumers than other forms of advertising by brand owners. Leverage online influencers to convey brand information to their followers through social networks such as YouTube. Facebook, Instagram by inserting brand information into content. (Content) presented by influential people in a rounded and creative way because they

believe that this consumer is always open to content that interests them. The use of online influencers as a link between brands and consumers in the communication process, thus creating a stream of telling from person to person is more convenient, fast and wider. For this reason, brand owners Therefore, it is important to select popular online influencers to experiment with brand products. As well as acting as a reviewer of a product or portraying them as using them through social networks so that consumers can trust and demand for the product. When a consumer decides to try it out, they are satisfied with the product, they will continue to spread the information to friends or close friends. Brand information that is passed from influencers to followers and spreads from friend to friend through online media will be product news, product feedback, and personal experiences, which ultimately use brand influence online marketing strategies to provide information (to inform) to raise awareness of products and gain trust, as well as persuade consumers to make purchase decisions, as well as to create a trend of telling. (Peerapol Kiratittanakan, 2010; Towing, 2020: 20-21)

As a result of such a problematic state and its significance, the authors are therefore interested in studying "online marketing" with the aim of studying so that consumers can access products or products at any time. This reduces the middle space between the product and the consumer. This also reduces the cost or substitution of the organization's operating expenses and makes the corporate brand more recognizable. It requires more interaction with consumers. As well as having to modernize the format of the presentation, it must be changed. Reliable Differentiate yourself from your opponents to facilitate purchase goods and to organize marketing activities continuously. This is expected to be utilized as an important guide for existing and new online distributors to enter the Thai online distribution business, used to improve marketing strategies in line with the ever-changing needs of consumers and be able to compete with foreign online businesses that are entering the Thai market, which will have a positive impact on Thai entrepreneurs. People, Society and Thai People as a Whole.

Content

According to a study on "online marketing", Study to understand consumer behavior in the online marketplace with points of interest. as follows

1. Consumer perception
2. The pursuit of information of goods
3. Alternative evaluation
4. Purchasing Decisions
5. Behavior after purchase
6. Fast shipping
7. Marketing Promotion
8. Distribution via Application

9. Psychological pricing

10. Consumer Feedback

11. Consumer Influencers

1. Consumer perception

For consumers to know the brand's story, it's important to know the brand's story. It must make creative interesting, along with providing information about the brand while using content. In the online world of a communicator's brinkman. Brands need to know what information consumers are interested in, from which source, when, when. In order to present brand information in the right place at the right time, as well as the perception that people close to or consumers like to use any brand product, it is possible to get consumers to know and be interested in the brand. (Surirak Wongthip, 2018; Towing, 2020)

2. The pursuit of information of goods

In an era when brands are very competitive, Consumers have more choices. When any product requirements occur, Consumers tend to find information online before making a purchase. Whether it's information from the brand itself. Review of consumer products used and inquiries from family or social media Brands should therefore provide adequate information. Easy to understand and easy to access in their owned media, such as websites. This includes marketing with influencers and providing information about brands on social networks used by consumers. (Sureerak Wongthip, 2018; Towing, 2020)

3. Alternative evaluation

Trial When consumers see value and receive positive brand data consistently. Inevitably, it can result in purchasing decisions, or if there are people close to consumers who like to consume the product, it will also help consumers to try the product. (Surirak Wongthip, 2018; Towing, 2020)

4. Purchasing Decisions

Offering a different product point of sale stands out from its competitors to give consumers value, and brand communicators may offer such selling points through consumers' online content. Speaking through influential people online, a group of people who influence consumers' ideas. This includes a group of people in social networks that consumers communicate with. (Sureerak Wongthip, 2018; Towing, 2020)

5. Behavior after purchase

A consumer's active connection to a particular brand, being associated with a brand, can mean a consumer's repurchasing habits or a desire to participate in brand activity. Brand

communicators need to have access to decision-making motivation. Displaying consumer behavior to achieve marketing goals. (Surirak Wongthip, 2018; Towing, 2020)

6. Fast shipping

Executives or online business owners must focus on logistics. By improving the delivery system to reach customers quickly. Provide tracking information on shipment progress. Building a network that can be delivered nationwide for the ability to deliver to customers anywhere and in shipping free of charge will help to implement online marketing strategies to operate the business efficiently and effectively. (Sompop Adungjongrak, 2020).

7. Marketing Promotion

Executives or online business owners must focus on marketing promotion. By publicity via television, through social networks. Trade through social networks Public Relations via Social Network Consumers can pay for products by promoting online publicity or marketing by buying 1 get 1 free or asking for other products to incentivize consumers to buy more products. (Sompop Adungjongrak, 2020; Towing, 2020)

8. Distribution via Appication

Online distribution via mobile application improves the easy-to-understand, convenient ordering process. Online distribution of Facebook through online media, Lazada through online media, Instagram through online media, Line Website or Youtube, and improving product distribution presentations into easy-to-find categories will help to implement online product marketing strategies to run the business efficiently and effectively. (Sompop Adungjongrak, 2020; Namthip Vibhavin, 2015).

9. Psychological pricing

Psychological pricing ends with 9 (e.g., 9, 99 Baht) Cheaper prices than in-store products Setting prices that are suitable for quality, prices that consumers can buy, and setting prices for products that are cheaper than competitors will help to implement online marketing strategies to run the business efficiently and efficiently. (Somphob) Adungjongrak, 2020)

10. Consumer Feedback

For consumers to tell positive stories about their brands or advise others to consume any product, they can use it. In addition to the good quality of the brand, selecting or motivating the person that the consumer likes or influences the consumer's ideas to be a communicator about the brand. It is another factor that can help create consumers' tell-tale behavior. (Lalita Towing, 2020)

11. Consumer Influencers

At the heart of today's influence-based online marketing Brand owners need to recruit influential people online who have good access to the interests of targeted consumer groups. In order for that influencer to introduce product information and incentivize consumers to be amenable until a purchase decision is made. At first, brand owners used influencers among well-known people and had a large following. (macro-influencers) to create awareness and broaden brand awareness. (Lalita) Towing, 2020)

From studying ideas Theory and related literature the authors take it to a conclusion as a synthesis table of factors. Online marketing to enter consumer hearts As in Table 1:

Table 1 Synthetic Table on Online Marketing

Author / Factor	Sureerak Wongthip (2018: 22-36)	Sompop Adungjongrak (2020: 384-395)	Lalita Tow maha (2020: 17-28)
Consumer Perception	✓		✓
The pursuit of information of the goods.	✓		✓
Alternative Evaluation	✓		✓
Purchasing Decisions	✓		✓
Post-purchase behavior	✓		✓
Fast shipping		✓	
Marketing Promotion		✓	✓
Distribution via Application		✓	
Psychological pricing		✓	
Consumer Referral			✓
Influencers with consumers			✓

Content analysis framework presented

Synthesis effect concept Theories and related research according to Table 1 consist of factors. Consumer Perception Alternative evaluation, fast delivery Sending marketing, influencers with consumers the pursuit of information of goods, distribution through Application, purchasing decisions, psychological pricing. Post-purchase behavior and consumer feedback the authors regrouped four new groups that affected online marketing: (1) consumer awareness by influential people, (2) application of product information, (3) Making purchase decisions at psychological prices and (4) consumer feedback after purchase. It can be used to innovate online marketing models. As shown in Figure 1:
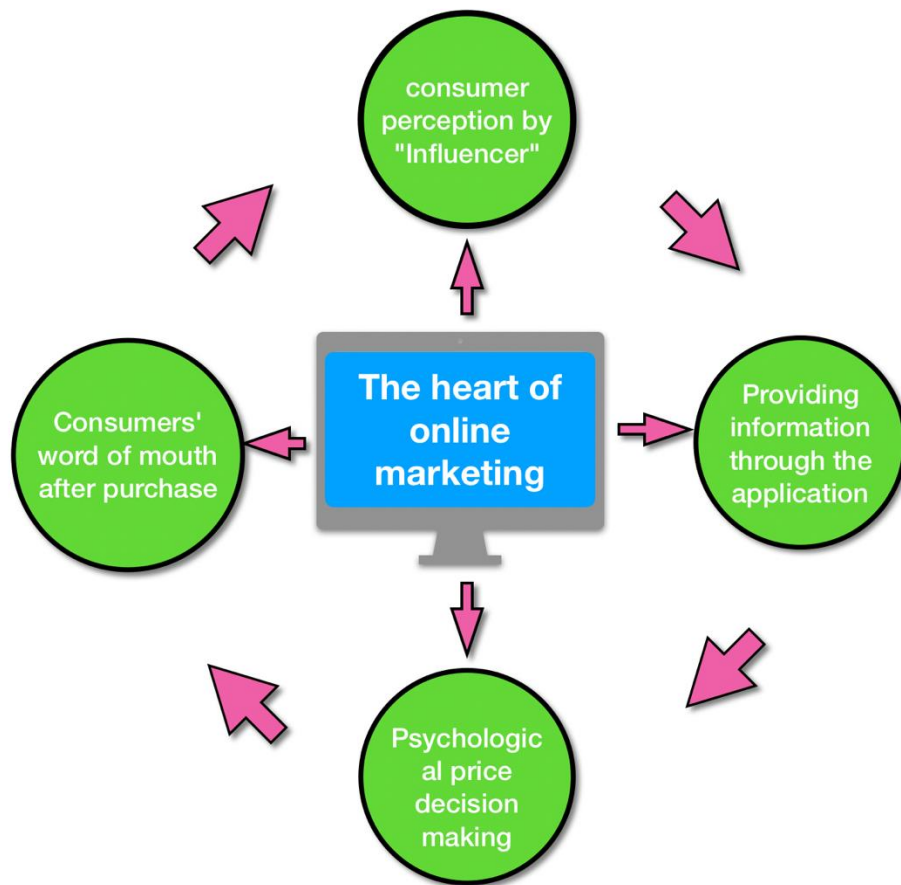
Figure 1 Online marketing to enter consumer hearts

Conclusion

The heart of online marketing Entrepreneurs need to understand the behavior of consumers in the modern era, where consumer trading is increasingly popular through online channels. Therefore, providing consumer perception information about current brands often uses influential people, such as celebrities. Actors, professional experts, people who like to take their own stories. In online marketing through various appication channels such as Facebook, Line, Twitter, Google, Youtube and Alf, and most purchasing decisions, entrepreneurs need psychological pricing to make consumer decisions. For example, the price ending with the number 9 gives consumers the feeling that buying cheaper than buying the full price, and finally, the marketing never ends when after trading, the consumer is told to repeat the purchase in the band's products, such as the quality of the goods, the fast transportation, so that the operator can continue to maintain a stable customer base and grow in the business continuously and for a long time.

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CLS-02-010

Human Capital and Corporate Development Strategies for Nonprofits
Case Study: Mahamakuta Rajavidyalaya Foundation Under Royal Patronage

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Abstract

This article aims to study the relationship between marketing communication strategies. The use of information technology to the performance of nonprofit organizations using the relevant research methods includes 1) the operation of nonprofits, 2) Marketing communications 3) Use of information and communication technology, 4) fundraising and survival of nonprofits, 5) concepts of human resource management and knowledge management, and 6) nonprofit concepts Studies have shown that the use of information and communication technology has been used. It has a positive impact on the nonprofit's operations and the fundraising and survival of donation financial nonprofits. In addition, the scope of internet use and the provision of corporate websites has a positive influence on the rate of return on assets (ROA). This has a positive relationship with the nonprofit's operations by being able to develop nonprofit organizations, apply integrated communication technology in order to provide services and duties for society.

Keywords: Marketing Communication Strategy, Information Technology,
Nonprofit Organization

Preamble

Non-profit organizations sectors are unique sectors with a structure that is integrated between private operations and public operating purposes, such as government organizations. Today, it has become increasingly important as an organization that plays an important part in the development of the country. In particular, social operations have been revised from the past as an organization that operates in social services, providing charitable assistance, to an organization that works in development (Office of the National Economic and Social Development Council, 2014).

The Office for National Statistics (2019) released a survey showing that in 2018, Thailand saw a 9.7% increase in the number of nonprofit organizations nationwide compared to the 2013 survey. The Office of the National Economic and Social Development Board has measured the nonprofit operations in Thailand. From 2006 to 2012, the nonprofit's revenues of Baht 334,561 million per year were from donations, 55.7% of which came from the sale of goods or services, 39.2% and 5.1% of property revenue when calculating the economic value added of nonprofit groups, which accounted for an average of 0.8% per country's total GDP and when combining the valuation of volunteer work. The proportion of nonprofit GDP to the country's GDP will more than double, or about 1.6%, indicating that nonprofit groups play the same role in creating economic value as non-business groups (Office of the National Economic and Social Development Council, 2014).

Among the growth in the number of nonprofits themselves, as a result, nonprofits face a growing competitive situation. In the pursuit of resources needed to operate, including funding and volunteers (Duque-Zuluaga & Schneider,2008; Faircloth, 2005; Helmig & Thaler, 2010; Padanyi & Gainer, 2004), many nonprofits face problems and obstacles. Whether it is a lack of an ongoing corporate operating budget. Lack of systematic communication planning as a result, driving social issues is not yet in the spotlight. The link has led to the lack of new volunteers who will continue to work with the organization (Morayat Akarachantachot, 2011).

The application of marketing communications from business organizations to communication management is one of the ways to adapt to the changing situation of nonprofits. In the past, studies have shown that nonprofits have applied marketing communication concepts in journals of communication and management. NIDA Vol. 5 No.3 (September – December 2019) 34 A wide range of forms, including social marketing, brand orientation, etc., as well as integrated marketing communications concepts or Integrated Marketing Communications (IMC). Integrated Marketing Communications (IMC) is a marketing communication concept that began around the early 1990s with the attention of academics. Many practitioners in the field of marketing communications are due to the changing circumstances of the media landscape, the advancement of technology. Market environment and changing consumer behavior (Kitchen, 2005b; Reid, 2003)

According to current data studies, academic articles or academic studies and research explain the management performance of nonprofits, especially in the field of management. To increase the potential and ability to find public funding. The private sector or the public sector is still quite limited and, more importantly, there is a shortage of academic or educational articles in many financial management environments. The dimensions faced by many nonprofit executives make this study an important part of filling academic gaps related to the use of information and communication technology to the financial survival of nonprofits. When comparing corporate success, it is not clear or easy with the rates used to measure success in general organizations to apply to nonprofits, and today nonprofits face

growing competition in order to find funding sources that will allow organizations to exist within the financial constraints that exist today. It will require a greater role of entrepreneur, which the role of the nonprofit executive itself must be able to lead. The strength of the organization's ability to align with market opportunities and to generate income and increase funding can also play a role in social assistance. (Boschee, 2006) at this point, it is the channel for the role of information and communication technology. In order to connect the performance of an organization and the financial competence of a nonprofit organization, the company will be able to do so.

Nowadays, many organizations that use information and communication technology are involved in the management of the organization, with internet technology being considered an important part of the management of nonprofit organizations. Many organizations of all kinds are trying to bring in information and communication technology to improve the management efficiency of the organization, which will also affect the financial capabilities of the organization. Information and communication technology has become part of many business-oriented organizations and has also found that information and communication technology has changed the way we conduct business and can add value to customers.

The study found several studies that were studied and found changes in the way business is conducted. It was found that information and communication technology can be used to enhance the efficiency of the work process as a result of the effective use of information and communication technology of the organization. (Sarker and Singh, 2006; Ziaul and faculty, 2006) by other research studies, in addition to having the effect of similar studies that showed that the use of information and communication technology significantly affected the management of the organization's work processes, it was also found that the use of information and communication technology positively impacted labor reforms and increased profitability (Lee and faculty, 2012). However, at present, studies between the impact of the use of information and communication technology on the effectiveness of organizations in nonprofit models are not widespread.

That's why. Therefore, we are interested in researching the consistency between marketing communication strategies. The use of technology in nonprofit operations, which is recognized as useful in building the performance of the organization and in line with changes in the environment throughout the media system. Today's society and technology are applied in the context of nonprofits, focusing on marketing communications. The use of technology to enable this research is part of helping to complement and develop communication knowledge in nonprofit organizations in the future.

Results of the study

In a study titled "Human Capital and Corporate Development Strategies for Nonprofits Case Study: Mahamakuta Rajavidyalaya Foundation Under Royal Patronage" The authors studied the relevant research fields, including:

Wandney Chiarasunan, Sarawut Ananthachart (2019 : 31-60) studied the relationship between mixed marketing communications and nonprofit operational performance, with the aim of studying the relationship between mixed marketing communications and nonprofit operational performance. Using a postal data collection questionnaire with a sample of 159 nonprofit organizations in Thailand, the research showed that nonprofits in Thailand operate integrated marketing communications in mission marketing. Mission Marketing is highest (average 4.33) and planning and evaluation is lowest (average 3.68), while nonprofit operational performance is the lowest. Stakeholder Satisfaction was found to be the highest (average 3.85), while resources performance was lowest (average 3.36).

Natchon Prairun (2017: 1-86) Studied the fundraising efficiency of nonprofit organizations. In case of religious organizations in Thailand Nonprofits play an important role in improving quality, especially religious organizations in Thailand that have relationships ranging from the human system. Therefore, religious organizations receive the most donations from the individual sector. The study examined the effectiveness of fundraising from individual sectors of religious organizations in Thailand. With the Stochastic Frontier Analysis model, the Tran slog production function model, the results showed that the fundraising efficiency values of religious organizations were also relatively low, and donors also took into account the quality of service. In addition, government subsidies have a negative influence on fundraising performance, causing some of the individual donations to be squeezed away. On the other hand, the use of technology and information will improve fundraising efficiency and bring to an increase in individual donations.

Ph.D. Pho (2016: 1-393) studies the development of the human resource management model towards the strategic partnership of nonprofit organizations. The nonprofit human resources management and round 2 analyzed and sought medians and quartile ranges to select elements with a median value of 3.5 or higher and quartile ranges of no more than 1.5 3) to develop the HR management model towards the strategic partnership of nonprofits by conducting participatory workshop research and testing the consistency of the context and objectives of the research by using Cohen's cappa coefficient techniques. There are 4 main elements: 1) Strategic partnerships have 4 sub-elements: organizational development, teamwork, round-the-clock learning and communication, 2) change leaders, 5 sub-elements: leadership, endurance vision. 3) Management experts have 5 sub-components: human resources, organizational understanding, technology adoption, talent management, and conflict management.

Siddhi Sundarayuth (2015 : 1 - 34) Studies on nonprofit management studies, the link between the use of information and communication technology to the financial survival of the organization. The financial competence of nonprofit organizations (NPOs) is an important factor in its existence to serve the society of nonprofits. Studies have shown that the use of information and communication technology (such as basic information technology infrastructure and the use of information technology) has been identified. It has a positive impact on the financial survival factors of donation financial nonprofits. In addition, the scope of internet use and the provision of corporate websites has a positive influence on the rate of return on assets (ROA).

Wannisa The   research aims to develop a framework for the study of knowledge management in non-profit organizations. And as part of knowledge management, a clear process must be identified. Be consistent in operations in addition, effective knowledge management must come from obtaining good support.

Conceptual Study Results Theory and related research Synthesis of " Human Capital and Corporate Development Strategies for Nonprofits Case Study: Mahamakuta Rajavidyalaya Foundation Under Royal Patronage " It can be displayed as shown in Table 1:

Table 1: Human Capital and Corporate Development Strategies for Nonprofits

Author / Factor	Wantanee Chiarasunan, Sarawut Anantachat (2019 : 31 - 60)	Sitti Sundarayuth (2015 : 1 - 34)	Natchon Prairun (2017 : 1 - 86)	Pho Degree (2016: 1-393)	Wannisa More Assets Orapan Kongmalai (2015 : 1-13)
Nonprofit Operations	✓	✓	✓	✓	✓
Marketing Communications	✓	✓			
Use of technology Information & Information communicate	✓	✓	✓		
Fundraising and survival of nonprofits		✓	✓		
Management Concepts Human Resources &Manage Knowledge				✓	✓
The concept of no organization For Profit	✓	✓	✓	✓	✓

From Table 1, the data obtained from such studies can be used, which consists of various factors. As follows: Nonprofit Operations, Mixed Marketing Communications Use of Information and Communication Technology Fundraising and nonprofit survival Concepts of Human Resource Management and Knowledge Management. The concept of nonprofit organizations based on such factors can be summarized as shown in Figure 1 as follows:

Figure 1 Factors affecting Human Capital and Corporate Development Strategies for Nonprofits
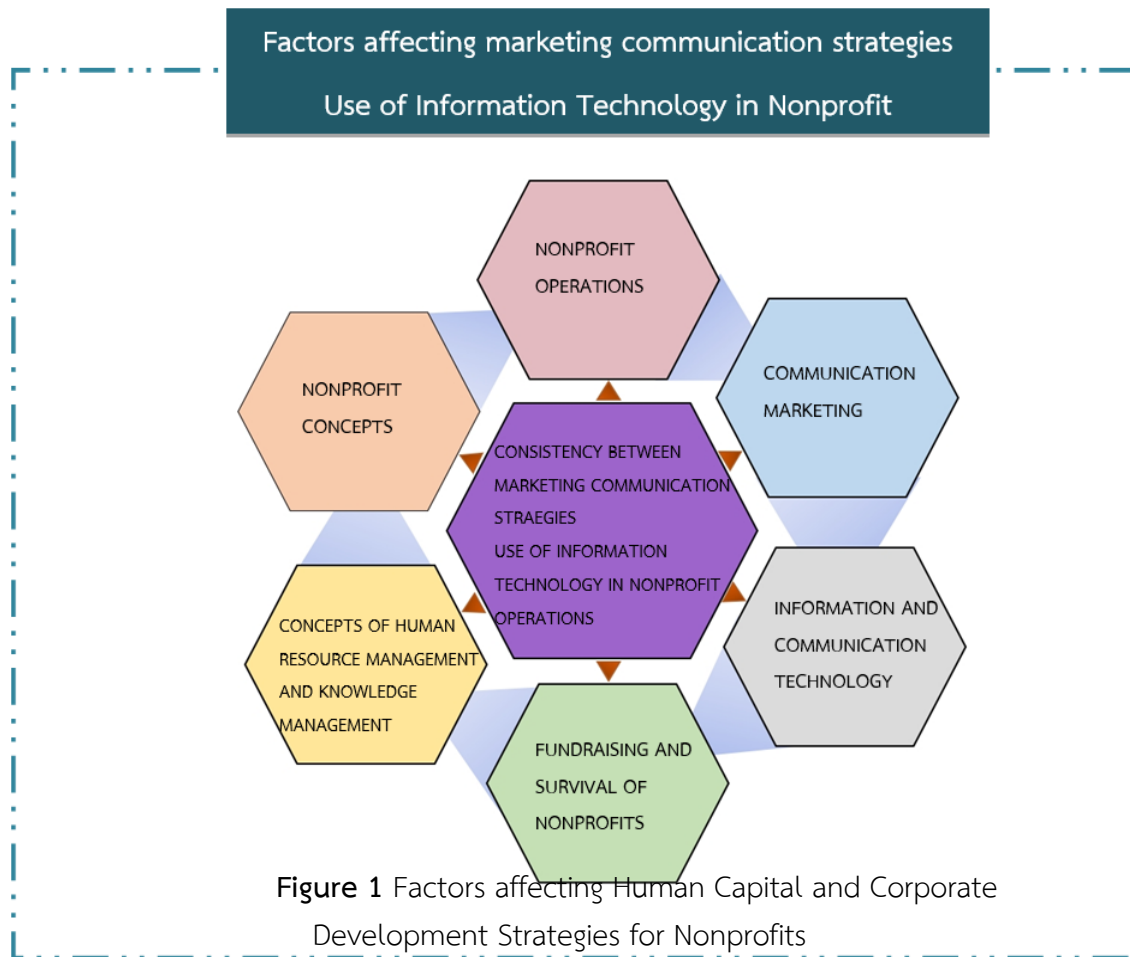
Figure 1 showed that these factors, obtained through research by researchers, entrepreneurs in nonprofit organizations, can use the adjusted data to plan the development of various aspects of the organization or modify the strategy for further management of the organization.

Summary

1. Nonprofit Operations At the heart of the nonprofit organization is not only the target audience, but also the customer satisfaction experience coverage of personnel and volunteers, the focus on stakeholders is also consistent with the concept of Kliatchko (2008), which designates stakeholders as one of the four key elements of integrated marketing communications. Inspiration Expectations, along with proper resolution of problems for stakeholders. It creates sustainable value for the organization in the long run and considering its resource operations. Nonprofits in Thailand Now Stepping into a challenging situation of capital and resource barriers. It's an issue that nonprofits need to be aware of. Stay alert and find ways to cope, improve. Change operations

2. Marketing Communications Integrated marketing communications have a positive correlation with the nonprofit organization's operations as a whole and in various areas statistically significantly, which means that if the average combined marketing communications operation increases higher, the company will be able to use the combined marketing communications to be more positive. The results are consistent with the research of many academics who have found that mixed marketing communications are consistent with the research of many academics who have found that mixed marketing communications are consistent with the research of many academics who have found that mixed marketing communications are consistent with the research of many academics. Positive for corporate operations in many ways (Duncan & Moriarty, 1997; Eagle & Kitchen, 2000; Low, 2000; Reid, 2003; Reid, Luxton & Mavondo, 2005; Schultz,1998).

3. Use of Information and Communication Technology The use of information and communication technology to the financial capabilities of nonprofits by this knowledge will help nonprofit executives recognize important factors that affect the ability to access the organization's funding and financial stability, both of which are critical to the operation of nonprofit organizations, making it necessary for nonprofit executives to aim for a continuous and adequate source of funding for the survival of the organization. Many nonprofits can adopt a model of business organization's operations, especially in the field of the use of information and communication technology.

4. Fundraising and survival of nonprofits financial survival factors of donations financial nonprofits the scope of internet use and the provision of corporate websites also has a positive influence on the rate of return on assets (ROA).

5. Concepts of Human Resource Management and Knowledge Management Knowledge management is a new priority for nonprofits in Thailand. Although many organizations are now focused on knowledge management, in the context of nonprofits it is very different from for-profit organizations. As a result, the knowledge management process requires a thorough study to develop organizations in various areas to find strategies for managing knowledge in the context of nonprofits. The findings show two main points: (1)

knowledge management processes in nonprofits with a mission to develop them, (2) infrastructure that supports operations that require different factors.

6. Nonprofit Concepts Nonprofit organizations with a mission to develop areas/communities are an important part of supporting the development of different sectors of the country to carry out activities.

Suggestion

The results are part of helping nonprofits see their marketing communications operations as a whole. It reflects both the strengths and weaknesses of the organization. Nonprofits can apply this information to the organization. Strengthen and reduce weaknesses to improve and improve both communication and operations of the organization.

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CLS-02-011

The Competency Development of Human Capital

for the Competitive Advantage

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Abstract

This article aims to study the concept of developing human capital for competency to competitive advantage. According to the collected literatures analysis in terms of (1) human capital, (2) competency, (3) strategies of human capital development and (4) competitive advantage. Based on the analysis in theoretical conclusion that human capital development in knowledge, skills, and abilities by job rotation, knowledge management, and talent management affecting to competitive advantage. Therefore, the development of human capital to competitiveness is an important part of enabling human resources to develop knowledge, skill, and potential as well as the organization survives and grows sustainability.

Keywords: Human Capital, Competency, Competitive Advantage

Preamble

Today's business competition is intensifying. As a result, organizations must recruit strategies to gain a competitive advantage in their organizations. Build strengths and minimize weaknesses. Adapt to the ever-changing external falling factors and avoid the threats posed. Whether it's a changing society. Inverse economies, uncertain politics, so that the organization can succeed in the field of jobs, become a leading organization that is recognized and can grow prosperously forever. The aspirations of various business

organizations can be achieved depending on a number of factors, such as capital. Modern Machine Tools Sufficient information, business management strategy A vision of leadership, different innovations and, most importantly, resources. Human beings with knowledge, skills, operational abilities are the engines that drive the organization to success.

The success of business organizations is due to humans. Humans are important resources for organizations, and human beings differ from other types of resources because human beings are living, mental resources. Can't command if you're upset. So there needs to be persuasion, motivation, for humans to be able to do that. There is satisfaction first. When humans are satisfied, Have a good feeling for the leader and for the organization, will fully focus on the assignment. Ability to achieve the goals set out (Nattapan Khachornnan, 2002)

Today's organizations are driven by humans, making humans a strength of their organization. Use humans as a driving force for success, being a leading, world-renowned organization. When all organizations agree that people are at the heart of the organization, they can be valued and develop into "capital" by means of creating value added by sending them for training. Higher level of further education Support to work that matches turnover capabilities Change the line of work to gain more knowledge. Empowerment by assigning decisive inclusive power to operate to achieve increased creativity of new works. Make it skillful. The creation of added value to human resources is the conversion of human resources into human capital, which makes it possible to compete with other organizations (Royal Dictionary, 1999, 2003).

The authors were interested in studying "improving the performance of human capital to gain a competitive advantage." The objective is to study the concept of developing existing human capital assets to be born with full capacity by studying and analyzing the concepts about (1). Human capital (2) competency, (3) strategies for developing human capital to compete, and (4) human capital competence in competitiveness. Apply to improve existing weaknesses. Analyze the strengths of the people in the organization to create the strengths of the organization to be human capital to create a competitive advantage in the organization. Employees in the organization will know how to love the organization they work in. Everyone is ready to work with responsibility, their scope of work, for the organization to achieve the goals set. By having an attitude towards colleagues, helping each other. Show kindness to each other. Bring your knowledge, abilities, expertise,

and individual experience in the organization to create and drive the system forward in a commercial field with inter-organizational competitors with success and victory.

Content

The study was conducted on "Improving the performance of human capital to gain competitive advantage", it is used to improve the performance of human capital to create a competitive advantage. as follows

1. Concept of Human Capital

2. Concepts of Competency

3. Concept of Strategies for Developing Human Capital to Compete in Competitiveness

4. Concept of Human Capital Competence in Competitiveness

Concept of human capital

Gratton and Sumantral (2003) defined human capital as referring to a mixture of 3. 1. Intellectual Capital consists of knowledge and ability to learn, specialized expertise, skills, experiences accumulated by people, as well as knowledge in us called Tacit Knowledge 2. Social Capital consists of a relationship network, 3. Emotional capital consists of features such as self-awareness, integrity, flexibility. The human capital used in this article is human capital by the meaning of Schultz (1961), Gratton and Sumantra (2003), which occurred about 40 years ago and has had a wide impact on the management and development of human resources due to adaptation to intense competition in the business of commerce and human resource development. Globalized Economic Society Human Capital In a new sense, it has opened up the concept of developing individuals in the organization as a competitive advantage and immune to all the consequences that come from outside the organization.

In short, Human Capital refers to the returns that the organization receives from personnel. Creative, efforts are made towards gratuity, which is a characteristic of good and appropriate people that the organization must invest in to make the most of it (McChlelland, D.C., 1993).

Human capital is a whole new dimension. The concept of human resource management provides. These things are changing in the matter of human resource development (HRD) (Danai Tianput, 2008).

Human capital is important for individual organizations. It must find a way to develop human capital to suit their own organization. The key factors of human capital in the organization are as follows (Thamrongsak Gangasawat, 2007).

1. Factors that encourage the organization to achieve its goals according to the strategies laid out by people in the organization use their own capital knowledge and abilities to fulfill their assigned duties, take responsibility for the work, and work in harmony with colleagues, both of whom use existing capital to achieve their goals.

2. Factors to gain a competitive advantage by existing human capital with knowledge, competence, expertise can be used to help make a difference to the organization, giving an advantage over its competitors.

3. Factors for the development of the organization by creating survival and sustainable growth.

In short, Human Capital refers to the knowledge, skills, skills, expertise and experience that each person has gained. In itself, which can be used to create value for the organization. This gives the organization a competitive advantage. The importance of human capital to the organization.

Concepts of competency

Competency can refer to the ability, expertise, various aspects of which are important elements that allow a person to act or refrain from acting. Act in any business to succeed or fail, which these abilities derive from: Learn, experience, practice and practice habitually (Ukrit) Kanchanakhet, 2000)

Competency refers to performance, knowledge, skills, competencies, and expertise, including: The attributes of the person who applied it in the performance appropriately to achieve the task. Competency can be defined in two categories including (Sun Splash, 2005).

1. Core Competency refers to the core competency attributes that an organization requires that all employees must have in order to perform tasks such as conscience, responsibility, leadership in their work. Learning Ambition.

2. Functional Competency refers to the characteristics, performance, competency in a particular position to be able to work successfully according to the position, varying by job title, including knowledge (K) in work, skill (S), skill Attributes: A) Habits, Ideas Attitudes such as knowledge and knowledge accounting skills Taxes, coordination skills, computer skills. Both types of competencies will allow them to be applied to organizations to develop human capital and create a competitive advantage for the organization to overcome over competitors. (Tawan Splashang, 2005)

Competency refers to a group of knowledge, skills, and attributes, also known as KSAs, which are reflected by behaviors in the work that are expressed by individuals who can be measured and observed. Thus, performance capacity has three components (Professor David C. McClelland, psychologist at Harvard University, 1970).

1. Characteristics, attitudes and motivations of a person refer to the characteristics, attitudes and motivations of a person, which influence the behavior of the person.
2. Behavior refers to the expression of a person who is both positive and negative.
3. Success refers to the work of action.

The competency of individuals in the organization contributes to achieving the organization's vision, mission and strategy, and is also used as a framework for creating a corporate culture, which has led to the adoption of ideas. Such competency is used as a tool for human resource management, such as recruitment of people. Training Development Used to promote, adjust positions- migrate positions. Used in performance evaluation and used in return management. Performance ability can be achieved in three ways: it is a gift that has been present since birth. It was born of work experience and by training studies (David C. McClelland, 1970).

The concept of developing human capital to be competitive and competent

Concept of human capital development in the organization Organizations must develop human capital in accordance with the strategies, goals, visions, or competency of people in the organization. Internationally accepted the conceptual adjustment of human

capital development makes it possible to: Explain several ways to develop human capital in the organization (Thamrongsak Gangasawat, 2007) as follows.

1. The development of human capital in the organization must respond to the organization's strategies and goals, for example, if the organization has a goal, it must provide training to develop people by specifying the number of times. In order to enter training as a measure of employee potential, it is necessary to manage, train employees as needed and in a certain number.

2. Keeping talented personnel with the organization the emphasis is on working according to the competencies that have been studied, as well as the development of the employees themselves.

3. Creating more value for human capital by: Create competency for people in the organization by studying and finding knowledge in responsible work. Knowledge of work, reading, listening, to gain new knowledge, to build skills by practicing until mastery. Expertise in operational, agile, quick operation and positive attitude towards the organization. This makes it a commitment to work successfully, diligently, to be honest to become a trusted employee and supported by the organization.

4. Maintaining human capital for as long as possible by encouraging the development of new learning and applying to work successfully achieves the goals, thus providing opportunities to grow in the field of work. Promotion as appropriate is an incentive. Loyal and long-standing personnel with the organization.

5. Creating a return on investment in human capital by exploring the abilities of employees and providing work that meets their knowledge, abilities and potential development by sending them to train. The value in the employee will allow the employee to perform the job to the fullest. Achieve both employees' goals and achieve corporate goals. The organization can reduce costs because employees are capable of working without mistakes, getting the results as defined, the organization receives more profits, it is a worthwhile return to invest in the development of human capital.

Strategies for developing human capital to have competency for competitive advantage There are several approaches, including the selection of valuable human resources, making it easier to develop and create value for human resources in the

organization. Choosing rare human resources to develop Choosing human resources that are difficult to copy develop Well planning the human resource management system from the recruitment process to achieving the goals of the organization. Each can be explained as follows. (Thamrongsak Gangasawat, 2007)

1. Choosing valuable human resources to create value must start with humans themselves by showing potential. Their abilities come out and apply them to match their aptitudes. Become an expert and give you the freedom of thought and make full decisions in your work to think creatively. Subsequently, when humans are created value, it results in the performance of value. Work fast, quality, achieve goals efficiently. Finally, it will result in value for products and services that are innovative different from competitors, creating value for customers, with customers getting the highest satisfaction.

2. The selection of rare human resources, the selection of rare human resources and then the use of training and development, makes humans good at knowledge. Competent to perform tasks efficiently Experience learning new things as a result, the organization has a uniquely advanced mindset of others as an analytical system, synthesized well as a rare human resource, resulting in the organization having a unique workforce from its competitors. It's rare to find anyone like you can't.

3. The choice of difficult to imitate human resources to develop will make employees loyal to the organization, honest and act as good members who will support the organization's work to work normally. Other organizations cannot compare.

4. The planning of a well-developed human resource management system (Organizer) will help to be a person with knowledge, skills, competence, value and expertise to become the human capital of the organization. Humans compete in the development of human capital to have a competency, which is equal to helping employees to have ambitions, to learn, to have leadership, to have initiative.

Creative, bold, decision-making. Create a competitive advantage, allowing the organization to survive and grow sustainably forever. Human Capital is created by encouraging Humans in the organization are value added, can be added by training until they are proficient, skilled. Learning all the time. The exploitation of human capital as a management wizard. Knowledge Management: Redemption, change, transfer Sharing knowledge has become a learning organization (LO), a success in which organizations can create human capital to compete with other organizations with dignity (Tawan Splashang, 2005).

Concepts of competitiveness

Competitiveness has three different definitions: enterprise, industrial level. It proposes the definition of national competitiveness, which is a macroeconomic variable. Based on exchange rate indicators, The proportion of country's exports to participation in the global market and the competitiveness definition of microeconomics with indicators of income and living standards (Li and Xie, 2013).

Competitiveness of the business There are success indicators, including reports of asset turnover, efficiency of reducing production costs, and profits generated.

Performance concepts are defined as the result of decisions to push the organization that is reflected in both financial and non-financial results for the organization. The goals of the internal system are harmony, innovation, and organizational development. A group of academics have studied various factors. Effectiveness is different from each focus on finding answers to studies, which ultimately include gauges or criteria for measuring effectiveness vary according to the context of what the researcher or scholar wants to study specifically. Eigenhuis, A & Dijk, R.,V., (2007) discusses effectiveness, referring to the actual success achieved by quality of products and financial, and the view of (Manasan Pongprasertchai (2007) that says that the organization's ability is measured by the use of corporate resources and different results from competitors in terms of product quality that affects it. The increase in sales and profitability and the concept of financial perspective, internal work process perspective and customer dimensions, with the main objective of cost control, shows cost changes that affect profitability. When revenue and cost have a range of distances, that represents the potential for an increase in profitability, that is said to be the expectation of professional enterprise developers passing on their ability. Quantitative measurements resulting from increased value caused by corporate development caused by design interference from Measure growth.

Based on the study of theoretical concepts and related literature. The author summarizes it as a concept table. story Improving the performance of human capital to gain a competitive advantage as follows.

Table 1 Table of ideas for improving the performance of human capital to gain a competitive advantage

Subject	Meaning
Human Capital (Danai Tian Phut, 2008; The Sun Splashes, 2005; Thamrongsak Gangasawat, 2007; Bateman & Snell, 2009)	A new dimension comes into change. The concept of human competency to create intellectual capital value is changing in the matter of human resource development (HRD).
Competency (Tawan Splashang, 2005; Narongwit Saenthong, 2002)	Knowledge, skills, expertise and motivation, as well as the attributes of individuals who apply to perform their tasks appropriately. To succeed in the work and to affect the success of the goal. Each performance is important for each task differently.
Human Capital Development Strategy (Thamrongsak Gangasawat, 2007; Tawan Saadsang, 2005)	Therefore, it became a master of expertise, giving the organization strengths. Advantage over other organizations in strategic human capital development competition It is thought that the plan is properly systematical, which is a strength for the organization.
Competitive Advantage Concept (Li and Xie, 2013)	The organization's ability is measured by the use of corporate resources and different results from competitors in terms of product quality that affects it. The increase in sales and profits and concepts in financial dimensions, operational process dimensions and customer dimensions are primarily aimed at cost control. When revenue and cost have a range of distances, it represents the potential for an increase in profitability, it is an expectation of the ability to measure quantitatively caused by the increase in value generated by the development of the enterprise.

Content analysis framework presented

The context of improving the competence of human capital to create a competitive advantage of the organization, whose importance comes from "human beings" human beings have the knowledge, skills, skills, expertise and experience that each person has instructed. In itself. This can be used to create value for the organization. This gives the organization a competitive advantage. The importance of human capital to the organization The expertise of various fields is an important element that allows a person to act or refrain from acting in any business to succeed or fail. These abilities are derived from: The organization will be able to carry out positioning duties in scope. responsibility the aptitude of the job can be individual, positioned, and provides a training plan for the existing workforce to replace the position.

Once the organization has recognized the limits of the competency of its people in the organization, it has established a strategy for developing human capital to have competency, for competitive advantage, an approach that is necessary and important to the organization today. Because human beings are important and different from other types of resources of the organization can create added value to be capable, skilled, accumulated, experienced, become experts, which will give the organization an advantage over other organizations in the strategic development of human capital. Having a proper systematic plan on human capital is a strength for the organization, especially in the human point of view itself. The strategic development of human capital is also a value-added addition to human beings, who can be considered important personnel of the organization. Human beings who are developed and promoted by the organization on a continuous basis will have knowledge. Competence, expertise. High work skills Experience to help create opportunities for career growth This makes human beings' self-esteem and satisfied in the organization, are loyal, adhere to their work duties, make human beings self-esteem and satisfied in the organization, have loyalty, adhere to the organization.

Therefore, the development of the competence of human capital to create a competitive advantage of the enterprise. With important considerations, with human capital, competency, strategies for developing human capital to have competitive advantage performance. It can be summarized as a diagram as shown in Figure 1 as follows:

Figure 1: The elements of improving the performance of human capital

To gain a competitive advantage of the organization.

Conclusion

The ever-evolving human resources will help to be the knowledgeable, competent, valuable and skilled person who becomes the human capital of the organization. For organizations to use human capital to compete in human capital development competitions, it helps employees to have ambitions, to have leadership, to have creative initiatives, to think. Dare to make decisions. Create a competitive advantage, allow the organization to survive and grow sustainably forever. Human Capital is created by encouraging Humans in the organization are value added, can be added by training until they are proficient, skilled. Learning all the time. The exploitation of human capital as a management wizard. Knowledge Management: Redemption, change, transfer Sharing knowledge has become a learning organization (LO), a success in which organizations can create human capital to compete with other organizations with dignity.

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CLS-02-012

Retire Comfortable: Happy Retirement of Older Persons

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Abstract

This article aims to study the body of knowledge in human capital development. as a guideline for development in the story of the happy retirement of the elderly by synthesizing from concepts, theories and related literature in regards to How to retire to be happy preparation for retirement life after retirement The results showed that the preparation in each aspect was related in every aspect. All aspects of preparation are inseparable, sometimes the preparation in each subject begins at any point in the first place, depending on the readiness of the individual as an element. and according to different retirement periods by era and era According to the family society that has changed, there is no attachment. The results of this study can be applied to by starting to look at each group in the profession The information obtained will be analyzed and separated according to causal factors as follows: 1) Internal factors include self-preparation. financial planning preparation Prepare for one's own health check. 2) External factors include housing preparation. Proper preparation of the environment Preparation of activities during free time.

Keywords: Retirement, Older Persons

Preamble

Thailand regards the age of 60 as a retirement criterion, which meets the criteria of the World Assembly. On the elderly to be 60 years of age or older to be elderly. In 2005, Thailand entered an aging society, with the age structure of the population changing dramatically in 2017 with 10,225,322 people aged 60 and over, or 15.4 percent of the total population of 66,188,503 people Based on the assessment of the situation of elderly people in Thailand, will enter society. The elderly is completely disproportionately proportionate to the population. Snakes aged (60 and older) increased to 20 each in 2018, with more people than children accounting for about one-fifth of the total population. In addition, the ranking of Asian countries with a rapidly increasing proportion of elderly people. Thailand is currently second only to Singapore. The reasons for the increase in the elderly population are due to Today's evolution in medical technology and public health is effective and evolving and innovating to treat serious or communicable diseases that have killed people over the past 100 years. The population in Thai society is longer lived because of the significantly improved health of the people. The average age of the population is currently based on thailand's demographic statistics report. Males have an average age of 71.3 years. While the average female is 78.2 years old, "retirement" means to be dead, such as retirement, retirement, employment, means maturity, termination of service, termination of service or job, leaving the position at the age of 60 years under the Official Pension Act. 1951 Amendment to the present issue 1987 (Civil Service, 1990) Retirement symbolizes a change in the nature of loss, a turning point in life, a critical phase in the life of a person who has to retire, equal to no longer having a primary income. Retirement periods are when there are many changes in life, because they are the most important ages of a person to live at that age for 10 - 25 years or more (Urai Sutthiyam, 2019, page 96).

At the end of the government fiscal year, it is September 30th of every year. Government agencies are losing out. Due to retirement, which is a condition in which civil servants must mature when they reach the age of 60 years of age, and at the same time change their status to the elderly, as Thailand holds the criteria for determining who will be elderly according to the criteria at the United Nations. World Assembly on The Elderly Designated men and women aged 60 and over as tall, thai society is currently entering a state of disrepair. "Old Population" due to changes in population structure due to fertility decline and at the same time Thai people are living longer and longer. What follows this change is that the ratio of dependency in older age is increasing. This causes more problems such as health, economy, mental and emotional conditions, housing, as well as problems with adaptation, so problems with the elderly are problems that can also occur with retirees. In order for retirees to be able to face such crises, it is necessary to prepare for life planning before entering retirement or aging in six different areas: 1) mental preparation, 2) physical preparation, 3) preparation for money assets, 4) side preparation. Leisure activities 5) Family

relationship preparation 6) Housing arrangements Preparing in these areas should be done and accomplished before retirement, as it is a time-consuming and must-have preparation. Ongoing operations If it is prepared sooner, it will get used to the idea of retirement a lot. More (Penprapa Bejwan, 2015 : 83)

Retirement Meaning the Royal Society defined retirement as "completion." Setting the age of service, the end of the term of service or retirement work is a social process in the profession that requires the person to receive it. The hire must leave the job at the specified age range, in other words. Retirement means withdrawing from a certain circumstance to a certain situation. From one environment to a new environment, which Burnside (Burnside, 1988) describes retirement similar to Ashley (Atchley, 1994) as a career life cycle that is at the lowest end of employment. Career responsibilities and job opportunities are ultimately reduced. Retired individuals will have an income in the form of a pension. Without working The retirement criteria for each country vary depending on social and environmental conditions, but they range in the age of 55-65, which some countries consider to be associated with retirement: administrative or functional, the brain sets a higher retirement age than a physically active or lower-level job, such as France. Junior workers retire at the age of 55, intermediate, 60 and advanced. At the age of 65 (Penprapa Bejwan, 2015)

The life of the elderly in the country Thailand after retiring from prachuap work is an interesting issue that society should look at, since thailand is currently increasingly growing and entering the aging society, as evidenced by the statistics of the elderly who are 60 years of age or older. In Thailand, it is likely to increase from 6.8 % in 1994 to 14.9% in 2014. In Thailand, up to 10,014,705 people The elderly and society should be prepared to learn to live in an aging society. At the same time, in order to ensure that the elderly live happily in Thai society, the elderly means that the person is over 60 years of age. There has been a change in life spans based on physical, emotional and social development, especially in the elderly who have worked and have to retire from their jobs. Stun is a loss. Status and social roles directly affect the minds of the elderly. Besides this, there is also a body sensuality. From the degeneration of the organs. Diseases found in the body's sexuality in older age include cataracts, occlusion systems. Hearing and Vision Hypertension 2015 and Lumbar pain and sedation disorder, which is a disease found in the elderly, aged 60 years and over, reaches 8.1 percent. The life of the elderly, health care in the elderly, is one of the priorities after retirement. A study on the health conditions and welfare of the state found that there is a moderate health condition of the elderly, where the majority of elderly people in Thailand use health care services.

As a result of such a problematic state and its significance, the authors were interested in studying "Retire Comfortable: Happy Retirement of Older Persons" with the aim of studying it as a way of creating a pre-retirement period. This is expected to be put to good

use, including preparing for retirement. Preparing for retirement with readiness and happiness in retirement by preparing internal factors, preparing for external factors.

content

According to the study "Retire Comfortable: Happy Retirement of Older Persons", there are the following points of interest:

1. Physical preparation

2. Mental preparation

3. Family and Social Preparation

4. Housing Preparation

5. Time and hobby preparation

6. Property Preparation

1. Physical preparation

Physical health can be considered an absolute priority for people to give priority to care for. Because in retirement, there is a clear physical deterioration. Preparing to take care of your health before you reach retirement age for good health is important because good health conditions are a result of knowing to take care of your health from childhood. adolescent Adulthood Middle-aged to older should be aware of the impact of life that can affect retirement. Before entering retirement, physical health should be prepared to meet older age, where the body will have a marked deterioration, such as degeneration of skin cells, visual degeneration, which usually starts at the age of 40 or older, degeneration of the hearing system. Muscle deterioration, bone brittleness and fractures easily. The ability to use various energy is not agile, the efficiency of the operation of various systems in the body decreases. The symptoms of the disease are easy to see. Preparing to take care of your health before reaching retirement age, in order to reach the age of aging, is the most important thing that everyone should take care of and prepare for, because good health is the result of always knowing to take care of their health. Good preparation can be achieved by taking out a game. Nutrition, leisure, recreation and mental health control studied beneficial and age-appropriate foods to prevent disease and promote health. Contains 5 groups of nutrients Regularly issue at least 30 per day. The minute you get a good night's sleep, be pristine enough to meet the needs of the body each night excreted. Drain waste from the body for a daily time, refrain from health-smeared abysmal jokes, should check up

occasionally at least once a year. The part where the health is not good. Having a medical condition should be examined by a doctor's appointment. (Urai Sutthiyam, 2019: 96; Penprapa Bejwan, 2015: 83)

2. Mental Thread Preparation

Mental preparation must be prepared to face change. After retirement to achieve a positive attitude. Be prepared to face changes in terms of change. Body & Society Accept reality. optimistic Educated and educated How to behave and study. Guidelines for preparing before retirement for a good attitude By way of mental health care There are many ways. First method namely the use of principles as a bonding machine. Keep your mind comfortable. Not stressful. Because of religion. It is indistinguishable from human life. Other ways such as Issuance Crates are Pratchett. A healthy body will help. Keep your mind clear. Eating the right nutritional diet Getting fresh air is a match. And by creating warmth within the family, as usual, the elderly, the mind worsens. Due to the deterioration of the body. Few roles Income Yeah. Social media Change it. To be apprehensive. edgy Less gullible older people should stick to the principles. Reclusive heart Should be meditated. Practice your mind. Don't stick to good fortune. rank praise I want to do good things. For your own good. Alone family and society. Understand how different ages change to deed Economical hills of life Spend on things.be No more than a Their crates. To reduce reliance on others and smear it to happiness. (Urai Sutthiyam, 2019: 96 ; Penprapa Bejwan, 2558: 83)

3. Family and Social Preparation

Maintaining good family relationships is extremely important, helping those who are retiring to see the values of every family member and to build good relationships with each other in concrete ways: to visit, and to communicate with each other as a practitioner, to help and to care for each other in times of trouble. Be honest and give family members time to be role models for family members, give love and respect to the elderly, and contribute to society according to their views. Sociologists are therefore a self-studying process, seeing that they are engaged and exchanged (Urai Sutthiyam, 2019: 96; Penprapa Bejwan, 2015: 83)

4. Housing Preparation

Housing is one of the 4 factors that are important to humans, especially the importance to individuals who are entering retirement. Housing decisions are especially important for retired individuals because this problem is more common in middle- to middle-aged seniors who do not have their own homelessness. Depending on children or shelters, there should be preparations for housing before retiring to prepare for the accumulation of property, including location. The environment must be appropriate and decide who to coexist with. Whether the resident accepts or not, which is the most thoughtful thing (Urai Sutthiyam, 2019: 96; Penprapa Bejwan, 2015: 83)

5. Time and hobby preparation

Hobbies are usually jobs that are topped in their free time from a job. Hobbies are valuable for both physical and mental health. Build good friendships with each other, educate, practice skills, and help to be creative independently, to make life happy. Don't leave too much free time Hobbies that like to be applied to make your mind more comfortable Help The body is active. Improved blood circulation, spending time in retirement, hobbies and activities can be considered as having a stronger relationship with retirees, it is important to adapt when reaching retirement age, not slacker than in other areas, since after retirement the elderly will have more free time. If there are no preparations, the free time in advance will cause the feeling that they are unemployed, useless, which can affect the mind. The elderly will ease their worries and be happier. Some hobbies require advance learning, which requires physical preparation and financial status as well (Urai Sutthiyam, 2019: 96; Penprapa Bejwan, 2015: 83)

6. Preparation of money assets

Property Preparation Money to be able to manage the last money. Effectively enough for kasemsuk life should be prepared 20 – 30 years in advance. In the following, 1) Longevity is part of It shows how many more years of savings are needed after retirement, with the average age range for men now being 72 and of women 75, where medical technology is advancing. 2) Inflation is expected to go into the period of retirement (Inflation), inflation is out of control, the higher the level of inflation, the higher the inflation level, the more the savings are reduced, only 3) lifestyle typically requires about 60 percent of the finances. – 70 of current expenditures depending on the quality of life. Health problems, expenses,

including activities or hobbies planned by each person 4) Health if there are health problems. Retirement savings will be (Urai Sutthiyam, 2019: 96; Penprapa Bejwan, 2015: 83)

From studying ideas Theory and related literature the authors take it to a conclusion as a synthetic table of retirement factors of older people. According to Table 1:

Table 1 Synthesis Table Factor "Retire Comfortable: Happy Retirement of Older Persons"

author factor	Urai Sutthiyam (2019: 97-108)	Penprapa Benjawan (2558: 82-92)	Pornpan Worasiha (2018: 201-215)
Physical preparation	✔	✔	✔
Mental thread preparation	✔	✔	✔
Family and Social Preparedness	✔	✔	✔
Housing Preparation	✔	✔	✔
Time and hobby preparation	✔	✔	✔
Preparation of assets	✔	✔	✔

Summary of study results

Synthesis effect concept Theories and related research according to Schedule 1 consist of factors of the study of retirement of the elderly by preparing their bodies. Psychological Prom Preparation Preparing for both society and families Housing Preparation Preparing time and hobbies, preparing with wealth, which the authors have regrouped, affects the stable and happy retirement of the rest of their lives. What affects A happy retirement is (1) a physical preparation, (2) mentally ready preparation, (3) social and family-ready preparation, (4) housing readiness, (5) preparation of time and hobbies, and (6) preparation of assets of money, which can be used to innovate organizations, models, etc. Happy retirement of the elderly As shown in Figure 1:
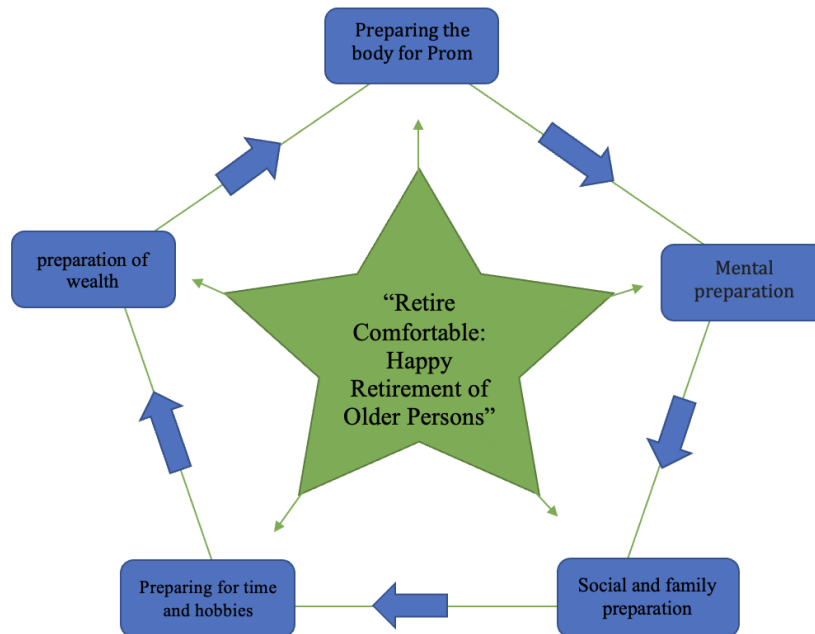
Retired Star

Figure 1 format "Retire Comfortable: Happy Retirement of Older Persons".

From Figure 1, each aspect of the preparation is interrelated in all aspects of the preparation, unable to be separated at all, sometimes the preparation in each subject starts from any point first, depending on the availability of each of you as an element and according to the period of retirement that varies with the ages and periods according to the changing family society, there is no adherence.

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CLS-02-013

Market factors influencing consumers' insurance decision-making habits

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Abstract

This research aims to study knowledge in the field. The decision to purchase insurance to guide improvement and development of marketing planning to make a decision to buy insurance by synthesizing from concepts Related. Theory and literature regarding market factors influencing consumers' insurance decision-making habits. The results showed that all market contribution factors influenced the decision to buy insurance. as follows Product factors, price, distribution channels, marketing promotion Personnel, after-sales service and location It shows how important it is to the management process throughout the insurance system. Whether before or after the sale or care when an accident occurs, such as handling claims. Facilitation in the event of an accident Claims, care, tracking Solve problems and coordinate to be the top of the list of consumers who choose to buy insurance. The results of such studies can be applied. In planning marketing strategies, comparing the buying decision-making characteristics of the insured and improving the development of marketing planning to achieve efficiency and competitive advantage.

Keywords: Market Factors, Purchasing Decision Behavior, Insure.

Introduction

Today's insurance has been increasing in the role and importance of Thailand's socioeconomic system until now, in the period of the 3rd Insurance Development Plan (2016-2020). I want to set focus. "Thai insurance system grows sustainably and is trusted by the people" in anticipation of stable insurance system. Efficient business operations Competitive in the free-market People are more knowledgeable and understanding of insurance. And recognize the importance of insurance and the benefits of insurance correctly and appropriately. According to the 3rd insurance development plan, there are 4 main strategies, including: Strategy 1: Empowering the insurance industry to ensure stable,

financially strong insurance companies It operates quality business and is trusted by the people. Strategy 2: Enhancing Knowledge Access to insurance to educate people, realize the importance of insurance, use insurance as a tool to manage risks for life and property, Strategy 3: Creating a competitive environment to provide insurance companies with competitiveness. Strategy 4: Strengthening insurance infrastructure to provide insurance systems with conducive infrastructure Insurance Business Development (OIC 2016., Insurance Development Plan No. 3 (2016 - 2020)) As a result of the development plan, efforts have been made by both public and private sector agencies to work together in the direction set out in accordance with the established strategies to achieve the overall benefit of the entire insurance business. If you look at the overall non-life insurance business, overall insurance is still affected. From the economic recession to the world, As a result of the virus outbreak, COVID-19 makes all types of insurance that will be travel insurance export and import freight insurance, business insurance (such as engineering and aircraft insurance), health insurance, fire insurance, as well as car insurance, where new car sales that have fallen due to the recession may also affect the overall growth of the insurance business. Therefore, the overall insurance trend of non-life insurance companies in 2020 is forecast to decrease to 0-2 percent from 5.2 percent in 2019 due to the slowdown in the country's deteriorating economy (Chaiwat Haruthaipan and Worapol Jamsawat, 2020: 29-39)

At present, the natural environment, whether it is a disaster or an epidemic, may intensify and damage both the sector. As a result, the competition of non-life insurance businesses has increased due to the fact that domestic and international non-life insurance companies have entered the competition, which is considered to be one of the most competitive businesses (Terdsak Prasakwong. 2018: 151-166)

The other part is that technological progress is increasing. Many facilities have been invented, especially the daily amenities. High-tech construction, modern architecture may result in increased risk of harm and damage. Our lives today, including in the future, face constant uncertainty and change. We can't predict what will happen in the future, which could have an impact. Impact on property and life risk So life stands on uncertainty. If there is no precautionary plan, it may be affected by that risk. This may be a loss of property or loss of life, which is one of the reasons why insurance companies are able to support the risks to help alleviate damage or loss to the insured (Terdsak Prachawong. 2018: 151-166)

The importance of consumer insurance decisions and market factors influencing insurance purchase decisions, which plays an important role in purchasing decisions, to build confidence and as a guarantee to support the risks. As a result of potential threats, whether it is loss or damage to property or injury or loss of life. so Preventing or reducing the risk of potential accidents is important in the insurance business to be more competitive. Relying on marketing strategies to suit the current period and economic conditions will give you a competitive advantage. One of the key marketing strategies is that the consumer asking

feature is important to plan various strategies to plan and compete in the insurance business to get the best out of consumers' hearts. Therefore, the study participants were interested in studying the market factors that affect the purchasing decision characteristics of consumers in purchasing insurance decisions in order to gain access to information. Features of the population that can affect purchasing decisions Regardless, after-sales service factors are part of an important marketing mix. By making a difference in products, having more diverse distribution channels for consumers to access easily can be seen asincentivizing consumers to make insurance purchase decisions and marketing operations. From the aforementioned, Data that represents the characteristics of the population and determining the factors. Marketing contributions suitable for the insurance business may affect consumers' decisions to buy insurance. To guide insurance companies To set guidelines It may guide marketing strategies, both before and after sales, and improve market planning for insurance companies to be more efficient (Chaiwat Haruthaipan and Worapol Jamsawat, 2020: 29-39)

As a result of such a problematic state and its significance, The authors were interested in studying "market factors that influence consumers' insurance purchasing decision-making habits." The objective is to study as a way to improve marketing planning. This is expected to be put to good use for agencies or the insurer sector to adjust its marketing strategy. To develop and improve management and services in deciding to purchase insurance accordingly.

Content

According to the study, "Market Factors Influencing Consumers' Insurance Decision Making Habits" Study to improve and develop marketing planning that influences consumers' insurance purchase decisions. By interesting point. as follows

1. Personal attribute information and market contribution factors in consumers' insurance purchase decisions

2. To strategize market contribution factors in consumer insurance purchase decisions.

3. To develop the service marketing strategy of consumer insurance decisions.

From such interesting points, it can be described as follows:

Personal characteristics and market contribution factors in consumer insurance decisions

Personal features that influence consumers' decisions to buy insurance It focuses on information that includes: Gender, age, family status, job title Because it is a measured statistic of the attributes, it helps to determine the target market, while the psychological and social-cultural characteristics of the traits are not. Help explain the thoughts and feelings of the target audience. Feature information is accessible and productive. To set a target

market to analyze the behavior of consumers' insurance purchase decisions. And it is the beginning of an effective marketing strategy. To achieve the goals achieved (Chaiwat Haruthaipan and Worapol Jamsawat, 2020)

Market contribution factors determine the market direction at controllable, which insurers can share to satisfy the target audience. Includes:

1. Product means products and services consisting of core products and supplementary products to comply with the current economy and demonstrate the benefits that customers need and are direct to create competitive advantages.

2. Price means pricing that is suitable for coverage. Conditions that customers can design themselves, such as specifying the driver's name, having a dash cam. Use more or less car in each year, and the discounts that customers can get when driving well have no claims during the year, which determines the price for customers to be satisfied.

3. Distribution channels refer to channels where customers can contact the initial service of the order. When to deliver the service in order to the customer and how many days it will take to deliver the service. Which channel, or what channel is it delivered and where it happens?

4. Promotion means it is an incentive stimulating activity and marketing communication to satisfy customers, such as freebies, fuel cards or vouchers.

5. Personnel means that staff to provide advice in various areas must betrained, developed, understood the product and able to communicate to the consumer's heart. And it must motivate all relevant employees, whether it be bonuses, rewards, as intended.

6. After-sales service means facilitating accidents. Claims Tracking Administration Resolve issues and coordinate claims management.

7. Physical or location means that customers who come to use the service are convenient to contact, whether traveling by sky train or car, have convenient parking. The location is clearly signage on the side of the road. Easy to spot

In conclusion, personal features and marketing contributions are at the heart of marketing planning management. The operation of the insurance company to be successful depends on improving and developing various aspects to suit the current environment.

To strategize market contribution factors in consumer insurance purchase decisions.

It is divided into 3 levels: organizational, administrative, and operational level. (Watchara Siriowattana and Shinson Wisitnitikhija, 2016: 2242-2254)

1. Enterprise-level strategy with a focus on services the satisfied customer will pass on the satisfaction, and the customer will tell you, and the use of technology as a medium to contact the customer to meet the needs of the understanding. Customer feelings Customer service must be based on a quick and convenient strategy. Providing insurance or renewal services Premium payment channel, car inspection channel before insurance

Accident damage monitoring channel, which uses technology to connect the network to be as convenient as possible, fastest and most accessible. And to meet the needs that are more inclusive to consumers, increase the choice for consumers. And it increases sales and expands market share from the inner market. Currently, so that the company can continue to maintain its leadership in the future.

2. Executive Strategy Because competition in business is currently intense, the company must make a difference to products and services in order to meet changes in consumer behavior. By innovating in providing new services, focusing on the efficiency of personnel and work systems to provide consumers with a quick and convenient focus on the following priorities:

- By designing the company's products or services and improving them to comply with the economy. Offer company products and services that are different from other competitors, including differentiating in insurance products by using modern technology.

- After-sales service Use modern technology to create to create speed of contact using online claims technology or make an appointment via video call without having to contact in person.

- Distribution channels Add sales channels to make it easy for customers to access. Convenient, fast and thorough, such as adding online sales channels to increase business opportunities.

- Sales Promotion Focus on online channels and resellers to help promote public Relations.

- After-sales service Using technology to support online claims services or making video calls without meeting each other.

2. Operational strategies with the following focuses: By providing training and skills development. The organization's internal staff have a good understanding of product and after-sales service expertise to be a qualified coordinator, as well as to solve specific problems, as well as use technology to access marketing strategies. And provide services, draw more customer views, and formulate strategies to control the standard of work processes of agents. By controlling the work of the officers. Providing insurance to customers and follow-up offering jobs to customers and reducing costs by using contact channels by sending, using online channels instead to facilitate, save costs and keep up with competitors' competitive situations.

To develop the service marketing strategy of consumer insurance decisions.

The development of "technology" to analyze and utilize can effectively meet the needs of customers, which is now an assessment tool. Discriminate, plan effective management and provide good effectiveness. (Terdsak Prasakpong. 2018: 151-166.)

From studying ideas Theory and related literature the authors summarize it as a synthetic table.

Table 1 Market Factors Influencing Consumers' Insurance Purchasing Habits

factor \ author	Terdsak Prakashwong (2018: 151-166)	WatcharaSiriowattana and Shinson Wisitnitikhija (2016: 2242-2254)	Chaiwat Haruthaipan and Worapol Jamsawat (2020: 29-39)
Demographic factors	/	/	/
Market Contribution Factors	/	/	/
Product Side	/	/	/
Price	/	/	/
Distribution Channels	/	/	/
Marketing Promotion	/	/	/
Personnel	/	/	/
Operations	/	/	/
Physical aspects	/	/	/
Marketing Planning		/	/
Market Strategy		/	/
Psychology and Socio-Cultural	/		/
Improving and developing services		/	

Content analysis framework presented

Synthesis effect concept Theories and related research in Table 1 consist of demographic factors. Marketing Contributions Marketing Planning Marketing Strategy Improvement and development the authors have regrouped four new groups that affect the development of human resources to the success of the organization:

(1) Strategy of Feature Factors and Market Contributions

(2) Marketing Planning Strategy

(3) after-sales services,

(4) Improving and developing marketing planning

It can be used to innovate the organization. The model of human resource development for the success of the organization is as shown in Figure 1.
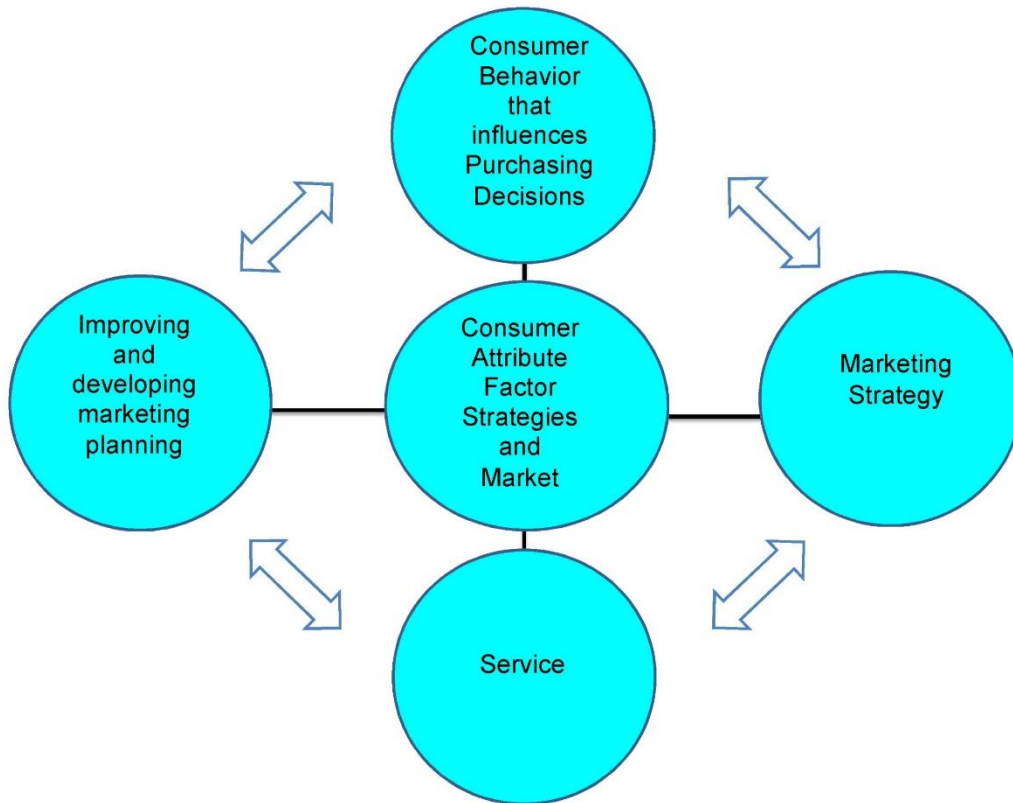

Figure 1: patterns of market factors influencing behavior consumer
insurance decisions good value for money.

Conclusion

From Figure 1, summarize the findings. Feature factors and market contributions are important factors in accessing consumer behavior. As a result, insurers are using technology to create databases to integrate, analyze, discriminate, and identify various aspects of problems to improve and improve. Marketing planning in accordance with current conditions, with an emphasis on making customers easily accessible. Convenient, fast and thorough to meet your needs.

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CLS-02-014

Marketing Strategies Influencing Decision Making in Using Hotel Services in Thailand

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Abstract

This article aims to study the marketing strategies that are relevant to the decision to stay at hotels in Thailand as a way to develop each hotel to choose which strategies and methods to create experience for corporate customers. Synthesis from concept Theory and related literature In regards to building good relationships with customers, this will affect the competitive advantage in Thailand's hotel business. The results showed that market contribution factors in the business's point of view (7Ps) were product, price, distribution channels, marketing promotion. Personnel, image and presentation, and service processes affect the marketing strategy of Thailand's hotels. The hotel has the same administrative system, there is a similar strategic marketing planning process. The market contribution factors in the customer's view (7Cs) that influence the hotel decisions of Thai and foreign tourists include value factors to be obtained, convenience, communication and comfort, while cost, care and success factors in meeting customer needs influence the decision to use the hotel service in the country.

Keywords: Marketing Strategies determination Hotel Business in Thailand

Preamble

The tourism industry can be considered a large and fast-growing industry, especially this industry is due to the cooperation of a wide range of businesses. Such as food and beverage business, transportation business. Travel Business Beauty & Wellness Business and Accommodation Business, etc. Today, the tourism industry plays a role in the economies of all countries in the world. Because it can generate enormous income for the country, it can also create jobs, create careers for the people of the country thoroughly (Thiracha Maninet, 2010).

For Thailand, the accommodation services business is expanding rapidly as foreign tourists visit Asia increase, and moreover, tourists choose Thailand as a travel destination as well as information from the magazine. Best Country of the United States, a leading niche travel magazine. Upmarket readers said thais were voted the best in the world (Best Country for People), and Thailand also ranked in the top three, ranked 1st in Italy, 2nd in Greece and 3rd in Thailand, as well as the top 5 categories in Hotels, Asia and Indian Subcontinent. Thailand is a country with a very famous tourist destination and is very popular with both Thai and foreign tourists. This brings a lot of foreign tourists to Thailand (Ministry of Tourism and Sports, 2019). In summary, the tourism establishments in the country from January to August showed that the highest number of visitors to the 3 was Bangkok. 43.7 million In the south, 35.9 million and the east, 25.4 million, compared to the number of visitors in the same period last year (Jan- Aug 19). Thailand currently has approximately 24,391 accommodation establishments throughout Thailand (Government Savings Bank Research Center, 2019) and the top 3 most densely populated provinces: Surat Thani, Phuket and Chiang Mai. The least dense provinces are Ang Thong, Pattani and Samut Sakhon. For guests staying in the accommodation establishment The total number is approximately 158.5 million, with approximately 47.6 million guests. Stay in most central establishments Second only to guests in southern and Bangkok establishments. The highest growth rate was 1.97%, and between January and August 2019, the highest number of guests in the top three was still the southern provinces, with 25.6 million. Second only to Bangkok. 23.9 million people and eastern provinces 18.04 million people can see that thailand's major tourism areas and revenue generate income are in Bangkok province. Due to its seaside landscape and famous tourist attractions, it is popular with both Thai and foreign tourists.

Nowaday, the hotel business in Thailand is many and more competitive. They are trying to find ways to create good experiences and connect with customers as much as possible. Therefore, the quality of service is classified as the heart of the success of the business. Service is an important weapon for gaining a competitive advantage because in addition to helping to create a positive image and also making customers willing to pay more in exchange for superior service. Customer experience can create satisfaction. To the telly, to loyalty. Therefore, under the intense competitiveness of the hotel business. Enhancing the quality of service is therefore a strategy that entrepreneurs should take into account as much as possible. In order to maximize customer satisfaction, front-end service, which is considered an important person to deliver the service as the first person to meet the service recipient (Yupawan Wanwanvanich, 2005) until the service provider leaves the hotel, and also represents the hotel's image of providing quality services that can impress the service recipients, it is a job that is most likely to be close to the customer and must. The service gives customers the impression of the hotel, and the front-end work is also related to the sale of rooms, which is also the main income of the hotel (Chittinan Nantapaiboon, 2012).

The hotel front office is generally responsible for duties that range from opening the car door. Unload your bags. Open a welcome hotel, register, issue keys, provide information, and accept payment and return of rooms all related to the service (Tari Tiptaki, 2006).

As a result of such a problematic state and its significance, the authors were interested in studying "Marketing Strategies that are ethical towards hotel accommodation decisions in Thailand", with the objective of studying so that hotel operators can know the marketing strategies that are relevant to the decision to stay at hotels in Thailand. It is expected to be utilized and developed to benefit customers who use the service, as well as to send tourism that helps to attract more tourists to the impression of tourism in Thailand.

Content

The authors studied the data by reviewing the concept. The theory, literature, tara, journals, documents and articles, as well as related research to guide the study by synthesize variables to express collective ideas to show the relationships that the authors studied and explained. For theoretical reasons, namely, the marketing contribution strategy in the customer's view, Shimizu's "7 C's Compass Model" (Jatika Khumyan, 2016) is 1) What customer value will the customer choose to use with whom the customer chooses to consider, which is the value or benefit that will be received when it is paid, 2) cost to customer, cost or money that the customer is willing to pay to buy goods or services. If the customer is willing to pay high, there will be high expectations of what will be high as well, and the price will affect the product type, so the business must use the price strategy to match the customer's affordability, as well as increase the convenience of paying customers 3) Convenience, the customer will use the service with any business, it must be convenient for the customer, whether it is contacting various inquiries for the use of the service, 4) comfort, the environment of the service, such as the building, physical characteristics, bathroom, corridor, signage, must create maximum convenience and satisfaction for the customer, 5) Communication, the customer will want to receive useful information from the organization at the same time when the customer wants to contact the organization to provide information for complaints. Organizations need to find the right media for leads to provide and receive feedback from customers 6) Caring. Customers will need special care both physically and mentally 7) For their success in meeting their needs (Completion), customers aim to meet their needs perfectly, whether it is beauty services, haircuts, nail polish. The service business must provide appropriate and direct service to customers. Customer's Requirements (Busaba Urun, Pattarapol Chummee, Preecha Khammadi , 2021)

Customer Experience Management (CEM) refers to creating a feeling that impresses customers as one of the important tools to help successful marketing is to ensure good attitude, satisfaction and loyalty in the products or services of the organization forever (Wittaya Danthankul and Pippa Udon, 2004).

In addition, it has studied the theoretical concepts related to the marketing sphere in the view of that business. The authors studied the theory of marketing ingredients in the business's view, there are 7 aspects (7Ps) : product (promotion), personnel (people), physical evidence, and process (Jatika Khumruan, 2016). These 7 areas of marketing services can be designed and created as a hotel marketing strategy to make customer service decisions easier. Product market contribution factors (accommodation), service, price, location, and Promotion It influenced the decision to choose the hotel for thai and foreign tourists, found that the reason for the choice of service was the staff, the service was good. The rooms are clean and have an en suite bathroom. Good ventilation system, not uncomfortable. Facilities are available in the room. Modern building décor affects the choice of service. Based on research related to the marketing contribution to the business perspective (7Ps) (Nuanprang Khannam, 2020) The authors then used the marketing contributions in the business perspective (7Ps) as a guide to qualitative research because it is a marketing principle that can meet the needs and is an important factor that affects the decision to use the services of tourists.

From studying ideas Theory and related literature the authors take it to the conclusion as a synthetic table of factors that influence the choice of hotel service of the customer

Table 1 Factors Affecting Hotel Decisions in Thailand

Author / Factor	Busaba Urun Pattarapol Chummi Preecha Khammadi (2021: 91 - 100)	Nuanprang Khannang (2020: 200-210)	Jatika Khumruen (2016: 58 - 73)
Customer view	✔		✔
Convenience	✔		✔
Comfort side	✔		✔
Communications	✔		✔
Care and care	✔		✔
Repones success	✔		✔
Cost side	✔		✔
Distribution Channels		✔	✔

Product Side		✓	✓
Price	✓	✓	✓
Marketing Promotion		✓	✓
Human Resources		✓	✓
Physical characteristics		✓	✓
Service Process		✓	✓

Content analysis framework presented

Synthesis effect concept Theories and related research in Table 1 consist of factors in the perspective that customers receive, convenience, comfort, communication, care and care. Success in meeting needs In terms of price, physical environment, marketing promotion, personality, and service processes, the authors regrouped in three new groups that affected their decision to stay at hotels in Thailand: (1) product, (2) customer-given perspective, (3) personality, by innovating the organization. Factors affecting a customer's decision to stay at a hotel in Thailand as shown in Figure 1:
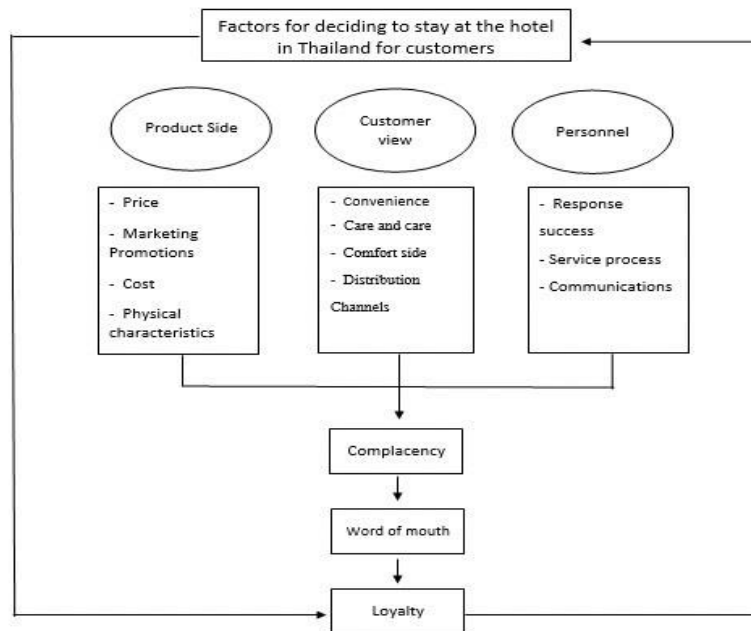

Figure 1 Marketing strategies with the decision to stay at hotels in Thailand
Origin summary of concepts Theory and related research

From Figure 1: Marketing strategies that are relevant to the decision to stay at hotels in Thailand. This can be divided into 3 points:

1) In terms of products, customers value the hotel, have credibility in their reputation for service. The hotel has good 24-hour security and the hotel is renowned for its cleanliness and quality hotel rooms in terms of hotel service and rooms.

On the price side, customers focus on this issue most about payment, such as credit card payments or cash payments. Convenient to pay for the price according to the room grade, the price is suitable for the room quality and the quality of the room. Good value for money from the service.

Marketing Promotion Customers value the promotional aspect. Discounts and privileges in hotel services, Facebook advertising and billboard advertising affect the decision to use the hotel and the hotel's public relations events influence the use of hotel services.

Physical characteristics have 3 aspects as follows: 1) The emphasis on hotel interiors It looks beautiful, elegant, stylish. See Modern 2) Having a waiting room for service and overall livable atmosphere and gardening and 3) a place to walk and relax.

2) The view that the customer receives means feeling satisfied with convenience. Comfortable receiving customer service after deciding to buy goods or services related to what he expects. Customers don't just consider aspects of spending, but consider the time it takes to get products purchased with interactions with customers and service personnel. Customer value has many layers and is the best idea of being a hierarchy. This hierarchy determines the importance of service in the minds of consumers in terms of what. Consumers expect and do not expect that from the buying experience.

3) In the field of personnel, customers are focused on receiving the following 3 areas of service, 1) the staff are courteous, dress modest, service with the impression of the hotel overview, 2) the service side of the staff, the facilitation, information recognition, and 3) communication and problem solving for customers, personnel, sufficient to provide services within the hotel.

Of these three points, the authors consider all parts to be the most satisfying for customers when deciding to stay at a hotel in Thailand. If the customer has a good experience or receives a responsive service. This customer's experience can create a service that impresses the person closest to the person and leads to loyalty to the organization, with customers who are litigated by the company to choose a service that is more than usual customers and will have a lot of integrity in the organization.

Conclusion

Creating a positive customer experience will help to impress, satisfy and reassure customers, leading to good relationships with customers and will always be honest customers with the organization. The customer experience should be built from the moment before making a purchase decision to get used to it.

Empathy should strive to create intimacy and intimacy so that customers have a passion for corporate products and services, and in terms of building trust with customers. This includes the period after the customer's purchase decision. Use customer data to analyze behavior and find real needs that meet useful needs and solve problems for customers. Sincerely, customers will become engaged and trusted to lead to a perpetual loyalty to the organization, with good customer experience will be an important benefit for the hotel business, which, according to the review, suggests the relationship between managing customer experience and customer satisfaction will contribute to experience value. In terms of customer satisfaction in the hotel business, there is a matter of creating value in products and services to ensure loyalty in the organization.

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CLS-02-015

Human Resources organization development for Thailand 4.0 Era

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Abstract

This research aims to study human resource knowledge to develop human resources in the organization in the Thai era. 4 .0 By synthesis from concept Theory and related literature In regards to development concepts adaptation Marketing & Human Resource Management The results of the study of human resource development in the organization to the Thai 4.0 era are the application of technology capabilities, and adaptations. Increase the potential, and develop human resource skills to maximize productivity. It is supported by leaders who guide and guide and guide personnel development with values and strengths, and also focus on announcing the success of people who are ready for the 4.0 era to be role models for the organization. The results of this study, which are expected to be put to good use, are concepts and directions ready to be applied to your organization in human resource development in preparation for the 4.0 era, which has a positive effect on the organization's competitive advantage and sustainable prosperity.

Keywords: Development, Human Resources, Organization, Thailand 4.0

Introduction

Economic Trends to watch in modern times Everyone needs to talk about the government's policy on Thailand's move toward the Thai era 4.0, an important issue that the Thai government is focused on developing. Transform the traditional economic structure into an innovation-driven economy. To enhance the economy and business operations in a better direction (Sunthorn Thongkorn, 2017). In Thailand in the 1.0, 2.0, and 3.0 era, the country's income is still moderate, and Thailand cannot live like this. We need to develop the economy quickly. Because Thailand 3.0, as we have always been to this day, makes the country's income only moderate (Suvit Maesincee, 2016). The 4.0 era will be an era when technology becomes more active in everyday life. Many people have heard that new technologies will replace humans, and if so, the organization will no longer need to hire humans (Chakkree Sricharumedhiyan, Chutima Sricharumedhiyan, 2020: 61).

To comply with the dynamics of the human age, it is necessary to adapt and prepare and modify such economic policies. It has a significant impact on modern business models. This is especially true of people in the organization, because "human beings" are at the heart of the management change and one of the most important factors in driving the organization towards success. Therefore, for the survival of the organization. A new human resource management plan will be needed to be changed. Organizations need to move beyond traditional ways of thinking and business plans, must prepare, accelerate, adapt and modify human resource management patterns in the organization, and that adjustment must be effectively aligned with the upcoming changes in the organization and ready to move into the 4.0 era (HR Society Magazine, 2016). Therefore, all organizations must focus on the development and redevelopment of human resource potential in the organization. At the time of the transition to the 4.0 era, human resource development must work with all kinds of technologies to benefit the organization and maximize efficiency. The organization must be prepared. Development planning, teamwork Creating Leadership Development to further enhance human resource potential and adapt to current events as well (Chakkree Sricharumedhiyan, Chutima Sricharumedhiyan, 2020). Which organizations can develop human resources faster? Apply technology first There is an opportunity to progress and achieve the success that the organization has set out to achieve (Prakong Sukhonthachit, 2020: 27).

Due to such problems and the significance to meet the global trends of Thailand 4.0, the authors are interested in studying "Human Resource Development in The Organization to the Thai 4.0 Era" in terms of preparing for change and development to study to explain the history of Thailand.4.0 Describe human resource changes Describe the basic concepts of preparation. Adaptation and development of human resources Explain the factors and factors of human resource development and identify the factors that encourage the organization to be successful easily. It is expected to be put to good use as concepts and directions can be applied to suit your organization in preparing and developing human resources in preparation for the 4.0 era.

According to the study, Human resource development in the organization to the Thai era 4.0 study to achieve concepts and directions in preparation. Adapting and developing sustainable human resources can be applied to further the idea and applied in the organization. There are interesting points as follows:

1. History of Thailand 4.0

"Thailand 4.0" is Thailand's economic development policy vision or economic development model of the government under the leadership of General Prayuth Chan-Ocha. The prime minister and the head of the NCPO run the country on a "stable, prosperous, and sustainable" vision with a key mission to drive reforms in various areas of the country to be

revised. Organize, orient, and create a way to develop the country to prosper. Able to cope with new opportunities and threats that changed rapidly and radically in the 21century to understand "Thailand 4.0" before arriving in Thailand 4.0, Thailand has undergone a steady stream of development.

Starting from "Thailand 1.0" The country's existence and development focus mainly on agriculture, such as producing and selling crops, horticulture, pigs, dogs, ravens, chickens, etc. "Thailand 2.0" In addition to agriculture, the focus is on the industry but light industry, such as the production and sale of shoes, leather goods, beverages, jewelry, stationery, bags, apparel, etc. "Thailand 3.0 " Focuses heavily on heavy industry and exports such as manufacturing and sales. Export steel, automobiles, refined oil Natural Gas Separation Cement, etc.

In Thailand in the 1.0, 2.0, and 3.0 era, the country's income is still only moderate. We can't move away from this point. 50 years ago. From 1957 to 1993, Thailand's economy grew significantly to 7 - 8% per annum, but after 1994, the Thai economy grew by only 3 - 4% per year. There's also the issue of 'wealth inequality, and finally the 'developmental imbalance', which is why the government has to turn. Pay attention to the development of economic structures so that we can move beyond Thailand 3.0 to Thailand 4.0 in 3 - 5 years.

This led to the fourth era, called "Thailand 4.0". Set guidelines for development by

1. Transition from commodity production to innovative products

2. Shifting from driving the country with industrialization to driving with Technology, Creativity, and Innovation

3. Shift from focusing on the manufacturing sector to focusing more on the service sector (Suvit Maesincee, 2016).

2. Human Resource Changes

The direction of change in the global context to the 4.0 era, where technology improves the quality of life and life potential and creates new opportunities, will coincide with a highly volatile world and are difficult to predict. Amid a global context that is transitioning to the 4.0 era, the Thai economy continues to grow, reflecting that the Thai economy is durable and supports volatility to a certain extent. But there are still many structural issues that need to be addressed. Whether it's the problem of income and opportunity inequality. Corruption entering an aging society or the problem of utilization of technology is key to raising economic potential in the 4.0 era, which will meet the 3 key groups:

<u>**Group 1:**</u> Quality issues of Thai workers, which have related issues in many dimensions:

Dimension 1: Thailand's ever-declining quality of education, according to 2016 data from the Organization for Economic Cooperation and Development, suggests that the ability of 15-year-old students in science and attitudes towards science, reading skills, and

mathematics Thai children were found to be much lower than average in all dimensions tested, and in the picture was included in 54th place out of 72 countries.

Dimension 2: Found that in the field of labor, businesses face a shortage of workers in terms of quantity and skills that meet the requirements. In other words, the labor market requires skilled workers with professional or vocational experience, but most labor productivity is graduates with degrees in disciplines that do not match what the market requires, and more importantly, quality does not meet the standards that the labor market expects.

Dimension 3: Thai people lack continuous self-improvement because Thai people do not like to pursue knowledge or progress in the world, or lack the skills to learn on their own, either throughout life or continuously raising their potential as important conditions that will help us succeed in our work, especially in the 4.0 world.

Group 2: Structural problems of the Thai economy, laws, and regulations of the government Most of them are also written in a traditional social context. Not holistically resolved Currently, there are many laws and rules that Thai people must follow. This has not been modernized. Affects the competitiveness and adaptability of the sector. It also makes law enforcement efficiency ineffective. There is a corruption problem.

Group 3: The ability to create and apply new knowledge of Thai businesses, which is still relatively low, found that the ability to use and build knowledge is still concentrated in business size. Thailand's R&D budget is relatively low, SMEs and agricultural sectors cannot take full advantage of research and development work, they must produce highly competitive products, low profits, often traditional farming, with low productivity and a tightening labor market. The three groups point out that Thai workers still need to adapt and develop their capacity to survive in the new society. Shortly, Thai workers will be directly affected by the lost occupation. Along with a new career to take over. (Veerathai Santiprabhob, 2017).

3. Corporate Basics 4.0

Organization 4.0 must focus on the lifelong learning of its people, since in the 4.0 era, the knowledge learned in academia, simply stepping off the campus fence, will be obsolete, so it must seek all the ways to develop the workforce at all times. However, the development is not only about the development of knowledge, but also the necessary and important skills and thinking methods for the 4.0 era, and executives must learn to manage the differences and take advantage of differences for the organization to succeed. (Nantida Jansiri, 2015: 108). Entrepreneurs must review how their people have different ways of thinking and skills. Is this the following tracking and seeing trends of change? Learning and coexisting with new technologies Critical Thinking, Creative Thinking, Conceptual Thinking, Collaboration with Others, and Emotional Intelligence Working within a 4.0-era organization is

no longer possible in the 2.0 or 3.0 period. Management in the traditional command and control manner would be inappropriate for a wider group of personnel. And people who will need a way of thinking and skills for the 4.0 era.

A new type of organization with no boss, no employees, no structure, no adhesion to positions, more deployment. While Holacracy's concept has not been widely accepted, it shows a future corporate management trend where people will need to manage each other in a more self-managed, self-motivated teams manner. People in Organization 4.0 must have more freedom to manage the success of their work, must be able to adopt more new digitalization in the work of the organization, and perhaps even the level of digital technology to transform the organization. Modify internal processes, and create new experiences for the outside (Liknit Sisaenchai, 2017: 5).

4. Human Resource Management Model of the Future Rethink, Rework, Get Thailand 4.0 Policy

Human resource development is one of the key strategies to drive the country to the destination of the Thai labor market situation, which is another challenge for the sector. Research and development of people in conjunction with technology, but still face a shortage of workers in the field of a workforce that is in demand. It is time for Thailand to work together to develop human resources systems in the organization in line to bring the country into the digital age, where the government upholds key policies such as Thailand 4.0 or Industry 4.0, an economic model driven by creativity, innovation, technology, and high-end services. To drive higher domestic income growth within the next 5 years. Human resource development is one of the key strategies to drive the country toward that destination (Punnapong Wongnasri, 2014: 57-15). The government has also demonstrated the importance of human resources in the future. Define the labor strategy into four phases. With five years to go, starting with productive manpower to the innovative workforce, creativity, and R&D skills. One of the challenges to the labor market and employment in Thailand's future is the impact of Policy 4.0, which affects employment patterns. Therefore, relevant agencies in both the public and private sectors must reshape their role in the development of high-productivity human resources and digitally skilled workers, making the digital world and human resource management in harmony, as well as transforming people-centered units into truly digital ones (Liknit Sisaenchai, 2017: 7-8).

4.1 Human Resource Selection 4.0 Human resource selection is at the heart of human resource management in the 4.0 era.

1. Corporate Human Resource Selection Policy The designation comes from senior management, such as policymaking, for the selection of new personnel consisting of knowledge, skills, creativity, attitudes, maturity, human relations, health, etc.

2. The performance of the organization must inevitably depend on the performance factors of human resources in the organization, affecting the survival of the organization.

3. Considering screening for human resources effectively because the selection of human resources will inevitably cost a lot of money and will cost a lot of time in the process of recruiting human resources, whether it is testing, interviews, reviewing evidence and referring personnel who will also be supporters, so effective human resource selection will inevitably create value for money for the organization.

4. The selection of good human resources is very important to the organization, making it possible to obtain effective human resources to work, quality work, allowing the organization to carry out its operations. The work worked out.

5. The selection of human resources must be carried out by labor law, especially the employment of child labor, women's labor, and workers from abroad, the organization must have a clear and strictly followed legal education.

6. Those responsible for the selection of human resources must be a well-versed and experienced team of human resource selection based on work experience, behavioral studies of human resources, and training in human resource selection techniques.

Therefore, an organization with a good team. In the selection of human resources, it will be able to select good quality human resources. According to the organization's intended purpose (Ungkool Wongkolthoot, 2016: 66).

4.2 Human Resource Treatment and Development Strategies

The digital human resource system is people-centered, as well as maintains potential human resources because it is at the forefront of the organization's push to grow along the way, and the human resource management approach also helps to reflect ongoing results, such as electronic teaching courses, counseling, health checks, and volunteer activities to balance life and work. Returns based on fairness, accuracy, and highly challenging performance are also highly rewarding. At the same time, the rewards received in the work will come from the dedication of the people. The fact that organizations can retain skilled people is partly based on the rewards they receive, and organizations compete to recruit and retain skilled human resources. The transformation into the digital world has created a new human resource system and transformed the widespread work patterns around the world.

Therefore, human resource systems must adapt to the idea of the workplace in the digital age and prepare for the rapid adoption of technology. Four approaches: using potential-centric people Utilization of information, social work, and cooperation, as well as smartphone technology and employee engagement. A working overview focused on talent, business information, and social strategies. Human resources will require the help of technology to develop the personnel experience, empowering human resources. Fast-paced

operations keep people engaged and adaptable in an ever-changing business environment. These are the keys to helping to build human resources systems in line with Thailand 4.0 policy. (YamYam, 2018).

5. Preparation for the Thai era 4.0

mentioned the 4 -step approach to human resource development is as follows: (Chakkree Sricharumedhiyan, Chutima Sricharumedhiyan, 2020: 61).

1. Adapt as Thailand 4.0 technology evolves by bringing in innovations to increase the efficiency of the technology, it is more convenient and faster. Therefore, we have to adapt to developing ourselves in time and open up to learning and constantly searching for new creative genres. Adapting the organization to the 4.0 era, adapting to the future, entrepreneurs must understand and adapt to businesses ready to compete in the 4.0 era.

1.1 Adjust Leaders need to study the changes that are coming in their industry while adjusting their corporate vision to align with the direction of the business moving forward. Don't resist or reject technology, but understand and find ways to put it to good use.

1.2 Reorganizing the changes that will inevitably occur are Adopting technology as part of the organization's operating system Some jobs need to replace robots or AI while accelerating the development of personnel capacity to focus on innovation, creativity, and qualitative work rather than quantity.

1.3 Adjust the management system, and use technology to enhance all aspects of the work to achieve added value. More businesses and consumers, such as using technology to develop a mixed sales strategy. Online with Offline, also known as Omni-Channel, or using insights to analyze purchasing habits in detail to develop into new products that meet more and more needs.

From studying ideas Theory and related literature the authors summarize it as a table of synthesis of human resource development factors in the organization to the Thai era 4.0.

Table 1: Synthesis of Organizational Innovation, Human Resource Development Model in Enterprise to the Thai era 4.0

Factors (Causes)	Author / (Result)	Chakkree Sricharumedhiyan and Chutima Sricharumedhiyan (2020: 54-59)	Liknit Sisaenchai (2017: 1-15)	Prakong Sukhonthachit (2019: 18-28)
Creating Executive Leadership	There is a change leader.	✓		✓
Adapting vision, mission in line with technology, innovation, and creativity	Leaders and personnel have the goal of working in the same direction.	✓		✓
Further development by using online media to build knowledge and train	Encourage the learning of new skills as well as modern content.	✓	✓	✓
Adapting and learning technology	Enhance the quality of work	✓	✓	✓
Application of technology to suit	Modern, Fast Save time	✓	✓	✓
Strategic Innovation	Organizational management processes to empower the organization	✓	✓	✓
Creating a corporate culture	(Digital Culture)	✓	✓	✓

Synthesis effect concept Theories and related research in Table 1 include: (1) Creating executive leadership to select change leaders (2) Aligning your mission vision with technology, innovation, and creativity so that leaders or executives have the same goal of working in the same direction. (3) Further development by using online media to build knowledge and train to encourage the learning of new skills at all times and with up-to-date content. (4) Adapting and learning technology to enhance the quality of work to be more efficient. (5) Proper application of technology for modernization, speed, and time savings for work. (6) Strategic innovation to bring technology into innovation and formulate it as a strategy to guide the management process of the organization to empower people. (7) Creating a corporate culture to transform the digital enterprise

The authors regrouped five groups. Affecting the development of human resources in organizations in the 4.0 era are: (1) Select change leaders (2) Training to build knowledge and develop skills (3) Adapt and apply technology (4) Further development by using online media to build knowledge and train (5) Creating a corporate culture by being able to innovate the organization

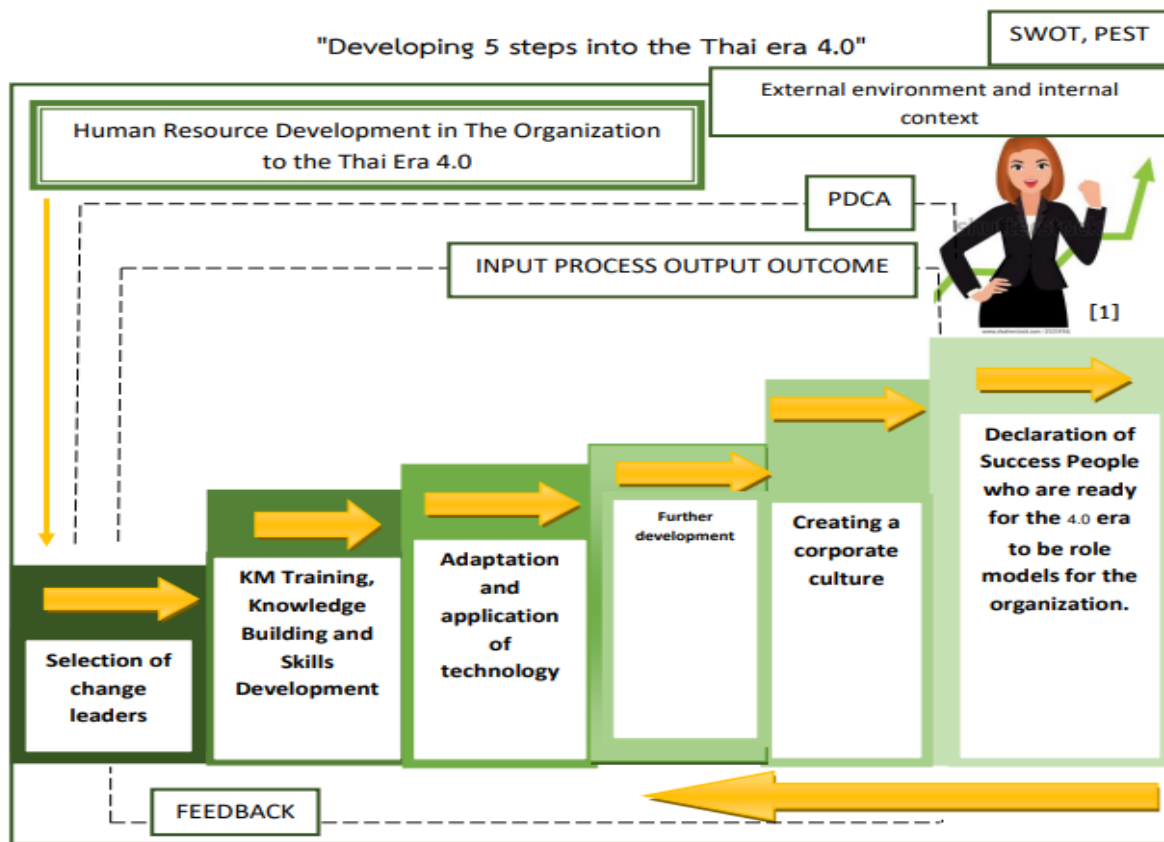The human resource development model for the organization of the 4.0 era is shown in Figure 1 as follows:

Figure 1: Human resource development model in the organization to the Thai era 4.0
Picture Source https://www.shutterstock.com/th/image-vector/stock-vector-cartoon-illustration-business-woman-252593629

From Figure 1: Model of resource development in the organization to the Thai era 4.0, it was found that by studying external environmental problems and in-house contexts, we have been able to find that by studying external environment problems and contexts within the organization. Knowing the problem conditions through analysis using SWOT and PEST tools, the authors applied the PDCA (Deming circuit) theory to plan, develop, execute processes, prepare, and track. Review, evaluate and improve procedures, and plan human resource development from the beginning by aligning the vision and corporate mission in line with executives' technology, innovation, and creativity so that leaders and personnel are targeted in the same direction. The key goal is to develop human resources in the Thai 4.0 era, starting with the selection of change leaders. A pilot who is ready to be a team leader to guide and guide his team in developing personnel with value. Draw strengths to be effective and successful through the process. Continuous development of personnel training in the organization using knowledge management tools. Online training courses Create knowledge and develop digital personnel skills to understand what the organization is changing, and train people to know ideas. As well as increasing knowledge, skills, experience, and social qualifications can lead to the work of personnel in a way that contributes to economic value and is of the greatest benefit to the organization itself, as well as adapting and applying

modern technology to suit the work process. Enhance the workforce to be more efficient. By continuous self-improvement. Always seek knowledge because adult learning must always be endless, Upskill and Reskill always work in every work must be measured. And the last thing that matters is to create a corporate culture to engage in opinions, and pronouncements, dare to act, have new ideas, and lead to the determination of knowledge that is a good practice. Finally, success must be declared to be a role model for the people in the organization to follow. Using the above tools to create a "good corporate culture" will have a positive impact, value, and benefit plan, and the organization's good people will drive it. Leading the way to the goals pined success.

Conclusion

The development of human resources in the organization to the Thai era 4.0 is important in today's society, organizations need to focus on people in their organization because people are one of the main factors in changing management and driving the organization towards its goals. Organizations must be prepared to keep up with the changes of the ages and accelerate their adaptation over a short period. Organizations must develop human resources by utilizing technological capabilities to support human resources' productivity most efficiently. The human resource development model 4.0 has issues to be taken since the selection of pilots in that change. There must be leaders who are ready to transform the organization into the 4.0 era. Applying technology to as many corporate processes as possible for modernity, speed, and efficiency. Starting with the leadership of the organization, the idea and vision must be learned and adapted to the 4.0 era by using technology, innovation, and creativity to change the culture of the organization. When corporate leaders have an understanding of developing people in the organization to have knowledge and skills, they must have the support of the leaders of the organization by providing training to build knowledge and develop skills for the personnel to apply the knowledge gained from the training to their work to be faster and more efficient. After obtaining new knowledge, People must constantly improve themselves and never stop learning. Take your knowledge to make the work effective and effective. And to develop the organization sustainably, will require the culture of the organization by creating a cultural model in the way of developing the organization, allowing people to participate in the integration of their knowledge with technology by holding annual innovation presentations. To create a culture of development and creativity that is ready to lead the organization into the 4.0 era.

Therefore, human resources in the 4.0 era must be able to apply all kinds of technologies every step of the way. The organization needs to plan the direction of human resource development in the organization to achieve success with technology quickly.

Human resource management is in line with the organization's operations to achieve its goals and business operations sustainably and efficiently.

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CLS-02-016

Developing a container sequencing program for loading and unloading production parts from containers to warehouses

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1. ABSTRACT

The purpose of this study was to develop a program for sequencing containers from port to warehouse in time for production with Microsoft excel VBA using heuristics as a criterion for efficient container sequencing in order to Solve the problem of shipping containers that are not necessary for production. which is the reason for the part unloading area from not enough cabinets as a result, the containers could not be delivered in time until the Stopping the production line also incurs costs from late tractor tailbacks and fines. from delayed return of containers, the company in this case study is a motorcycle manufacturer of One that uses more than 95 percent of the parts from abroad and has a warehouse in the United States. to collect parts from manufacturers to be packed in one container before ordering them to Thailand with full cabinets, thus Containers were shipped in bulk, with the researchers' suggesting solutions and adding efficiency with management Prioritize container heuristics based on First Come Served: FCFS and Early Due Date: EDD criteria, respectively, to reduce unprocessed container shipments. necessary and to prevent the shutdown of the production line using computer software Microsoft excel VBA to develop algorithms for the study found that the implementation of the developed program can reduce the time spent planning container shipments. EDD sequentially to reduce unfinished container shipments. necessary and to prevent the shutdown of the production line using computer software Microsoft excel VBA to develop algorithms for the study found that the implementation of the developed program can reduce the time spent planning container shipments. EDD sequentially to reduce unfinished container shipments. necessary and to prevent the shutdown of the production line using computer software Microsoft excel VBA to develop algorithms for the study found that the implementation of the developed program can reduce the time spent planning container shipments.

2. Background

trade has been with humans for a long time since the primitive era when humans knew how to use things. Exchange between each other to get what they want. In which exchanges that in the beginning may have used items to exchange between people in their groups or villages. But sometimes what you want may not exist in that area but there are other places that cause more widespread trading. At present, trading is not limited to just groups of people in villages or districts or countries. but trading the exchange can be done with the whole world, even in a closed country like North Korea. There is also a trading exchange. without any country having complete and sufficient products or services to the needs of the people in that country because just in the country may not have enough resources or higher production costs or the quality of the product is better and so on that is the reason why to have international trade The world has evolved to trade more and more widely. International or interregional trade the trend of trade is driven by consumer demand, which is sized and quantified by population and economy. by the trade that There has been an evolution in terms of delivery as well. due to when trading goods that need to be shipped the most important form of delivery today is sea shipping. because it is a pattern lowest cost transport which the current form of sea transportation is using containers in Packing and shipping to the destination country because the container is useful to change transport photo shoot Whether it is transport by road, rail, sea, containers can It can be transported to other formats instantly without having to take the product out of the container. This saves both cost and time and reduces loss and damage. It's no wonder that containers are so popular.

3. objective

1. To develop a program for prioritizing cabinets to unload production parts. Company motorcycle case study

2. In order to improve efficiency in sequencing of container shipments from port to warehouse and Prevent production line stoppages due to waiting for the remaining parts at the port

3. To reduce shipping costs caused by unloading fines and late returns.

4. scope of research

1. It is research for companies that import parts or raw materials for motorcycle production only.

2. Use Excel VBA and macro program to develop the program prioritizes container

3. The program will be trailed by the planning and logistics departments responsible for the implementation. parts into production

4. The data used in this research were collected from December 2009 to May 2020

5. expected benefits

1. Reduce time and reduce the number of people in container shipping planning from planning and logistics departments and prevent mistakes caused by container shipping planning. many people

2. Reduce waiting time for parts in production of production downtime

3. Increase the efficiency of unloading containers of the warehouse department

4. Reduce shipping costs caused by fines. Due to the return of the tractor and delivery of containers to delayed ship.

6. Literature review

research on Developing a program for sequencing containers for navigation. Goods out of the warehouse into the warehouse the researcher has studied the related concepts and theories in order of topics as follows:

1. Concept of heuristic method

2. Concept of port operation

3. Concept of production

4. The concept of algorithm method

5. Excel VBA Programming Concepts

7. Process

research on Developing a program for sequencing containers for navigation. Goods out of the warehouse into the warehouse It is a research that uses a quantitative analytical study method. (Quantitative analysis) to analyze the order of container shipments from the port to warehouse to suit the production plan which has a sequence of steps of the educational process :

1. Study the planning of the production unit.

2.Learn about shipping containers and removing parts from containers to warehouse.

3.Collecting data for container

4.Heuristic guidelines used to prioritize containers.

5.Design algorithms for programming.

6. Programming with Excel VBA

8.Summary of the study research

on Developing a program for sequencing containers for navigation. Goods out of the warehouse into the warehouse The objective of the study is

1. To develop a program for prioritizing the Unload parts for motorcycle production company case study

2. To improve efficiency in sequencing of container shipments from the port to the warehouse. and prevent the stop of the production line due to waiting for the remaining parts at the port

3. To reduce shipping costs caused by unloading fines and late container returns. Finding number 1, according to objective number 1, it can be concluded that grading program The developed container shipping adopts two heuristic criteria, First Come First Served: FCFS and Earliest Due Date: EDD. Both criteria are considered overlapping, FCFS is considered first, and then EDD is considered. This results in an efficient delivery plan. more and the development of the program found that the design of the algorithm before Make program development.

Finding number 2, according to objective number 2, it can be concluded that After bringing the program into use, it was found that the work efficiency increased. By running the program can work with all. Computer with Excel without additional installation. The program can also be easily used to reduce workflow Just enter the information and press process. The program was able to give the best answer in The arrangement of the containers to suit the production plan and with the production planning style is quite to change often due to many reasons This program can respond to changes because it is easy to change often due to many reasons This program can respond to changes because it is easy to make changes efficiently as follows: 1. Fixed the production line stop problem caused by waiting for parts stuck in the port. 2. Increase the efficiency of unloading parts from containers by increasing the unloading capacity or the ability to remove parts from containers from 9.75 per day to 12.8 containers per day or an increase of 31 percent and also increase the productivity of the part removal process. from the original 11.5 cabinets per person per month to 26.9 per person per month or an increase of 135% Finding number 3, according to objective number 3, it can be concluded that The program developed Able to reduce costs incurred from the delay in returning the trailer to the amount of 534,000 baht. The cost of returning the trailer to the ship line late is 1,222,900 baht. Total expenses can be reduced by up to 1,756,900 baht or 87.9 percent.

9.Discuss the results of the study.

from data collection To analyze the development of a program to sort containers for delivery to the warehouse, it was found that the demand for parts for the day's production was a very important factor. Because it determines the date that the container should be entered first. If the container doesn't arrive in time with the planned production, it will cause the production line to stop and no. Bringing out the parts that are in the warehouse causing insufficient storage space and unable to bring parts can be removed from the cabinet causing all processes to halt Therefore, considering the adoption Containers come in to keep up with the demand for production and the second factor is the date the container arrives at the port because if this factor is not considered It can cost you both Demurrage and Detention, but considering both of these steps will take a long time. If done by normal methods and under conditions The production plan is constantly changing and it is impossible to consider both conditions. without using automatic tools or programs The researcher has taken both of those important factors as a guideline. In the development of

the program and to bring the program to trial, it was found that it increased the efficiency of work. Containers can be arranged to be unloaded in a JIT: Justin Time manner. Containers will be arranged to be unloaded within the date of production in advance. 1 Shift reduces the issue of double handling because water leaves the container and is used in the production line. at all Without being stored in the warehouse, the work is lean: Lean reduces mobility. Reduce work processes and reduce costs from can delay.

10.feedback

Based on the study, the development of a program for container sequencing for the unloading of goods from the container to the warehouse. It is a program development using Microsoft excel VBA program in development, which has a limitation in terms of time that the program is still slow because the program has to extract data from the SAP system to process and retrieve data between Excel and SAP. There is a possibility that the data of the two programs may not match. due to not working using the same program Therefore, if the program will work with maximum efficiency. Therefore, the program should be developed Container sorting by SAP system using algorithms designed by the researcher. development guidelines but developing a program in a SAP system is quite expensive and requires take into account the break-even point The researcher is of the opinion that developing programs with Mic is more economical and cost-effective than developing in SAP excel VBA

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CLS-02-017

SPECIAL PROJECT IN LOGISTICS (i-Track) WAREHOUSE MANAGEMENT TEAM (i-Track) WAREHOUSE MANAGEMENT

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ABSTRACT

The project titled I-track simple warehouse assistant has been prepared to increase efficiency in inventory management and to improve workflows in the inventory system. Create a display product group to study the process of creating a web application using PHP programming language and study the parcel tracking in the warehouse from 30 respondents until the satisfaction assessment. The data is divided into 2 parts as follows: Part 1, general information, found that 17 people were male, representing 57 people, 13 percent were female, representing 43 percent of the respondents. Responding to the Other Occupational Satisfaction Survey, 10 people, representing 33%, found that college students and professors at the College of Logistics and Supply Chain with Simple Warehouse Assistant a-track rated "highest satisfaction" on average. 4.53 or 90.66 percent the Quality Indicator topic, found that the respondents had the highest level of satisfaction (mean = 4.87) 2nd place in the topic of convenience It was found that the respondents had the highest level of satisfaction (mean = 4.73) place in the topic of quality of content found that the respondents had the highest level of satisfaction (mean = 4.67).

INTRODUCTION

Warehouse management is a substantial component of logistic operations, and an important contributor to speed and cost in supply chains. While there are widely accepted benchmarks for individual warehouse functions like order picking, little is known about the overall technical efficiency of warehouses. Lacking a general understanding of warehouse efficiency and the associated causal factors limits an organization's ability to identify the best opportunities for improving warehouse

performance. (Andrew Johnson and Leon McGinnis, 2010). This study addresses this gap by describing a methodology for assessing warehouse technical efficiency based on empirical

data integrating several statistical approaches. This study also identifies several opportunities for additional research on warehouse assessment and optimization.

In today's challenging and competitive world, success can be hinge on whether a warehouse operation is productive and effective enough to meet the expectations of customers. One way to gauge how effectively the warehouse operations are meeting these expectations is to conduct a warehouse operations assessment: a systematic review of the warehouse functions looking for possible improvements in efficiency and service. A good operations assessment takes a quantitative look at the productivity and service levels of a warehouse operation; it enables to measure productivity and service and identify patterns and trends; it tells exactly where companies are and what they need to do to meet their goals. It also allows companies to compare their measurements with their own in-house goals as well as industry benchmarks. (F.CurtisBarry & company/Solution for multi-channel operations & fulfilment 2016)

Remember, it can't measure something, it is difficult to improve it. An operational assessment can help companies to improve productivity; use distribution center space more efficiently; improve throughput and capacity of orders processed in the warehouse; streamline work-flow by reducing steps; improve service levels, processes, and costs; and generally, achieve higher profits and lower costs. If these are goals, combining measurement of the various components of the operation with a structured approach to develop improvements is the key to successfully acting on the assessment findings. Once you gather the information and make the comparisons, you'll be able to draft an action plan. (F.Curtis Barry & Company/Solution for multi-channel operations & fulfilment 2016)

According to Ilieş Liviu, Turdean Ana-Maria, and Crişan Emil Babeş, (2009) – A Case Study on Warehouse Performance Measurement states that Companies could gain cost advantage using their logistics area of the business. Warehouse management is a possible source of cost improvements from logistics that companies could use during this economic crisis.

In their case study, they put best practices used in warehouse performance measurement which led to performance improvements, and also answer questions like What are the warehouse performance indicators? How are they calculated and how are they interpreted? How can a manager use them to improve warehouse performance? And their solution was Warehouse performance measurement refers to the measurement of optimal use of storage space, customer relations activity, quality level, assets usage, and costs.

Conducting warehouse activities is not as simple as traditionally known sets of warehouse activities like receiving of stocks, holding them, and issuing when they are needed rather understanding of warehouse efficiency and the associated factors that affect the ability of warehouse performance and meets the maximum service level provided by the company. (Per Axelsson & Jonathan Frankel 2014)

T31

Performance measurement will give the reader a brief insight into the importance of performance management and performance measurement. (Per Axelsson & Jonathan Frankel 2014) Warehouse management, explains the meaning of warehousing operations, Warehouse management, and warehouse management systems (WMS). It summarizes general warehouse processes, warehouse types, warehouse trade-offs, trends, and challenges. The purpose will provide an understanding of warehousing, Furthermore, it will give an understanding of the classification of metrics in warehousing, thereby it also works as a basis for the study as well as the analysis. (Per Axelsson & Jonathan Frankel 2014)

Performing KPIs analysis is very critical in any organization to better understand their performance and previous decisions accuracy. Unfortunately, not many organizations understand its importance and ignore performing this step. Improvement in KPIs due to applying relational analysis and transforming quantitative measure to qualitative indicators which makes senior management understand the previous decision was taken and how accurate it was, hence improving future decisions and hence performance results. (Dr. Hanaa El 2013)

1.2 General information about i-track

i-Track is a simple web friendly application that can run on desktop, kiosk, mobile, and other smart devices. The main function of i-Track is organizing parcels in the warehouse which allows the operator to locate its current location, viewing parcel information which will be beneficial when comes to decision making in the small to middle size warehouse. The system allows users to add parcels into the database during the inbound process and allows users to search by keyword and viewing relevant information, and mark as dispatched once the parcel is successfully departed from the warehouse.

General Objective

The general purpose of this study was to determine the performance status of warehouse management.

Specific Objective

i. To study the warehouse management system

ii to study problems and further development of the system

iii. to apply medium and small warehouse

Scope of the Study

The purpose of this study was to assess the status/scope of the organization's i-track effectiveness. The operations and performance measurement of the warehouse management is based on four dimensions. These include Quality Indicator convenience Implementation. Therefore, the findings of this study are generally in accordance with the duration of the study. (i-Track)simple warehouse assistant.

Planning process

3.1.1 Think of a project topic.

3.1.2 Determine the objectives and benefits received

3.1.3 Propose project topics and request project permission with instructors

DATA ANALYSIS, RESULT AND DISSCUSION

Development of i-track warehouse management system When the development of the system is complete, the system developer has tested the system. The system developer is a tester to find out what the system error is. The operating results are divided into 2 parts as follows:

4.1 Relationship between process and data

4.2 Problem management results

4.2 Problem management results

Manage 100% error-free inventory levels, process B2B and B2C orders seamlessly, and ensure operations teams are maximizing productivity. to maximize efficiency, Automate the process by using your available resources to do more work. No additional investment intangible assets are required. Manage your warehouse operations via mobile and desktop devices. for maximum efficiency See the overview and control the logistics work fully at every step. corresponding to the operation and the process of selling products through a variety of channels

4.3 Tools for evaluating assessment criteria

In this project, the criteria for interpreting the factors influencing satisfaction with the i-track simple warehouse assistant for data collection were identified as the Likert Rating Scale. Scale) in 5 levels by using the average of the scores in the scale to divide the level and use the percentage interpretation criteria to find the population in the questionnaire. using the following formula

4.3.1 Averaging

$$\text{Danger Level} = \frac{\text{Highest Score - Lowest Score}}{\text{number of years}}$$

$$= \frac{5\text{-}1}{5}$$

$$= 0.80$$

$$= 4$$

Criteria for Interpretation of Opinion Level Results

4.21 - 4.00 means the level of agreeing the most

3.41 - 4.20 means a very high level of agree

2.61 - 3.40 means a moderately agreeable level

1.81 - 2.60 means low level of agree

1.00 - 1.80 means the lowest level of agree

4.3.2 Percentage

Percentage value using the formula

$$\text{Percentage} = \frac{\text{total number of respondents}}{\text{total number of answers}} \times 100$$

4.3.3 Determination of tool quality

Take the questionnaire to an expert to verify the accuracy of the content. The revised questionnaire was then pre-tested with a target sample of 30 people for reliability analysis. Cronbach's alpha was obtained. equal to .894, then the questionnaire was put into practice

4.3.4 Data Collection

Data collection for this study used two types of studies:

1. Primary data by using a questionnaire with a sample group in the university. and in Salaya area, 30 questionnaires were answered. and using the collected data to analyze the data using statistical principles

2. Secondary data is obtained from research studies that have already been collected. Both government and private agencies, such as thesis articles, relevant research reports, information from the Internet, as well as articles from newspapers and journals.

4.3.5 Statistics used in data analysis

The researcher gathered the data obtained from the questionnaire to examine the data, encode it and process it using a ready-made program. Statistics used in data analysis The following statistics are used to analyze the data. In this assessment consisted of

1. Descriptive Statistics to describe general information of the respondents.

The questionnaire is as follows:

1) Finding the percentage (Percentage) is to find the proportion of the data by comparing the number of hundred. using the following formula:

$$\text{formula } pc = \frac{X}{N} \times 100$$

where   pc   represents   percentage

x   is the amount of data to be evaluated.

n   is the total amount of data.

4.5 Implementation

From answering the questionnaire in the satisfaction assessment in Table 4.4, it was found that the students Their satisfaction was at the level of "Very satisfied" (mean 4.53), representing 90.66 percent, divided into the following order:

1st in the Quality Indicator topic, found that the respondents had the highest level of satisfaction (mean = 4.87).

2nd place in the topic of convenience It was found that the respondents had the highest level of satisfaction (mean = 4.73).

3rd. place in the topic of quality of content found that the respondents had the highest level of satisfaction (mean = 4.67).

CONCLUSIONS AND RECOMMENDATIONS

When developing a warehouse management system, the system operator has made Summarizing the results, discussing the results, and making recommendations can be divided as follows:

5.1 Summary of system development results

5.2 Discuss the results of system development.

5.3 Suggestions for bringing to use the results of system development

5.4 Suggestions for organizing next time

5.1 Summary of system development results

Software management system (i-track) when the development of the system is completed can be concluded operations, which are as follows:

The system development results can be divided into scope as follows:

5.1.1 The scope of the system consists of keeping the history of stock picking details, the name of the picker, the amount of stock remaining, and the user log-in for each stock draw.

5.1.2 System user scope will be divided according to the rights that can be used as follows

a) business owner You can view a detailed stock report in the warehouse that will detail everything in stock. employee information and product information

b) Administrators can set access rights.

c) Stock staff can add, delete items in stock.

5.2 Discuss the results of system development

Developing a warehouse management system (i-track) is a development of an electronic commerce system in the form of business with customers (Business to Customer), in which the system developer has developed a part of the inventory management system using a database system to be involved in the development of the system. This time, the problem was encountered.

5.2.1 Database

There is little experience in database design. This led to the restructuring of the database. later in order to make the system more consistent and complete

5.2.2 Ming

Writing commands to control database operations requires scripting of different languages to be able to work together, therefore it takes a lot of time in making the system because there is no prior Ming experience.

5.2.3 System development

System development has little experience in using databases. and have had more studies from other systems to make the system more complete

5.3 Suggestions for implementing to use the results of system development

5.3.1 Inventory Management Focus Master Printshop will be able to work better if the computer has

Ram not less than 4 GB

5.3.2 The product information should be kept up-to-date at all times. in order to facilitate the verification of the number

later product

5.4 Recommendations for the preparation of next time

5.4.1 The system should be developed to be able to use at least two languages in order to develop competence in

The service is provided without language restrictions.

5.4.2   Work systems should be developed to support all types of databases.

5.4.3

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CLS-02-018

Customer Behavior and Satisfaction of Instant Coffee

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Abstract

Instant coffee is very popular in many areas of the world. It may even account for more than 50% of all coffee consumption in some countries. This study aimed to study customer behavior and satisfaction of instant coffee and the factor affecting the selection of daily fresh products. This is a quantity and survey research. There was a sample of 400 consumers. Questionnaires were used to collect data. Descriptive statistics used for general data analysis consist of frequency, percentage, mean, standard deviation the inferential statistics used for testing hypothesis include t-test F-test and Paired-Samples t-Test and One-Way ANOVA.

The result found that almost of the respondents was female, had age average about 36-60 years old, almost of them were married, had a bachelor's degree of education level, almost of them worked as in a private company employee, and the average income was about 10,0001 – 20,000 Baht. Almost the respondents brought instant coffee every month. They chose to buy instant coffee for their selves. They spent the cost of purchasing instant coffee around 1,001 – 2,000 Baht per month. The consumer had been influenced in the purchase product by themselves. The most of consumer brought instant coffee from convenience store. The consumers considered consuming instant coffee based on healthy reason. Additionally, the researcher had analyzed the level of customer behavior and satisfaction of instant coffee, were divided into five sections. There were sections of product, safety, price, and distribution channels, which were at the highest level, and promotion was at high. To compare the factors of marketing mix affecting consumers' purchasing behavior of instant coffee in Bangkok found that the gender, age, status, education level, occupation, and average income of the consumers were not different to the satisfaction in marketing mix of instant coffee

Keywords : customer behavior, customer satisfaction, instant

Introduction

Coffee is an important product for the global economy. In 2019, the total consumption of coffee in Thailand amounted to approximately 1.4 million shipping bags of 60 Kg. The consumption volume of coffee in the country had continuously increased throughout the years as shown in the Figure 1. Instant coffee is very popular in many areas of the world. It may even account for more than 50% of all coffee consumption in some countries. Instant coffee is in fact simply coffee that has been brewed and then dried out by freeze drying or spray drying. Freeze drying will result in a higher quality coffee when compared to spray dried because freeze drying uses low temperatures whereas spray drying uses high temperatures. This dried out brewed coffee powder is then lighter and produces more coffee drink than beans or ground coffee, which makes instant coffee cheaper to ship around the world. Furthermore, instant coffee will last longer as long as it is kept dry. The production of soluble or instant coffee starts with coffee bean selection, followed by the processes of roasting, granulation, extraction, concentration and drying by atomization or freeze drying (Nogueira and Trugo 2003). Its composition depends on the coffee species and varieties used in the blends and on processing conditions.
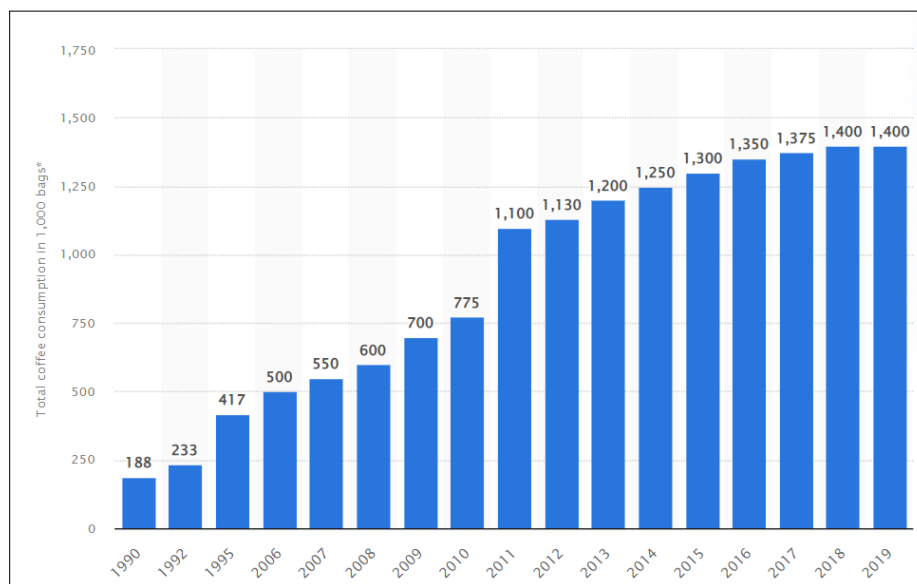

Figure 1: Total consumption of coffee in Thailand from 1990 to 2019

Source: Hansa Manakitsomboon (2021)

Instant coffee has also increased the number of consumptions in the same direction due to the convenience. Due to lack of instant coffee consumption study, this research focused on studying the customer behavior and satisfaction of instant coffee to understand the characteristic of consumer behavior and the level of consumer satisfactions. To propose a guideline for improving service quality and customer's satisfaction of instant coffee.

Research Objective

1) To study the level of customer behavior and satisfaction of instant coffee

2) To study the level of service quality and customer satisfaction of using mobile flight booking application

3) To compare of customer expectation toward service quality and customer satisfaction of using mobile flight booking application

Research hypothesis

1) Different demographic characteristics of customer behavior are characterized by different customer satisfaction.

2) Consumers of different age have different satisfaction of marketing mix of instant coffee. It is found that consumers of different age do not have different satisfaction in the marketing mix of instant coffee.

3) Consumers of different status have different satisfaction of marketing mix of instant coffee. It is found that consumers of different status do not have different satisfaction in the marketing mix of instant coffee.

4) Consumers of different education level have different satisfaction of marketing mix of instant coffee. It is found that consumers of different education level have different satisfaction in the marketing mix of instant coffee.

The population and samples

This research has a sample of 400 people, and questionnaires were used to collect and verify the information of customer behavior and satisfaction of instant coffee who consume instant coffee of every brands.

Population scope Demographic selection is made from two accessibility sources:

Step 1: Convenience Sampling, using population from common sources, such as in front of schools, shops, fresh markets, convenience store, with 50% proportion.

Step 2: Purposive Sampling, 50% of the population in Bangkok who consume instant coffee or used to consume instant coffee.

Population and sample

The population is people who live in Bangkok area and consume instant coffee of every brands. However, the researcher does not know the exact population but expects that there are more than 100,000 people due to the population consuming instant coffee across the country is 60.08 million people. (Bank of Thailand, 2019)

Sample group

Determination of sample size, the researchers used W.G.Cochran (1977) by selecting a sample from a population of more than 100,000 people with the assumption that the data is normal distribution and measures the confidence level equal to 95 percent. The acceptable tolerance is not more than 5 percent, determined by the formula.

$$n = \frac{P(1-P)Z^2}{e^2}$$

n represents the number of sample size.

P stands for the population that wants to randomize.

Z represents the investigator's confidence at the statistical significance level of 0.05.

e stands the error to be allowed to occur.

Assume, the sample is 50% of the total population, 95% confidence and 0.05 is sampling error then sample size can be calculated as P = 0.50 (50%) Z = 1.96 (95%) e = 0.05 (5%)

$$n = \frac{0.5(1-0.5)1.96^2}{(0.05)^2}$$
$$n = 384$$

However, for the accuracy of the sample collection data, the researcher increased the sample number to 400.

Literature Review

Concept of demographic characteristics

Siriwan Serirat and co-researchers (1995) said that the demographic variables consisting of age, gender, status, family size, number of family members, education level, occupation and income are all important. And statistics that can measure the population will help to determine the target market.

Concept and Theory of Consumer Behavior

Tanakrit Wontamay (2011) Consumer Behavior refers to the expressive behavior of finding, purchasing, using, evaluating, and disposing of consumer goods, services, and ideas. Consumer Behavior means the behavior by which the consumers search, purchase, use, evaluate the use of products and services expected to meet their demand by studying the behavior, decisions and actions of consumers in relation to purchasing and the use of products includes pre-existing decision-making processes and contributes to the determination of consumption behavior of what to buy, why to buy, when, how, where and how often.

Concept and Theory of Customer Satisfaction

Siriwan Serirat and co-researchers (2546) said that the concepts of satisfaction are the feelings of customers that they are satisfied or dissatisfied because of comparison. During recognition of the performance of product against the expectations of the customer. If the performance of the product is below customer expectations, the customers will not be satisfied. If the performance of the product meets their expectations, they will be satisfied. If the performance of the product is much higher than their expectations, they will be very satisfied. The customers will to be able to know whether the quality of service is good or not when the quality that they expect match the experience that they receive from the service. This creates an overview of quality services which can be created by the following six principles.

1) Professionalism and Skill, the customers can recognize from the knowledge and skills of service provider and when they can solve problems systematically and orderly.

2) Attitude and Behavior, the customer can feel that the service provider is friendly and eager to help them to solve the problems promptly.

3) Accessibility and Flexibility, the customers make decisions based on the location, service hours and service systems which are well prepared to serve the customers.

4) Reliability and Trustworthiness, the customer can acknowledge them after the service provider has provided the service as agreed.

5) Recover, whenever anything happens unexpectedly or there are unusual events, the service provider can resolve the situation in a timely manner, able to salvage the situation back to normal by appropriate means.

6) Reputation and Credibility, the customers will believe in the reputation of the service provider when they provide the services in the scope of service duties.

Concept and Marketing Mix Theory

Neil Borden popularized the idea of the marketing mix—and the concepts that would later be known primarily as the four Ps—in the 1950s. Borden was an advertising professor at Harvard University. His 1964 article titled "The Concept of the Marketing Mix" demonstrated the ways that companies could use advertising tactics to engage their consumers.1 Decades later, the concepts that Borden popularized are still being used by companies to advertise their goods and services.

The four Ps of marketing are the key factors that are involved in the marketing of a good or service. There are the product, price, place, and promotion of a good or service. Often referred to as the marketing mix, the four Ps are constrained by internal and external factors in the overall business environment, and they interact significantly with one another.

Information of Instant Coffee

Instant coffee is very popular in many areas of the world. It may even account for more than 50% of all coffee consumption in some countries. Instant coffee is also faster, cheaper, and easier to make than regular coffee. You may know that drinking regular coffee

is linked to many health benefits but wonder whether the same benefits apply to instant coffee. Instant coffee, also called soluble coffee, coffee crystals, coffee powder, or powdered coffee, is a beverage derived from brewed coffee beans that enables people to quickly prepare hot coffee by adding hot water or milk to the powder or crystals and stirring. Instant coffee is commercially prepared by either freeze-drying or spray drying, after which it can be rehydrated. Instant coffee in a concentrated liquid form is also manufactured.

Advantages of instant coffee include speed of preparation (instant coffee dissolves quickly in hot water), lower shipping weight and volume than beans or ground coffee (to prepare the same amount of beverage), and long shelf life—though instant coffee can spoil if not kept dry. Instant coffee also reduces cleanup since there are no coffee grounds, and at least one study has found that it has a lower environmental footprint than other preparation methods.

Related Research

Yanus Sumitro (2020) studied to determine the effect of brand equity consists of brand awareness, impression quality, brand associations, and brand loyalty to customer loyalty of coffee products. Also, Nguyen Thanh Duc (2018) studied to improve operational efficiency and competitiveness in changing business conditions. The demand of customers also required higher quality and price of instant coffee products. The theories of competitive strategy by Michael Porter and Parasuraman's theory of customer satisfaction, the fellow studies the factors that create customer satisfaction for instant coffee product in the Vietnam market.

Sylwia Mokrysz (2016) studied consumer preferences and behaviors on the coffee market in Poland based on the results of primary research conducted using a structured interview on a group of 800 consumers of coffee and coffee beverages. The results obtained allowed the definition of 6 segments of coffee consumers in Poland. These segments have become the basis for the development of the marketing strategy for MOKATE SA – a leader on the coffee market in Poland in the "Cappuccino" category.

Sasapin Pinthadid and Sirapa Sucharit (2013) studied attitudes and consumption behavior of instant coffee, the sample used in this study consisted of 321 people. Data were collected by issuing questionnaires to know the feelings, opinions, attitudes, and behaviors of consumers which affects the decisions of consuming instant coffee. The results of the study

showed that now day, most consumers choose to consume fish oil. The reason of consumption is to nourish the body. The place to buy are from department stores. The most popular brand is Brand. The cost of each purchase is approximately 500-1,000 Baht. Most of them consume less than 1 year and will receive product knowledge before planning to consume. What consumers concern is the value, the benefits and the quality assurance from a reliable institution or agency.

Research framework

From the study of concepts, theories, and related research This makes it possible to write framework research can be as follows:
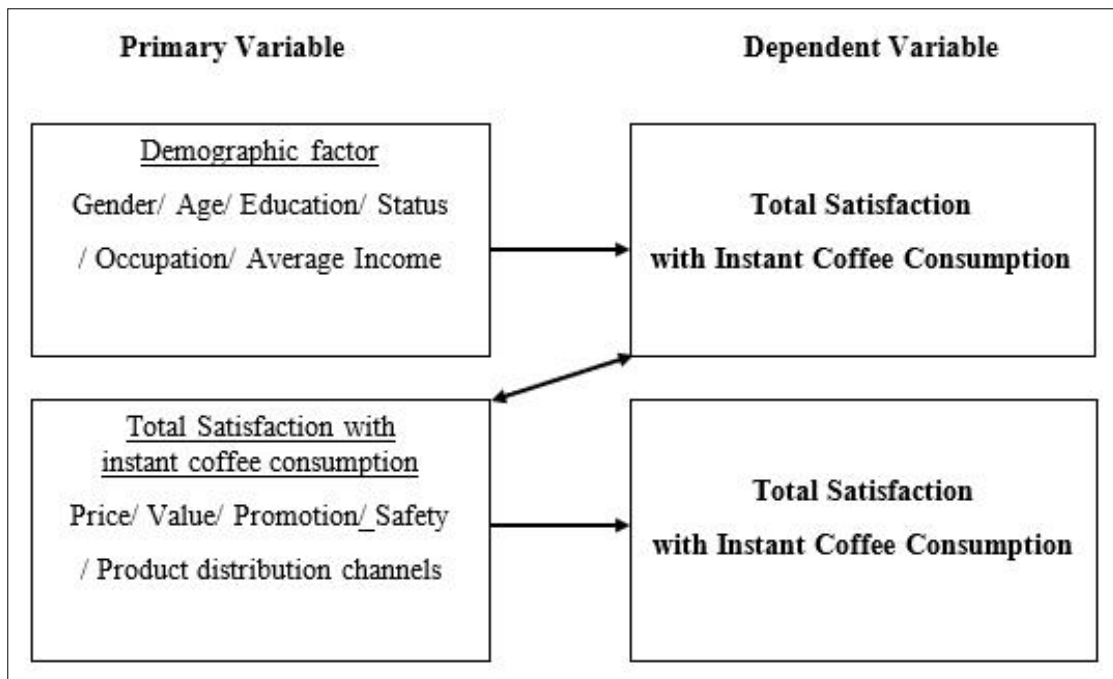

Figure 2: The research framework

Research Methodology

The research of customer behavior and satisfaction of instant coffee is quantitative research which the researcher uses survey research by collecting data through questionnaires. The statistical data is analyzed by the software program (SPSS) to summarize the research results. Details of research work are as the following steps:

The population is people who live in Bangkok area and consume instant coffee of every brands. Determination of sample size, the researchers used W.G.Cochran (1977) by selecting a sample from a population of more than 100,000 people with the assumption that the data is normal distribution and measures the confidence level equal to 95 percent. The acceptable tolerance is not more than 5 percent. Thus, this research has a sample of 400 people, and questionnaires were used to collect and verify the information of customer behavior and satisfaction of instant coffee who consume instant coffee of every brands.

The data source consists of 2 parts:

Secondary information is a collection of information from various references and related research works to create a questionnaire.

Primary data is the collection of information from customers who consume instant coffee of every brand in Bangkok that were open for answering the questionnaire manually.

The process of creating a tool

The research tool is a questionnaire which has 3 parts.

Part 1The question to distinguish respondents whether they are suitable for completing the questionnaire for the purpose of this research or not. Only consume instant coffee.

Part 2 General information of respondents.

Part 3 Information about service satisfaction and behavior of instant coffee:

Data collection

The researcher collects data from primary data source which were questionnaires collected from a sample of 400 people.

Data analysis

After receiving the information from the completed questionnaires, the data is analyzed then descriptive statistics and inferential statistics used to test the hypothesis t-Test F-Test or (One – Way ANOVA) to compare the difference between two or more mean values.

Data analysis results

A study of customer behavior and satisfaction of instant coffee of 400 respondents' consumers, the results of data analysis were as follows:

Characteristics of the respondents

From the analysis of personal factors data, satisfaction, and behavior of consumers of instant coffee in Bangkok, it found that almost of the respondents are female by 226 or 56.5%, and male by 174 or 43.5%.

Classified by age., there are 180 people or 45% who are between 36-60 years old, 128 people or 32% who are between 26-35 years old, 50 people or 12.50% of 18-25 years old, 23 people or 5.75 % of people who are younger than 18 years old, and 19 people or 4.75% of who are older than 60 years old.

Classified by status, there are 223 or 55.75% of respondents are married, 164 or 41% of respondents are single, 9 or 2.25% of respondents are divorced, and 4 or 1% of respondents are widow.

Classified by education level, there are 208 or 52% of respondents have Diploma, 98 or 24.5% of respondents have secondary education/vocational certificate, 70 or 17.50% of respondents have bachelor's degree, and 24 of respondents have higher than bachelor's degree.

Classified by occupation, there are 152 or 38% are private company employee, 90 or 22.5% are government officer, 82 or 20.5% are business owner, 53 or 13.25% are housewife, and 23 or 5.75% are student.

Classified by average income, there are 200 or 50% of respondents have income around 10,001 – 20,000 Baht, 92 or 23% of respondents have income less than 10,000 Baht,68 or 17% of respondents have income around 2,0001 – 30,000 Baht, 22 or 5.5% of respondents have income around 30,001 – 40,000 Baht, and 18 or 4.5% of respondents have income more than 40,000 Baht.

Data analysis of instant coffee consumption behavior

The consumption behavior of instant coffee of people in Bangkok for the reason of purchasing, it found that there are 252 or 63% of respondents want to keep awake, 98 or 24.5% of respondents want to lose weight, 29 or 7.25% of respondents got motivational from advertisement, and 21 or 5.25% of respondents got recommendation from friends.

The consumption behavior of instant coffee of people in Bangkok for the frequency of purchasing, it found that the frequency of buying instant coffee from 410 respondents: there are 191 or 47.75% of respondents buy every month, 83 or 20.75% of respondents buy every 3 months, 46 or 11.5% buy only once, 43 or 10.75% of respondents buy once a year, and 37 or 9.25% buy every 6 months.

The consumption behavior of instant coffee of people in Bangkok for whom to buy instant coffee for, it found that from 400 of samples: there are 309 of respondents choose to buy instant coffee for themselves, 70 or 17.50% of respondents buy instant coffee for family members, and 21 or 5.25% buy instant coffee for other people.

The consumption behavior of instant coffee of people in Bangkok for influencer in the purchase of products, it found that from 400 of samples: there are 350 or 87.5% of respondents have themselves as an influencer in buying instant coffee, 31or 7.75% of respondents are influencers in buying instant coffee, 11 or 2.75% of respondents have family members as influencer in buying of instant coffee, 4 or 1% of respondents choose are relative as influencer in buying of instant, and. 2 0r 0.5% of respondents are enter in instant coffee.

The consumption behavior of instant coffee of people in Bangkok for how much you choose to buy instant coffee at a time? it found that from 400 of samples: there are 288 or 13.75% of respondents whose cost purchase instant coffee 1,001 – 2,000 Baht, 55 or 13.75% of respondents whose cost of purchase instant coffee is less than 1,000 Bath, 24 or 6% of respondents whose cost of purchase instant coffee is 3,001 – 4,000 Baht, 19 or 4.75% of respondents whose cost of purchase instant coffee is 2,001 – 3,000 Baht, and 14 or 3.5% of respondents whose cost of purchase instant coffee is more than 4,000 Baht.

The consumption behavior of instant coffee of people in Bangkok for where you choose to buy instant coffee? it found that from 400 of samples, there are 191 or 47.75% of respondents choose to buy instant coffee in convenience stores, 185 or 46.25% of respondents choose to buy instant coffee on internet, 14 or 3.5% of respondents choose to

buy instant coffee from dealer or sales agent, and 10 or 2.5% of respondents choose to buy instant coffee from tele sales.

Data analysis of Satisfaction and behavior of instant coffee

The research finds that the consumers are highly satisfied with Product, Safety, Price and Value, Promotion and Distribution Channels. Details of each aspect as follows:

For Product, the average customer satisfaction is 4.3 and S.D = 0.23069. The satisfaction level is the highest. It will be found that in the section, "The instant coffee you choose are clean and safe, certified by the Food and Drug Administration.", "The instant coffee you choose have a clear nature, ingredient and expiration date." and "The instant coffee you choose have the quality characteristics as specified in the advertisement." Have the highest satisfaction level, with the mean at 4.86,4.55,4.87 respectively and the standard deviation at 0.344, 0.498, 0.336 respectively. The next one is "The instant coffee of your choice has a modern appearance" which is high satisfied, with the mean at 3.19 and the standard deviation at 0.541.

For Safety, the consumers are satisfied with the safety with the mean at 5.0 and S.D = 0.00. The satisfaction level is the highest. When consider each aspect, it found that "Free from side effects", "The label details the ingredients, their origin and instructions, and clear warnings", "Can be eaten continuously without accumulating in the body" have the mean satisfaction at 5.00 and S.D. 0.00. Overall satisfaction is the highest.

For Product, it found that the customer is satisfied with Price and Value at 4.8567 and S.D = 0.28197. The satisfaction is the highest. When consider each aspect, it is found that "The instant coffee that you choose has a reasonable price and quality", "Price of the instant coffee of is reasonable and worth the money spent"," The instant coffee you choose comes in many price levels "and "Price of the instant coffee is reasonable." have the highest satisfaction level, with the mean at 4.93,4.88,4.84,4.78 respectively and the standard deviation at 0.257,0.330,0.363,0.496 respectively.

For Distribution Channels, it found that the consumers are satisfied with distribution channels at 4.3639 and S.D = 0.32660. The satisfaction level is high. When considering each aspect, "The instant coffee of your choice are available in leading department stores", has the highest satisfaction level, with the mean at 4.96 and the standard deviation at 0.200, "The instant coffee is available at 24-hour stores", has the highest satisfaction level, with the mean at 4.80 and the standard deviation at 0.397, "The instant coffee of your choice are

available on the internet or online", has the highest satisfaction level, with the mean at 4.67 and the standard deviation at 0.607, "The instant coffee that you choose have an individual dealer or agent" has the highest satisfaction level, with the mean at 4.30 and the standard deviation at 0.843. The next one is "The instant coffee of your choice are available at most convenience store" which is medium satisfied, with the mean at 3.08 and the standard deviation at 0.32660.

The results of data analysis to test the hypothesis

Data analysis to compare factors of marketing mix affecting consumers' purchasing behavior of instant coffee in Bangkok for Product, Safety, Price and Value, Promotion, Place or Distribution, classified by demographic characteristics, using mean difference analysis, the results of hypothesis testing can be summarized as follows:

Hypothesis 1: Consumers of different genders have different satisfaction of marketing mix of instant coffee. It is found that male and female consumers do not have different satisfaction in the marketing mix of instant coffee.

Hypothesis 2: Consumers of different age have different satisfaction of marketing mix of instant coffee. It is found that consumers of different age do not have different satisfaction in the marketing mix of instant coffee.

Hypothesis 3: Consumers of different status have different satisfaction of marketing mix of instant coffee. It is found that consumers of different status do not have different satisfaction in the marketing mix of instant coffee.

Hypothesis 4: Consumers of different education level have different satisfaction of marketing mix of instant coffee. It is found that consumers of different education level have different satisfaction in the marketing mix of instant coffee.

Discussion

From the analysis, the main points can be summarized as follows:

Most of the respondents were female at 56.5%, age between 36-60 years old at 45%, have married status at 55.75%, have a diploma education level at 52%, have private company employee occupation at 38%, and have average income of 10,001 - 20,000 Baht per month at 50%.

For behaviors affecting the purchase of instant coffee, it is found that consumers 47.75% buy instant coffee every month, 87.5% of the people are influenced by themselves

to buy instant coffee, 72% of them have average cost of purchasing an instant coffee 1,001 - 2,000 baht, 47.75% purchase it from convenience store, 63% have the reason for the consumption of instant coffee in order to keep awake.

The study of customer satisfaction of instant coffee was divided into 5 aspects as follows: Product, Safety, Price and Value, Promotion and Distribution Channels. It found that the section the satisfaction level in satisfaction and behavior of instant coffee in Bangkok in terms of Product was highest, with the mean at 4.3689 and the standard deviation at 0.23069. When considering each topic, it will be found that the section of product, the instant coffee you choose is of the quality characteristics as specified in the advertisement have the highest satisfaction level mean 4.87.

The level of satisfaction and behavior of instant coffee in Bangkok in terms of Safety, found that in the section, "Free from side effects", "The label details the ingredients, their origin and instructions, and clear warnings." and "Can be eaten continuously without accumulating in the body." have the highest satisfaction level, with the mean at 5.00.

The level of satisfaction and behavior of instant coffee in Bangkok in terms of Price and Value, found that in the section, "The instant coffee that you choose have reasonable price and quality" has the highest satisfaction level mean 4.93.

The level of satisfaction and behavior of instant coffee in Bangkok in terms of Promotion, found that in the section, "The instant coffee that you choose have a reasonable price and quality" has the highest satisfaction level mean 4.06.

The level of satisfaction and behavior of instant coffee in Bangkok in terms of Distribution Channels, found that in the section, "The instant coffee of your choice is available in leading department stores." has the highest satisfaction level mean 4.96.

Suggestions

1) Psychological factors should be analyzed to make the score of the analysis more accurate.

2) Personal information, such as income, education, and health-consciousness should be used to create the Class Interval data level and used as a factor to study the analysis factor.

3) There should be separate studies of cultural and social factors. The cultural factor focuses on the study of beliefs and attitudes towards the consumption of instant

coffee. For social factors, it should focus on studies from reference groups that affect purchasing decisions.

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CLS-02-019

Service Quality and Customer Satisfaction of a Flight Booking Mobile Application

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Abstract

The research aimed to study the level of service quality and customer satisfaction of a flight booking mobile application, and to compare the service quality and customer satisfaction. The sample was 400 of passengers who used the flight booking mobile application. Questionnaires were used as a tool for collecting data. Descriptive statistics used for general data analysis consist of frequency, percentage, mean, standard deviation the inferential statistics used for testing hypothesis include t-test F-Test and Paired-Samples t-Test and One-Way ANOVA.

The research found that the general information of gender, status, occupation, education, average income, mobile flight booking, time of using mobile flight booking and type of service. Mobile flight booking had not difference about service quality and customer satisfaction and of the mobile flight booking system. However, there were seven section of service quality and customer satisfaction of the mobile flight booking system. The research results of satisfaction level in service and quality of mobile flight booking system in terms of service was very good. The satisfaction level in service and quality of mobile flight booking system in terms of cost was very good. The satisfaction level in service and quality of mobile flight booking system in terms of communication was very good. The satisfaction level in service and quality of mobile flight booking system in terms of convenience was very good. The satisfaction level in service and quality of mobile flight booking system in terms of System was good. The satisfaction level in service and quality of mobile flight booking system in terms of safety was very good. The satisfaction level in service and quality of mobile flight booking system in terms of satisfaction and quality were good. The seven factors of service aspect were directly related and affected to the satisfaction level of the mobile flight booking system with the statistically significance level at .05

Keywords: Customer Satisfaction, Service Quality, Flight Booking Mobile Application

1. Introduction

Currently, all kinds of on-demand services are available for people with the help of smartphone applications. We are living in a world, where on-demand applications are getting popular. Businesses are also adopting mobile app development services due to their immense popularity. For business purposes, owners just need to reach out to the right app development company and describe to them all the business needs. Most companies have made great efforts to utilize the mobile application in expanding their respective businesses. Designing a good mobile application however has become a primary issue for the companies which eagerly keen to maximize their profit by promoting their service and product in the competitive market. It is difficult to define a successful mobile application because it is tied directly to the user acceptance in which it may vary with each other User experience covers the whole product or service acceptance. It touches all aspects inclusive of pragmatic and hedonic of a product. The pragmatic or instrumental refers to the utilitarian aspects, such as usefulness and ease of use, and hedonic or non-instrumental to the emotional and experiential aspects of product use. (Yazid, M. A., & Jantan, A. H., 2017)

Airlines industry also did not leave behind in providing more convenient way for their clients to access the flight information and manage their booking ticket. In the context of intense market competition, airlines are enriching their business operations by offering flight ticket booking apps that can be downloaded on mobile devices. (Jitu Bhaskar, 2021) The ticket booking trend is now gaining traction faster due to the rising mobile revolution. Travelers book flights and holiday trips independently, which eliminates the third-party tool and reduces the cost. IT firms also rejoice in flight booking application development being the next dominant for grabbing opportunities. If we peek into the mobile phones of travelers, more than 80% of travelers have downloaded some sort of flight booking applications, where 60 % of users make use of the app. Mobile flight booking ticket application has become the marketing tools which provides flight bookings, baggage services and flight information search functionalities to travelers. Due to the lack of studying in mobile flight booking system, this research aimed to study the level of service quality and customer satisfaction of a mobile flight booking system, and to compare the service quality and customer satisfaction in order to state and propose a guideline to improve mobile flight booking system for the future study.

2. Research Objective

1) To study the factors of service quality and customer satisfaction of mobile flight booking application
2) To study the level of service quality and customer satisfaction of using mobile flight booking application
3) To compare of customer expectation toward service quality and customer satisfaction of using mobile flight booking application

3. Research hypothesis

1) Different demographic characteristics of mobile flight booking system users are characterized by different expectations.

4. The population and samples

This research has a sample of 400 people, and questionnaires were used to collect and verify the information of mobile flight booking system users who use the services of every airline who provide the mobile flight booking service.

Population scope Demographic selection is made from two accessibility sources:

Step 1 : Convenience Sampling, using population from common sources, such as in front of schools, shops, fresh markets, food centers, with 50% proportion.

Step 2 : Purposive Sampling, 50% of the population who are using flight booking mobile application services or have just completed flight booking mobile application or are individuals who use mobile flight booking system on a regular basis.

Population and sample

The population are used in this research is people who live in Bangkok area and use mobile flight booking system service. However, the researcher does not know the exact population but expects that there are more than 100,000 people due to the population using mobile flight booking system across the country is 60.08 million people.

Sample group

Determination of sample size, the researchers use Yamane's sample size (1967) by selecting a sample from a population of more than 100,000 people with the assumption that

the data is normal distribution and measures the confidence level equal to 95%. The acceptable tolerance is not more than 5%, determined by the formula.

$$n= \frac{N}{1+N(e)^2}$$

n is sample size.

N is the number of populations using mobile flight booking system in Bangkok area.

e is the tolerance.

When substituting the variable values in Yamane's formula, the values are as follows.

$$n = \frac{100,000}{1+100,000(0.05)^2}$$

$$= 398.41$$

This will get the minimum sample size, approximately 400 samples.

5. Literature Review

5.1 Concept of demographic characteristics

Siriwan Serirat and co-researchers (1995) said that the demographic variables consisting of age, gender, status, family size, number of family members, education level, occupation and income are all important. And statistics that can measure the population will help to determine the target market.

5.2 Concepts and theories about online consumer behavior

Richard & Chebat (2015) said that the internet was the source of information for many products and there was a growing number of research about online consumer behavior. While most researchers focused on finding information before buying with the aim of reducing risk. There was less research that develop, test, and observe behavioral patterns in the use of technology covering online consumer behavior and consumer personality

(Mehrabian & Russell's, 1974; Hausman & Siekpe, 2009). Therefore, he brought the findings of Mehrabian & Russell's (1974) and Hausman & Siekpe (2009) adopted stimulus-organism-response (SOR) model to use as a guideline for the development of 5 important variables which are 1) Online Cognitions, is online perception that gives consumers access to what they want to buy. 2) Online Emotions, emphasizing on the emotional response of consumers to advertisements and consumer satisfaction. 3) Online Attitudes, consumers will have a feeling of entertainment when those consumers have a joint and happy experience. They will be happy to come back and join it again. 4) Flow, a continuation of the awareness that consumers have involved in the activities that they are satisfied and make they feel enjoyable while using it. 5) Efficient of Technology, is consistent with research of Laeieddeenun (2016) which studied about the technology adoption and online consumer behavior that influence the decision to buy e-books of consumers in Bangkok. The study found that the adoption of technology in the way of actual usage affects consumer purchasing decisions the most. Online consumer behavior about online entertainment, online awareness, continuity is a condition that arises during activities for the sake of enjoyment while using it which requires the efficiency of technology to create the intention of consumers in making a repurchase or a reuse of the product or service.

5.3 Concepts and theories of satisfaction

Thaneeya Panyakaew (1998) said that what brings satisfaction is related to the nature of the work. These factors lead to job satisfaction: success, praise, recognition of work, responsibility, achievement. When these factors are low, it can lead to dissatisfaction of the job. If the job offers advancement, challenge, responsibility, achievement, and praise, they will be very satisfied and motivated to work. With Tiengburanatam (1998) defined "Satisfaction" as contentment, satisfaction, certainty, compensation. Wirun Panthewee (1999) defined that satisfaction is a different feeling within the human mind. It depends on the individual whether to expect one thing.

There are several methods of measuring satisfaction: Panida Chaipanya (1999)

1) Questionnaires, the issuers want to know the opinions. They can prepare some answers for the respondents to choose.

2) Interview, a direct way of measuring satisfaction. Good techniques and methods are required to get the most truthful information.

3) Observation, a way to measure satisfaction by observing the behavior of the target person who express by speaking, acting, and gesturing. This approach requires serious and structured observation from the concept of satisfaction which means contentment, satisfaction that is the final feeling of being served as desired. It is a personal feeling, shapeless, unable to see, but rather a behavior that arises after receiving a pleasant service. It is a positive feeling which evaluates from the experience of each person.

5.4 Concepts and theories about expectation

Siriwan Serirat and co-researchers (2003) said that the customer expectations are what the consumer wants or expects to get the product. Expectations are from buyers 'past experience and knowledge, such as friends, marketers and competitive information. If marketers over-present the product, it will make the consumers have high expectations for that product. And when the consumers find that the functionality of the product is lower than expected, they will be dissatisfied. Therefore, the key to success is to present the product based on the benefits of product functionality in line with buyer expectations based on the principle of customer satisfaction.

5.5 Concepts and theories related to service quality

Definition of "Service" The Royal Academy's Dictionary (1999) gives the definition of "Service" as serving, facilitating. Kotler (1997) defined the meaning of "Service" that competencies at a particular agency can be presented to another agency. It is something that has no appearance and there is no ownership condition in the service. Lovelock and Wright (202) give the meaning of "Service".

(1) Service is a reaction or performance that one party offers to the other. By being invisible, intangible, and unable to possess.

(2) Service is an economic activity that creates value and benefits for customers at specific times and locations. This is a result of the service provider bringing changes to the service recipient.

5.6 Information of Mobile Flight Booking System

The Flight Booking Mobile App is the application that make you are able to travel all over the world in your way with Flight Booking apps. Starting from your booking, boarding, to

easy handling your travel, get a hassle-free experience with the best apps ever. Be it general or advanced features, like one-tap check-in, booking details, special deals, and more, everything is now at your fingertips. So, be all set to explore this world of coolest airline ticket booking systems. (Jitu Bhaskar, 2021)

Benefits Of Flight Booking Mobile App

Using Online Flight Booking Apps you can plan your seamless travel and can also book your flight tickets online remotely. Such scalable apps make it easy for users to organize their trips in a time-saving and cost-effective way. Let's know a few more benefits of Flight Booking Apps.

Easy to Book Tickets: Such apps are built especially for tablets and mobile phones, that's why these have a user-friendly interface, which is easy and quick to book flights.

Early Check-Ins: The flight ticket booking apps come with an early check-in feature which assists in saving time that's consumed in performing formalities and verifying the documents. All such jobs are done virtually on the app, thereby, saving a lot of time.

Twenty-Four Hours Booking Available & Customer Support: Also, such apps always offer an all-day ticket booking facility along with round-the-clock customer support to make flight booking job easy and smooth and resolve the issues that interfere with booking process.

Saves Time: Since a traditional flight booking system demands a lot of time, the flight booking apps have appeared like a blessing to the customers, as now they can book their flights from anywhere, at any time, and with much ease.

Changes and Cancellations: Moreover, it's quite easier to change the flights or cancel just by a single tap through online ticket booking apps.

Easy Refunds after the Cancellation: Furthermore, the flight booking apps also allow easy refunds after you cancel your flights due to any reason.

Features to Include in Flight Booking App: For making an exceptional app, you need to put some exclusive features into your flight ticket booking system development. Here, we will discuss common and advanced features that can be integrated into the app.

Customer Panel: The customer panel is the most interesting part of any app. An app makes a better market due to customer retention. It is always possible to make some betterment in the regular UI and interface of the customer panel. The engagement of the customer panel encourages the range of features you put into.

Flight Booking App Components

A flight booking app is made up of many components. The multiple components leverage customers with the range of features and advantages of using the app over traditional ways.

Search For Flights: One of the most primary steps for online ticket booking is to decide the date and destination of travel. Such information is required to book the tickets or search flights. You can search your flight by entering the destination & boarding city, and then the travel date.

Flight Reservation System: This web-based solution connects the database with a global distribution system. This system gives real-time cost and availability data to customers and agents. Initially, the airline flight booking system was only limited to booking flights, but now it has been extended to flight management tasks too. The airline reservation systems are online software to retain information and make flight bookings. Online booking can be done on the aggregator portal or the airline's website.

Online Payment System: The online booking system contains multiple payment integration, where you can pay for the flight booking through card or net booking.

Boarding Pass Options: As you make payment, the boarding pass can be taken through the airline website or from the airport, for which you need to be extra cautious and reach the airport 2.5 hours before departure time. It is one of the essential features for Flight booking website development.

Flight Details: Flight information is essential for booking tickets online. You may need to know the time taken during travel, stops, and the number of reservations available. Sometimes prices are higher due to direct flight to a destination and whereas, sometimes cheaper flights are there due to stops in between.

Business Models of Flight Booking Mobile Apps: There are two types of business models for flight ticket booking website development, which can benefit from flight ticket booking system development.

5.7 Relative Research

Ana Barqueira (2022) studied the mobile applications used by airlines and what are the main differences arising from their use. The research question that arises is: do the digital tools that airlines use associated with their business model present many differences? This study adopted a cross-sectional survey design where data was collected from 184 individuals who habitually use smartphones and mobile applications, using an online questionnaire. The methodology used involved statistical treatment of the answers obtained from the questionnaire that was drawn up in accordance with the objectives of the study. According to the results, 92.9% of participants used a smartphone and it is noted that airline applications and online booking applications are the most preferred.

Deepak Yadav and Puneet Sethi (2020) studied the distribution of tourism products and services and their redirecting towards the mobile environment. Considering these aspects, the present study was conceived on two levels. The first level identifies important aspects of mobile applications in general, by types and classifications, as well as presents a concise static image of them at global level. It also describes aspects related to mobile applications dedicated to tourism as offers to mobile device users. The second level comprises the study regarding the usage of tourism-specific mobile applications by Indian mobile device users. The use of mobile devices has many purposes, including commerce, entertainment, and education. Some of these applications deliver information about a city or region. Since these devices are portable and can deliver information where there is internet access, a new potential use is in travels.

Kariapper, R. K. A. R (2018) studied mainly focusing on defining those standards and each travel agency sites will be on the same standards so that the users and other parties who are involved in the travelling purpose will find very easy to use this reservation systems because there is the same standard which is internationally accepted. And NorazahMohd Suki (2017), studied the intention of individuals to use such apps and uses Structural Equation Modelling (SEM) to analyze the data gathered from individuals in Malaysia. Perceived usefulness represents the greatest influence on individuals in respect of their

intention to engage with such an app offered on a mobile device. Airline companies should consider using advances in ICT within their overall portfolio of marketing strategies if they wish to become more competitive in the current market. They should utilize the interactive and attractive features of online channels to encourage more individuals to try their flight ticket booking apps on mobile devices. The proposed model could be used as a baseline model in future research.

6. Research framework

From the study of concepts, theories and related research This makes it possible to write framework research can be as follows:
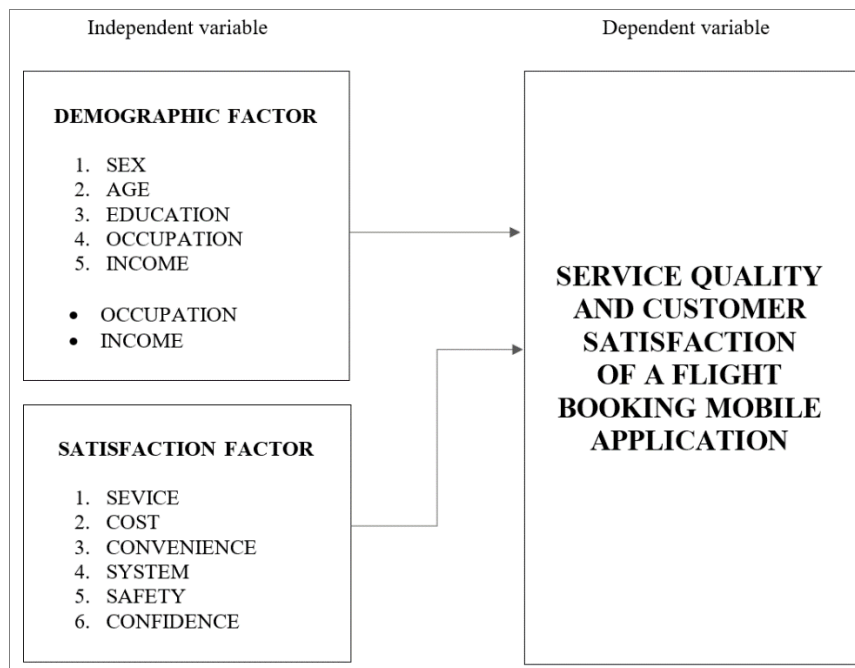

Independent variable | Dependent variable

DEMOGRAPHIC FACTOR

1. SEX
2. AGE
3. EDUCATION
4. OCCUPATION
5. INCOME

- OCCUPATION
- INCOME

SATISFACTION FACTOR

1. SEVICE
2. COST
3. CONVENIENCE
4. SYSTEM
5. SAFETY
6. CONFIDENCE

SERVICE QUALITY AND CUSTOMER SATISFACTION OF A FLIGHT BOOKING MOBILE APPLICATION

Figure 1: The research framework

7. Research Methodology

The research "service quality and customer satisfaction of a flight booking mobile application" is quantitative research which the researcher uses survey research by collecting data through questionnaires. The statistical data is analyzed by the software program (SPSS) to summarize the research results. Details of research work are as the following steps:

7.1 Determination of sample size, the researchers use Yamane's sample size (1967) by selecting a sample from a population of more than 100,000 people with the assumption that the data is normal distribution and measures the confidence level equal to 95 percent. The acceptable tolerance is not more than 5 percent, determined by the formula.

$$n = \frac{N}{1+N(e)^2}$$

n is sample size.

N is the number of populations using flight booking mobile application in

Bangkok area.

e is the tolerance.

When substituting the variable values in Yamane's formula, the values are as follows.

$$n = \frac{100,000}{1+100,000(0.05)^2}$$

$$= 398.41$$

This will get the minimum sample size, approximately 400 samples.

Research tools creation

7.2 The data source consists of 2 parts:

Secondary information is a collection of information from various references and related research works to create a questionnaire.

Primary data It is the collection of information from customers who use the flight booking service of every airline in Bangkok that were open for service by using the method of answering the questionnaire manually (Self-Respond questionnaire).

7.3 The process of creating a tool

The research tool is a questionnaire which has 3 parts.

Part 1   The question to distinguish respondents whether they are suitable for completing the questionnaire for the purpose of this research or not. Only flight booking mobile application users are required.

Part 2 General information of respondents.

Part 3 Information about service satisfaction and service quality of flight booking mobile application.

7.4 Data collection

The researcher collects data from primary data source which were questionnaires collected from a sample of 400 people.

7.5 Data analysis

After receiving the information from the completed questionnaires, the data is analyzed then descriptive statistics and inferential statistics used to test the hypothesis t-Test F-Test or (One – Way ANOVA) to compare the difference between two or more mean values.

8. Data analysis results

A study of service quality and customer satisfaction of a flight booking mobile application of 400 respondents' mobile phone service users, the results of data analysis were as follows:

8.1 Data analysis of demographic information of flight booking mobile application users

From analysis of the individual characteristics of the sample of 400 respondents, it found that they were female, 222 people or 55.5%. There were 123 people or 30.75% who were 26-35 years old. There were 264 people or 66.30 percent% who were single. There were 212 people or 53% who had bachelor's degree. There were 133 students or 33.25% who were students. There were 130 people or 32.50% who have average income less than 15,000 Baht/month. There were 176 people or 44% who use flight booking mobile application service of 2 airlines. There were 144 people or 36% who used flight booking mobile application of Air Asia most often.

8.2 Data analysis of customer satisfaction and service quality of flight booking mobile application users

It was divided into 7 aspects as follows: service, cost, communication, convenience, system, safety, satisfaction in the service and quality of the mobile banking system and present the analysis results in the form of mean and standard deviation. it is found that the

satisfaction level in service and quality of flight booking mobile application in terms of service, safety, cost, convenience, and communication are very satisfied. for the satisfaction level in service and quality of flight booking mobile application in terms of system, satisfaction and quality are good.

8.3 Data analysis of different demographic characteristics of flight booking mobile application users

Analysis of Different demographic characteristics of flight booking mobile application users have different satisfaction in service and quality of mobile systems. gender, age, education, status, occupation, average income, flight booking mobile application which is used most often influenced the satisfaction of service and quality of flight booking mobile application. From the comparison, it was classified by type of service of flight booking mobile application, it found that the service, cost, communication, convenience, system, safety, and overview were not different with Sig. at 0.889, 0.735, 0.256, 0.735, 0.729, 0.419 and 0.841 respectively.

9. Discussion

1. For the personal characteristics, most of the respondents were female, 222 people or 55.5%, 123 people or 30.75% who were 26-35 years old, 264 people or 66.30 percent% who were single, 212 people or 53% who had bachelor's degree, 133 students or 33.25% who were students, and 130 people or 32.50% who have average income less than 15,000 Baht/month. On average, the respondents use flight booking mobile application of 2 airlines. There were 144 people or 36% who used flight booking mobile application of Air Asia most often. By this research, it is found that all genders, ages, occupations, statuses, and average income levels, education level, they have the same activities in using flight booking mobile application service which is Ticket Booking System at 99.5%, Flight Search at 97%, and Online Payment System at 95.5%. Obviously, the airlines themselves are constantly improving and updating the services to be competitive with international services and be up to date with the technology trend. From Covid-19 pandemic, people try to avoid risks of COVID-19 infection by reducing any risky activities such as travelling or using airline counter service. Therefore, flight booking mobile application is the right solution in this situation. Moreover, the evolution of ticket booking system has changed, and people feel that they can always have airlines and services with them.

2. For the satisfaction in service and quality of flight booking mobile application in terms of service, cost, communication, convenience, system, safety, satisfaction in the service and quality of the flight booking mobile application, the research finds that service, cost, communication, convenience, and system are very satisfied. And Satisfaction in the service and quality of flight booking mobile application is satisfied.

10. Suggestions

From the research of the factors that affect the satisfaction of the flight booking mobile application service, the airlines can use the following suggestions which are from the results of this research to improve and develop flight booking mobile application to be respond to the customers' requirements better for the higher customer satisfaction.

1. According to this study, it found that there are more male users than female users. This may be because the male users have a thorough understanding of details and are more sedate than female users when performing flight booking mobile application. Therefore, flight booking service provider should develop a more simple, easy-to-understand and easy-to-use application which is suitable for female users.

2. According to this study, it found that most of flight booking mobile application users are single, so they do not have a joint account. This group of users prefer flexibility, convenience, and speed so the flight booking mobile application service provider choose to design the application to be simple, easy to use, always available for service to encourage the users in other status to use the service too.

3. Suggestions for further research

3.1) A more in-depth study should be conducted to target groups that use flight booking mobile application the most, i.e., 21-30 years of age group to gain detailed insights. The result will be useful for further management planning.

3.2) A study comparing consumer satisfaction in using flight booking mobile application with internet connection and without internet connection should be conducted to know that which one is the most satisfied by users. The result will be useful for a future product and service design for more consumer satisfaction.

3.3) A satisfaction study should be conducted separately for each airline that

provides flight booking mobile application services because each airline has different system and pattern.

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CLS-02-020

Consumer Satisfaction and Behavior online shopping toward Dietary Supplement Products

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Abstract

This research aim is to study satisfaction and behavior on online shopping of consumer dietary supplement product t from online resellers. These research objectives are 1) to study the factors influencing consumer satisfaction on online shopping of dietary supplement products. 2) To study consumer behavior online shopping of dietary supplement products and 3) to study the relationship between satisfaction and behavior online shopping dietary supplements products from online resellers. Questionnaire is developed as a tool for collecting data from 410 sample sizes. descriptive statistics used for general data analysis consist of frequency, percentage, mean, standard deviation the inferential statistics used for testing hypothesis include t-test F-Test and Paired-Samples t-Test and one-way Anova.

The results of research are as follow: The consumers almost is female, age average about 36-60 year old, status almost are married, education level almost have bachelor degree, Occupation almost are a private company employee, average income almost about are 10,0001 – 20,000 Baht. Dietary supplement consumption behavior finds that almost buy dietary supplements every month. They choose to buy dietary supplements for themselves. They spend the cost of purchasing dietary supplementary 1,001 – 2,000 Baht per month. The consumer has an influence in the purchase product for themselves. The most of consumer buy from online reseller. The consumers consider consuming supplementary food based on them to keep healthy. For In satisfaction and behavior of dietary supplement in have 5 sections in which product is highest. In terms of safety, price and value and distribution channels are highest. The comparison of personal factors affecting consumers' purchasing behavior of dietary supplements show that the personal factors do not have different satisfaction in marketing mix of dietary supplements. Except, the education level factor has different satisfaction in marketing Mix of dietary supplements.

Keywords: Consumer, Satisfaction, Behavior, Online shopping, Dietary Supplement Products, Marketing Mix

Introduction

The dietary supplements consumption for Thai people has changed due to the surrounding environmental factors. The changes of social conditions, culture, advance technologies, the economic problems that force people in modern society to go out to work, the hustle and bustle of time-racing work, traffic problem in main city, environmental pollution and toxicity that adversely affect the human body and because people look older than their age. These are the reasons why people try to find helps in improving their health. A tool that is easily available today is a supplement to fill the body with complete nutrition (Wahab et al., 2019). Coronavirus or COVID-19 is an emerging disease that affects the lives of people around the world. Consumer's behaviors have changed to the epidemic crisis and believe that people's behavior will have health concerns and there is a tendency to take more preventive health care. The COVID-19 outbreak has created a new normal in health. Vitamin supplements are foods that contain beneficial substances that are believed to help prevent and reduce the risk of various diseases. Beliefs about dietary supplements are developed from nutritional knowledge combined with food technology, health knowledge and modern medicine, or a blend of cognitive medicine research studies that has resulted in modifications and valuable nutrients. High nutrition becomes an easy-to-eat ready-to-eat product and become an alternative to preventive health care and reduces the risk of disease. Dietary supplements play an important role in fulfilling the needs of consumers on the New Normal way of health. Therefore, vitamin supplement products meet the needs of those who are more health-conscious (Srivastava et al., 2020).

Consequently, the consumption of dietary supplements product has become more and more popular (Morgovan et al., 2019). This is driven by a growing concern for health in the past few years, the emergence of various diseases, the COVID-19 pandemic situation, including various pollution problems, e.g. tiny dust problems or PM2.5, causing people to become more alert to take dietary supplements especially in the body nourishing group, e.g. Vitamin C, Multivitamin, Calcium, etc (Jinmanee Bamrungsilp & Kan Wongsuphasawat, 2021). The higher consumption causes this product group is expand. At the same time, it has continued to attract new entrepreneurs to jump into this market as well. Despite the slowdown in the economy, the overall economic growth trend of supplements is found that it has grown steadily and made quite good profits. During the past five years, it has grown an average of 10% per year and this business still manages to make the above profit (Gross Profit Margin) quite high at about 40-50% (Wanchanok Khamchuang, 2020).

Nowadays, online supplier strategy is widely used as a popular tool for online shopping. It will be a very first strategy for people who want to sell something online and it

has been very popular in the dietary supplement business. These people will buy the products and help brands promote the supplement on their channel using their own budget, not the brand's budget. It is thought to be the win-win situation between the brand and the retailer. In reality, there are many details for this strategy and it is not easy to imagine. The researcher has realized the importance in this issue, therefore conducts a research on consumer satisfaction and behavior on line shopping toward dietary supplement products from online resellers.

Research objectives

     1. To study the factors influencing consumer satisfaction on online shopping of dietary supplement products.

     2. To study consumer behavior online shopping of dietary supplement products.

     3. To study the relationship between satisfaction and behavior online shopping dietary supplements products from online resellers.

Literature review

General information about dietary supplements

Dietary supplements are not a substitute for a main meal. It is intended for people with normal health, not focusing on patients, but eating dietary supplements. Most of them are similar in form and ingredients to pharmaceutical products, but they are not medicinal products and therefore are not capable of treating any disease (Shipkowski et al., 2018).

Liu et al., (2021) summarized the special characteristics of dietary supplements as follows

    1) Usually, it's imported.

    2) They are quite expensive.

    3) It claims to have health-promoting properties that normal food does not have.

    4) Properties of dietary supplements when trading in the market are often exaggerated.

    5) Labels are often exaggerated and difficult to check.

    6) Trading is often a direct sale or sold by mail, not sold in the market.

    7) Types of dietary supplements

Concepts and theories of demography

Wachirawat Ngamlamom (2015) has said that the demographic variables consisting of age, gender, status, and family size, number of family members, education level, occupation and income are all important. And statistics that can measure the population will help to determine the target market.

Customer behavior

Consumer behavior is the study of consumer behavior in relation to purchasing and using goods and services to meet demand (Kotler, 2016), starting from marketing stimuli and environmental stimuli to stimulate consumer perception and psychological processes in conjunction with consumer characteristics. This results in the decision-making process and the purchasing decision.

Kotler (2016) describes the components of the consumer behavior model:

1. Stimuli may arise from within the body or external stimuli. Marketers pay attention to external stimuli. In order for consumers to have demand for products by external stimuli consists of 2 parts:

(1) Marketing stimuli are things that a marketer can control and provide in connection with the marketing mix, including products & services such as product design. keep up to date production of quality products Impressive service Price incentives, such as setting product prices to suit the target customer group distribution channel incentives, such as having a wide variety of distribution channels To provide consumers with convenient access to products and services, communication stimuli, such as advertising, organizing marketing promotions

Concepts and theories customer satisfaction

The influence of information quality, blogging has become one of the significant parts of online shopping, which influencer's recommendation leads to opinion and intention to shop online. The reputation of bloggers affects the level of customer's trust in a product

(Chin־Lung Hsu & Chiang, 2013). However, the customers will to be able to know whether the quality of service is good or not when the quality that they expect match the experience that they receive from the service. This creates an overview of quality services which can be created by the following six principles.

1. Professionalism and Skill, the customers can recognize from the knowledge and skills of the service provider and when they can solve problems systematically and orderly.

2. Attitude and Behavior, the customer can feel that the service provider is friendly and eager to help them to solve the problems promptly.

3. Accessibility and Flexibility, the customers make decisions based on the location, service hours and the service systems which are well prepared to serve the customers.

4. Reliability and Trustworthiness, the customer can acknowledge them after the service provider has provided the service as agreed.

5. Recover; whenever anything happens unexpectedly or there are unusual events, the service provider is able to resolve the situation in a timely manner, able to salvage the situation back to normal by appropriate means.

6. Reputation and Credibility, the customers will believe in the reputation of the service provider when they provide the services in the scope of service duties.

Conceptual Framework of the Research

Independent variable

Dependent Variable

Demographic factor

1. Gender
2. Age
3. Status
4. Education
5. Occupation
6. Average income/month

Consumer Satisfaction and
Behavior online shopping toward
Dietary Supplement Products

Satisfaction factor

1. Service
2. Cost
3. Convenience
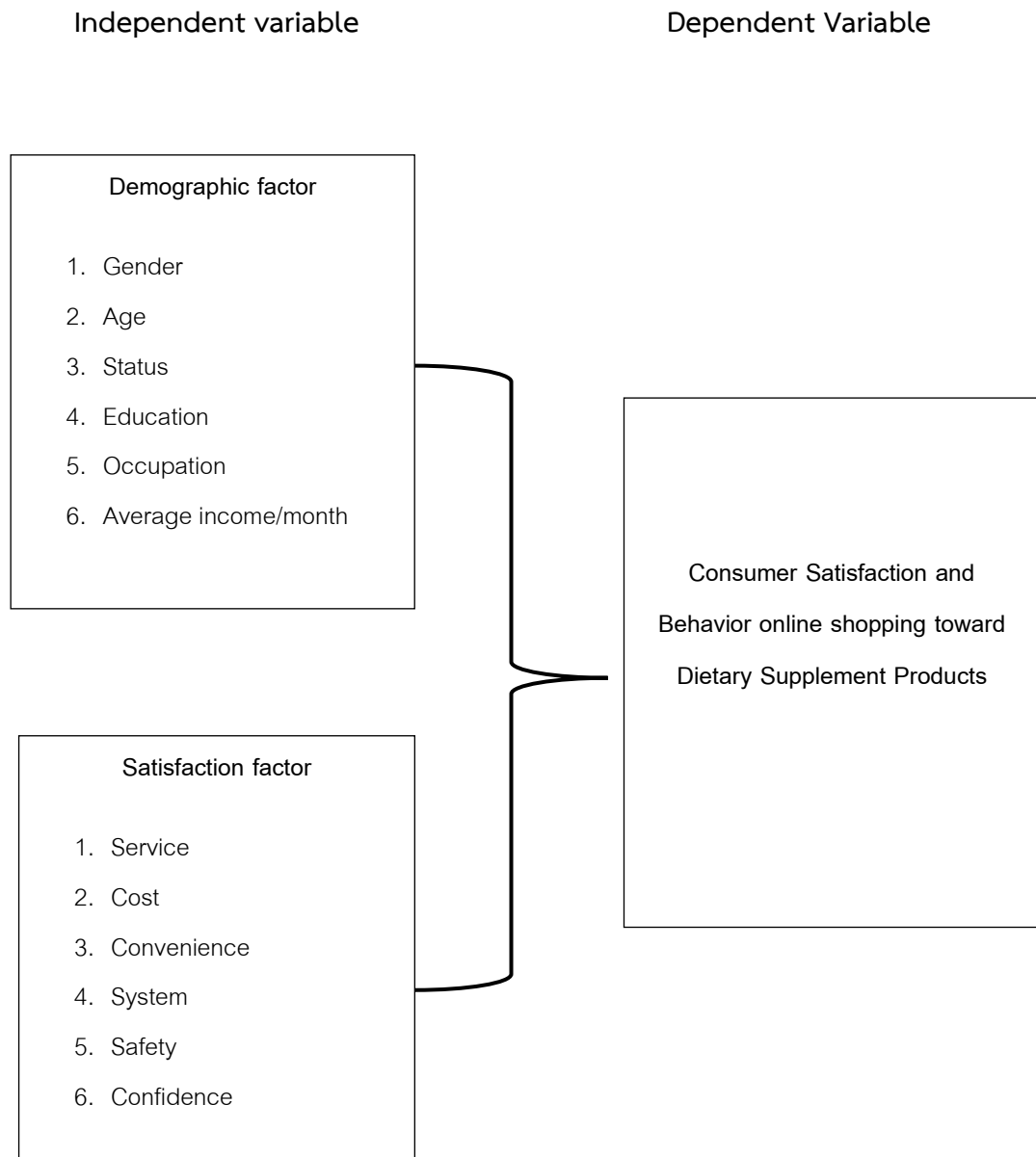4. System
5. Safety
6. Confidence

Figure 1: Research's conceptual framework

Methodology

In the research "Consumer Satisfaction and Behavior online shopping toward Dietary Supplement Products ", this research uses 400 quantitative questionnaires for collecting data about the opinion of the target group who is divided by demographic such as sex, age,

relationship status, educational level and income which the personal information of respondents and buying experience of the dietary supplement product from online reseller following the retailing mix (6Ps) are independent variable while customer satisfaction and preference is a dependent variable. The sample size in this research is 410 people.

The questionnaire is research tool in this study, the research studies on "consumer satisfaction and behavior online shopping toward dietary supplement products" is a quantitative research study in the form of survey research and from previous research. There is a quantitative research process (Chisa Chotildakitika, 2018; Narunan Withisin, Daraphan Sengsiw & Wipada Chaiya, 2017 & Pimphan Sriphon, 2016), which are suitable for the research study by using an online questionnaire via Google From as a tool for collecting data from the sample group appropriately because it provides convenience, speed and cost savings.

Results

For the results of data analysis, the researcher can divide the analysis results as follows.

1. The factors influencing consumer satisfaction on online shopping of dietary supplement products. The analysis of personal factors data, satisfaction and behavior of consumers of dietary supplements show that the consumption behavior of dietary supplements as in term of purchasing presents that most respondents want to keep healthy about 61.7%. The consumer purchases the products every month 47.3% and 76.6% of respondents are purchase the products for themselves. For the purchasing influencer on dietary supplements show that 86.3% of respondents are themselves as influencer of purchasing dietary supplements. In term of spending on purchase dietary supplements show that mostly spending about 1,001 – 2,000 Baht or 70.5%. They almost use online reseller about 70.5%.

2. Consumer behavior online shopping of dietary supplement products. The research finds that the consumers are highly satisfied with product, safety, price and value, promotion and distribution channels, respectively. In term of product, "The clean, safe and certified", "The clear nature, ingredient and expiration date" and "The quality characteristics as specified in the advertisement" have the highest satisfaction. For safety, overall satisfaction is the highest. Price and value, "The reasonable price and quality", "The reasonably priced and worth the money spent"," The many price levels "and "The reasonable price and dosage" have the highest satisfaction level. The distribution channels, overall satisfaction are the highest. "

3. The relationship between satisfaction and behavior online shopping dietary supplements products from online resellers. Data analysis to compare factors of marketing mix affecting consumers' purchasing behavior of dietary supplements in term of product, safety, price and value, promotion, place or distribution, classified by demographic characteristics, using mean difference analysis, the results of hypothesis testing can be summarized as follows.

Hypothesis 1: Consumers of different genders have different satisfaction of marketing mix of dietary supplements. It is found that male and female consumers do not have different satisfaction in the marketing mix of dietary supplements.

Hypothesis 2: Consumers of different age have different satisfaction of marketing mix of dietary supplements. It is found that consumers of different age do not have different satisfaction in the marketing mix of dietary supplements.

Hypothesis 3 : Consumers of different status have different satisfaction of marketing mix of dietary supplements. It is found that consumers of different status do not have different satisfaction in the marketing mix of dietary supplements.

Hypothesis 4 : Consumers of different education level have different satisfaction of marketing mix of dietary supplements. It is found that consumers of different education level have different satisfaction in the marketing mix of dietary supplements.

Research discussion

The results of a study on consumer satisfaction and behavior online shopping toward dietary supplement products can be discussed as follows:

The results of a study on consumer satisfaction and behavior online shopping toward dietary supplement products can be discussed as follows:

The study found that Individual factors, gender and occupation of different consumers. This affects the decision to buy dietary supplements online is no different at 0.05 statistical significance level, which the decision to buy dietary supplements is the behavior of consumers resulting from the need to search for information and assess the consumer's choice and then decide to buy. The steps in each consumer's purchasing behavior vary according to different personal factors. For the dietary supplement in this study, only personal and educational factors influenced different purchasing decisions. In other words, such personal factors are related to consumer purchasing decisions. However, the result

from Thanisara (2021) that studies factors impacted consumer satisfaction to purchase nutrient supplement product with online reseller on Facebook in Bangkok and the nearby areas found that the relationship between gender, education level and occupation. The behavior of dietary supplement consumption was found to be correlated with the opinions of supplement consumers. It is presented that there are only 3 independent variables affecting to the customer satisfaction.

As for personal factors, age, and average monthly income levels of consumers, there were no differences in the decision to purchase dietary supplements online. Currently, consumer behavior with teenage to the elderly or different income levels have the desire to be healthy, look younger or to enhance beauty. There are many forms of dietary supplements and many price levels to be able to choose to buy according to the needs of consumers. Therefore, there is no difference in demand for dietary supplements between consumers with different ages and incomes consistent with the results of KALIN (2021) studies factors effecting customer satisfaction and purchase intention: a case study of high protein food purchase for weight control among young adults in Thailand. The findings of this study also indicated the degree of satisfaction and the level of purchase intention may change according to demographic background. Additionally, lifestyle, product and price are significant determinant of customer satisfaction. Price, place and promotions are significantly influencing Purchase intention. Including the results of Ornwilas Makornwattana (2 0 1 5) studied the subject. Demographic factors affecting consumer decision making of dietary supplements in Khon Kaen Province. The results of the study revealed that the factors demographics in terms of income factors did not affect the importance of marketing mix factors in the decision to purchase dietary supplements.

For the relationship between satisfaction and behavior online shopping dietary supplements products from online resellers. In this study, it is found that the aforementioned marketing mix factors affecting the purchasing decision of dietary supplements online is statistically different at the 0 .0 5 level due to the wide variety of dietary supplements available in the market today. There are also different price levels for consumers to choose according to their needs and distribution channels at present, there are many channels, including selling through online markets, social network dealer, convenience store and drug store etc., including various sales promotions both using a famous presenter, product reviews by decision-makers such as Net Idol, where each brand uses a variety of

marketing strategies to attract consumers to buy their products. Consistent with the results of Thanisara (2021), it is presented that there are only 3 independent variables affecting to the customer satisfaction. The most factors significant impact to customer satisfaction following by sales promotion, and service. Moreover, the study from KALIN (2021), it is found that Satisfaction, Price, Place and Promotions are significantly influencing Purchase intention. Including the results of Kitcharoen & Vongurai (2020), showed that attitude about dietary supplements have the strongest influence toward behavioral intention. However even if normative influence didn't have a significant direct influence, it did have an indirect effect as normative influence is the strongest and only factor that influences their attitude. Hence, promoting dietary supplement companies should focus on building a strong and positive attitude about their product through favorable normative influence. This study uses TPB to investigate factors influencing Behavioral intention to consume dietary supplements in Bangkok, Thailand.

Research recommendations

Suggestions for utilizing the research results are as follows:

1. Product side, entrepreneurs should conduct market research regularly to find consumer needs and develop products that meet the needs of consumers as well as maintaining the quality of the product to meet the standards and safety for consumption

2. Pricing: Product pricing should be priced according to product features and compare prices with competitors' products to make consumers feel worth the price they have to pay to buy the operator's dietary supplement.

3. Distribution channels education and behavior monitoring today's fast-changing consumer products will enable operators to quickly deliver products to consumers. Convenience in purchasing for customers and convenient payment methods fast safe to build confidence in buying genuine products and have been verified by the product owner.

4. Marketing promotion due to the fierce competition in the dietary supplement market and there are many competitors Therefore, there must be a wide variety of marketing promotions and ongoing on a regular basis. To create an incentive for consumers not to switch to competitors' products

Suggestions for further research

1. May increase brand loyalty factors affecting purchasing decisions of dietary supplements online in a subsequent study in order to create a strategy to maintain brand loyalty of consumers.

2. Increase the study area and the number of samples to be larger for accuracy in data analysis.

3. Personal information, such as income, education, and health-consciousness should be used to create the class interval data level and used as a factor to study the analysis factor.

4. There should be separate studies of cultural and social factors. The cultural factor focuses on the study of beliefs and attitudes towards the consumption of dietary supplements. For social factors, it should focus on studies from reference groups that affect purchasing decisions.

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CLS-02-021

Mobile Internet Banking Customer Satisfaction and Service Quality during COVID-19 Lockdown

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Abstract

This research studies on mobile internet banking customer satisfaction and service quality during the covid-19 lockdown. The research's objectives are 1) to study the mobile internet banking service satisfaction and quality dimension during the COVID-19 times. 2) To study the mobile internet banking service quality and customer satisfaction levels during the COVID-19 situation. 3) To compare the customer's expectations and customer satisfaction during the pandemic times. The sample is 400 mobile internet banking users. Questionnaires is developed as a tool for collecting data and descriptive statistics is used for general data analysis consisting of frequency, percentage, mean, and standard deviation the inferential statistics used for testing hypothesis include t-test F-Test and Paired-Samples t-Test and one-way Anova.

The research results regarding general Information of gender, status, occupation, education, and average income that use mobile internet banking most often. For service type of Mobile internet banking has not different in service satisfaction and quality of the mobile internet banking system. But in the part of service satisfaction and quality of the mobile internet banking system, 7 sections have the research results of satisfaction level in service and quality of mobile internet banking for overall service is very good. Thus, the satisfaction level in service and quality of mobile internet banking in terms of satisfaction and quality is good.

Keywords: Mobile Internet Banking, Customer Satisfaction, Service Quality

Introduction

Currently, Thai people have been using various internet technologies in their daily life in order to get more conveniences, save time and access any information quickly and accurately. Social change and the change of consumer behavior are the reasons that all the banks have to adjust their service models to be up-to-date. Hence, the fierce competition within the banking industry, where every bank is trying to maintain his existing customers and expedite the expansion of new customers in order to build up more new businesses is the issue that the banks seriously take into account. The banks have developed new financial product and service that can meet the customers' requirements and satisfaction in order to attract them to use the service of the banks (Shankar et al., 2019). Therefore, it is considered that the product is suitable for all societies, all ages and all genders. The customers can use it easily through the mobile phones. There are many services are provided such as transferring money within the bank and between the banks, checking account balance, proceeding payment transaction or bill payment, opening new bank account, buying financial products or requesting a loan from a bank, etc (Kaur & Soch, 2018). Moreover, COVID-19 situation pandemic, the customers prefer to stay home or work from home and try to avoid contacting bank notes. This is increasing the usage of online food and goods delivery services, resulting in an increasing number of people interested in mobile internet banking services. Moreover, the online product market which has grown rapidly in the past 4-5 years causes higher usage of money transfer and online payment via mobile internet banking.

In Thailand, the digital financial service which has been developed well until it gains more popularity and still has continuous growth is electronic payment service. Due to the change of consumer behavior according to the technology trend, most consumers prefer to purchase online products, resulting in more online financial transactions are made to pay for online products and services. According to the Visa survey, both group of people in Gen X and Gen Y make payments via smartphones and tablets in the same amount of transactions. The payment through mobile internet banking services has a growth rate of 131.00% (Bank of Thailand, 2021).

This is reasonable that the researcher interest in the study on mobile internet banking customer satisfaction and service quality during covid-19 lockdown in order to propose the guideline to improve and develop the mobile internet banking system efficiency. Thus, to make it better, more convenient and more up-to-date, so that it can meet the requirements of consumers and align with current economic conditions.

Research Objectives

1. To study the mobile internet banking service satisfaction and quality dimension during the COVID-19 times

2. To study the mobile internet banking service quality and customer satisfaction levels during the COVID-19 situation.

3. To compare the customer's expectations and customer's satisfaction during the pandemic times.

Literature Review

Concept of demographic characteristics

Abu et al., (2019) said that the demographic variables consisting of age, gender, status, family size, number of family members, education level, occupation and income are all important. And statistics that can measure the population will help to determine the target market.

Concepts and theories about online consumer behavior

Richard and Chebat (2015) said that the internet is the source of information for many products and there is a growing number of researches about online consumer behavior. While most researchers focus on finding information before buying with the aim of reducing uncertainty and risk. Some researchers are continuously searching on the basis of motivation according to preferences. Most of the research focuses on the application of different technologies for the online search experience. There is less research that develops, test and observe behavioral patterns in the use of technology covering online consumer behavior and consumer personality (Mehrabian & Russell's, 1974; Hausman & Siekpe, 2009). Therefore, Richard & Chebat (2015) brought the findings of Mehrabian & Russell's (1974) and Hausman & Siekpe (2009) adopted stimulus-organism-response (SOR) model to use as a guideline for the development of 5 important variables which are; 1) Online Cognitions, is online perception that gives consumers access to what they want to buy. 2) Online Emotions, emphasizing on the emotional response of consumers to advertisements and consumer satisfaction. 3) Online Attitudes, consumers will have a feeling of entertainment when those consumers have a joint and happy experience. They will be happy to come back and join it again. 4) Flow, a continuation of the awareness that consumers have involved in the activities that they are satisfied and make they feel enjoyable while using it. 5) Efficient of Technology, is consistent with research of Laeieddeenun

(2016) which studied about the technology adoption and online consumer behavior that influence the decision to buy e-books of consumers in Bangkok. The study found that the adoption of technology in the way of actual usage affects consumer purchasing decisions the most. Online consumer behavior about online entertainment, online awareness, and continuity is a condition that arises during the course of activities for the sake of enjoyment while using it which requires the efficiency of technology in order to create the intention of consumers in making a repurchase or a reuse of the product or service.

Concepts and theories of satisfaction

Souiden, Ladhari and Chaouali (2020) said that the concepts of satisfaction are the feelings of customers that they are satisfied or dissatisfied as a result of comparison during recognition of the performance of product against the expectations of the customer. If the performance of the product is below customer expectations, the customers will not be satisfied. If the performance of the product meets their expectations, they will be satisfied. If the performance of the product is much higher than their expectations, they will be very satisfied. The customers will to be able to know whether the quality of service is good or not when the quality that they expect match the experience that they receive from the service.

Customer satisfaction in COVID situation

Satisfaction is concerned with the state of customers in conversation of certain expense which is compensated in a buying situation (Jeong et al., 2016). In the COVID situation, it is very difficult to satisfy the customer because customers want to get all the things from their home. The application of the satisfaction of the customer has become a critical and indispensable matter of business for progressing and fostering service-oriented business (Cheshin et al., 2018). Customers' post purchase behavior measuring the assessment regarding the performance of a product or service (Özkan et al., 2020). Customer satisfaction as "a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his or her expectations" (Kotler & Keller, 2013). In addition, customer satisfaction is between pre-purchase anticipation and post purchase performance (Ong et al., 2017). It depends on the service-providing performance (Asnawi et al., 2019). It is denoted that the customer's relative feelings are the difference between the customer's perceived expectation and actual performance (Boonlertvanich, 2019). Customers have become more sincere of their necessities and expect a high standard of service. Nonetheless, several researches pointed out that "SERVQUAL" model might not apply in every country, and due to

cultural difference, service quality model would be multifaceted model (Teeroovengadum, 2020). Mobile internet banking helps to retain the customer by expanding the service quality in such a way that it can satisfy and develop the satisfaction level. The repeat purchase of the customer from the existing sources is customer satisfaction. In Bangladesh, some researchers have discussed customer satisfaction on mobile internet banking (Rouf et al., 2019).

Concepts and theories about expectation

Cheshin, Amit and Kleef (2018) said that the customer expectations are what the consumer wants or expects to get the product. Expectations are from buyers 'past experience and knowledge, such as friends, marketers and competitive information. If marketers over-present the product, it will make the consumers have high expectations for that product. And when the consumers find that the functionality of the product is lower than expected, they will be dissatisfied. Therefore, the key of success is to present the product based on the benefits of the product (Product functionality) in line with buyer expectations based on the principle of customer satisfaction.

Concepts and theories related to service quality

Definition of "Service" The Royal Academy's Dictionary (1999) gives the definition of "Service" as serving, facilitating. Kotler and Keller (2013) defined the meaning of "Service" that competencies at a particular agency can be presented to another agency. It is something that has no appearance and there is no ownership condition in the service

Information of Mobile Internet Banking

Mobile internet banking is a banking transaction through a mobile device in which the user must register with the bank in order to use various financial services such as transferring funds between bank accounts, checking account balance, buying/selling funds, setting up automatic transaction notification and payment of products & services. Mobile internet banking is a part of electronic banking. Currently, there are some banks in Thailand that provide mobile internet banking service via mobile phones in the form of mobile applications or Apps. It can be downloaded for Android operating system and iOS operating system. Mobile internet banking is still underused despite its advantages (such as ubiquity and immediacy) and the substantial investments in it. Its adoption rate is lower than expected. Researchers and practitioners are interested in the factors that delay or even prevent its widespread adoption. What factors affect customers' decision to use mobile internet banking? Potential barriers to adoption of mobile internet banking include customers' perception of its

usefulness, its ease of use, its associated cost, e-literacy, and culture. Security, privacy, trust, and risk also raise concerns on adoption. Mobile internet banking needs to be secure, convenient, and competitive in charges (Sadiku et al., 2017). Trust is important in customer loyalty because there is no face-to-face interaction in mobile internet banking and sensitive personal information is involved. Age is also an important factor in adoption behavior. Studies show that younger people tend to use mobile internet banking than older people. Moreover, mobile internet banking in developing nations is still restricted. Factors that have direct impact on adoption and usability of mobile internet banking include cultural differences, convenience, and literacy. It is helpful and convenient to be able to access your bank at your fingertips while on the go. Non-literate population cannot handle complex devices such as smart phones and personal digital assistant (PDAs). Factors that hinder its adoption include perceived security risk and lack of trust. Technology anxiety affects the usage of self-service technologies. It prevents customers from mastering new technologies. Because mobile internet banking does not involve face-to-face interaction, it is hard to build trust. When the service providers have the trust of the customers, they readily satisfy the customers (Nicoletti, 2014).

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security risk and lack of trust. Technology anxiety affects the usage of self-service technologies. It prevents customers from mastering new technologies. Because mobile internet banking does not involve face-to-face interaction, it is hard to build trust. When the service providers have the trust of the customers, they readily satisfy the customers (Nicoletti, 2014).
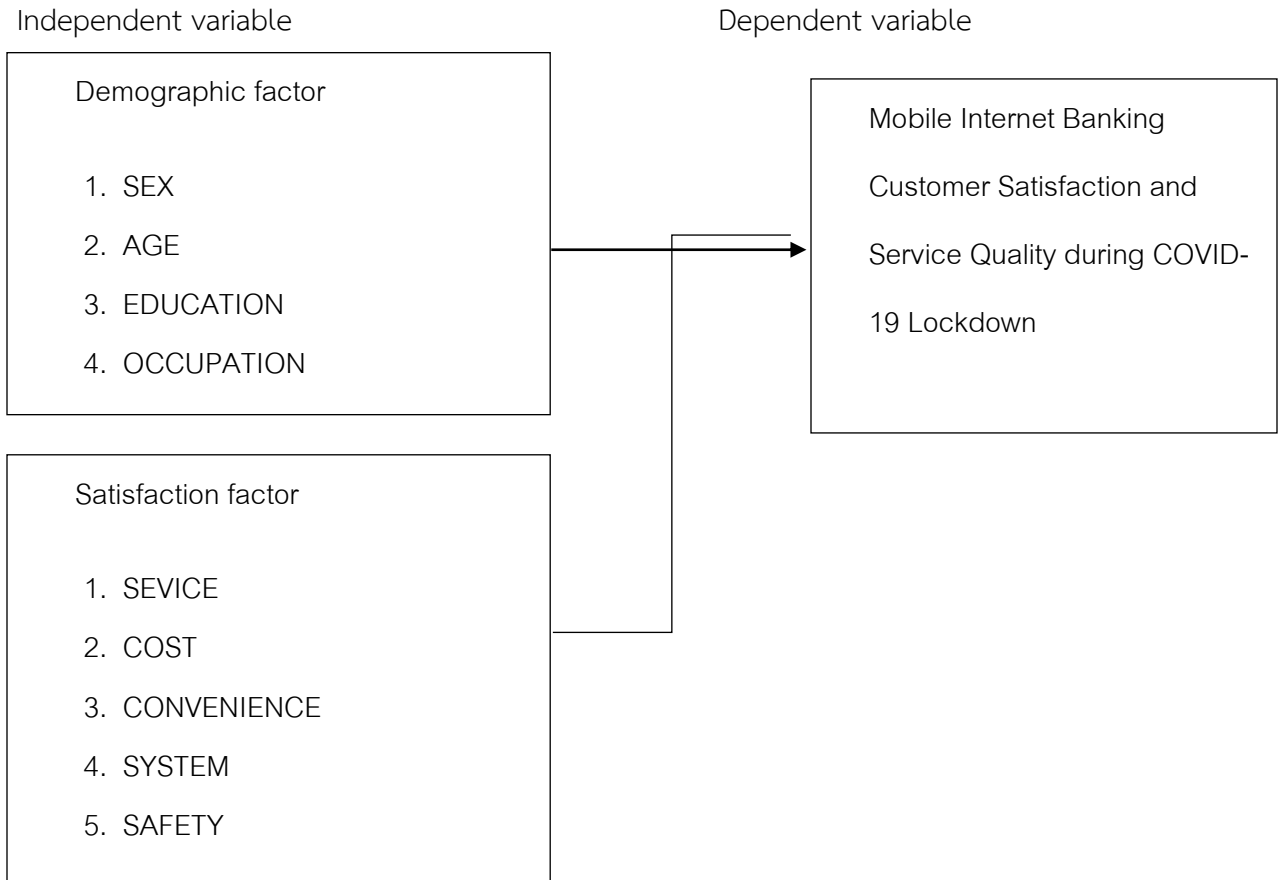
Independent variable

Dependent variable

Demographic factor

1. SEX
2. AGE
3. EDUCATION
4. OCCUPATION

Mobile Internet Banking
Customer Satisfaction and
Service Quality during COVID-
19 Lockdown

Satisfaction factor

1. SEVICE
2. COST
3. CONVENIENCE
4. SYSTEM
5. SAFETY

Figure 2.1 The conceptual framework

Methodology

Research Study on mobile internet banking customer satisfaction and service quality during covid-19 lockdown. It is a quantitative research by using survey research of demographics using mobile financial services of the population in Bangkok which the exact number is unknown Cochran's method (1963) is randomly assigned to a sample size of 400 people. Specific sample selection methods are used and questionnaires are used as a data collection tool. The statistics used to analyze the data descriptive statistics, analysis consists of frequency distribution, percentage, mean and standard deviation, and inferential statistics analysis. To test the hypothesis with a significance level of 0.05 consisted of Independent Samples T-test and ANOVA.

Results

The mobile internet banking service satisfaction and quality dimension during the COVID-19 times. From the demographic data of 400 people, it is found that the majority of users who answered these questionnaires are female, 226 people or 56.50%. There are 121 people or 30.30% who are 26-35 years old. There are 257 people or 64.30 percent% who are single. There are 201 people or 50.30% who have bachelor's degree. There are 132 students or 33.0% who are students. There are 130 people or 32.50% who have average income less than 15,000 Baht/month. There are 178 people or 44.50% who use Mobile internet banking service of 2 banks. There are 154 people or 38.50% who use Mobile internet banking of SCB EASY most often.

The demographic factor analysis is gender, age, education level, occupation and average monthly income with satisfaction in using mobile internet banking services in Bangkok. The results showed that Satisfaction with mobile internet banking in Bangkok are different in terms of different average monthly income. The sample group with average monthly income of less than or equal to 15,000 baht had the highest level of satisfaction in using mobile internet banking service. Possibly, because the group of people with average monthly income less than or equal to 15,000 baht had transactions with the bank through mobile internet banking in an amount less than other average monthly income groups. Therefore, making financial transactions with banks through mobile internet banking can help to facilitate, reduce the time and cost of doing financial transactions better compared to financial transactions through other channels. Beside, it may be because the financial transactions of the average monthly income

of less than or equal to 15,000 baht are basic financial transactions such as money transfers, which have less complexity in financial transactions. As a result, they have higher satisfaction in using Mobile Banking than other groups.

The effects of mobile internet banking service quality and customer satisfaction levels during the COVID-19 situation. Satisfaction analysis of service and quality of Mobile internet banking in holistic view and in each aspect, including Service, Communication, Cost, Convenience, System and Safety. From the analysis of satisfaction in service and quality, it is found that the users have a high level of satisfaction in service and quality. When considering each aspect, the satisfaction level of all 6 aspects is at a high level.

The comparison between the customer's expectations and customer's satisfaction during the pandemic times show hypothesis: different demographic characteristics of mobile internet banking users don't have different satisfaction in service and quality of mobile systems. The analysis results of respondents with gender, age, status, education level, occupation, average monthly income, Mobile internet banking used most frequently, number of mobile internet banking used and type of service of Mobile internet banking, and satisfaction in service and quality of mobile internet banking system in terms of Service, Cost, Communication, Convenience and Safety are not different with statistically significant at level 0.05.

Discussion

From the analysis, the key points can be summarized for the discussion as follows.

For the personal characteristics, most of the respondents are male, age 36-60 years old; most of them have bachelor's degree and average monthly income less than 15,000 Baht consists with Muaensa-ard and Ponklang (2021) study factors affecting the mobile banking service quality satisfaction of service users in Nakhon Ratchasima Province found that most of customers who uses mobile internet banking in Nakhon Ratchasima Province are middle-class people who have work, income 10,000-20,000 baht, Undergraduate and more than half of the sample had used the service which is in line with the nature of technology users. Therefore, communication generally requires young people which have the ability to use computer equipment and the Internet. By this research, it is found that all genders, ages, occupations, statuses, and average income levels, education level, they have the same activities in using mobile internet banking service in which account balance check is the most used that

consistence with Sittipron Wanchai (2016) study the factors affecting the satisfaction of MYMO and KTB Netbank mobile internet banking service and to assess the satisfaction of MYMO and KTB Netbank mobile internet banking service and to create a comparison index of the satisfaction of MYMO and KTB Netbank mobile internet banking service. Obviously, the banks themselves are constantly improving and updating the services in order to be competitive with international services and be up-to-date with the technology trend. It can be seen that, from the Covid-19 pandemic, people try to avoid risks of COVID-19 infection by reducing any risky activities such as travelling or using ATMs. Therefore, Mobile internet banking is the right solution in this situation. Moreover, the evolution of financial transactions has changed and people feel that they can have banks and services with them at all time.

For the satisfaction in service and quality of Mobile internet banking in terms of service, cost, communication, convenience, system, safety, satisfaction in the service and quality of the Mobile internet banking system, the research finds that service, cost, communication, convenience and system are very satisfied. And satisfaction in the service and quality of the mobile internet banking system is satisfied. The researcher analyzes the satisfaction topics as follows. Service, this is found that the satisfaction in service and quality of mobile internet banking is not different. This might be because of the expectation of the users. They expect that the service should be easy to access, fast, always available, stable, simple, easy to use & understand, etc. This is consistent with the research of Narintip Kanet (2016) which studied about the satisfaction of the users of KTB NetBank and SCB Easy. It said in the research that when the needs are responded, people will be satisfied. On the contrary, if the needs are not responded, people will be dissatisfied. Cost, it might be because there were some service fees for money transfer in the past. But for now, many services are free-of-charge, e.g., money transfer, payment for goods and services, payment for house loan, electricity, water, etc. These services are free-of-charge when making transactions via Mobile internet banking so it can strongly motivate users to use the services. Communication, this is found that the satisfaction in service and quality of mobile internet banking is not different. It might be because of the competition of the banks to develop the potential to reach the maximum number of customers. There is 24-hours service or hotline service to serve the customers whenever they have any questions or problems. System and security, this is found that the satisfaction in service and quality of mobile internet banking is not different. It might be because before using Mobile internet banking, the users expect that the application has security, protection, user identification, SMS or email notification, data check before and after using, safe and updated

technology which Mobile internet banking has already have and keep continuously updated for the stability of data protection for the safe and trust of users. Satisfaction in service and quality of the Mobile internet banking service of the bank that you use most often: This is found that it is not different. It might be because the 1st-3rd Mobile internet banking which the users use most often are SCB EASY, KBank, Bualuang MBanking which have the high mean of satisfaction. Therefore, the service provider has to create the satisfaction in terms of service, cost, communication, convenience, system, safety. This is related with the work of Chantina Chimchang (2018) show on the satisfaction of users of the mobile phone banking service were found that different gender has different satisfaction in all aspects and the expectation and satisfaction of the service users are different in the confidence, service access and safety, except for meeting the needs. It also consistent with Techatip Palawong (2018), this research studies factors influencing continuance intention to use mobile internet banking, based on the IS Success model, consisting of system quality, information quality, service quality, and satisfaction. Results show that the continuance intention is affected by satisfaction, which are influenced by corporate Image, information quality, & security respectively. The results of the study are consistent with the results of the study of Porntipha Leewiwattanakul (2018), studying factors affecting consumer decision-making in using commercial banking services in the cashless society era. Satisfied with using financial services via Internet banking, ie, financial transaction channels are convenient and able to conduct transactions 24 hours to reduce the cost of financial transactions such as free transfer fees They checked their past statements and the transaction process was safe and found that the factors that the sample group had satisfaction with using financial services via mobile banking were convenience and convenience in using financial services. 24 hours service, reducing transaction costs, saving transaction costs and simple transaction procedures, easy to use.

Suggestion

1. A more in-depth study should be conducted to target groups that use mobile internet banking the most, i.e., 21-30 years of age group in order to gain detailed insights. The result will be useful for further management planning.

2. A study comparing consumer satisfaction in using Mobile internet banking with internet connection and without internet connection should be conducted in order to know that which one is the most satisfied by users. The result will be useful for a future product and service design for more consumer satisfaction.

3. A satisfaction study should be conducted separately for each bank that provides Mobile internet banking services because each bank has different system and pattern.

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CLS-02-022

Marketing Mix of Customer Behavior and Satisfaction of a Product

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Abstract

Every business is necessary its very own marketing mix to appeal to its customers. The marketing mix can develop and help with planning, developing, and executing effective marketing strategies for your product or service. The objective of this research was to study customers' behaviors and marketing mix factors affecting customers' satisfaction on a product. The researcher had reviewed related research and studied literature review marketing mix factors to understand and find behavior and marketing mix factors affecting customers' satisfaction of a product to propose and determine the element of the factors to study customer behavior and satisfaction with a case study for the future research.

Keywords : Customer Satisfaction, Service Quality

Introduction

In the context of intense market competition, all kinds of on-demand services are available for people with the help of smartphone applications. We are living in a world, where on-demand applications are getting popular. Businesses are also adopting mobile app development services due to their immense popularity. For business purposes, owners just need to reach out to the right app development company and describe to them all the business needs. Most companies have made great efforts to utilize the mobile application in expanding their respective businesses. Designing a good mobile application however has become a primary issue for the companies which eagerly keen to maximize their profit by promoting their service and product in the competitive market. Compared to the conventional e-commerce services, mobile apps have the unique characteristics, including location-awareness, conditions of usage, adaptivity, ubiquity, personalization, and broadcasting, which allow customers to use mobile applications or services anytime and anywhere.

Even if a considerable amount of the mobile apps is provided to consumers for free, those consumers tend to consider carefully regarding the use of a specific mobile application in terms of whether the use of a particular mobile app would satisfy their specifics needs the most before downloading them because of the concern regarding the relatively limited storage space and operating capabilities of their mobile devices. Therefore, good service quality of mobile apps can enhance customers' satisfaction regarding their use experience of those mobile apps, which, in turn, decrease customers' intentions to switch to competing mobile apps. Consequently, how to strengthen users' intention to continue to use specific mobile apps via improving mobile service quality is an important issue that deserves extra research efforts. Based on the discussion of our research background and motivations represented above, the purpose of this study is to study the factors mobile services quality, customer satisfaction, and customers' continuance intention from the viewpoint of mobile service quality.

Research objectives

1) To study market mix factors of the customer behavior and satisfaction of a product

Literature review

Concept and Theory of Demography

Siriwan Serirat (1995) said that the demographic variables consisting of age, gender, status, family size, number of family members, education level, occupation and income are all important. And statistics that can measure the population will help to determine the target market. The important demographic factors are as follows:

Sex It is an inherited demographic trait and one of the important variables in market segmentation.Therefore, marketers need to carefully study this variable because gender differences make people behave differently. Currently, the gender variables are changing in terms of consumption behavior. This may be since women are able to do more work. Female and male gender also differ in their thinking, values, and attitudes.

Age Because the product can meet the requirements of different age groups of consumers and age is a factor that causes individuals to have the same or different thoughts and behaviors. Age not only indicates the seniority but also indicates the ability to understand, the perception of attention and the different life experiences. Therefore, marketers must find their explicit needs to be able to take advantage of age as a different demographic variable in market segmentation.

Education, Occupation, and Income It is an important variable in determining market equity, such as selecting only income threshold means that the income is a measure of the ability to acquire a product. However, real shopping choices may be based on lifestyle, occupation, education, values, and tastes, etc. While income is a common variable, most marketers use the income threshold in combination with other criteria to be able to define the target market more clearly, for example, the income threshold may be related to age and occupation. The demographic factors are therefore used in the market segmentation studies by consumer groups that are gender, age, education, occupation, and income, etc. and they are used in planning strategies for consumers to decide to buy products or services to reach and match the target group effectively.

Concept and Theory of Consumer Behavior

Consumer behavior theory had found out the relationships between quality and behavioral intentions (Zeithaml, 1988; Dodds et al., 1991; Boulding et al., 1993). Garvin (1987) proposed eight of critical dimensions or categories of product quality for strategic analysis consist of performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. According to the study, reputation was the most important part of

perceived quality. It came from an uninterrupted analogical sequence. Consumer Behavior is the process of finding information, purchasing, and evaluating a product or service. From this definition of Consumer Behavior can be classified as follows:

1) There is an action of the person's behavior by traveling to shop, buy and use products or services according to the needs of the person.

2) Consumer Behavior is the process of media exposure, proof of need, validation, news seeking, shopping and affirmative talk.

3) The person involved consists of the last consumer who is the family or bought as a gift to someone else.

Tanakrit Wontamay (2011) Consumer Behavior refers to the expressive behavior of finding, purchasing, using, evaluating, and disposing of consumer goods, services, and ideas. Consumer Behavior means the behavior by which the consumers search, purchase, use, evaluate the use of products and services expected to meet their demand by studying the behavior, decisions and actions of consumers in relation to purchasing and the use of products includes pre-existing decision-making processes and contributes to the determination of consumption behavior of what to buy, why to buy, when, how, where and how often. (Schiffman and Kanuk, 1994)

Schiffman and Kanuk (1987) gave the definition of Consumer Behavior as the behavior that consumers express, whether it is searching for, buying, evaluating, or consuming products, services, and ideas that consumers expect to be able to meet their needs. It is a study of consumers' decision which is about they spend money, time and power to consume various products and services including what to buy, why to buy, when, how, where and how often.

Engel Kollat and Blackwell (1968) gave the definition of Consumer Behavior as the actions of a person directly related to the provision, acquisition and use of goods and services. This includes a pre-existing decision-making process which contributes to the determination of such actions. Siriwan Serirat and Co-Reserchers (1998: 124 – 125) refered to Kotler, Philip. (1999). Marketing Management gave the definition of Consumer Behavior as the actions of any individual are directly related to the provision of, obtain, and use of goods and services.

Concept and Theory of Customer Satisfaction

Customer satisfaction is defined as an evaluation of the perceived discrepancy between prior expectations and the actual performance of the product. Its products and services of a company is considered as most important factor leading toward competitiveness and success (Hennig-Thurau and Klee, 1997). Customer satisfaction is how customer evaluates the ongoing performance (Gustafsson, Johnson and Roos, 2005). According to Kim, Park, and

Jeong (2004) customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction level. Customer satisfaction is very important in today's business world as according to Deng et al., (2009) the ability of a service provider to create high degree of satisfaction is crucial for product differentiation and developing strong relationship with customers.

Siriwan Serirat and co-researchers (2546) said that the concepts of satisfaction are the feelings of customers that they are satisfied or dissatisfied because of comparison. During recognition of the performance of product against the expectations of the customer. If the performance of the product is below customer expectations, the customers will not be satisfied. If the performance of the product meets their expectations, they will be satisfied. If the performance of the product is much higher than their expectations, they will be very satisfied. The customers will to be able to know whether the quality of service is good or not when the quality that they expect match the experience that they receive from the service. This creates an overview of quality services which can be created by the following six principles.

1) Professionalism and Skill, the customers can recognize from the knowledge and skills

of service provider and when they can solve problems systematically and orderly.

2) Attitude and Behavior, the customer can feel that the service provider is friendly and

eager to help them to solve the problems promptly.

3) Accessibility and Flexibility, the customers make decisions based on the location, service hours and service systems which are well prepared to serve the customers.

4) Reliability and Trustworthiness, the customer can acknowledge them after the service provider has provided the service as agreed.

5) Recover, whenever anything happens unexpectedly or there are unusual events, the

service provider can resolve the situation in a timely manner, able to salvage the situation back to normal by appropriate means.

6) Reputation and Credibility, the customers will believe in the reputation of the service

provider when they provide the services in the scope of service duties.

Concepts and theories about expectation

Siriwan Serirat (2003) gave the definition of Marketing Mix or 4P's as controllable marketing variables which companies use altogether to meet the satisfaction of the target group, consisting of the following tools.

1) Product means the things that are offered for sale by the business to satisfy the

needs or desires of the customers to achieve their satisfaction, containing tangible and intangible things, such as packaging, color, price, quality, brand, service and seller's reputation. The products offered for sale may either exist or not exist. Products therefore consist of products, services, ideas, places, organizations, or individuals. The product must have utility and value in the eyes of the customers. It will result in the product being able to sell. When determining a product strategy, we must concern about the following factors:

1.1) Product Differentiation and Competitive Differentiation

1.2) Product Component, e.g., basic benefits, image, quality, packaging, brand, etc.

1.3) Product Positioning is the company's product design to show the distinct and valuable position in the minds of the target customers.

1.4) Product Development, to give the product a new appearance and to improve

it which must consider the ability to meet customer needs

2) Price means the amount of money or other things that need to be paid for to get a product. Or refer to the product value in the form of money, the price is the cost of the customers. Consumers will compare between the value of a product and the price of that product. If the value is higher than the price, the consumers then decide to buy. Therefore, price strategy planner must consider.

2.1) Perceived Value in the eyes of the customers which must consider the customer acceptance of the product that the value is higher than the price of that product or not.

2.2) Product costs and related expenses

2.3) Competition

2.4) Other factors

3) Place or Distribution means a structure of a channel consisting of institutions and activities used to move products and services from the organization to the market. Distribution therefore consists of 2 parts as follows:

3.1) Channel of distribution or Distribution channel or Marketing channel mean a group of individuals or businesses involved in the movement of ownership of product or is the movement of product from manufacturer to consumers or business user or refers to a product path or ownership that the product has been transferred to the market. Therefore, the distribution channels consist of producers, intermediaries, consumers, or industrial users.

3.2) Physical distribution or Marketing logistics means an activity that involves movement of a product from manufacturer to consumers or industrial users. the important distribution of products is as follows: (1) transportation (2) storage & warehousing (3) inventory management

4) Promotion is a communication about information between buyers and sellers to

create attitudes and buying behavior. Communication could be Personal Selling and Non-Personal Selling. Principles of communication tool selection must use Integrated Marketing Communication: IMC based on suitability for customers, products, competitors. Important promotional tools are as follows.

4.1) Advertising is the activity of delivering news about an organization or product, service, idea that requires a sponsor payment. Advertising strategies are related to (1) Creative Strategy and Advertising Tactics (2) Media Strategy.

4.2) Personal Selling is an activity to inform and motivate the market by using individuals. Related to (1) Personal Selling Strategy (2) Sales force Management

4.3) Sales Promotion is a promotion activity that can stimulate interest. Trials or purchases made by the final customer or another person. There are 3 types of promotional channels: (1) Consumer Promotion (2) Trade Promotion (3) Sales Force Promotion.

4.4) Publicity and Public Relation is a presentation of opinions about products or services that do not require payment. Public relations refer to an effort planned by an organization to create a positive attitude towards a particular group. Publicity is an activity of Public Relation.

4.5) Direct Marketing or Direct Response Marketing and Online Marketing is a communication with the target group to generate a direct response. Or referring to the various methods that marketers use to promote products directly to buyers and generate an immediate response. (1) Telephone sales (2) Direct mail sales (3) Catalog sales (4) TV, radio, or newspaper sales

Related Research

Yanus Sumitro (2020) studied to determine the effect of brand equity consists of brand awareness, impression quality, brand associations, and brand loyalty to customer loyalty Kapal Api ground coffee products. Data were analyzed using independent samples t compare means test, chi square, descriptive statistics with SPSS version 15.0. The direct approach of this research is to use the case study is also supported by the survey. Processing data using SPSS software with descriptive analysis and hypotheses were tested with multiple regression analysis. The results showed that (1) collectively, no significant effect of brand awareness, perceived quality, brand associations, and brand loyalty to customer satisfaction; (2) which is also a part, there was a significant effect of perceived quality, brand associations, and brand loyalty on customer satisfaction. Brand loyalty factor has the most dominant effect on customer satisfaction

P.S.Venkateswaran (2015) studied about the influence of perceived quality, purchase intention and customer satisfaction towards brand loyalty for branded coffee powders in Madurai. A review of literature was collected to find out the relationship among perceived quality, Purchase intention, customer satisfaction and brand loyalty. A survey was conducted

to collect the data from 365 respondents using a structured questionnaire. Convenient sampling method was adopted. After the introduction of instant coffee, the need for filtered coffee is decreased and people are purchasing normally in kilograms. So, the companies must concentrate more on every family member and must convert them loyal to their brand. Sunrise, Bru and Narasus cumulatively made up more than 70 percent of the brand preference of the customers in Madurai. Perceived quality, purchase intentions and satisfaction are the key elements (79 percent to predict) to make the customers to be loyal to brand of coffee powder. Finding suggests that Coffee Powder manufacturers in Madurai should focus the attributes tested in the research to improve the brand loyalty.

Sylwia Mokrysz (2016) studied consumer preferences and behaviors on the coffee market in Poland based on the results of primary research conducted using a structured interview on a group of 800 consumers of coffee and coffee beverages. The results obtained allowed the definition of 6 segments of coffee consumers in Poland. These segments have become the basis for the development of the marketing strategy for MOKATE SA – a leader on the coffee market in Poland in the "Cappuccino" category.

Sasapin Pinthadid and Sirapa Sucharit (2013) studied attitudes and consumption behavior of instant coffee, the sample used in this study consisted of 321 people. Data were collected by issuing questionnaires to know the feelings, opinions, attitudes, and behaviors of consumers which affects the decisions of consuming instant coffee. The results of the study showed that now day, most consumers choose to consume fish oil. The reason of consumption is to nourish the body. The place to buy are from department stores. The most popular brand is Brand. The cost of each purchase is approximately 500-1,000 Baht. Most of them consume less than 1 year and will receive product knowledge before planning to consume. What consumers concern is the value, the benefits and the quality assurance from a reliable institution or agency.

Results

To be able to create customer loyalty, developers need to have a precise marketing strategy in marketing their products, because it is a fundamental tool that is planned to achieve company goals by developing competitive advantages that are used to serve the national market. It found that market mix factors of customer behavior and satisfaction of a product consists of Safety, Price and Value, Promotion, and Place or Distribution as Siriwan Serirat (2003) explained:

1) Product means the things that are offered for sale by the business in order to satisfy the needs or desires of the customers in order to achieve their satisfaction, containing tangible and intangible things, such as packaging, color, price, quality, brand, service and seller's reputation. The products offered for sale may either exist or not exist. Products therefore consist of products, services, ideas, places, organizations, or individuals. The

product must have utility and value in the eyes of the customers. It will result in the product being able to sell.

2) Price means the amount of money or other things that need to be paid for to get a product. Or refer to the product value in the form of money, the price is the cost of the customers. Consumers will compare between the value of a product and the price of that product. If the value is higher than the price, the consumers then decide to buy. Therefore, price strategy planner must consider.

3) Promotion is a communication about information between buyers and sellers to create attitudes and buying behavior. Communication could be Personal Selling and Non-Personal Selling. Principles of communication tool selection must use Integrated Marketing Communication: IMC based on suitability for customers, products, competitors.

4) Place or Distribution means a structure of a channel consisting of institutions and activities used to move products and services from the organization to the market.

5) Channel of distribution or Distribution channel or Marketing channel mean a group of individuals or businesses involved in the movement of ownership of product or is the movement of product from manufacturer to consumers or business user or refers to a product path or ownership that the product has been transferred to the market. Therefore, the distribution channels consist of producers, intermediaries, consumers, or industrial users.

Marketing mix is the combination of strategies and activities that companies use to sell their goods and services. By focusing on the people who buy, a company can pick the right features for the product, the right price and distribution outlets, and the right words and approaches for promoting the product. The entire success of the company lies in the amount of belief and loyalty; its customers are having in it. Consumer behavior analysis is an important domain for a marketing manager as it gives insight into several factors which affect sales and relationships that are not in the control of a company.

Conclusion

Currently, competitive world, companies have a customer the main center attention and their satisfaction is main competitive advantage of organizations. Necessary customer satisfaction is to meet their needs and demands accurate identification, expectations, desires, strengths, and their limitations to buy products. With access to such information can be detected the factors affecting consumer behavior and it can be used in marketing decisions. Therefore, company's products must be consistent with the expected benefits to customers. In this regard understanding various dimensions of buyer tendency and determine the relationship between them with the marketing mix elements is necessary. Marketing mix is a set of actions a business takes to build and market its product or service to its customers. It helps to make sure that you can offer your customers the right product, at the right time and

at the right place for the right price. The marketing mix can develop and help with planning, developing, and executing effective marketing strategies for your product or service.

Suggestions for further research

      1) A more in-depth study should be conducted to target groups or case study that would like to improve their marketing Customers' Satisfaction.

      2) Studying other dimension factors will help to understand more and improve a range of wider in all aspect of customer behavior and satisfaction.

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CLS-02-023

Service Quality and Customer Satisfaction of a Mobile Application

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Abstract

Nowadays all kinds of on-demand services are available for people with the help of smartphone applications. Businesses are also adopting mobile app development services due to their immense popularity. For business purposes, owners just need to reach out to the right app development company and describe to them all the business needs. Most companies have made great efforts to utilize the mobile application in expanding their respective businesses. This research aimed to study factors of service quality and customer satisfaction of a mobile application. The research result indicated that there are seven quality factors were key determinants of customer satisfaction and continuance intention. There was service, cost, convenience, system, safety, and confidence.

Keywords : Customer Satisfaction, Service Quality

Introduction

In the context of intense market competition, all kinds of on-demand services are available for people with the help of smartphone applications. We are living in a world, where on-demand applications are getting popular. Businesses are also adopting mobile app development services due to their immense popularity. For business purposes, owners just need to reach out to the right app development company and describe to them all the business needs. Most companies have made great efforts to utilize the mobile application in expanding their respective businesses. Designing a good mobile application however has become a primary issue for the companies which eagerly keen to maximize their profit by promoting their service and product in the competitive market. Compared to the conventional e-commerce services, mobile apps have the unique characteristics, including location-awareness, conditions of usage, adaptivity, ubiquity, personalization, and broadcasting, which allow customers to use mobile applications or services anytime and anywhere.

Even if a considerable amount of the mobile apps is provided to consumers for free, those consumers tend to consider carefully regarding the use of a specific mobile application in terms of whether the use of a particular mobile app would satisfy their specifics needs the most before downloading them because of the concern regarding the relatively limited storage space and operating capabilities of their mobile devices. Therefore, good service quality of mobile apps can enhance customers' satisfaction regarding their use experience of those mobile apps, which, in turn, decrease customers' intentions to switch to competing mobile apps. Consequently, how to strengthen users' intention to continue to use specific mobile apps via improving mobile service quality is an important issue that deserves extra research efforts. Based on the discussion of our research background and motivations represented above, the purpose of this study is to study the factors mobile services quality, customer satisfaction, and customers' continuance intention from the viewpoint of mobile service quality.

Research objectives

To study the factors of service quality and customer satisfaction of mobile application

Literature review

Concept of demographic characteristics

Siriwan Serirat and co-researchers (1995) said that the demographic variables consisting of age, gender, status, family size, number of family members, education level,

occupation and income are all important. And statistics that can measure the population will help to determine the target market.

Sex It is an inherited demographic trait and one of the important variables in market segmentation. Therefore, marketers need to carefully study this variable because gender differences make people behave differently. Currently, the gender variables are changing in terms of consumption behavior. This may be since women are able to do more work. Female and male gender also differ in their thinking, values, and attitudes.

Age Because the product can meet the requirements of different age groups of consumers and age is a factor that causes individuals to have the same or different thoughts and behaviors. Age not only indicates the seniority but also indicates the ability to understand, the perception of attention and the different life experiences. Therefore, marketers must find their explicit needs to be able to take advantage of age as a different demographic variable in market segmentation.

Education, Occupation, and Income It is an important variable in determining market equity, such as selecting only income threshold means that the income is a measure of the ability to acquire a product. However, real shopping choices may be based on lifestyle, occupation, education, values, and tastes, etc. While income is a common variable, most marketers use the income threshold in combination with other criteria to be able to define the target market more clearly, for example, the income threshold may be related to age and occupation. The demographic factors are therefore used in the market segmentation studies by consumer groups that are gender, age, education, occupation, and income, etc. and they are used in planning strategies for consumers to decide to buy products or services to reach and match the target group effectively.

Concepts and theories about online consumer behavior

Richard & Chebat (2015) said that the internet was the source of information for many products and there was a growing number of research about online consumer behavior. While most researchers focused on finding information before buying with the aim of reducing risk. There was less research that develop, test, and observe behavioral patterns in the use of technology covering online consumer behavior and consumer personality (Mehrabian & Russell's, 1974; Hausman & Siekpe, 2009). Therefore, he brought the findings of Mehrabian & Russell's (1974) and Hausman & Siekpe (2009) adopted stimulus-organism-

response (SOR) model to use as a guideline for the development of 5 important variables which are 1) Online Cognitions, is online perception that gives consumers access to what they want to buy. 2) Online Emotions, emphasizing on the emotional response of consumers to advertisements and consumer satisfaction. 3) Online Attitudes, consumers will have a feeling of entertainment when those consumers have a joint and happy experience. They will be happy to come back and join it again. 4) Flow, a continuation of the awareness that consumers have involved in the activities that they are satisfied and make they feel enjoyable while using it. 5) Efficient of Technology, is consistent with research of Laeieddeenun (2016) which studied about the technology adoption and online consumer behavior that influence the decision to buy e-books of consumers in Bangkok. The study found that the adoption of technology in the way of actual usage affects consumer purchasing decisions the most. Online consumer behavior about online entertainment, online awareness, continuity is a condition that arises during activities for the sake of enjoyment while using it which requires the efficiency of technology to create the intention of consumers in making a repurchase or a reuse of the product or service.

Concepts and theories of satisfaction

Thaneeya Panyakaew (1998) said that what brings satisfaction is related to the nature of the work. These factors lead to job satisfaction: success, praise, recognition of work, responsibility, achievement. When these factors are low, it can lead to dissatisfaction of the job. If the job offers advancement, challenge, responsibility, achievement, and praise, they will be very satisfied and motivated to work. With Tiengburanatam (1998) defined "Satisfaction" as contentment, satisfaction, certainty, compensation. Wirun Panthewee (1999) defined that satisfaction is a different feeling within the human mind. It depends on the individual whether to expect one thing.

There are several methods of measuring satisfaction: Panida Chaipanya (1999)

1) Questionnaires, the issuers want to know the opinions. They can prepare some answers for the respondents to choose.

2) Interview, a direct way of measuring satisfaction. Good techniques and methods are required to get the most truthful information.

3) Observation, a way to measure satisfaction by observing the behavior of the target person who express by speaking, acting, and gesturing. This approach requires serious and structured observation from the concept of satisfaction which means contentment, satisfaction that is the final feeling of being served as desired. It is a personal feeling, shapeless, unable to see, but rather a behavior that arises after receiving a pleasant service. It is a positive feeling which evaluates from the experience of each person.

Concepts and theories about expectation

Siriwan Serirat and co-researchers (2003) said that the customer expectations are what the consumer wants or expects to get the product. Expectations are from buyers 'experience and knowledge, such as friends, marketers, and competitive information. If marketers over-present the product, it will make the consumers have high expectations for that product. And when the consumers find that the functionality of the product is lower than expected, they will be dissatisfied. Therefore, the key to success is to present the product based on the benefits of product functionality in line with buyer expectations based on the principle of customer satisfaction.

Sources of consumer expectations

The results of consumer opinion survey about service quality also indicate that consumers' expectations about service have been influenced by these 4 major sources:

1) Individual needs: The individual needs of consumers will vary depending on their personal characteristics and their environment. Consumers may expect the same kind of service differently according to individual needs.

2) Word-of-mouth: Word of mouth about the service Is information that consumers know from other consumers who have received the service from a service provider before. It may be giving advice, persuasion to use the service, complaints, or statements about the service.

3) Past experiences of consumers: The consumer's experience with the service also influences the level of expectations of consumers because the past experiences enable them to be learned and remembered.

4) Advertisement: Advertisement and public relations from the service provider to the consumers in various forms such as announcements, advertisement through various media for a good image or for promotion purposes all play an important role in shaping consumer expectations of the services they will receive.

Concepts and theories related to service quality

Definition of "Service" The Royal Academy's Dictionary (1999) gives the definition of "Service" as serving, facilitating. Kotler (1997) defined the meaning of "Service" that competencies at a particular agency can be presented to another agency. It is something that has no appearance and there is no ownership condition in the service. Lovelock and Wright (202) give the meaning of "Service".

(1) Service is a reaction or performance that one party offers to the other. By being invisible, intangible, and unable to possess.

(2) Service is an economic activity that creates value and benefits for customers at specific times and locations. This is a result of the service provider bringing changes to the service recipient.

Jintana Boonbongkarn (1 9 9 6) defined the meaning of the service that They are difficult to touch and can easily deteriorate. The service is performed immediately and delivered to the recipient immediately or almost immediately. Therefore, service is the process of delivering the service from the service provider to the recipient. It is clearly intangible but come out in the form of time and place and that is what brings satisfaction. "SERVICE" is from.

S = Smiling & Sympathy is nice, kind & sympathy for the difficulties of service recipients

E = Early Response is to respond to the wishes of the client quickly.

R = Respectful is to show respect and dignity to service recipients.

V = Voluntariness Manner is to provide services that are done voluntarily and willingly.

I = Image Enhancing is to maintain the image of the service provider and the image of the organization.

C = Courtesy is humility, gentleness, and politeness.

E = Enthusiasm is enthusiasm while serving and provide more services than the recipient expected.

Concept of service quality assessment

Ratchaya Kulvanichainun (1992) referred to the criteria for assessing service quality from the customer's perspective which is "SERVQUAL" (Service Quality) of Parasuraman, Zeithaml, and Berry (1985) and finds that there are 10 compositions.

1. Reliability consists of

- Consistency

- Dependability

2. Responsive consists of

- Willingness to serve

- Readiness to serve

- Constant contact

- Good treatment of clients

3. Competency consists of

- Communication ability

- Service ability

- Ability of academic knowledge of service

4. Access consists of

- Service recipients can use or receive services easily.

- Service procedures are not too much and are not too complicated.

- The recipient takes a short time to wait.

- Service time is a convenient time for service recipients.

- Service recipients can conveniently enter the contact location.

5. Courtesy consists of

- Showing politeness to service recipients.

- Providing the right hospitality.

- The provider has a good personality.

6. Communication consists of

- Clarification of the scope and nature of the service

- Describing the process of providing the service

7. Credibility is the quality of the service is reliable.

8. Security consists of physical safety, for example tools and equipment

9. Understanding consists of

- Learning clients

- Guidance and care for clients

10. Tangibility consists of

- Preparing materials and equipment for service

- Preparing equipment to facilitate the service recipient

- Well place arrangements

Mobile Applications for Services

Because of the exceptional development of mobile devices, the major form of mobile

services were mobile apps in the current mobile commerce market. Taylor et al. define mobile apps as small programs that run on mobile devices and perform missions such as internet banking, gaming, or web page browsing. In 2012, 54.9 % of cell phone users in the U.S. use smartphones because of the popularity of mobile apps. Nielsen reports that from 2011 to the second quarter of 2012, the average number of apps installed on a smartphone has increased from 32 to 41. However, because the number of mobile apps in the market is increasing rapidly, mobile service providers are encountering fierce competition in the marketplace. Consequently, it is critical for mobile service providers to find out the critical success factors of enhancing customers' continuance intention. Many studies have been focusing on this issue and most of them highlight the importance of the construct of service quality in the information systems success model proposed by DeLone and McLean [2] in understanding the success of mobile apps. Although many academics consider ecommerce as an extension of e-commerce, m-commerce services are quite different from traditional e-commerce services because of their unique service attributes and industry features. Consequently, the evaluation of service quality of mobile services should be based on the service quality evaluation models that take into considerations of the unique features of m-commerce.

Relative Research

Ana Barqueira (2022) studied the mobile applications used by airlines and what are the main differences arising from their use. The research question that arises is: do the digital tools that airlines use associated with their business model present many differences? This study adopted a cross-sectional survey design where data was collected from 184 individuals who habitually use smartphones and mobile applications, using an online questionnaire. The methodology used involved statistical treatment of the answers obtained from the questionnaire that was drawn up in accordance with the objectives of the study. According to the results, 92.9% of participants used a smartphone and it is noted that airline applications and online booking applications are the most preferred.

Abdul Waheed Siyal (2021), studied the highlight factors which could shape consumer's satisfaction and further trigger their intuition to recommend it in their circle of influence. Unified theory of acceptance and use of technology 2 was modified and extended to fit the purpose. Data were collected from prevailing MTB users and analyzed in PLS-SEM. Results reveal that utaut2 factors signify their effects on consumer satisfaction which further

trigger their instinct to recommend MTB. Current research modified utaut2 with mediating role of consumer satisfaction with MTB which further stimulates their instinct to recommend it. The modified framework adds value to the theoretical horizon of utaut2 and further extends its applicability in a novel setting like MTB. The study offers insightful implications to MTB companies for effective design and implementation of future strategies. Moreover, limitations and suggestions for future researchers are also discussed.

Deepak Yadav and Puneet Sethi (2020) studied the distribution of tourism products and services and their redirecting towards the mobile environment. Considering these aspects, the present study was conceived on two levels. The first level identifies important aspects of mobile applications in general, by types and classifications, as well as presents a concise static image of them at global level. It also describes aspects related to mobile applications dedicated to tourism as offers to mobile device users. The second level comprises the study regarding the usage of tourism-specific mobile applications by Indian mobile device users. The use of mobile devices has many purposes, including commerce, entertainment, and education. Some of these applications deliver information about a city or region. Since these devices are portable and can deliver information where there is internet access, a new potential use is in travels.

Kariapper, R. K. A. R (2018) studied mainly focusing on defining those standards and each travel agency sites will be on the same standards so that the users and other parties who are involved in the travelling purpose will find very easy to use this reservation systems because there is the same standard which is internationally accepted. And NorazahMohd Suki (2017), studied the intention of individuals to use such apps and uses Structural Equation Modelling (SEM) to analyze the data gathered from individuals in Malaysia. Perceived usefulness represents the greatest influence on individuals in respect of their intention to engage with such an app offered on a mobile device. Airline companies should consider using advances in ICT within their overall portfolio of marketing strategies if they wish to become more competitive in the current market. They should utilize the interactive and attractive features of online channels to encourage more individuals to try their flight ticket booking apps on mobile devices. The proposed model could be used as a baseline model in future research.

Mariam Azwa Yazid and Azrul Hazri Jantan (2017), studied the success of an application is tied directly to the degree of the user acceptance. Analyzing user expectation

and acceptance prior to the development process is vital to make a successful product. User experience design (UXD) is the research field which identified users' needs, expectation, and acceptance when there is an interaction with a product or service. Due to the lack of UXD guidelines, we will be presenting the UXD strategy for mobile flight booking ticket application (MFBTA). MFBTA is a complex application that has various type of booking inclusive the dynamic interaction and ecommerce component that requires perceivable UXD elements. Based on the observation, it shows that UXD in MFBTA is yet to be improved to achieve a high degree of user acceptance and expectation

Wei-Tsong Wang (2016) studied a research model that describe the relationships among mobile-service-quality factors (interaction quality, environment quality, and outcome quality), customer satisfaction, and the mobile-apps users' continuance intention. The proposed research model was empirically validated using data collected from the users of mobile apps in Taiwan. The research results indicate that the three quality factors were key determinants of customer satisfaction and continuance intention. Theoretical and practical implications are subsequently discussed.

Results

It found that satisfaction analysis of service and quality of mobile application in holistic view and in each aspect, including service, communication, cost, convenience, system, and safety. From the literature review of satisfaction in service and quality the researcher analyzes the satisfaction topics as follows:

1 Service: The research of Mariam Azwa Yazid and Azrul Hazri Jantan (2017), which studied the success of an application is tied directly to the degree of the user acceptance. Analyzing user expectation and acceptance prior to the development process is vital to make a successful product. It said in the research that when the needs are responded, people will be satisfied. On the contrary, if the needs are not responded, people will be dissatisfied. Whether satisfaction on the use of service will occur or not, we should consider how the services are.

2. Cost: An understanding of the costs of satisfaction in service industries is even less well-developed than it is for goods industries because, in contrast to goods, services have no physical and well-bounded entity whose production causes satisfaction and generates costs;

services are intangible and are characterized by variability of production and delivery costs according to individuals' consumption behaviors

3. Communication: The research of Robert Lauterborn (Tawee Sombatkuntana. 1981) which studied about marketing mix from the customer perspective. For Communication, the customers want to receive the useful information for their business, and they also want to give the information, opinion, or complaint. Therefore, the service provider must provide the right media for its target customers to give and receive information, comments from their customers for the customer satisfaction.

4. Convenience: Convenience is one of the most critical aspects of a mobile app. The app is there to make things easier for the customer and not harder. So, you need to think about whether your mobile app is going to do this for your customer. Does it fulfill a need that the customer has, or does it just create more needs which will eventually drive your customer away.

5. System and Security: The research of Parasuraman; Zeitheml; & Berry. 1985 which studied about service quality which needs security to get rid of risks, dangers and troubles and create credibility. The service provider company and its staff must be able to build confidence and trust in the service to achieve customer satisfaction in using the service.

6. Security: Mobile application security focuses on the software security posture of mobile apps on various platforms like Android, iOS, and Windows Phone. This covers applications that run both on mobile phones as well as tablets. It involves assessing applications for security issues in the contexts of the platforms that they are designed to run on, the frameworks that they are developed with, and the anticipated set of users (e.g., employees vs. end users). Mobile applications are a critical part of a business's online presence, and many businesses rely entirely on mobile apps to connect with users from around the world.

Conclusion

Customer satisfaction and service quality of a mobile application service must create the satisfaction in terms of service, cost, communication, convenience, system, safety. Jon D. Millet defined the satisfaction of service or ability to create satisfaction that it is timely service. If it is not in time, it is inefficient and will not create satisfaction. Progressive service

will also increase efficiency and customer satisfaction. It is consistent with Zeithaml & Bitner (1996) studied about service which conforms and exceeds customers' expectations. If the expectation is less than the actual experience of using service, the service exceeds expectations. This is because the value gained from the experience of using service outweighs the expectations set before using the service. Resulting in the customers are very satisfied. They will become loyal and come back the service again.

Suggestions for further research

1) A more in-depth study should be conducted to target groups or case study that use mobile application. The result will be useful for further management planning.
2) A satisfaction study should be conducted separately for each company that provides mobile application services because each company has different system and pattern.

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CLS-02-024

Customer Satisfaction and Behavior to purchase the Dietary Supplement

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Abstract

The dietary supplements consumption for Thai people has changed due to the surrounding environmental factors. The changes of social conditions, culture, advance technologies, the economic problems that force people in modern society to go out to work, the hustle and bustle of time-racing work, traffic problem in main city, environmental pollution and toxicity that adversely affect the human body and because people look older than their age. These are the reasons why people try to find helps in improving their health. Online supplier strategy is widely used as a popular tool for online shopping. It will be a very first strategy for people who want to sell something online and it has been very popular in the dietary supplement business. These people will buy the products and help brands promote the supplement on their channel using their own budget, not the brand's budget. It is thought to be the win-win situation between the brand and the retailer. In reality, there are many details for this strategy and it is not easy to imagine. The researcher has realized the importance in this issue, therefore conducts a research on consumer satisfaction and behavior on line shopping toward dietary supplement products from online resellers.

Keywords: Customer, Satisfaction, Behavior, Dietary Supplement

Introduction

The dietary supplements consumption for Thai people has changed due to the surrounding environmental factors. The changes of social conditions, culture, advance technologies, the economic problems that force people in modern society to go out to work, the hustle and bustle of time-racing work, traffic problem in main city, environmental pollution and toxicity that adversely affect the human body and because people look older than their age. These are the reasons why people try to find helps in improving their health. A tool that is easily available today is a supplement to fill the body with complete nutrition (Wahab et al., 2019). Coronavirus or COVID-19 is an emerging disease that affects the lives of people around the world. Consumer's behaviors have changed to the epidemic crisis and believe that people's behavior will have health concerns and there is a tendency to take more preventive health care. The COVID-19 outbreak has created a new normal in health. Vitamin supplements are foods that contain beneficial substances that are believed to help prevent and reduce the risk of various diseases. Beliefs about dietary supplements are developed from nutritional knowledge combined with food technology, health knowledge and modern medicine, or a blend of cognitive medicine research studies that has resulted in modifications and valuable nutrients. High nutrition becomes an easy-to-eat ready-to-eat product and become an alternative to preventive health care and reduces the risk of disease. Dietary supplements play an important role in fulfilling the needs of consumers on the New Normal way of health. Therefore, vitamin supplement products meet the needs of those who are more health-conscious (Srivastava et al., 2020).

Consequently, the consumption of dietary supplements product has become more and more popular (Morgovan et al., 2019). This is driven by a growing concern for health in the past few years, the emergence of various diseases, the COVID-19 pandemic situation, including various pollution problems, e.g. tiny dust problems or PM2.5, causing people to become more alert to take dietary supplements especially in the body nourishing group, e.g. Vitamin C, Multivitamin, Calcium, etc (Jinmanee Bamrungsilp & Kan Wongsuphasawat, 2021). The higher consumption causes this product group is expand. At the same time, it has continued to attract new entrepreneurs to jump into this market as well. Despite the slowdown in the economy, the overall economic growth trend of supplements is found that it has grown steadily and made quite good profits. During the past five years, it has grown an average of 10% per year and this business still manages to make the above profit (Gross Profit Margin) quite high at about 40-50% (Wanchanok Khamchuang, 2020).

In the past few years, Thai dietary supplement value in market is a high market value and has a tendency to grow continuously. According to Euro Monitor data, Thai dietary supplement business is worth more than 667 billion baht, consisting of Health and medicinal supplements are the most valuable market with a value of over 518 billion baht. Followed by, beauty supplements with a market value of approximately 142,000 million baht. Lastly,

the market value of nutritional supplements to enhance physical performance is 66,700 million baht (Bangkok Bank SME, 2021). In Thailand, most of the dietary supplement is relied on as a beauty booster which has moved to the decline stage according to the sign of market growth dropped to 8-9% per year since 2016-2017 so the expert recommends brands to expand their product line to target both beauty and health concerns at the same time. In 2020, there is more variety of supplement products in Thai market such as brain booster, osteoarthritis prevention, and body detox, and so on to personalize the tailor products to cover each consumer's need and gain competitive advantage due to higher competition. As a brand, they have to find a strategy to achieve their goal and compete with the subsidy in the market thus the most popular strategy to gain both sales and brand awareness at the same time is using online resellers or online distributors to buy their products in wholesale and retailing them to the target consumers (Sittivongsa & Kenaphoom, 2021).

Nowadays, online supplier strategy is widely used as a popular tool for online shopping. It will be a very first strategy for people who want to sell something online and it has been very popular in the dietary supplement business. These people will buy the products and help brands promote the supplement on their channel using their own budget, not the brand's budget. It is thought to be the win-win situation between the brand and the retailer. In reality, there are many details for this strategy and it is not easy to imagine. The researcher has realized the importance in this issue, therefore conducts a research on consumer satisfaction and behavior on line shopping toward dietary supplement products from online resellers.

General information about dietary supplements

Dietary supplements are not a substitute for a main meal. It is intended for people with normal health, not focusing on patients, but eating dietary supplements. Most of them are similar in form and ingredients to pharmaceutical products, but they are not medicinal products and therefore are not capable of treating any disease (Shipkowski et al., 2018).

Dietary supplementary food means food is used to supplement the staple food in deficiency in adults and the elderly. While dietary supplements are used to supplement the main diet you normally eat (Crawford et al., 2020). Dietary supplements are classified as special purpose foods according to the Ministry of Public Health Notification No. 90 (1985). Therefore, products in this group must be considered and approved by the Food and Drug Administration first before producing or importing (Office of the Food and Drug Administration, 1996)

Type of dietary supplement

Liu et al., (2021) summarized the special characteristics of dietary supplements as follows

8) Usually, it's imported.

9) They are quite expensive.

10)   It claims to have health-promoting properties that normal food does not have.

11)   Properties of dietary supplements when trading in the market are often exaggerated.

12)   Labels are often exaggerated and difficult to check.

13)   Trading is often a direct sale or sold by mail, not sold in the market.

14)   Types of dietary supplements

Dietary supplements can be divided by features and outstanding efficacy into 4 groups as follows (Piekara, Krzywonos, & Kopacz, 2021).

1) Dietary supplements to nourish health, e.g. protein capsules, extracted chicken soup, bird's nest, various vitamins and minerals, etc.

2) Dietary supplements to prevent and treat certain diseases, e.g. fish oil to prevent thrombosis, lecithin to reduce cholesterol absorption, Shark Cartilage for cancer.

3) Dietary supplements for weight loss or weight control, good for stomach because it increases fiber, e.g. plant fiber, Garcinia extract and Chitosan which claims that it can reduce fat absorption from food.

4) Beauty dietary supplements for skin care, reduce fine lines, rich wrinkles, slow down aging

Consumer behavior can be classified as follows.

1.   There is an action of the person's behavior by traveling to shop, buy and use products or services according to the needs of the person

2.   Consumer Behavior is the process of media exposure, proof of need, validation, news seeking, shopping and affirmative talk.

3.   The person involved consists of the last consumer who is the family or bought as a gift to someone else.

Consumer behavior refers to the expressive behavior of finding, purchasing, using, evaluating and disposing of consumer goods, services and ideas. Moreover, it means the behavior by which the consumers search, purchase, use, evaluate the use of products and services expected to meet their demand by studying the behavior, decisions and actions of

consumers in relation to purchasing and the use of products includes pre-existing decision-making processes and contributes to the determination of consumption behavior of what to buy, why to buy, when, how, where and how often. (Schiffman and Kanuk, 1994; Krittima Trivorasombat et al., 2014).

Schiffman and Kanuk (1987) define that the behavior is consumers express, whether it is searching for, buying, evaluating, or consuming products, services and ideas that consumers expect to be able to meet their needs. It is a study of consumers' decision which is about they spend money, time and power to consume various products and services including what to buy, why to buy, when, how, where and how often. In addition, Engel Kollat and Blackwell (1968) define consumer behavior as the actions of a person directly related to the provision, acquisition and use of goods and services. This includes a pre-existing decision-making process which contributes to the determination of such actions.

Customer purchasing behavior

Retailing consists of final activities and product journeys delivering goods or services to customers which are the last step of the supply chain so any firm or seller that sells product or service to the final customer is acting at the stage of retailing. Therefore, the firm tries to sell products via online or offline channels such as e-mail, social media, door-to-door, or through a vendor machine, the firm are doing retailing. In terms of retailing marketing strategy, it uses the method of The Six P's containing the core 4Ps, product, price, place, and promotion, in addition to people and performance (Dunne & Carver, 2014). By testing the core concept of the retailing mix, it results that a retailer uses 6Ps to build (Ahmed, 2020) close relationships using the instrument to create store satisfaction, wordof-mouth, patronage intention, and behavior which product and related brand management deliver the hardest effect to the result of the variables while price, communication, service, and incentive method impact some outcomes. However, the shopping context, such as product type, shopping frequency, store type, and functions, plays a more critical role in the effectiveness of the retailing mix. Nowadays, store advertising and the surrounding environment are essential on online shopping whereas purchasing motivation, in-store orientation, and store location have lower relevance (Markus Bluta & Flohb, 2018). The revolution of online shopping extremely changes the world of retailing. The internet and new alternative channel such as mobile and social media have transformed the retail business model, the execution of retailing mix and customer behavior moved to multichannel and

Omni channel retailing, a broader perspective on channel and movement of the customer journey through channels in their search and buying process influenced by the surrounding (Peter C.Verhoefa & JeffreyInman, 2015).

Customer purchasing behavior on social media

Social media is the most popular for people to share their experience, reviews, information, and any kind of issue connecting to their interest and friends which provide the main source of persuading the stage of purchasing decision (need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior) to others as a key role on E-marketing recommended that Facebook, Twitter, and Youtube is indicated to in the marketing plan (Walid Nabil Iblasi & Al-Qreini, 2016). Most of the companies use social networks as tools to build brand awareness and convent sales which has confirmed its impact over time incredibly reviving many declined firms to the moon.

Concepts and theories customer satisfaction

In the past, customer satisfaction and customer intention concept are important in online and offline shopping world resulted from the study that information quality, system quality, service quality, product quality, delivery quality, and perceived price have positive effects to level of customer satisfaction in addition to deliver quality and product quality serving the best impact (Chun-ChunLin & Wu Yong-Fu, 2011). To find the behavioral factors in online shopping, it is presented that e-service quality is a key role of customer satisfaction, customer trust, and customer's building behavior, that does not test only impact of customer satisfaction to customer behavior such as customer repurchase intention, word-of-mouth, and traffic on site but deeps down to the e-service quality model offering better understanding on customer trust. It is the result that website design, security/privacy and fulfilment are considered overall e-service quality however customer service does not relate to e-service quality (Paulo Ritaa & Farisab, 2019). On the other hand, the result of the study is found that the influence of information quality, security/privacy, payment system, and customer service are significant to determine customer satisfaction which become the most popular e-commerce strategy in Indonesia (Maria Dharmesti, 2013).

Summary

This research is mainly dealt with the mindset of the consumers buying dietary supplement products. This article studies on customer satisfaction and behavior for buying dietary supplement products. Essential also of the consumers consuming food supplements in their day to day life. This research also focuses on the changing preference of the customers because, in today's time, there are much more options in choosing the dietary supplement products according to the consumers taste. To increase the customer's satisfaction, marketers have developed various marketing programs.

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CLS-02-025

Customer Satisfaction and Service Quality on Mobile Banking

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Abstract

The digital financial service which has been developed well until it gains more popularity and still has continuous growth is electronic payment service. Due to the change of consumer behavior according to the technology trend, most consumers prefer to purchase online products, resulting in more online financial transactions are made to pay for online products and services. This is reasonable that the researcher interest in the study on mobile internet banking customer satisfaction and service quality during covid-19 lockdown in order to propose the guideline to improve and develop the mobile internet banking system efficiency. Thus, to make it better, more convenient and more up-to-date, so that it can meet the requirements of consumers and align with current economic conditions.

Keywords: Customer, Satisfaction, Service, Quality, Mobile Banking

Concept of demographic characteristics

Abu et al., (2019) said that the demographic variables consisting of age, gender, status, family size, number of family members, education level, occupation and income are all important. And statistics that can measure the population will help to determine the target market. The important demographic factors are Sex, Age, Education, Occupation and Income.

Concepts and theories about online consumer behavior

Richard and Chebat (2015) said that the internet is the source of information for many products and there is a growing number of researches about online consumer behavior. While most researchers focus on finding information before buying with the aim of reducing uncertainty and risk. Some researchers are continuously searching on the basis of motivation according to preferences. Most of the research focuses on the application of different technologies for the online search

experience. There is less research that develops, test and observe behavioral patterns in the use of technology covering online consumer behavior and consumer personality (Mehrabian & Russell's, 1974; Hausman & Siekpe, 2009). Therefore, Richard & Chebat (2015) brought the findings of Mehrabian & Russell's (1974) and Hausman & Siekpe (2009) adopted stimulus-organism-response (SOR) model to use as a guideline for the development of 5 important variables which are; 1) Online Cognitions, is online perception that gives consumers access to what they want to buy. 2) Online Emotions, emphasizing on the emotional response of consumers to advertisements and consumer satisfaction. 3) Online Attitudes, consumers will have a feeling of entertainment when those consumers have a joint and happy experience. They will be happy to come back and join it again. 4) Flow, a continuation of the awareness that consumers have involved in the activities that they are satisfied and make they feel enjoyable while using it. 5) Efficient of Technology, is consistent with research of Laeieddeenun (2016) which studied about the technology adoption and online consumer behavior that influence the decision to buy e-books of consumers in Bangkok. The study found that the adoption of technology in the way of actual usage affects consumer purchasing decisions the most. Online consumer behavior about online entertainment, online awareness, and continuity is a condition that arises during the course of activities for the sake of enjoyment while using it which requires the efficiency of technology in order to create the intention of consumers in making a repurchase or a reuse of the product or service.

Concepts and theories of satisfaction

Souiden, Ladhari and Chaouali (2020) said that the concepts of satisfaction are the feelings of customers that they are satisfied or dissatisfied as a result of comparison during recognition of the performance of product against the expectations of the customer. If the performance of the product is below customer expectations, the customers will not be satisfied. If the performance of the product meets their expectations, they will be satisfied. If the performance of the product is much higher than their expectations, they will be very satisfied. The customers will to be able to know whether the quality of service is good or not when the quality that they expect match the experience that they receive from the service.

Customer satisfaction in COVID situation, satisfaction is concerned with the state of customers in conversation of certain expense which is compensated in a buying situation (Jeong et al., 2016). In the COVID situation, it is very difficult to satisfy the customer because customers want to get all the things from their home. The application of the satisfaction of the customer has become a critical and indispensable matter of business for progressing and fostering service-oriented business (Cheshin et

al., 2018). Customers' post purchase behavior measuring the assessment regarding the performance of a product or service (Özkan et al., 2020). Customer satisfaction as "a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his or her expectations" (Kotler & Keller, 2013). In addition, customer satisfaction is between pre-purchase anticipation and post purchase performance (Ong et al., 2017). It depends on the service providing performance (Asnawi et al., 2019). It is denoted that the customer's relative feelings are the difference between the customer's perceived expectation and actual performance (Boonlertvanich, 2019). Customers have become more sincere of their necessities and expect a high standard of service. Nonetheless, several researches pointed out that "SERVQUAL" model might not apply in every country, and due to cultural difference, service quality model would be multifaceted model (Teeroovengadum, 2020). Mobile internet banking helps to retain the customer by expanding the service quality in such a way that it can satisfy and develop the satisfaction level. The repeat purchase of the customer from the existing sources is customer satisfaction. In Bangladesh, some researchers have discussed customer satisfaction on mobile internet banking (Rouf et al., 2019).

Concepts and theories about expectation

Cheshin, Amit and Kleef (2018) said that the customer expectations are what the consumer wants or expects to get the product. Expectations are from buyers 'past experience and knowledge, such as friends, marketers and competitive information. If marketers over-present the product, it will make the consumers have high expectations for that product. And when the consumers find that the functionality of the product is lower than expected, they will be dissatisfied. Therefore, the key of success is to present the product based on the benefits of the product (Product functionality) in line with buyer expectations based on the principle of customer satisfaction.

Sources of consumer expectations, the results of consumer opinion survey about service quality also indicate that consumers' expectations about service have been influenced by these 4 major sources:

1) Individual needs: The individual needs of consumers will vary depending on their personal characteristics and their environment. Consumers may expect the same kind of service differently according to individual needs.

2) Word-of-mouth: Word of mouth about the service Is information that consumers know from other consumers who have received the service from a service provider before. It may be giving advice, persuasion to use the service, complaints or statements about the service.

3) Past experiences of consumers: The consumer's past experience with the service also influences the level of expectations of consumers because the past experiences enable them to be learned and remembered.

4) Advertisement: Advertisement and public relations from the service provider to the consumers in various forms such as announcements, advertisement through various media for a good image or for promotion purposes all play an important role in shaping consumer expectations of the services they will receive.

Concepts and theories related to service quality

Definition of "Service" The Royal Academy's Dictionary (1999) gives the definition of "Service" as serving, facilitating. Kotler and Keller (2013) defined the meaning of "Service" that competencies at a particular agency can be presented to another agency. It is something that has no appearance and there is no ownership condition in the service. Boonlertvanich (2019) gives the meaning of "Service";

1) Service is a reaction or performance that one party offers to the other. By being invisible, intangible and unable to possess.

2) Service is an economic activity that creates value and benefits for customers at specific times and locations. This is a result of the service provider bringing changes to the service recipient.

Information of Mobile Internet Banking

Mobile internet banking is a banking transaction through a mobile device in which the user must register with the bank in order to use various financial services such as transferring funds between bank accounts, checking account balance, buying/selling funds, setting up automatic transaction notification and payment of products & services. Mobile internet banking is a part of electronic banking. Currently, there are some banks in Thailand that provide mobile internet banking service via mobile phones in the form of mobile applications or Apps. It can be downloaded for Android operating system and iOS operating system. Mobile internet banking is still underused despite its advantages (such as ubiquity and immediacy) and the substantial investments in it. Its adoption rate is lower than expected. Researchers and practitioners are interested in the factors that delay or even prevent its widespread adoption. What factors affect customers' decision to use

mobile internet banking? Potential barriers to adoption of mobile internet banking include customers' perception of its usefulness, its ease of use, its associated cost, e-literacy, and culture. Security, privacy, trust, and risk also raise concerns on adoption. Mobile internet banking needs to be secure, convenient, and competitive in charges (Sadiku et al., 2017). Trust is important in customer loyalty because there is no face-to-face interaction in mobile internet banking and sensitive personal information is involved. Age is also an important factor in adoption behavior. Studies show that younger people tend to use mobile internet banking than older people. Moreover, mobile internet banking in developing nations is still restricted. Factors that have direct impact on adoption and usability of mobile internet banking include cultural differences, convenience, and literacy. It is helpful and convenient to be able to access your bank at your fingertips while on the go. Non-literate population cannot handle complex devices such as smart phones and personal digital assistant (PDAs). Factors that hinder its adoption include perceived security risk and lack of trust. Technology anxiety affects the usage of self-service technologies. It prevents customers from mastering new technologies. Because mobile internet banking does not involve face-to-face interaction, it is hard to build trust. When the service providers have the trust of the customers, they readily satisfy the customers (Nicoletti, 2014).

Mobile internet banking is a system that allows customers of a financial institution to conduct a number of financial transactions through a mobile device such as a mobile phone or personal digital assistant. Mobile internet banking differs from mobile payments, which involve the use of a mobile device to pay for goods or services either at the point of sale or remotely, analogously to the use of a debit or credit card to effect an EFTPOS payment. The earliest mobile internet banking services were offered over SMS, a service known as SMS banking. With the introduction of smart phones with WAP support enabling the use of the mobile web in 1999, the first European banks started to offer mobile internet banking on this platform to their customers. In one academic model, mobile internet banking is defined as: Mobile internet banking refers to provision and ailment of banking- and financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank and stock market transactions, to administer accounts and to access customized information." According to this model mobile internet banking can be said to consist of three inter-related concepts:

- Mobile accounting

- Mobile brokerage

- Mobile financial information services

Most services in the categories designated accounting and brokerage are transaction based. The non-transaction-based services of an informational nature are however essential for conducting transactions - for instance, balance inquiries might be needed before committing a money remittance. The accounting and brokerage services are therefore offered invariably in combination with information services. Information services, on the other hand, may be offered as an independent module. Mobile internet banking users are specially concern with security issues like financial frauds, account misuse and user friendliness issue - difficulty in remembering the different codes for different types of transaction, application software installation & updating due to lack of standardization. Mobile internet banking transactions can be broadly classified into two: push type and pull type. Push type is a one-way transaction where our bank sends us information pertaining to our account via SMS. Pull type is a two-way transaction, where we send a request and the bank replies (Nicoletti, 2014).

Summary

The fast advancement of mobile technologies and devices has increased the importance of mobile banking (m-banking) for financial institutions. Even though numerous studies have investigated the drivers of m-banking adoption, up to now there is no study that has critically reviewed the findings of previous efforts and evaluated the results in this field for researchers as well as practitioners. As a consequence, this article explores the most commonly used drivers to examine the adoption of m-banking through a comprehensive and up-to-date literature review of articles published between 2010 and 2022. Mobile banking (or m-banking) is an emerging branch of electronic or online banking. It is an application of mobile commerce based on wireless networks and mobile devices. It consists of banks, telecommunication companies and mobile devices. It uses software called an app, which can be downloaded to a mobile device. Since the apps handle sensitive personal information, their safety is important. The mobile user is connected to a mobile network through a SIM card. Mobile banking has a unique competitive edge over traditional banking because it allows customers to perform banking transactions irrespective of place and time. Advantages of mobile banking for both banks and customers include easy access anywhere, control over your money, availability on 24-hour basis, and reduction in the cost of handling banking transactions. One does not need to have Internet connection; a mobile connection is all that is required. Right now, banks are not charging customers for their mobile banking services. But wireless carriers do charge some fees.

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