

# RCGR<sup>6th</sup> 2020

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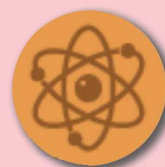
UNIVERSITY  
OF WOLLONGONG  
IN DUBAI

## PROCEEDINGS OF THE 6<sup>th</sup> REGIONAL CONFERENCE ON GRADUATE RESEARCH

THEME “CREATING A UNIFIED FOUNDATION FOR  
THE SUSTAINABLE DEVELOPMENT”

23 August 2020

Sripatum University, Bangkok, Thailand



**Editors:**

Vichit U-on

George C. Hadjinicola





**มหาวิทยาลัยศรีปทุม**  
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Proceedings of  
The 6<sup>th</sup> Regional Conference on Graduate Research

**RCGR<sup>6<sup>th</sup></sup>  
2020**

Theme “Creating a Unified Foundation for  
the Sustainable Development”  
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## Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of *The 6<sup>th</sup> Regional Conference on Graduate Research 2020* to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Academic Service Center, Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

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

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

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn  
President, Sripatum University, Thailand  
RCGR 2020's Honorary Chair

## Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in *the 6<sup>th</sup> Regional Conference on Graduate Research 2020* which will take place at Sripatum University on 23 August, 2020 in Bangkok, Thailand.

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

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

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



Assoc. Prof. Dr. Vichit U-on  
Sripatum University, Thailand  
RCGR 2020's General Chair



Prof. Dr. George C. Hadjinicola  
Lecturer, University of Cyprus, Cyprus  
RCGR 2020's General Chair



Assoc. Prof. Dr. Ioannis Manikas  
University of Wollongong in Dubai, United Arab Emirates  
RCGR 2020's General Chair



## Welcome Address from Conference Program Chairs

Welcome to the 6<sup>th</sup> Regional Conference on Graduate Research 2020 in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. This year, researchers from more than 6 countries have submitted their papers to the 6<sup>th</sup> RCGR 2020 international conference. After a careful review process by members of the international program committee, 147 quality papers from 2 different countries (China and Thailand) have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2020 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

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



Asst. Prof. Dr. Ungul Laptaned  
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand  
RCGR 2020's Program Chair



Prof. Dr. Andreas C. Soteriou  
Lecturer, University of Cyprus, Cyprus  
RCGR 2020's Program Co-Chair

## Speaker Background



**Assoc. Prof. James R. Haft**

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## Session Schedule

**RCGR<sup>5th</sup>**  
**2020**



**The 6<sup>th</sup> Regional Conference on Graduate Research  
Sripatum University, Bangkok, Thailand  
Theme: Creating a Unified Foundation for the Sustainable Development**

Sunday (S) 23 August 20	Zoom							
	Zoom #1	Zoom #2	Zoom #3	Zoom #4	Zoom #5	Zoom #6	Zoom #7	Zoom #8
Platform	REGISTRATION							
08:30 – 09:15	REGISTRATION							
09:15 – 09:30	WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand							
09:30 – 10:45	KEYNOTE ADDRESS: “Asean Economy in a Multi-Polar World” Assoc. Prof. James Robert Haft United States of America							
10:45 – 11:00	SUNDAY AM BREAK							
11:00 – 12:30	SA1 Business and Marketing Management 1	SB1 Business and Marketing Management 2	SC1 Business and Marketing Management 3	SD1 Business and Marketing Management 4	SE1 Accounting, Finance, and Banking	SF1 Operation and Supply Chain Management 1	SG1 Organization and Human Resource Management 1	SH1 Organization and Human Resource Management 2
12:30 – 13:30	SUNDAY NOON BREAK							
13:30 – 15:00	SA2 Business and Marketing Management 5	SB2 Business and Marketing Management 6	SC2 Business and Marketing Management 7	SD2 Business and Marketing Management 8	SE2 Educational Administration	SF2 Operation and Supply Chain Management 2	SG2 Organization and Human Resource Management 3	SH2 Organization and Human Resource Management 4
15:00 – 15:15	SUNDAY PM BREAK							
15:15 – 17:30	SA3 Business and Marketing Management 9	SB3 Business and Marketing Management 10	SC3 Business and Marketing Management 11	SD3 Business and Marketing Management 12	SE3 Communication Arts / Information Technology	SF3 Operation and Supply Chain Management 3	SG3 Organization and Human Resource Management 5	SH3 Aviation Management
17:30 – 17:45	CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand							

**Sunday, 23 August 2020**

Code	Session	Chair	Platform	Start	Finish
SRE	Registration Sunday	Khotchaporn Moonthichan	Zoom	08:30	09:15

Code	Session	Chair	Platform	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Uthairat Muangsan	Zoom	09:15	09:30
	09:15	09:30	<b>Welcome Address:</b> Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Platform	Start	Finish
SKA	Keynote Addresses	Asst. Prof. Dr. Uthairat Muangsan	Zoom	09:30	10:45
	09:30	10:45	<b>Asean Economy in a Multi-Polar World</b>		

Code	Session	Platform	Start	Finish
SAB	Sunday AM Break	Zoom	10.45	11:00

Code	Session	Chair	Platform	Start	Finish
SA1	Business and Marketing Management 1	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	11:00	12:30
0001	11:00	11:15	Factors Affecting The Selection of Movie Theaters; Case Study of Major Cineplex Cinema <i>Atchara Jittra and Kanchanik Kumnerdpetch</i>		
0009	11:15	11:30	The Consumer Behavior Affecting The Choice of Used Cars In Bangkok <i>Arun Seubsai and Nontipan Prayurhong</i>		
0011	11:30	11:45	Motivation Factor that Affects to the Civil Servants' Level of Competence in Directorate of Joint Logistics Officials <i>Suthawan Sitthimetharuk and Sukunya Thipha</i>		
0012	11:45	12:00	Consumer Behavior Affect Delivery Ordering Application in Bangkok <i>Anchana Changkam and Supin Chairiripaibool</i>		
0016	12:00	12:15	Marketing Mix Factors Affecting Client Decision-Making on Purchasing Frozen Seafoods in Bangkok <i>Rachapat Riddon and Nontipan Prayurhong</i>		
0017	12:15	12:30	The Study of EVEANDBOY Cosmetics Consumer Buying Behavior in Bangkok Metropolitan Area <i>Phiraya Varin and Nontipan Prayurhong</i>		

Code	Session	Chair	Platform	Start	Finish
SB1	Business and Marketing Management 2	Asst. Prof. Dr. Natsapun Paopun	Zoom	11:00	12:30
0018	11:00	11:15	Behavior Reader's Following and Utilization of Facebook Fan page "Brand Inside" in Bangkok <i>Nutthaya Sutthicharoen and Niwat Chantharat</i>		
0019	11:15	11:30	Consumer Behavioral Intention on Online Electronic Payment in Bangkok And Metropolitan Region <i>Jakkrit Tongkal and Natsaphan Phaophon</i>		



0020	11:30	11:45	Factors Affecting Consumers' Purchasing Decision for Organic Vegetables in Tha Sala District, Nakhon Si Thammarat <i>Nisachon Promkird and Niwat Chantharat</i>
0021	11:45	12:00	Factors Influencing the Satisfaction on Buying Brand Name Bag of Private University Students according to Marketing Mix Concept <i>Chanida Tapsa and Supin Chaisiripaibool</i>
0023	12:00	12:15	Factors Affecting to Behavior of the Food Delivery Application within Bangkok Area <i>Pakchanya Phatchanonkorn, Uthairat Muangsan, and Mukdashine Sandmaung</i>
0024	12:15	12:30	Marketing-Mix Affecting Decision-Making of Purchasing Durian <i>Kunyarat Jattawanit and Praphan Chaikidurajai</i>

Code	Session		Chair	Platform	Start	Finish
SC1	Business and Marketing Management 3		Asst. Prof. Dr. Uthairat Muangsan	Zoom	11:00	12:30
0025	11:00	11:15	Factors Affecting Satisfaction of People Using General Examination Rooms Outside Office Hours, Fort Suranari Hospital <i>Chakkraphun Kruesang and Sukunya Thipha</i>			
0028	11:15	11:30	Factors Affecting Generation Decision Making (Freelance) of Generation Y-People Business of Architecture Design <i>Chatchai Jun-Um, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0030	11:30	11:45	Service Quality Affecting the Satisfaction of Credit Customers Mit Kua Charoen Company Group <i>Jiraporn Limpananakhong and Praphan Chaikidurajai</i>			
0031	11:45	12:00	Factors in Choosing to Buy Cosmetics via Social Media of Employees of Premacare International Company Limited: A Case Study of IMIN Brand <i>Ratchaneekorn Thitasan and Sukanya Thipha</i>			
0033	12:00	12:15	Factors Affecting the Use of Shabu Restaurants in Nakhon Pathom City <i>Waranya Plabpla and Nilubon Sivabrovornvatana</i>			
0034	12:15	12:30	Factors Affecting Online Clothing Shopping Behavior of Gen Y Consumers in Bangkok <i>Prapatsarin Sriprariyawat and Uthairat Muangsaen</i>			

Code	Session		Chair	Platform	Start	Finish
SD1	Business and Marketing Management 4		Assoc. Prof. Dr. Vichit U-on	Zoom	11:00	12:30
0035	11:00	11:15	Causal Factors Affecting Attitude in of Isaan Country music of Undergraduate Students in Sripatum University, Bang Khen <i>Amonrat Wongsas and Uthairat Muangsaen</i>			
0038	11:15	11:30	Factors Marketing Mix Affecting Choice of Online Purchasing Behavior on the Consumer in Navanakorn Industrial Estate <i>Suthida Sriwatthana and Niwat Chantharat</i>			
0039	11:30	11:45	A Study of Management and Satisfaction for Nation Sports Competition <i>Monthakarn Kotchaborrarak, Anupong Aviruthaanupong, and Natsapan Phaopan</i>			
0040	11:45	12:00	A Study of Behavior Affecting the Selection of Low-Cost Airlines for Domestic Services in the Event of an Epidemic Disease Infection with the Coronavirus (Covid-19) <i>Paipipat Chaichofa and Nilubon Sivabrovornvatana</i>			
0042	12:00	12:15	Factors Influencing Purchase Decisions for Clothing from Vendors on Online Channels of the Population in Bangkok <i>Wanvisa Thepouychai, Anupong Aviruthaanupong, and Natsapan Phaopan</i>			
0043	12:15	12:30	Marketing Mix Affecting Decision Making to Buy Concert Tickets of Korean Artist <i>Nipahathai Aksonchai and Praphan Chaikidurajai</i>			

Code	Session		Chair	Platform	Start	Finish
SE1	Accounting, Finance, and Banking		Dr.Sumana Chantharat	Zoom	11:00	12:30
0013	11:00	11:15	The Satisfaction Behavior for Using Online Banking of Collegian in Bangkok <i>Wilairat Songsaengchan and Natsapun Paopun</i>			
0052	11:15	11:30	Factors Affecting Earnings Management and Financial Performance of Companies Listed on the Stock Exchange of Thailand <i>Pitan Sanpakdee and Vichit U-on</i>			
0060	11:30	11:45	Factors Affecting the Decision to Invest in the Stock Exchange of Thailand via Internet Channel for Retail Investors in Bangkok <i>Phuedsacha Suwanmalee and Natsaphan Phaophon</i>			
0079	11:45	12:00	A Study of Knowledge and Understanding on Income Tax Loss of People in Bang Khen District, Bangkok <i>Pranpriya Juengjalern and Praphan Chaikidurajai</i>			
0085	12:00	12:15	Key Factors in Working Capital Management in Small and Medium Enterprises in Thailand <i>Narada Kaewsup and Vichit U-on</i>			
0094	12:15	12:30	Factors Affecting the Retirement Financial Planning of Government Officials in the Electronic Communication Sector Communication <i>Kunthida Inkhong and Natsaphan Phaophon</i>			

Code	Session		Chair	Platform	Start	Finish
SF1	Operation and Supply Chain Management 1		Asst. Prof. Dr. Ungul Laptaned	Zoom	11:00	12:30
0006	11:00	11:15	The Order Purchasing Method to Find the Economic Quantity by Applying The EOQ Model: A Case Study of Roasted and Ground Coffee Company <i>Shirinapatson Boonyoh, Niwat Chantharat, and Supalux Chaiyasit</i>			
0007	11:15	11:30	Expectations of Service Quality that Affect the Decision Making Behavior of Momo Home Nursery <i>Renu Aukraektalin and Niwat Chantharat</i>			
0014	11:30	11:45	Factors of Logistics Management and Service Quality Affecting Satisfaction Towards Cold Chain Logistics of JWD Express Company Limited <i>Pimpat Weerakulkriangkrai, Supin Chaisiripaibool, and Suratin Tunyaplin</i>			
0027	11:45	12:00	Forecasting of Mango Order Volume by Time Series Models Case Study: XXX Public Company Limited <i>Chonthicha Chaiyachet, Ungul Laptaned, and Chatchai Raka</i>			
0036	12:00	12:15	The Logistics Costs Analysis of Coconut business by Using Activity Base Costing: A Case Study of Thong Noppakhun Coconut Garden, Bang Saphan District, Prachuap Khiri Khan Province <i>Nuttharikor Wongmarsaen, Nilubon Sivabrovornvatana, and Phanumas Thongsukdee</i>			
0041	12:15	12:30	Factors Affecting Warehouse Management Efficiency Case Study Logistics Company in Bangkok Industrial Estate, Pathum Thani Province <i>Jaruwan Daradad, Ungul Laptaned, and Sasithorn Kocharoen</i>			

Code	Session		Chair	Platform	Start	Finish
SG1	Organization and Human Resource Management 1		Asst. Prof. Niwat Chantharat	Zoom	11:00	12:30
0005	11:00	11:15	Causal Relationship of Factors Influencing Human Resource Management of Educational Institutions under Thai-Tech Group <i>Lisi Liu and Vichit U-on</i>			
0010	11:15	11:30	Leadership and Government Support to Government Officer's Achievement Work in Lopburi Province Area <i>Nattha Kraiawas, Anupong Avirutha, and Natsapun Paopun</i>			
0022	11:30	11:45	Factors Affecting Frequent Job Change Behaviors of Working People Private Company Employees Bangkok <i>Ruttanakorn Lapi and Sukanya Thipha</i>			

0026	11:45	12:00	Motivation Factors Affecting Organizational Commitment of Private Sector Employees in Bangkok <i>Naiyana Maimad, Uthairat Muangsan, and Mukdashine Sandmaung</i>
0029	12:00	12:15	Factors Affecting Trend to Transfer of Civil Servants in Office of the Permanent Secretary <i>Konkanok Thiprak and Sukunya Thipha</i>
0032	12:15	12:30	The Comparison Degree of Organization Commitment of Government Officials in Generation X and Generation Y in the Department of International Trade Promotion <i>Pancharat Pattakul, Anupong Avirutha, and Natsapun Paopun</i>

Code	Session		Chair	Platform	Start	Finish
SH1	Organization and Human Resource Management 2		Dr. Nontipan Prayurhong	Zoom	11:00	12:30
0037	11:00	11:15	The Factors Affecting Job Satisfaction in: A Case Study of the Headquarter State Enterprise Employees of Nonthaburi District <i>Prapapan Theangma and Uthairat Muangsaen</i>			
0047	11:15	11:30	Factors Affecting Job Satisfaction of Employees of the War Veterans Organization of Thailand (The Central Administration) <i>Nopparust Thiyajai and Sukunya Thipha</i>			
0049	11:30	11:45	Factors Affecting Job Satisfaction Among Directorate of Joint Logistics Officials <i>Akaris Thaikum and Sukunya Thipha</i>			
0051	11:45	12:00	The Factors of Perceived Organizational Support to Organizational Citizenship Behavior of the Personnel of the K. P. Kyo-Phuket Construction Co. Ltd. <i>Manud Saengow, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0053	12:00	12:15	Work Motivation Among Employees of Provincial Electricity Authority Head Office <i>Aviruth Phaphui and Mukdashine Sandmaung</i>			
0055	12:15	12:30	Organizational Commitment Contributing to Organizational Citizenship Behavior of the Members in 2nd Army Support Command <i>Saran Khakhao and Sukunya Thipha</i>			

Code	Session		Platform	Start	Finish
SNB	Sunday Noon Break		Zoom	12:30	13:30

Code	Session		Chair	Platform	Start	Finish
SA2	Business and Marketing Management 5		Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	13:30	15:00
0044	13:30	13:45	Consumer Behaviors in Choosing to Use Mobile Application Services of the Siam Commercial Bank Public Company Limited <i>Jittima Pinkaeng, Anupong Avirutha, and Natsapun Paopun</i>			
0046	13:45	14:00	Exposure Behaviour Towards Infographic Media Effects on Decision Making of Social Media User to Follow Facebook Page "BrandThink" <i>Rajjanun Wihok and Kanchanik Kumnerdpetch</i>			
0048	14:00	14:15	Factors Influencing Consumer Buying Decisions on Savings Bank's Lottery of Government Housing Bank in Bangkok Metropolitan Region <i>Ratchanigul Suwakorn and Nontipan Prayurhong</i>			
0050	14:15	14:30	Factors Affecting the Motivation of Police Service of the Royal Thai Police <i>Yosawat Wongsearayana and Sukanya Thipha</i>			
0057	14:30	14:45	Factors Affecting Attitude and Lifestyle Affecting Consumption Behavior of Online Games in Bangkok <i>Anurak Wongwing and Nontipan Prayurhong</i>			
0061	14:45	15:00	Factors Related to Pre-Retirement Saving Behavior of Commissioned Officers under the Directorate of Personnel Department <i>Chutikan Sodsai and Sukunya Thipha</i>			

Code	Session		Chair	Platform	Start	Finish
SB2	Business and Marketing Management 6		Asst. Prof. Dr. Natsapun Paopun	Zoom	13:30	15:00
0062	13:30	13:45	Marketing-Mix Affecting the Decision-Making of Selecting Fitness Centers by People in Samut Sakhon Province <i>Kornchanok paksuphan and Praphan Chaikidurajai</i>			
0063	13:45	14:00	A Study of Factors Influencing Consumer Decisions on Housing Loan of Government Housing Bank in Bangkok Metropolitan Region <i>Phongbandit Chobkhay and Nontipan Prayurhong</i>			
0064	14:00	14:15	Service Quality Affecting Customer Satisfaction of Bangkok Care Service Company <i>Kewarin Srinakhaluthai and Praphan Chaikidurajai</i>			
0065	14:15	14:30	Marketing Mix Factor and Food Ordering Behavior through Electronic Food Ordering Application <i>Praewwanit Wattanakittikul, Anupong Avirutha, and Natsapun Paopun</i>			
0066	14:30	14:45	Factors for Deciding to Use Shabu Restaurant Service of Consumers in Bangkok <i>Sunisa Kongkaew, Anupong Avirutha, and Natsapun Paopun</i>			
0068	14:45	15:00	Factors Affecting the Decision to Purchase Energy Drink of Consumers in Nonthaburi <i>Teatamait Dahnthiparak, Anupong Avirutha, and Natsapun Paopun</i>			

Code	Session		Chair	Platform	Start	Finish
SC2	Business and Marketing Management 7		Asst. Prof. Dr. Uthairat Muangsan	Zoom	13:30	15:00
0069	13:30	13:45	Studying the Influence of Japanese Cartoon Characters on the Perception of Advertisements for Products and Services <i>Soraya Musicawat and Nilubon Sivabrovornvatana</i>			
0074	13:45	14:00	Service Quality Factors that Affect Consumers' Decision to Choose Van Rental Agent in Bangkok <i>Siwaporn Menaium, Ungul Laptaned and Bhanarunn Youngsook</i>			
0076	14:00	14:15	Management Influencing on Motivation in the Pali Lessons of Monks and Novices in Bangkok <i>Pathomphong Si Nonsung, Anupong Avirutha, and Natsapun Paopun</i>			
0077	14:15	14:30	Market Factors Influencing the Decision to Buy Electric Vehicles EV in Bangkok and Metropolitan Areas <i>Athit Buarat and Nontipan Prayurhong</i>			
0078	14:30	14:45	Marketing Mix Affecting Decision Making to Buy Brand Perfume at Central Department Store, Ladprao <i>Phot Thipjanyawat and Praphan Chaikidurajai</i>			
0081	14:45	15:00	Causal Factors Affecting the Satisfaction of the Ordained Participants on the Training of Chollaprathanrangsarit Royal Monastery Temple <i>Piyapong Klinchan, Anupong Avirutha, and Natsapun Paopun</i>			

Code	Session		Chair	Platform	Start	Finish
SD2	Business and Marketing Management 8		Assoc. Prof. Dr. Vichit U-on	Zoom	13:30	15:00
0082	13:30	13:45	Factors Influencing Behavior of Purchasing Film Camera via Online Social Network of Facebook Film Camera Lovers Market Group Members <i>Samaporn Poomtanpong and Nilubon Sivabrovornvatana</i>			
0083	13:45	14:00	Factor of Consumer Behavior in Purchasing Fashion Clothes Online <i>Phatthanan Seansuk and Nilubon Sivabrovornvatana</i>			
0088	14:00	14:15	Marketing Mix Factors (4Cs) Affecting Consumers' Online Buying Behavior during the Pandemic Outbreak of COVID-19, Samut Sakhon Province <i>Benyapa Soontornchatchavet and Nontipan Prayurhong</i>			
0090	14:15	14:30	Marketing Mix Factors Affecting the Decision of Studying Thai Language Subject with Tutoring Institute <i>Thanatchaporn Tanawat and Kanchanik Kumnerdpetch</i>			

0092	14:30	14:45	Technological Factor Affecting the Decision to Buy Sports Shoes Online of Consumers in Bangkok <i>Yossapol Wattana, Natsapun Paopun, and Kingkeaw Pornapiraksakul</i>
0093	14:45	15:00	Factors Affecting on Consumer Behavior Purchasing Insurance COVID-19 in Bangkok <i>Sumeree Sangla and Nontipan Prayurhong</i>

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SE2	Educational Administration		Dr.Sumana Chantharat	Zoom	13:30	14:30
0002	13:30	13:45	The Suggestions for the Anxiety of College Students during Covid-19 <i>Hao Yu and Waraporn Thaima</i>			
0003	13:45	14:00	A Study of Students' Achievement in Teaching Chinese Vocabulary for Thai students Using Teaching Media <i>Xue Lian Gong and Waraporn Thaima</i>			
0004	14:00	14:15	A Study of Active Learning Activities in Teaching Chinese Vocabulary in Beaconhouse Yamsaard Rangsit School <i>Lin Liling and Waraporn Thaima</i>			
0097	14:15	14:30	Causal Relationship of Factors Influencing Good Membership of Private Vocational Education Institutions in the Education Area of Bangkok and Perimeter <i>Thanaya Hongsakrai and Vichit U-on</i>			

Code	Session		Chair	Platform	Start	Finish
SF2	Operation and Supply Chain Management 2		Asst. Prof. Dr. Ungul Laptaned	Zoom	13:30	15:00
0054	13:30	13:45	Relationship Between the Factors of Supply Chain Management Affecting to Use the Boat Service to Pattaya-Koh Lan of Tourist <i>Siripom Phomane, Supin Chaisiripaibool, and Wanwisa Duantrakoonsil</i>			
0056	13:45	14:00	Factors Affecting the Efficiency of Warehouse Management: A Case Study of Retail Warehouse in Bangkok <i>Thodsaphon Madla, Niwat Chantharat and Suwat Janyapoon</i>			
0059	14:00	14:15	Prioritizing Barriers by Using Analytic Hierarchy Process (AHP) for Baggage Handling System of Suvarnabhumi Airport <i>Kachit Boonchuay and Ungul Laptaned</i>			
0073	14:15	14:30	Developing Framework for Supplier Selection: An Analytical Hierarchy Process Approach <i>Onwika Sritong</i>			
0075	14:30	14:45	Factors of Logistics Service Quality, Price and Online Reviews Affecting the Choice of Food Delivery Services by Restaurant Entrepreneurs in Bangkok <i>Ailada Rungreangrum, Ungul Laptaned, and Sorapol Buranakul</i>			
0084	14:45	15:00	Collaborative Management in Supply Chain between Suppliers and Manufacturers of Milk Pasteurized Business in Lopburi Province <i>Usanee Jittimane, Niwat Chantharat, and Worrapon Wangkananon</i>			

Code	Session		Chair	Platform	Start	Finish
SG2	Organization and Human Resource Management 3		Asst. Prof. Niwat Chantharat	Zoom	13:30	15:00
0058	13:30	13:45	Factors of Work Motivation and Job Satisfaction Affecting Corporate Engagement of the Employees of the Office of the Permanent Secretary for Higher Education, Science, Research and Innovation <i>Kerdpiti Sittikit and Sukunya Thipha</i>			
0070	13:45	14:00	Causal Factors Affecting Knowledge Management and Learning Organization of the Office of the Prime Minister <i>Vatinee Visesmeemun and Vichit U-on</i>			
0072	14:00	14:15	Factors Related to Accident Prevention Behaviors in the Operational Performance of Operational Staff: A Case Study of Diebold Nixdorf (Thailand) Co., Ltd. <i>Nisarat Taosuwan and Kanchanik Kumnerdpetch</i>			

0080	14:15	14:30	The Causal Factor that Influences the Personal Retirement Planning of People in Thailand <i>Pracha Bunma and Vichit U-on</i>
0091	14:30	14:45	Causal Factors Influencing Satisfaction and Work Motivation of Generation Y in Lak Si District <i>Sukuma Klinsakron, Anupong Avirutha, and Natsapun Paopun</i>
0095	14:45	15:00	Factors for Increasing Operational Efficiency of Officers of the Office of Public Sector Anti-Corruption Commission (PACC) <i>Naratnan Umnuaythanakool and Sukunya Thipha</i>

Code	Session		Chair	Platform	Start	Finish
SH2	Organization and Human Resource Management 4		Dr. Nontipan Prayurhong	Zoom	13:30	15:00
0102	13:30	13:45	Quality of Work Life Factors Affecting the Organizational Commitment of Commissioned Officers in Armed Forces Security Center, Royal Thai Armed Forces Headquarter <i>Montira Mungsing, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0103	13:45	14:00	Organizational Commitment of Personnel Working in the District Administration Office and Provincial Administrative Office, Rayong Province <i>Sirimongkol Ongarjithichai and Sukunya Thipha</i>			
0111	14:00	14:15	Motivations Affecting the Performance of the Employees, Thai Takenaka Construction Site <i>Siratphimon Wongphatcharadecha, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0113	14:15	14:30	Quality of Work Life Effecting Organizational Citizenship Behavior of Government Teacher Department of Education in Bangkok <i>Jedsarid Vinaithum and Praphan Chaikidurajai</i>			
0114	14:30	14:45	A Study of Organizational Culture of Employees in the Automotive Industry Group <i>Praphan Chaikidurajai</i>			
0122	14:45	15:00	Influence of Organizational Climate on Organization Communication of Employees in a Company <i>Nittcha Boonlue and Praphan Chaikidurajai</i>			

Code	Session		Platform	Start	Finish
SPB	Sunday PM Break		Zoom	15:00	15:15

Code	Session		Chair	Platform	Start	Finish
SA3	Business and Marketing Management 9		Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	15:15	16:45
0096	15:15	15:30	Factors That Cause Customers in Health and Beauty Food Industry Switching Their Current Brand <i>Hatairat Poupunsri and Vichit U-on</i>			
0098	15:30	15:45	Marketing Factors Influencing Trust to Make a Decision Buying Food via Facebook Live <i>Nutupsorn Katerut and Kanchanik Kumnerdetch</i>			
0100	15:45	16:00	Factors Influencing Decision to Use Car Accessory Services of on Automax 999 Ltd., Part <i>Phanatchakorn Kaewprachu and Sukunya Thipha</i>			
0104	16:00	16:15	Online Marketing Mix Affecting Consumers' Decision Making on Hiring House Constructor through Social Network (Facebook) <i>Thanadech Hensawang and Praphan Chaikidurajai</i>			
0105	16:15	16:30	Marketing Mix Factors Influencing the Purchasing Decision of the products at Moshi Moshi, Siam Square One <i>Natthapat Sutthiruk and Praphan Chaikidurajai</i>			
0106	16:30	16:45	The Study of Fanclub's Attitude and Behavior of CP Brand Products: A Case Study of Bambam GOT7 <i>Khaimuk Sudwisai and Nontipan Prayurhong</i>			

Code	Session		Chair	Platform	Start	Finish
SB3	Business and Marketing Management 10		Asst. Prof. Dr. Natsapun Paopun	Zoom	15:15	16:45
0107	15:15	15:30	Factors Affecting the Confidence in Using Mobile Banking Application of Service Users in Bangkok Area <i>Wanvarat Dissamarn, Uthairat Muangsan and Mukdashine Sandmaung</i>			
0109	15:30	15:45	Factors Impacting of Mobile Application for Food Ordering of Consumers in Chonburi Province <i>Siripom Mekdee and Uthairat Muangsan</i>			
0110	15:45	16:00	Services Marketing Factors Affecting Decision Making of Online Shopping Customers: Tops Online Case Study <i>Preeya Phomma and Nontipan Prayurhong</i>			
0115	16:00	16:15	Social Media Presenter Factors Affecting Brand Image: A Case Study of Dr. Khemanit Jamikorn <i>Suthapisagorn Unhapipat and Kanchanik Kumnerdpetch</i>			
0116	16:15	16:30	How Product Design and Packaging Factors and Marketing Mix Impact on Consumer Behavior? <i>Chanoksuda Raksanaves and Praphan Chaikidurajai</i>			
0117	16:30	16:45	Exposure Behavior in Relation to the Satisfaction on Facebook Fanpage NRsportsRadio <i>Anuson Ngamsub and Kanchanik Kumnerdpetch</i>			

Code	Session		Chair	Platform	Start	Finish
SC3	Business and Marketing Management 11		Asst. Prof. Dr. Uthairat Muangsan	Zoom	15:15	17:00
0118	15:15	15:30	Behavior, Exposure, Attitude, and Decision-Making to Watch Youtube on the Taryut Chaisoro Channel of Gen Y Group <i>Pemiga Veeraplin and Kanchanik Kumnerdpetch</i>			
0119	15:30	15:45	Satisfaction Factors of Fitness Center Users in Bangkok and Metropolitan Areas <i>Sirithep Pussadu, Natsapun Paopun, and Kingkeaw Pornpiraksakul</i>			
0120	15:45	16:00	Marketing Mix Factor Affecting the Consumers' Decision Making in Purchasing an I-Phone in Bangkok <i>Naphak Malawan and Praphan Chaikidurajai</i>			
0121	16:00	16:15	Marketing Mix Factor Affecting the Consumer Behavior of the ShabuShabu Nangnai, Union Mall Branch <i>Napaporn Prempoonborvorn and Praphan Chaikidurajai</i>			
0123	16:15	16:30	Demographic Factors Influencing on Choosing Services of Night Markets in Bangkok <i>Sittichok Jintanawetchakul and Nontipan Prayurhong</i>			
0126	16:30	16:45	Factors in Choosing to Buy Housing for the Elderly <i>Warakorn Jintawong, Anupong Avirutha, and Natsapun Paopun</i>			
0127	16:45	17:00	Factors Affecting on Making a Decision to Buy an Online Smartphone in Bangkok <i>Akekalak Lolohakul and Nontipan Prayurhong</i>			

Code	Session		Chair	Platform	Start	Finish
SD3	Business and Marketing Management 12		Assoc. Prof. Dr. Vichit U-on	Zoom	15:15	17:30
0128	15:15	15:30	Factors Influencing Decision to Learn Driving at Advance Rama 2 School <i>Weeraya Ruwicha and Kanchanik Kumnerdpetch</i>			
0129	15:30	15:45	Actors That Affect the Decision to Choose Get the Services of Dental Clinic of the Customers in Area Wathana, Bangkok <i>Ratthee Meechat, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0130	15:45	16:00	Factors Affecting Decision Services of Automatic Toll Collection System (Easy Pass) <i>Sutasinee Jamroensan and Supin Chaisiripaibool</i>			

0132	16:00	16:15	Factors Affecting the Decision to Use Private Shipping Company: A Case Study of Flash Express (Thailand) Company <i>Suchanard Riangsanon, Niwat Chantharat, and Phanumas Thongsukdee</i>
0135	16:15	16:30	The Marketing Mix Satisfaction of Vitamins Water Product <i>Kamonruethai Mongthong, Anupong Avirutha, and Natsapun Paopun</i>
0136	16:30	16:45	Causal Relationship of Factors Affecting Accounting Quality for Small and Medium Enterprises in Thailand <i>Jittikan Kaewngam and Vichit U-on</i>
0140	16:45	17:00	Factors Affecting the Use of Fitness Service of the Royal Thai Fleet's Health Clubby <i>Kitti Duangjinda, Anupong Avirutha, and Natsapun Paopun</i>
0141	17:00	17:15	Factors Influencing Decision to Learn Driving at Advance Rama 2 School <i>Weeraya Ruwicha and Vichit U-on</i>
0143	17:15	17:30	Causes of Factors Affecting Cosmetic Surgery Decisions of Users In the Bang Khen Area Bangkok <i>Nuttapanita Rapeepongpatana, Uthairat Muangsan, and Mukdashine Sandmaung</i>

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SE3	Communication Arts / Information Technology	Dr.Sumana Chantharat	Zoom	15:15	17:15
0067	15:15	15:30	Influencing Factors Towards Crime-News Presentation From Viewers Perspective for Improvability in Digital Broadcasting Era <i>Siranphon Moolutoke and Kanchana Meesilapavikkai</i>		
0071	15:30	15:45	The Format of Disaster News Reporting on Television in the Digital Age <i>Nantipat Pothapan and Wilaiphorn Chirawattanasate</i>		
0101	15:45	16:00	Strategies Impacting the Success of Star Artist in the Entertainment: The Case of Star Artist Manager in the Entertainment <i>Ukrit Phonphibun and Kanchanik Kumnerdetch</i>		
0108	16:00	16:15	Behavior and Factors Affecting Choosing to Listen to Thai International Music in the Digital Age of Generation Z in Bangkok <i>Jirayu Laongmanee and Tanachart Junyaraj</i>		
0008	16:15	16:30	The Consumer Buying to Decision Making on E-Commerce Platform System in Bangkok <i>Ingfa Thamsansombat, Anupong Avirutha, and Natsapun Paopun</i>		
0015	16:30	16:45	Digital Generation Influencing Business Transformation and New Venture's Business for Health Care Center in Thailand <i>Chanaporn Kittiphitchayangkul and Vichit U-on</i>		
0045	16:45	17:00	Online Communication that Influences the Decision to Enter a Coffee Shop of Gen Y in Bangkok <i>Sarisa Tantayotin and Niwat Chantharat</i>		
0112	17:00	17:15	The Factors of Innovation Affecting the Performance of Cosmetic Manufacture in Thailand <i>Kitkanya Benjatikul and Vichit U-on</i>		

Code	Session	Chair	Platform	Start	Finish
SF3	Operation and Supply Chain Management 3	Asst. Prof. Dr. Ungul Laptaned	Zoom	15:15	16:45
0086	15:15	15:30	Causal Factors Affecting the Distribution Channel to Achieve Business Results <i>Kulnipa Poobt and Ungul Laptaned</i>		
0087	15:30	15:45	Optimized Order Quantity Analysis for Raw Materials in Precast Concrete Slabs Production: A Case Study of Construction Company in Bangkok <i>Muanfan Thuamcharoen, Niwat Chantharat, and Tassanee Meesiri</i>		
0089	15:45	16:00	Creating Gamification in Education Supply Chain: A Case Study of College of Logistics and Supply Chain, Sripatum University <i>Matee Vicheansan, Nilubon Sivabrovornvatana, and Tharinee Manisri</i>		



0099	16:00	16:15	Increasing Efficiency of Products Delivery with Barcode Technology: A Case study of the Norme IDM Company Limited Warehouse <i>Kotchapak Tharaseth Ungul Laptaned, and Tassanee Meesiri</i>
0133	16:15	16:30	Application of an Activity Based Costing in Analyzing the Unit Cost of Installation Segment: A Case Study of 1234 Company Limited <i>Nutcha Saengsakus, Ungul Laptaned, and Suwat Janyapoon</i>
0134	16:30	16:45	Factors Affecting Fuel Management Optimization: A Case Study of the Management of Empty Bus Transportation <i>Nattharin Songmanee, Niwat Chantharat, and Wanwisa Duantrakoonsil</i>

Code	Session		Chair	Platform	Start	Finish
SG3	Organization and Human Resource Management 5		Asst. Prof. Niwat Chantharat	Zoom	15:15	17:30
0124	15:15	15:30	Factors Affecting Organizational Citizenships Behavior in the Jewelry Import-Export Business Group in Bangkok Metropolitan <i>Wasana Udompark and Praphan Chaikidurajai</i>			
0125	15:30	15:45	Factors Affecting the Participation that Focusing on Public Sector Management Quality Award (PMQA) of the Bureau of Technology Transfer Development Staff Department of Agriculture Extension <i>Ratthapon Padpon and Sukunya Thipha</i>			
0137	15:45	16:00	Management Effectiveness of Nakhon Ratchasima Provincial Administrative Organization <i>Yupa Sanitklang and Natsapun Paopun</i>			
0138	16:00	16:15	Commitment to an Organization on Work Effectiveness: A Specific Study Civil Servant Case Office of Inspector General Royal Thai Armed Forces Headquarters <i>Salinkate Kiatesongkram and Uthairat Muangsaen</i>			
0139	16:15	16:30	Causal Factors for the Development of Coaching Process for Increasing Work Efficiency in the Organization <i>Thunyaphat Phuhead and Vichit U-on</i>			
0142	16:30	16:45	The Employee's Organizational Engagement Factors that Affect Productivity Operation of the Construction Business in Khon Kaen Province <i>Wanmongkol Silaprasert, Uthairat Muangsang, and Mukdashine Sandmaung</i>			
0144	16:45	17:00	Affective Management the Motivation of the Competent Performance of Sawang Daen Din District Administrative Organization, Sakon Nakhon Province <i>Wanida Kotruang and Natsapun Paopun</i>			
0146	17:00	17:15	The Human Resources Management of Small and Medium Enterprises in Thailand <i>Xinchun Zahng</i>			
0147	17:15	17:30	The Evaluation of Occupational Support Community Enterprise, Koh Kok Community, Rayong <i>Yodsawinkan Kobkanjanapued, Phatnatcha Chotkunakitti, Molsikarn Tripattanasit, and Ittidej Seangpuang</i>			

Code	Session		Chair	Platform	Start	Finish
SH3	Aviation Management		Dr. Nontipan Prayurhong	Zoom	15:15	15:45
0131	15:15	15:30	The Factor which Effect on Causing of Accident and Incident of Thai Registered Airline and Aircraft <i>Chananthorn Tantiwirachakul and Ungul Laptaned</i>			
0145	15:30	15:45	The Analysis of Military Safety Management Using ICAO Gap Analysis Guidance <i>Pittaporn Glinfuang, Ungul Laptaned, and Waraporn Thaima</i>			

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**Factors influencing the satisfaction on buying brand name bag of Private University students: According to marketing mix concept**



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## **Abstract**

This research aims to study the factor influencing on buying brand name bag of private university students according to the marketing mix concept and study student's satisfaction. This research use questionnaire as a tool to collect the data from the group sample total of 379 people from private universities, which process the study by computer program. The statistics that used for analysis are frequency, percentage, mean, standard deviation, and test hypothesis by t-test (One-Way Anova).

The research results found that the population factor consists of gender, ages, level of education, and average income per month that impact to the satisfaction on buying Brand name bags. In term of services found that customer care, satisfaction, and quality of the product are related to the behavior on buying Brand name bags, lifestyle, location to buy Brand name bags, payment method, the amount of buying, and value of buying Brand name bags. The factor of Marketing Mix (4Ps) related significantly to the satisfaction of buying Brand name bags in term of product, price, place, and promotion. According to the research study found the student's satisfaction in private universities have popular to buy Gucci bags mostly. Hence, if Thai entrepreneurs are taking the bag brand from the popularity of buying from students in the private sector to stimulate consumers by provide distribution channels according to teenagers group and working group who are popular to buy Brand name bags.

**Keywords:** Satisfaction, Marketing Mix, Brand name bags

## **1. Introduction**

Nowadays, Thai population has the better life due to the economic conditions that have started to recover and have a good trend. And they are spending extravagant that import from abroad. Brand name is a famous stuff that known as global with an expensive price and respond the customer need. Each target customer group has a different power purchasing, which is some people thought that Brand name bags can create a value and unique lifestyle, and also its measure the value of people. The values stream of buying Brand name bags and measuring the value of a person from stuffs in social nowadays has an expensive price and be popular with most people know as “Brand name”, especially Brand name bags, which became more role in life such as stuffs that can be measured the wealth and goodness. Consumer changes in response to demand are influenced by perception, learning, personality, social-classes, demographic, values, and lifestyle. These factors impact to the consumer behavior for buying Brand name bags because they receive those stimuli, and the various consumption behavior has a market expansion and continuous growth. Brand name products are one thing that has fallen into a serious consumer trend, and competitive price are expensive in order to gain acceptance of friends from society to make it stand out from others until it is a value from the ever increasing demand for brand name products continuously, which makes the Brand name products market has been expanding rapidly to respond the consumer need that increasing continuously and enter the market. These make the researcher interested to study the factor that impact to the behavior of buying Brand name bags according to the important current study that impact the purchasing choice of the population that the entrepreneur has to aware of the current situation in order to adjust to the situation that arises, which is the good result that can be able to find the plan to adapt the market immediately and respond the demand of consumer. Hence, life in the society is diverse whatever work, travel, activities, and the things that follow in life, it is a matter of many different in each person.

## **2. Research Objective**

- 2.1 To study the factor of marketing and the satisfaction on buying brand name bags
- 2.2 To study of comparative on the consumer’s satisfaction on buying brand name bags

## **3. Term Definition**

3.1 Demographic factor refers the guidelines for the feasibility of targeting demographic that provides knowledge about organization size and population dynamics, which is including gender, age, education, status and income.

3.2 Brand name bags refer the product that know as global in term of luxury, beauty, attractive, and passionate of people around the world that designed by the nation's reputation designers in the world.

3.3 Behavior refers the perception and satisfaction of the consumers in choosing to buy brand name bags by considering products that are popular to buy, popular places to buy brand name bags, number of products to be purchased per time, and the frequency of purchasing a brand name bags per year.

3.4 Satisfaction refers the concept of an abstract attitude pertains to the mind, emotions and feelings a person has about something other than feelings. Satisfaction is a feeling that positive aspects of a person towards something, it may be caused by anticipation or when something happens that able to meet the needs of any person, and satisfaction that arises can change according to the values or the mix of individuals.

3.5 Marketing Mix (4Ps) refer product, price, place, and promotions

**Product** means the things that satisfy the needs and requirements of human beings and those of the people, which is given to customers and customers will receive the benefits and value of the product.

**Price** means the amount of money used in an exchange to acquire a product (goods and / or service) that provided by the buyer and the dealer. Price is a factor in the marketing mix that will create satisfaction for the consumer if assessed that the product has value, and makes utility suitable for the price.

**Place** means the activities related to environmental atmosphere in providing services to customers, which affects the perception of customers in terms of the value and benefits of the services offered, which considering of location and channels of service that are taken into the quality in terms of efficiency, accuracy, security and speed.

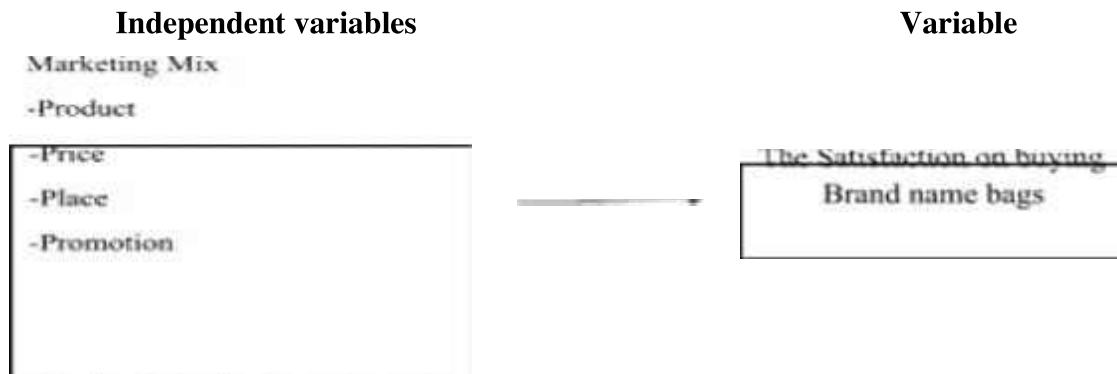
**Promotion** means the important tool in communicating to service user with the purpose of announcing news or helping to induce concept and service behavior, and is a key factor of general marketing.

Kanvara Siripong (2016). Did research topic on the factor that related to the behavior of buying woman bags, second bags in Bangkok. There is an objective: (1) To study the behavior of buying second-hand bags of woman brand name bags in Bangkok (2) To study the factors that pay tribute to marketing harmonization on the purchase behavior of second-hand brand name bags for woman of the elderly in Bangkok 3.) To study the demographic issues by age, education, occupation, income and status towards the affiliation of the department of brand name bags, and second-hand brand name of entrepreneurs in Bangkok.

Natchisa Atsak (2017). Did research topic on factoring of buying Brand name bags online in type of bags and women shoes. There is an objective: (1) To analyze personal factors that affect the selection of online branded products (2) To analyze the relationship between personal factor and factor currently that influencing the selection of online brand name and woman shoes.



Charinee Itsarangkul Ayutthaya (2017). Did research topic on the satisfaction and consumer behavior of eating Thai snacks of Thai people in Bangkok. There is an objective to study the consumption satisfaction of Thai customers in the province of Bangkok and to compare the service satisfaction of the Thai customer group in Bangkok, which classified by current personal and consumption behavior.



**Figure1:** Conceptual framework of study

**Research hypothesis:** Marketing Mix to the satisfaction of buying brand name bags

#### 4. Research Methodology

Population: This research study in the topic of the factors that affecting the satisfaction of buying a brand name bags who study in private universities according to the concept of Marketing Mix (4Ps). This research has been determined the population that used for the analysis during the period ages of 18-30 years that ever used the brand name bags, and focus in the specific group of student who study in private universities.

Sample group: The researcher has determined the size of the sample group that used in this study by setting the tolerance value = 0.05 at the confidence level 95%, and set the size of sample group to analyzed from the concept of Taro Yamane (1973), a group of sample group that used in this study was 379 people

$$n = \frac{N}{\dots}$$

It was found that questionnaires were collected from the sampling received of 379 people or 94.75% from the sample size of 379 people.

## 5. Results and Discussion

### Mean and standard deviation of satisfaction for choosing to buy a brand name bags

No.	Satisfaction	$\bar{X}$	S.D.	Level
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1.	Satisfied with the service quickly	3.94	1.016	High
2.	Satisfied with the customer care and attention from the employees.	3.96	.879	High
3.	Satisfied with products	4.07	.915	High
4.	Reliability of the dealer	3.79	.867	High
<b>Total</b>		3.94	0.440	High

Mean and standard deviation of satisfaction for choosing to buy brand name bags at high level ( $\bar{X} = 3.94$ , S.D. = 0.440). And when considering the individual components, it was found that the highest level of opinion was they satisfied with the product that they have, which has a very high level of value ( $\bar{X} = 4.07$ , S.D.= .915 ). Followed by the satisfaction that was customer cared for by the employees, which was at a high level. ( $\bar{X} = 3.96$ , S.D.= .879 ). Next was they are satisfied with the service quickly, which has a very high level of value ( $\bar{X} = 3.94$ , S.D. = 1.016). And reliability of dealers that stand at a very high level of value ( $\bar{X} = 3.79$ , S.D. = .867).

Marketing Mix factors is affecting to the satisfaction of buying brand name bags were found that the questionnaires were collected from the sample group returned 379 people (96.19%) from the sample size, most of them were female at 204 people (53.80%), aged between 20-35 years at 240 people (63.30%), Master's degree level at 206 people (54.40%), monthly income is between 15,001- 20,000 baht at 183 people (48.30%), and single status at 368 people (97.10%).

No.	Marketing Mix	$\bar{X}$	S.D.	Level
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1.	Product	4.29	.438	High
2.	Price	3.78	.587	High
3.	Place	3.80	.530	High
4.	Promotion	3.82	.633	High
	<b>Total</b>	3.92	0.157	High

**Table of Mean and Standard Deviation of Marketing Mix Factors**

Standard deviation of the marketing mix stands in the very comment level ( $\bar{X} = 3.92$ , S.D. = 0.157). When considered separately by the components, it was found that Product factor has a high level of value ( $\bar{X} = 4.29$ , S.D. = 0.438) Followed by was Promotion that shows in high level ( $\bar{X} = 3.82$ , S.D. = 0.633) Next is Place that also stands in high level ( $\bar{X} = 3.80$ , S.D. = 0.530), and Price at ( $\bar{X} = 3.78$ , S.D. = 0.587)

**Summary table of the research hypothesis test topic of factor influencing on buying brand name bag of private university students according to the marketing mix concept**

Educational hypothesis	Accept the hypothesis	Reject the hypothesis
- Product		/
- Place		/
- Price		/
- Promotion	/	

From the educational hypothesis "factor influencing on buying brand name bag of private university students according to the marketing mix concept" found that the product and marketing promotion factor "Accept the hypothesis" and the product factor, distribution channel factors, and price factor "Reject the hypothesis".

## 6. Conclusion and Implications

From the study of factor influencing on buying brand name bag of Private University students according to the marketing mix concept, which made aware of the demographic

characteristics Marketing Mix and buying behavior of brand name bags. The researcher would like to suggest as follows:

- 6.1 From the study of demographic characteristics, the group that chose to buy brand name bags is female, which age between 20-25 years with a master's degree. And have an average monthly income 15,001-20,000 baht. The manufacturers should apply this basic information and develop products to meet the needs of consumers to maintain customer base to build credibility with the product and expanding new customer for manufacturers.
- 6.2 From a study of buying behavior of brand name bags for most respondents, it was found the luxury brand that they choose the most is Gucci, they choose 1-5 pieces per year, and the most popular place to buy is Siam Paragon with the cost of each purchase about 15,001 baht or more.
- 6.3 From the study of factors in term of marketing mix. The brand name bags consumers group that most respondents put emphasis on products, price, quality, marketing promotion at a high level. Therefore, manufacturers should pay more attention to the marketing mix, such as organizing various promotional to boost sales and stimulate even more buying behavior.

## **7. Future Research**

- 7.1 There should be collect a larger number of demographic data on the part of the respondents in order to obtain more reliable information.
- 7.2 There should be expanded study of brand name bags shopping behavior of students from Private University to compare how they are similar or different.
- 7.3 There should be study about the social and economic factors in the present that may affect satisfaction and buying behavior of brand name bags.

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Sripatum University is one of the oldest and most prestigious private universities in Bangkok, Thailand. Dr. Sook Pookayaporn established the university in 1970 under the name of "Thai Suriya College" in order to create opportunities for Thai youths to develop their potential. In 1987, the college was promoted to university status by the Ministry of University Affairs, and has since been known as Sripatum University. "Sripatum" means the "Source of Knowledge Blooming Like a Lotus" and was graciously conferred on the college by Her Royal Highness, the late Princess Mother Srinagarindra (Somdet Phra Srinagarindra Baromarajajanan). She presided over the official opening ceremony of SPU and awarded vocational certificates to the first three graduating classes. Sripatum University is therefore one of the first five private universities of Thailand. The university's main goal is to create well-rounded students who can develop themselves to their chosen fields of study and to instill students with correct attitudes towards education so that they are enthusiastic in their pursuit of knowledge and self-development. This will provide students with a firm foundation for the future after graduation. The university's philosophy is "Education develops human resources who enrich the nation" which focuses on characteristics of Wisdom, Skills, Cheerfulness and Morality.

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The University of Cyprus was established in 1989 and admitted its first students in 1992. It was founded in response to the growing intellectual needs of the Cypriot people, and is well placed to fulfill several aspirations of the country. The University is a vigorous community of scholars engaged in the generation and diffusion of knowledge. Despite its brief history, the University of Cyprus has earned the appreciation of Cypriot society. Admission for the majority of undergraduate students is by entrance examinations organized by the Ministry of Education and Culture of the Republic of Cyprus.

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The University of Wollongong in Dubai, abbreviated as UOWD, is a private university located in Dubai, United Arab Emirates. The University is one of the UAE's oldest universities, having been founded in 1993. The Campus has over 3,500 students from more than 108 countries. UOWD is one of the UAE's oldest and most prestigious universities. Established in 1993 by the University of Wollongong in Australia - currently ranked in the top 2% of universities in the world (QS World University Rankings 2018) – UOW in Dubai represents a pioneering Australian initiative in the Gulf region.

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