

# RCGR<sup>8th</sup> 2021

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## PROCEEDINGS OF THE 8<sup>th</sup> REGIONAL CONFERENCE ON GRADUATE RESEARCH

**THEME "Peripheries: Research Development and Implementation"**

8 August 2021

Sripatum University, Bangkok, Thailand



**Editors:**

Vichit U-on

George C. Hadjinicola





**มหาวิทยาลัยศรีปทุม**  
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Proceedings of  
The 8<sup>th</sup> Regional Conference on Graduate Research

**RCGR<sup>8<sup>th</sup></sup>  
2021**

Theme “Peripheries: Research Development and Implementation”  
8 August 2021  
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**Edited by** Assoc. Prof. Dr. Vichit U-on, Sripatum University, Thailand  
Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

**Published by** Sripatum University Press  
2410/2 Phaholyothin Road, Jatujak, Bangkok, 10900, Thailand

ISBN-13: 978-9746554688



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Proceedings of Abstracts and Papers (on CD-ROM) of *The 8<sup>th</sup> Regional Conference on Graduate Research 2021*

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ISBN: 978-974-655-468-8

Published by Sripatum University Press  
2410/2 Phaholyothin Road, Jatujak, Bangkok, 10900, Thailand

## Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of The 8<sup>th</sup> Regional Conference on Graduate Research 2021 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 2021'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 8<sup>th</sup> Regional Conference on Graduate Research 2021 which will take place at Sripatum University on 8 August, 2021 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 2021's General Chair



Prof. Dr. George C. Hadjinicola  
Lecturer, University of Cyprus, Cyprus  
RCGR 2021's General Chair



Assoc. Prof. Dr. Ioannis Manikas  
University of Wollongong in Dubai, United Arab Emirates  
RCGR 2021's General Chair



## Welcome Address from Conference Program Chairs

Welcome to the 8<sup>th</sup> Regional Conference on Graduate Research 2021 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 8<sup>th</sup> RCGR 2021 international conference. After a careful review process by members of the international program committee, 106 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 2021 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 2021's Program Chair



Prof. Dr. Andreas C. Soteriou  
Lecturer, University of Cyprus, Cyprus  
RCGR 2021's Program Co-Chair

## Speaker Background



### **Dr. Thomas Fernandez**

Dr. Fernandez is originally from Germany where he learned the trade of freight forwarding and logistics. In 1990 he came to Thailand and has covered Southeast Area as a logistician ever since. After an MBA in International Business and a Master of Science in Computing for Commerce and Industry, he completed his Ph.D. in Logistics in 2016 in a Thai-language program. Dr. Fernandez has been teaching at universities in Thailand since 2005 and has been invited as a guest lecturer, panellist and keynote speaker in Thailand, Cambodia, Laos and Myanmar, and also regularly holds lectures in Germany. He has also been invited as a reviewer by His research interest is in International Business, specifically in the fields of Supply Chain Management as well as Cross-Cultural Management.

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## Session Schedule

**RCGR<sup>8<sup>th</sup></sup>  
2021**



**The 8<sup>th</sup> Regional Conference on Graduate Research  
Sripatum University, Bangkok, Thailand  
Theme: Peripheries: Research Development and Implementation**

Sunday (S) 8 August 21	Zoom						
	Zoom #1	Zoom #2	Zoom #3	Zoom #4	Zoom #5	Zoom #6	Zoom #7
Platform	REGISTRATION						
08:30 – 09:15	REGISTRATION						
09:15 – 09:30	<p>WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand</p>						
09:30 – 10:45	<p>KEYNOTE ADDRESS: "Data Collection in International Business Research" Dr. Thomas Fernandez Germany</p>						
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 Operation and Supply Chain Management 1	SE1 Organization and Human Resource Management 1	SF1 Organization and Human Resource Management 2	SG1 Accounting, Finance, and Banking
12:30 – 13:30	SUNDAY NOON BREAK						
13:30 – 15:00	SA2 Business and Marketing Management 4	SB2 Business and Marketing Management 5	SC2 Business and Marketing Management 6	SD2 Operation and Supply Chain Management 2	SE2 Organization and Human Resource Management 3	SF2 Organization and Human Resource Management 4	SG2 Educational Administration / Communication Arts
15:00 – 15:15	SUNDAY PM BREAK						
15:15 – 17:00	SA3 Business and Marketing Management 7	SB3 Business and Marketing Management 8	SC3 Business and Marketing Management 9	SD3 Operation and Supply Chain Management 3	SE3 Organization and Human Resource Management 5	-	-
17:00 – 17:15	<p>CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand</p>						

### Sunday, 8 August 2021

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>Data Collection in International Business Research</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
0007	11:00	11:15	Personal Factors Affecting The Retention of Registered Nurses in A Hospital in Thonburi District, Bangkok <i>Sansanee Junwisat and Vichit U-on</i>		
0008	11:15	11:30	A Study of Demographic Factors That Influence Decision-Making on Choosing a Public Servant Career of New Public Servants under Office of The Basic Education Commission <i>Pimnattha Saitipwadee and Vichit U-on</i>		
0009	11:30	11:45	The Study of Management Conditions and Development Guidance Followed the Standard of the National Child Development Center B.E. 2562 of the Child Development Center under the Local Government Organization in Non-Sila District, Khon Kaen <i>Kemmanat Kemarachun and Chakkaphan Chanchareon</i>		
0010	11:45	12:00	Modeling of Destination Branding Affecting Customer Performance in Thailand <i>Thanaporn Kariyapol and Vichit U-on</i>		
0011	12:00	12:15	Modified Class of Exponential Estimator for Estimating the Population Mean in the Presence of Non-Response <i>Napattchan Dansawad</i>		
0018	12:15	12:30	Psychological Factors Influencing Consumer Buying Behavior of Buddhist Amulets and Sacred Objects in Bangkok Metropolitan Region <i>Wanraya Phermamaj 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
0023	11:00	11:15	Factors Influence Online Purchase Intention for OTOP Products of Consumers in The Greater Mekong Subregion <i>Nattachai Udomvittayarutne</i>		



0024	11:15	11:30	Factor of Affect The Decision Making of Consumers on Purchasing Products From the Online <i>Penpitchaya Laisuwanchai and Vichit U-on</i>
0029	11:30	11:45	Service Quality Affecting the Satisfaction of Service Recipients in Sangklaburi Customs House <i>Chaowalit Eiamtrakul and Vichit U-On</i>
0031	11:45	12:00	A Study of Demographic Factors that Influence Decision-Making on Choosing a Public Servant Career of New Public Servants under Office of The Basic Education Commission <i>Pimnattha Saitipwadee and Vichit U-on</i>
0036	12:00	12:15	Digital Marketing Factors Influencing on Building Customer Satisfaction and Loyalty in Dealer Business in Bangkok Metropolis and Vicinity <i>Monticha Maneecham and Vichit U-on</i>
0039	12:15	12:30	Factors Influencing Consumers' Decision to Use Fitness Centers in Bangkok and Vicinity <i>Wassana Khamhom and Nontipan Prayurhong</i>

Code	Session		Chair	Platform	Start	Finish
SC1	Business and Marketing Management 3		Asst. Prof. Dr. Uthairat Muangsan	Zoom	11:00	12:30
0040	11:00	11:15	Relationship of Marketing Mix Factors and Consumer Behavior of Fried Chicken Fast Food of the Population in Bangkok <i>Chutchatanan Wattakapat and Nilubon Sivabrovornvatana</i>			
0044	11:15	11:30	Behaviors of Consumers in Nonthaburi towards Café Inthanin Coffee <i>Kittipat Suwannapong and Nilubon Sivabrovornvatana</i>			
0045	11:30	11:45	A Study of the Online Service Quality that Affects Customer Satisfaction Using Financial Service Purchasing Mercedes Benz Cars in Bangkok <i>Wirinya Aekwattanasate and Sukunya Thipha</i>			
0046	11:45	12:00	Success Factors for Restaurant Businesses in the Digital Age <i>Thidadome Thanomboon and Nilubon Sivabrovornvatana</i>			
0048	12:00	12:15	Factors Affecting Consumers' Satisfaction in Using Shabu-type Restaurants in Bangkok <i>Noppakao Kojaremkit and Uthairat Muangsan</i>			
0051	12:15	12:30	Causal Factors Related to the Performance of the Textile Industry <i>Sugunya Tungpiriyathip and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SD1	Operation and Supply Chain Management 1		Asst. Prof. Dr. Ungul Laptaned	Zoom	11:00	12:30
0012	11:00	11:15	The Logistics Management of Chicken Meat Entrepreneurs in Yala Province <i>Wutthichai Khongyoung</i>			
0013	11:15	11:30	Perceived Factors Affecting the Purchasing Decision of Frozen Seafood of Customers in Bangkok <i>Rungthip Sawatklang and Uthairat Muangsan</i>			
0015	11:30	11:45	Factor to the Efficiency of the Performance Domestic Freight Business <i>Varinda Borwonsuk, Vichit U-on, Supin Chaisiripaibool, and Sasithorn Kocharoen</i>			
0043	11:45	12:00	The Consumer Purchase Decision for Skincare Product from Mobile Application Stores <i>Anuson Nguanprasert and Natsapan Paopun</i>			
0050	12:00	12:15	Factors Affecting Operations Competency of the Airport Security Officer under the Airport of Thailand Company Limited <i>Nares Anantatho and Chaiwut Chanma</i>			
0056	12:15	12:30	Improving the Efficiency of Passenger Services Inside the Passenger Terminal of Airports in Thailand <i>Nattaya Yaicharoen and Kietchai Veerayannon</i>			

Code	Session		Chair	Platform	Start	Finish
SE1	Organization and Human Resource Management 1		Asst. Prof. Niwat Chantharat	Zoom	11:00	12:30
0005	11:00	11:15	The Association between The People's Behavior Factors and The People's Decision to Use Food Delivery Platforms in Bangkok, Thailand <i>Nuttapon Naiyanet, Vichit U-on, Supin Chaisiripaibool, and Tassanee Meesiri</i>			
0006	11:15	11:30	Satisfaction of Government Workers in Regards to Services Provided by The Bureau of Information Officers under The Permanent Secretary of Ministry of Public Health (MOPH) <i>Doungthida Kulpraphatsara and Sukunya Thipha</i>			
0014	11:30	11:45	Factors Influencing Actor Depression <i>Krisnattika Jutai and Uthairat Muangsan</i>			
0017	11:45	12:00	Good Leadership Leads to Happiness at Work For Employees of T Leasing Co., Ltd. Back Office <i>Katesuchar Sakjirapapong and Uthairat Muangsan</i>			
0020	12:00	12:15	Motivation Affecting The Performance of Employees of The Governments Savings Bank Regional Office Center 14 <i>Pimolpan Luangklang and Vichit U-on</i>			
0021	12:15	12:30	Work Motivation Factors Related to The Decision to Quit of The Five-Star Hotel Staff in Bangkok <i>Preena Bagga and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SF1	Organization and Human Resource Management 2		Dr. Nontipan Prayurhong	Zoom	11:00	12:30
0026	11:00	11:15	Employee Management in the New Normal Era that Relates with the Performance of Beauty Business in the Area Ramintra, Bangkok <i>Onanong Termjerm and Uthairat Muangsan</i>			
0027	11:15	11:30	Factors That Affect the Performance of the Queen Sirikit Department of Sericulture Personnel <i>Wanthana Sawegwung and Uthairat Muangsan</i>			
0030	11:30	11:45	Motivation Factor Influencing to Work Satisfaction in Healthcare Industry <i>Linda Victorine Ndoli, Anupong Avirutha, and Natsapan Paopun</i>			
0032	11:45	12:00	The Impact of Human Resource Management on World United Logistics Thailand Company Employees' Performance <i>Songphol Promliphonkul and Nilubon Sivaborvornvatana</i>			
0034	12:00	12:15	Human Resource Management Affecting Performance Efficiency of International Logistics Service Business Employee in Samut Prakan Province <i>Netitat Namuang and Vichit U-on</i>			
0035	12:15	12:30	Demographic Factors Influencing Working Behavior of Generation Y Government Officers at the Office of the Basic Education Commission <i>Araya Darasrisak and Vichit U-on</i>			

Code	Session		Chair	Platform	Start	Finish
SG1	Accounting, Finance, and Banking		Dr. Sumana Chantharat	Zoom	11:00	12:00
0003	11:00	11:15	Research on the Relationship between Thailand Commercial Bank and the Third-Party Payment <i>Yating Zhang Vichit U-on, and Nilubon Sivaborvornvatana</i>			
0052	11:15	11:30	A Study of User Satisfaction with Accounting Software Packages: The Case of Accounting Staff in the Navanakorn Industrial Estate, Pathum Thani <i>Kittiporn Panturat and Natsapan Paopun</i>			
0061	11:30	11:45	A Comparative Analysis of Risk and Return between Investment in the Foreign Mutual Fund and the Stock Exchange of Thailand <i>Pitak Namsao, Praphan Chaikidurajai, and Natsapan Paopun</i>			

0117	11:45	12:00	Factors Influencing the Decision to Use Delivery Food Service in Bangkok <i>Wantanee Sangmanee, Nilubon Sivabrovornvatana, and Kingkeaw Pornapiraksakul</i>
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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 4	Assoc. Prof. Dr.Vichit U-on	Zoom	13:30	15:00
0053	13:30	13:45	Satisfaction of GSB Customers towards Using the Application MyMo, Khlong Chan Branch <i>Chotika Tamthong and Sukunya Thipha</i>		
0054	13:45	14:00	Factors Affecting the Decision of Customers in Choosing the GSB Housing Loan <i>Yossagorn Nukrarueang and Sukunya Thipha</i>		
0055	14:00	14:15	Marketing Mix Factors Influencing Chocolate Purchase Decisions <i>Worraya Rungruang and Nilubon Sivabrovornvatana</i>		
0057	14:15	14:30	Factors Affecting Consumers' Decision to Purchase Organic Products in Kalasin Province <i>Suthamat Khunurat and Uthairat Muangsan</i>		
0058	14:30	14:45	Factors Affecting the Success of Online Food Business (Traditional Thai Food) during and after the COVID-19 Situation <i>Warit Dinakara Soongsatitanon and Vichit U-on</i>		
0059	14:45	15:00	Fruit Shop Management that Affects Purchasing Decisions in the Lak Si Area <i>Somsak Fuengsuk and Uthairat Muangsan</i>		

Code	Session	Chair	Platform	Start	Finish
SB2	Business and Marketing Management 5	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	13:30	15:00
0062	13:30	13:45	People's Relationship Affecting Decision to Use Social Media in an Election Campaign Bangkok <i>Tawatchai Dontree and Sukunya Thipha</i>		
0064	13:45	14:00	The Marketing Mix Factors Affecting the Decision-Making Using Food Delivery Service via Electronic Media in Muang District, Khon Kaen <i>Yongyut Homthong and Supin Chaisiripaibool</i>		
0065	14:00	14:15	A Study of Behaviors that Affect Fast Food Decisions in Bangkok <i>Chunattida Chamkrachang and Sukunya Thipha</i>		
0069	14:15	14:30	Personal Factor Influencing Purchasing Decision Electrical Appliances Through E-Marketplace <i>Danu Sri-utai and Natsapan Paopun</i>		
0071	14:30	14:45	Marketing Mix Factors Related to Consumer's Decision to Buy Ready-To-Drink Fruit Juices for Health in Bangkok <i>Jarudech Hunsuwan and Nontipan Prayurhong</i>		
0072	14:45	15:00	The Relationship between Marketing Mix and Decision to Use Private Companies' Domestic Parcel Shipping Services in the Bangkok Metropolitan Area <i>Tanaporn Boontham, Vichit U-on, Supin Chaisiripaibool, and Phanumas Thongsukdee</i>		

Code	Session	Chair	Platform	Start	Finish
SC2	Business and Marketing Management 6	Asst. Prof. Dr. Natsapan Paopun	Zoom	13:30	15:00
0073	13:30	13:45	Marketing Mix Factors of Organic Products <i>Matthanavee Pengmanee and Nontipan Prayurhong</i>		
0074	13:45	14:00	Perceptions towards Participation in Mangrove Forest Restoration Project in Samut Prakan <i>Nuttsuporn Somna and Natsapan Paopun</i>		

0075	14:00	14:15	Factors Affecting Consumer Satisfaction with National Telecom Public Company Limited <i>Natthapon Phaiwan and Natsapan Paopun</i>
0076	14:15	14:30	Factors Affecting Decision to Buy Smart Watch on the (Shopee) Platform of Consumers in Bangkok <i>Thanyapat Rungwannaphong and Nilubon Sivabrovornvatana</i>
0078	14:30	14:45	Marketing Mix for Food Delivery Applications <i>Nuttachai Waiyasutra and Nontipan Prayurhong</i>
0079	14:45	15:00	Factors Affecting Users' Satisfactions of Government Data Center and Cloud Services in the Government Agencies <i>Phurith Mitsomwang and Natsapan Paopun</i>

Code	Session	Chair	Platform	Start	Finish
SD2	Operation and Supply Chain Management 2	Asst. Prof. Dr. Ungul Laptaned	Zoom	13:30	15:00
0067	13:30	13:45	The Critical Success Factors of Logistics Processes on Organizational Competencies in the Palm Oil Industry in the Upper Northeast <i>Vannapattarisa Meunpromphai and Natsapan Paopun</i>		
0068	13:45	14:00	Factors Affecting the Decision to Choose a Parcel Delivery Service of a Private Company in Trat Province <i>Chinnapak Suvimontammakun, Vichit U-on, and Bhanarunn Youngsook</i>		
0081	14:00	14:15	The Logistics Costs Analysis of Basil Growers Group by Using Activity Base Costing <i>Patcharaporn Techasitthiphon, Vichit U-on, Supin Chaisiripaibool, and Matee Vicheansan</i>		
0088	14:15	14:30	Productivity Improvement for Banana Processing: A Case Study of Banana Drying Group in Chachoengsao Province <i>Koms Saksriwattana and Tharinee Manisri</i>		
0101	14:30	14:45	The Study of Between Warehouse Management and Service Efficiency in Thailand <i>Aticha Liew, Vichit U-on, Supin Chaisiripaibool, and Wanwisa Duantraloonsil</i>		
0102	14:45	15:00	The Satisfaction of the People on the Road (Projects Highway Intersection Road No.7 (Km. 107 +200) - Laem Chabang Port, Sriracha District, Chonburi Province) <i>Pimsiri Yossundara, Vichit U-on, Supin Chaisiripaibool, and Chatchai Raka</i>		

Code	Session	Chair	Platform	Start	Finish
SE2	Organization and Human Resource Management 3	Asst. Prof. Niwat Chantharat	Zoom	13:30	15:00
0037	13:30	13:45	Job Motivation Affecting Performance Efficiency of Officers: Government Officer the Thai Provost Marshal General Department <i>Wasana Palaka and Praphan Chaikidurajai</i>		
0038	13:45	14:00	Factors Related to Organization Commitment of and Employee of Bank of Ayudhya (PLC) Ploenchit Head Office IT Department <i>Pasit Sanchompoo and Sukunya Thipha</i>		
0042	14:00	14:15	A Study of Happiness at Work that Affects Working Efficiency of Department of Industrial Promotion Officials <i>Chayanin Sridaranop and Praphan Chaikidurajai</i>		
0060	14:15	14:30	Human Resource Development Affecting Performance Efficiency of Employees in Airports of Thailand Public Company Limited <i>Napatchaya Anantatho and Praphan Chaikidurajai</i>		
0063	14:30	14:45	Effects on Personnel Happiness Working in Private Schools in Saimai District <i>Benjawan Khrutsuea and Sukunya Thipha</i>		
0066	14:45	15:00	A Comparison of Organizational Engagement of Government Officials in the Office of the Court of Justice by Personal Factors <i>Alisa Prompanat and Natsapan Paopun</i>		

Code	Session		Chair	Platform	Start	Finish
SF2	Organization and Human Resource Management 4		Dr. Nontipan Prayurhong	Zoom	13:30	15:00
0070	13:30	13:45	The Study of Motivation to Work and Work Efficiency of Personnel in Office of the Judiciary <i>Habeebah Chaisanit and Natsapan Paopun</i>			
0077	13:45	14:00	Core Competencies Affecting Performance Efficiency of Personnel in Nihom Phatthana Sub District Administrative Organization, Rayong Province <i>Nishanun Sunda and Praphan Chaikidurajai</i>			
0080	14:00	14:15	Quality of Work Life Affecting Performance Efficiency of Employees in TTB Bank Public Company Limited <i>Pathaimas Saelim and Praphan Chaikidurajai</i>			
0087	14:15	14:30	The Study of Environmental Factor, Motivation Factor, and Work Efficiency of Specialized Court Personnel in Bangkok <i>Suphannee Phan-in and Natsapan Paopun</i>			
0090	14:30	14:45	Factors Affecting the Decision to Enter the Work of Thai Workers in Metal Processing Industry in Nakhon Si Thammarat Province <i>Teerapong Rapeepongpattana and Vichit U-on</i>			
0091	14:45	15:00	A Study of the Level of Factors Affecting the Personnel Management of Online Stores <i>Nutthamont Thirathanapaiboon and Sukunya Thipha</i>			

Code	Session		Chair	Platform	Start	Finish
SG2	Educational Administration / Communication Arts		Dr. Sumana Chantharat	Zoom	13:30	14:15
0025	13:30	13:45	Exploring Benefits of Extracurricular Activities Used in English Language Learning among Thai Undergraduate Students <i>Sutharat Puangsing and Pimpaporn Dechvijankit</i>			
0004	13:45	14:00	The Design of Thai Northeastern Identities based Graphic Arts Usage Manual : A Case Study of Khon Kaen Province <i>Monchaya Sabuar and Thairoj Phoungmanee</i>			
0033	14:00	14:15	Satisfaction with Learning Hybrid System of Bachelor's Degree Students in the School of Communication Arts, Sripatum University, Bangkok <i>Panitan Tubsang and Sukunya Thipha</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 7		Asst. Prof. Dr. Uthairat Muangsan	Zoom	15:15	16:45
0082	15:15	15:30	The Influence of Marketing Mix on Consumer's Decision of Choosing Shabu-Shabu Restaurant Service in NakhonPathom <i>Pichamon Kaiket, Natsapan Paopun, and Kingkeaw Pornapiraksakul</i>			
0083	15:30	15:45	Brand Value Affecting Decision to Buy Facial Care Products of Consumers in Bangkok <i>Phakadet Cheuwong and Praphan Chaikidurajai</i>			
0084	15:45	16:00	Shopping Behavior Factors Affecting the Decision to Buy Second-Hand Clothes in Bangkok <i>Nilobon Pongphai and Nontipan Prayurhong</i>			
0085	16:00	16:15	Customer Satisfaction of the Government Savings Bank <i>Sirawit Kaewsard and Nontipan Prayurhong</i>			
0086	16:15	16:30	Factors Effecting Purchasing Decision to Buy Thai Cosmetic Brands in Bangkok <i>Rathtana Sukawin and Nontipan Prayurhong</i>			

0089	16:30	16:45	Demographic Factors Affecting the Purchasing Decisions of Advice Brad Pad for the Customers in Bangkok Area <i>Thatchawat Aekwattansate and Sukunya Thipha</i>
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Code	Session		Chair	Platform	Start	Finish
SB3	Business and Marketing Management 8		Assoc. Prof. Dr.Vichit U-on	Zoom	15:15	16:45
0093	15:15	15:30	Motivation Factors Affecting the Decision to Become Influencer of Generation Z <i>Panthipa Suksirisorn and Sukunya Thipha</i>			
0096	15:30	15:45	The Study of Service Offering and Purchasing Decision of Logistics Business in Thailand <i>Komchak Seknanthakorn, Tharinee Manisri, Supin Chaisiripaibool, and Vichit U-on</i>			
0098	15:45	16:00	A Comparison the Satisfaction of Food Ordering Customers on Onechat Application Separated by Personal Factors <i>Kunthida Homnan and Nilubon Sivabroornvatana</i>			
0099	16:00	16:15	Factors Related to Each Type of Chicken Meat Consumption in Kanchanaburi Province <i>Kittisak Kaewjan and Nilubon Sivabroornvatana</i>			
0103	16:15	16:30	The Relationship between Quality of Services and Customer Satisfaction of Air Cargo Transportation <i>Jirayu Angcheewanont, Vichit U-on, Supin Chaisiripaibool, and Sorapol Buranakul</i>			
0105	16:30	16:45	A Study on Corporate Public Relations and Marketing Strategies in Thailand <i>Pingzu Sun, Vichit U-on, and Supin Chaisiripaibool</i>			

Code	Session		Chair	Platform	Start	Finish
SC3	Business and Marketing Management 9		Asst. Prof. Dr. Nilubon Sivabroornvatana	Zoom	15:15	16:30
0107	15:15	15:30	Factors Affecting on Purchase Intention of Plant-Based Food Products among Consumers in Bangkok and Suburb Area <i>Natthapol Bootkaew and Nilubon Sivabroornvatana</i>			
0108	15:30	15:45	The Relationship between Quality of Services and Customer Satisfaction of Transportation Business <i>Nattapong Peeramongkonpitak, Vichit U-on, Supin Chaisiripaibool, and Suwat Janyapoon</i>			
0112	15:45	16:00	Trust Factors Related To Thai Herb Consumption Behavior <i>Pattamavadee Valentine and Uthairat Muangsan</i>			
0120	16:00	16:15	Factors Influencing the Decision to Choose a Design Company Exterior Decoration in Bangkok <i>Pawarisa Sinthanaviengthong and Vichit U-on</i>			
0121	16:15	16:30	Marketing Mix Factors That Influence Decision Making Buy Curtains in Bangkok <i>Rattima Treankarn and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SD3	Operation and Supply Chain Management 3		Asst. Prof. Dr. Ungul Laptaned	Zoom	15:15	16:00
0116	15:15	15:30	Suitable Production Quantity of Rubber Products Using Linear Programming Case Study: Inthanin Farmer Group in Nakhon Si Thammarat, Thailand <i>Piphatpong Thapmanee and Tharinee Maneesri</i>			
0118	15:30	15:45	Design of Decision Support: A Case Study of Distribution Centers of Chaixi Bamee Kiao Thai Noodle Co., Ltd. <i>Kanjana Wongsumalee and Tharinee Maneesri</i>			
0119	15:45	16:00	Consumer Behavior Affecting Decision-Making on Choosing Food Delivery Services through Applications of Customers in the Area of Bang Yai District <i>Samati Taesuwan and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SE3	Organization and Human Resource Management 5		Asst. Prof. Niwat Chantharat	Zoom	15:15	17:00
0095	15:15	15:30	The Online Business Entrepreneurs Behavior and Satisfaction Towards Parcel Delivery Services <i>Asamaporn Sangtaklo, Vichit U-on, Supin Chaisiripaibool, and Worrapon Wangkananon</i>			
0097	15:30	15:45	Job Motivation Affecting Organizational Commitment of Employees at Bsk International Co., Ltd. <i>Chutirat ngamkaew and Praphan Chaikidurajai</i>			
0100	15:45	16:00	Work From Home Factors Affecting Performance Efficiency in Pattern of Work From Home at Covid-19 Crisis of Ayudhya Bank's Employees <i>Wanaporn Memook and Praphan Chaikidurajai</i>			
0104	16:00	16:15	Code of Conduct for Internal Auditing Affecting Performance Efficiency of Local Government Organizations' Internal Auditors in Thailand <i>Prakaipet Saichon and Praphan Chaikidurajai</i>			
0106	16:15	16:30	Human Resource Development Affecting Performance Efficiency of Employees in Airports of Thailand Public Company Limited <i>Napatchaya Anantatho and Praphan Chaikidurajai</i>			
0109	16:30	16:45	Research on Work Motivation that Affects Employee Performance of the Bank for Agriculture and Agricultural Cooperatives Headquarters <i>Kamolchanok Subsombat and Praphan Chaikidurajai</i>			
0113	16:45	17:00	Welfare Study Affecting Employee Satisfaction a Private Company in the Leasing Business <i>Sriamporn Butta and Vichit U-on</i>			

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Use Private Companies' Domestic Parcel Shipping  
Services in the Bangkok Metropolitan Area**



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# **The Relationship between Marketing Mix and Decision to Use Private Companies' Domestic Parcel Shipping Services in the Bangkok Metropolitan Area**

by

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## **Abstract**

The purpose of this research was to study the influence of marketing mix on consumers' decision to choose a parcel shipping business of a private company in Thailand for consumers in Bangkok and its vicinities. The instrument used in this study was a questionnaire-based survey online through Google Form. The sample group consists of 400 users from. The statistical data analyzed were descriptive statistics using frequency, percentage and inferential statistics using T-test, F-test (One-way ANOVA) and Multiple Regression Analysis. The results showed that the factors of marketing mix Influence on the decision to use the parcel shipping business of private companies in Thailand of consumers in Bangkok and its vicinities statistically significant at the level of 0.05

**Keywords:** Marketing Mix, Decision, Parcel Shipping Services

## **1. Introduction**

### **1.1 Background and Importance of the Problem**

As the consumer behavior in a digital era that often purchased the goods via online platform trended to be increased and cause the overall parcel shipping added up to 4 million pieces in a day. In 2020, the growth of Thai parcel shipping business was expected to increase continuously around 35% or 6.6 billion Baht. The Euro Monitor forecasted that the parcel shipping business had continuously grown in the past 3 years (2017-2019) about 40% per year that according to the Thai E-commerce market that grown around 18% a year.

In 2021, the number of parcel shipping companies in Thailand was increased. There were 13 popular parties that were well-known among online sellers and shoppers; Thai Post, Kerry Express, SCG Express, Alpha Fast, Speed – D, LALAMOVE, NIM Express, Line Man, Best Express, Grab Express, DHL Express, Flash Express, J&T Express, and Ninja Van that each company had different strengths.

Although all shipping companies aimed to deliver the parcel from sender to receiver, they also tried to differentiate from their competitors to let consumers see the advantage of their service. However, the goal of each company was to respond the needs and make their targeted consumer satisfied with their service. The stimulation of targeted group to create a demand of goods or services for parcel shipping business that researcher interested was the data retrieved from Thongkhao S., 2019 (referenced in Konthalabutr S., 2009) which explained about the components of marketing operation called the Marketing Mix that had been written in the book. The Marketing Principle (Modern) contained the following components; 1. Product 2. Price 3. Promotion 4. Place 5. Process 6. 7. Physical. Therefore, in order to create the education and understanding of consumer needs that will enable the business owner to earn a sustainable profit for the organization and stakeholders, marketing was the key instrument for entrepreneurs and marketers to control the direction of business operation on both product and service businesses. So, the Marketing Mix was the main factor in business operation in order to achieve the objectives according to the organization's goal.

As an above background and importance of the problem, the researcher realized that this was an interesting topic and important to consider about the parcel shipping service in Thailand as well as the related parties. Moreover, the researcher also applied the research result to be a guideline for improving and developing the marketing strategies to respond consumer needs properly and could be used as preliminary information for people who were interested in the decision-making on choosing parcel shipping service in other areas. As above-reasons, the researcher decided to study the topic of “The Relationship Between Marketing Mix and Decision to Use Private Companies’ Domestic Parcel Shipping Services in the Bangkok Metropolitan Area”.

### **1.2 Research Question**

1. Does the Marketing Mix influence the decision to use parcel shipping service of private companies’ domestic parcel shipping service in Bangkok metropolitan area?

### **1.3 Research Objective**

1. Study the influence of Marketing Mix which affected the decision to use parcel shipping service of private companies’ domestic parcel shipping service in Bangkok metropolitan area

## 2. Literature Review

### 2.1 Related Concepts and Theories

#### 1. Related concepts and theories of Marketing Mix

Jadjen Y. (2017, P. 11) explained that the Marketing Mix was the set of marketing tool which applied by organization in order to achieve the marketing objectives. Kotler (1999) had defined the components of Marketing Mix as 4 aspects (4P's), there were Product, Price, Place, and Promotion. Furthermore, the concept of Booms and Bitner (1981, referenced to Kotler, 1999) also mentioned to the additional components of Marketing Mix in 3 more aspects (3P's), there were People, Process, and Physical evidence which could be described as follows:

(1) Product meant the thing what offered to the market to respond market needs which it needed to be paid by money to exchange. Normally, the product consisted of 2 types; tangible and intangible product. Besides the product or service, it also covered the brand which impacted the consumer perception.

(2) Price meant the thing that used to exchange for the product. The price was set by the objective of price defining that consumer will be compared with the perceived value of product or service. If the perceived value over the price, it will affect buying decision. So, the price is the key factor of customer's buying decision.

(3) Place meant the channel of transfer the product from manufacturer to consumer which covered on place and activity by considering in various aspects such as the location, transportation, and channel to access the consumer.

(4) Promotion meant the stimulation of business sale amount via marketing tool as well as making consumer satisfied with the brand or service by persuading consumer to have demand in order to remind in the product together with desiring consumer to buy the product or service continuously.

(5) People meant the characteristic of service provider which was the important part of service and impacted the consumer satisfaction like other factors. The ideal service provider characteristics could be built from personnel training, influence and motivation, cooperate value, and creating cooperate culture in order to lead the efficient consumer response.

(6) Physical Evidence meant the physical characteristic that presented to consumer whether physical and service pattern to establish the value for consumer, appearance of service providers in terms of cleanliness, neatness, polite negotiation, or other benefits that consumer should receive, including the service environment and other tangible factors.

(7) Process meant the activity related to the service procedure which presented to the consumer in order to provide fast, effective, and impressive service as well as defining the clear work procedure to make sure that the corporate could be able to deliver the quality service.

#### 2. Concepts and Theories related to the Service Decision Making

Tengwongwattana W., 2016, P. 20 (referenced to Blackwell, Miniard & Engle, 2006) said that the decision making of consumer consisted of 5 processes as follows;

1) Problem recognition; The buying decision process occurred when the buyer realized the problem or need that might be activated by an internal or external stimulator.

2) Information searching; When the consumer was stimulated, the product information trended to be searched by consumer. It could be categorized into 2 levels, the normal searching that called increasing consideration and the actively searching that searched for deep information like the brand that competed in the market, product pattern or alternative evaluation that consumer will gather the information in comparison way and make a final decision about the value of a brand.

3) The process of information evaluation for decision making based on learning theory; the consumer made the buying decision based on their subconscious and other supportive reasons.

4) Decision making; in the evaluation of this alternative, the consumer will create the preference pattern among various brands available in the same alternative. Moreover, consumer might create the intention pattern of buying the most preferable brand but the intention and buying decision was interfered by 2 factors as an attitude of others and unexpected incidents.

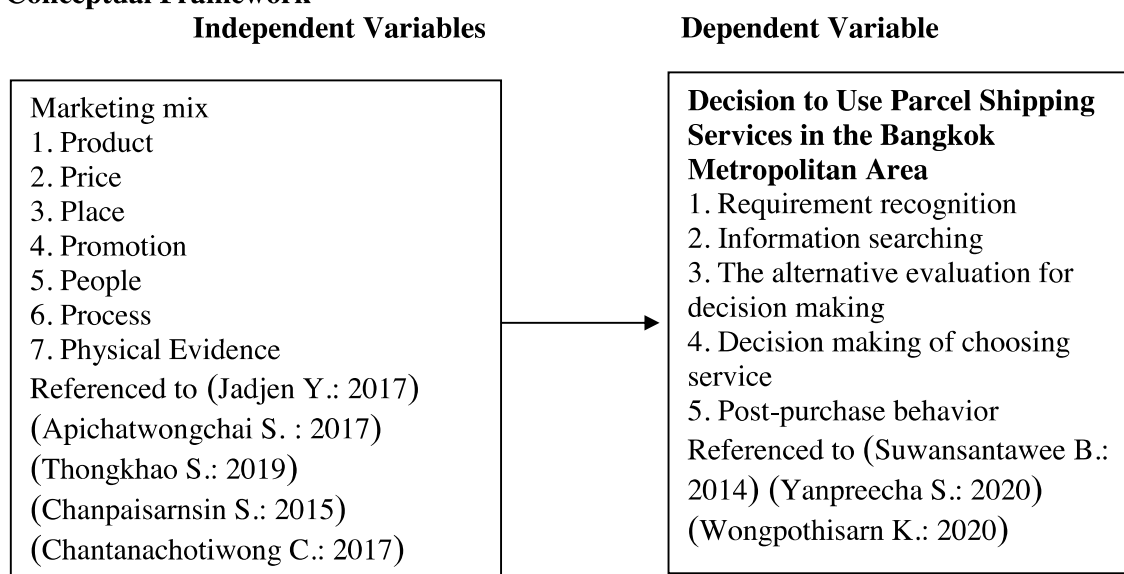
5) Post-purchase behavior; after purchasing the product, the consumer will experience a satisfaction level. The job of marketer was following up the buying experience of consumer which consisted of post-purchased activity, usage, and management.

## 2.2 Literature Surveys

Khemcharoen S. (2016) showed that the Marketing Mix was related to the consumer loyalty of mobile network users at the same direction with a very high level.

Chuaichunhoo P. (2016) also found that the Marketing Mix whether people and product quality, price, promotion, brand image and store, store information, product information, or service process, all factors influenced the buying decision via social networks.

## 2.3 Conceptual Framework



**Figure 1** Conceptual Framework

## **2.4 Research Hypothesis**

1. The Marketing Mix influenced the decision making to use parcel shipping service of private companies' domestic parcel shipping service in Bangkok metropolitan area.

## **3. Research Methodology**

### **3.1 Research Pattern**

The research of "The relationship between marketing mix and decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area" was the quantitative research which collected the data through questionnaire and survey research method.

### **3.2 Population and Sample**

#### **1. Target Population**

The target population of this study was the customers of the parcel shipping service of private companies' domestic parcel shipping service in Bangkok metropolitan area

#### **2. Sample Group**

The researcher collected the data through a questionnaire by calculating sample size from the table of Taro Yamane (1973). The sample size of the population at the significant level of .05 was assumed to be the size of error ( $e$ ) as a percentage and coefficient of variation of 0.5, the result was 400 persons.

### **3.3 Research Instrument**

The research instrument applied for this research was the questionnaire created through the following processes:

1. Study on the theories, documents, and literature related to personal factors, Marketing Mix, and decision to use parcel shipping service.

2. Study on criteria and the method of questionnaire creation from textbook, document, and literature related to theories in order to inquire for the opinion in an important topic that consisted of (1) personal factor, (2) Marketing Mix, and (3) decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area which could be applied to be a guideline of questionnaire creation.

3. Apply the questionnaire that had been approved by experts and advisors to try out with sample group which was not a target population but similar for 30 people and analyzed for questionnaire reliability by calculating Cronbach's Alpha coefficient of Marketing Mix that resulted as follows;

1. Product: Cronbach's Alpha 0.890, 2. Price: Cronbach's Alpha 0.892, 3. Place: Cronbach's Alpha 0.842, 4. Promotion: Cronbach's Alpha 0.882, 5. People: Cronbach's Alpha 0.944, 6. Process: Cronbach's Alpha 0.926, and 7. Physical Evidence: Cronbach's Alpha 0.894. The Cronbach's Alpha coefficient value of decision for use parcel shipping service was 0.819 (obtained from SPSS program

calculation) which was over 0.70 that meant the questionnaire of this research was accurate and reliable.

### **3.4 Data Collection**

The data of this research was collected for gathering overall aspects, so the researcher decided to collect the data as 2 types:

1. Secondary data; the data gathered from the related documents and academic papers from the library and relevant departments in order to be the conceptual framework of the research as well as referring in research report writing.

2. Primary data; the survey research which collected the data by questionnaire through following processes:

2.1 Distribute the questionnaire to sample group or create it by Google Form and send to the sample group via online media such as Line or Facebook.

2.2 The researcher could wait for collecting the questionnaire with complete information from the sample group or set an appointment to return the questionnaire later as properly in case of the survey was operated by the researcher.

### **3.5 Statistics Used for Data Analysis**

This research was analyzed the data by SPSS which was the statistical package program for processing and analyzing the data.

The statistics applied in the research could be divided into 2 categories as follows:

#### **1. Descriptive Statistics**

1. Frequency and Percentage applied to analyze the personal information of respondents.
2. Mean and Standard Deviation (SD) applied to analyze the Marketing Mix and decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area.

#### **2. Inferential Statistics**

1. T-test (Inferential Statistics Sample Test) was applied to analyze the personal factor in part of a gender that influenced the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area.

2. F-test or One Way ANOVA was applied to analyze the personal factor in part of education, occupation, and income which influenced the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area. In case of the difference value was found, the researcher will analyze by pair comparison through Scheffe (Post Hoc) method continued to test the difference in pairs.

3. Multiple Regression applied was applied to analyze the Marketing Mix which influenced the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area

## 4. Data Analysis and Findings

### 4.1 Introduction

This research studied the relationship between marketing mix and decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area. The researcher had collected the data from a random sampling method from people who lived in Bangkok metropolitan area for 400 people.

In this chapter, the result of data analysis will be presented to answer the objective that specified in the first chapter. The research hypothesis analysis results were as follows;

### 4.2 Data Analysis of the Qualitative Data

1<sup>st</sup> Hypothesis: The Marketing Mix influences the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area

**Table 1** The average comparison of Marketing Mix which influenced the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area considered by Linear Regression Analysis

Source of Variation		SS	df	MS	F	Sig.
<b>Product</b>	Between the group	72.878	1	72.878	1467.625	0.000
	In the group	19.714	397	0.50		
	<b>Total</b>	92.591	398			
<b>Price</b>	Between the group	71.981	1	71.981	1386.493	0.000
	In the group	20.611	397	0.052		
	<b>Total</b>	92.591	398			
<b>Place</b>	Between the group	75.002	1	75.002	1692.855	0.000
	In the group	17.589	397	0.044		
	<b>Total</b>	92.591	398			
<b>Promotion</b>	Between the group	72.007	1	72.002	1388.784	0.000
	In the group	20.584	397	0.052		
	<b>Total</b>	92.591	398			
<b>People</b>	Between the group	74.382	1	74.382	1621.629	0.000
	In the group	18.210	397	0.046		
	<b>Total</b>	92.591	398			
<b>Process</b>	Between the group	74.638	1	74.638	1650.478	0.000
	In the group	17.953	397	0.045		
	<b>Total</b>	92.591	398			
<b>Physical Evidence</b>	Between the group	78.987	1	78.987	2305.038	0.000
	In the group	13.604	397	0.034		
	<b>Total</b>	92.591	398			

**Table 1** presented that the Marketing Mix influenced the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area with the Sig value at 0.000 which was less than 0.05 significantly.

#### 4.3 Summary of the Results

1 <sup>st</sup> Hypothesis	Examination Result
The Marketing Mix influences the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area	Accept the hypothesis

### 5. Conclusion, Discussion, and Recommendation

#### 5.1 Conclusion

1<sup>st</sup> Hypothesis: The Marketing Mix influences the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area with statistically significant

#### 5.2 Discussion

1. In term of product, it affected the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area with statically significant at 0.05 that satisfy with the research paper of Butrcham P. (2019) which studied the factor influenced the decision of online purchasing for elderly who lived in Bang Khea. The hypothesis examination presented that the Marketing Mix in part of product, price, place, and promotion affected the decision of online purchasing. So, it could be summarized that the product factor had a positive influence on the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area.

2. In term of price, it affected the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area with statically significant at 0.05 that satisfy with the research paper of Thongkhao (2019) which studied the Marketing Mix which influenced the intention of using cleaning service for condominium's residents in Pattaya city. The hypothesis examination result presented that the price affected the intention of using cleaning services. So, it could be summed up that the price factor had a positive influence on the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area.

3. In term of place, it affected the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area with statically significant at 0.05 that satisfy with the research paper of Jadjen Y. (2017) which studied the Marketing Mix (7Ps) which influenced the buying decision of Supalai condominium in Bangkok metropolitan area. The hypothesis examination result presented that the place factor related to the buying decision of Supalai condominium in Bangkok metropolitan area. So, it could be concluded that the place factor had a positive influence on the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area.



4. In term of promotion, it was affected the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area with statically significant at 0.05 that satisfy with the research paper of Janchowong C. (2017) that studied the Marketing Mix (7Ps) which influenced the satisfaction of watching E-sport program via online channel of people in Bangkok metropolitan area. The hypothesis examination result presented that the promotion factor and pride affected the satisfaction of watching E-sport programs via online channel. So, it could be summed up that the promotion factor had a positive influence on the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area.

5. In term of people, it affected the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area with statically significant at 0.05 that satisfy with the research paper of Chuaichunhoo P. (2016) that studied the influence factor of online shopping decision. The hypothesis examination result presented that the people factor and product quality affected the online shopping decision. Thus, it could be summarized that the people factor had a positive influence on the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area.

6. In term of process, it affected the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area with statically significant at 0.05 that satisfy with the research paper of Rinkeawkan R. (2018) that studied the Marketing Mix (7Ps) and service factor which affected the customer satisfaction of Huachiew Traditional Chinese Medicine Clinic, Bangkok. The hypothesis examination result presented that the Marketing Mix (7Ps) in part of process influenced the customer satisfaction of Huachiew Traditional Chinese Medicine Clinic. So, it could be described that the process factor had a positive influence on the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area.

7. In part of Physical Evidence, it affected the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area with statically significant at 0.05 that satisfy with the research paper of Khemcharoen S. (2016) which studied the Marketing Mix related to the loyalty of mobile phone users. The hypothesis examination result presented that the Marketing Mix related to the loyalty of mobile phone users. So, it could be concluded that the physical evidence had a positive influence on the decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area.

### **5.3 Recommendation**

#### **5.3.1 Application of research result recommendation**

As the research of "The relationship between marketing mix and Decision to use private companies' domestic parcel shipping services in the Bangkok metropolitan area" topic, the suggestions are as follows:

This research result can apply to improve and develop the parcel shipping service which entrepreneurs or related departments should set the standard price in order to increase the creditability of brand and service as well as finding the location that consumers can travel conveniently, notifying before the parcel is delivered, training of employees for being honest in service providing, and uncomplicated service are required. Moreover, the building and parcel delivery vehicle should be clearly labeled so that the entrepreneur can respond to the needs and satisfy the target consumer that is the way to stimulate them to build up demand of product and service as well as motivating consumers to use the service again.

### 5.3.2 Further research recommendation

In a further study, the interested researcher should study the additional factors such as service quality, word of mouth, or brand image to understand the consumer perception and need as well as applying the gained benefits with the parcel shipping service onwards.

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## Sripatum University, Thailand

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

## University of Cyprus, Cyprus

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

## University of Wollongong in Dubai, United Arab Emirates

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

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