

RCGR^{8th} 2021

Organized by

SPU
SRIPATUM
UNIVERSITY



University
of Cyprus



UNIVERSITY
OF WOLLONGONG
IN DUBAI

PROCEEDINGS OF THE 8th 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
SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

วิทยาลัยบัณฑิตศึกษาด้านการจัดการ



Graduate College of Management

Sripatum University, Building 11, floor 11, 2410/2 Phaholyothin Road, Jatujak, Bangkok 10900, Thailand
Tel: (+66) 2579 1111 ext. 3000 - 4 Fax: (+66) 2579 1111 ext. 3011 E-Mail: phongvitchulada.su@spu.ac.th



Sripatum
International
College
Sripatum University



The Path to
A Global Network

Sripatum International College

Sripatum University, Building 11, floor 8, 2410/2 Phaholyothin Road, Jatujak, Bangkok 10900, Thailand
Tel: (+66) 2579 1111 ext. 1017, 1018, 1308 Fax: (+66) 2558 6868 E-Mail: intl@spu.ac.th

Proceedings of
The 8th Regional Conference on Graduate Research

**RCGR^{8th}
2021**

Theme “Peripheries: Research Development and Implementation”
8 August 2021
Sripatum University, Bangkok, Thailand

Organized by



In Cooperation with



Sponsored by



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



Abstracting and nonprofit use of the material is permitted with credit to the source. Instructors are permitted to photocopy isolated articles for noncommercial use without fee. The authors have the right to republish, in whole or in part, in any publication of which they are an author or editor, and to make other personal use of the work. Any republication or personal use of the work must explicitly identify prior publication in *Proceedings of Abstracts and Papers (on CD-ROM) of The 8th Regional Conference on Graduate Research 2021* (V. U-on and G.C. Hadjinicola, Editors) including the page numbers.

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

Copyright ©2021

By 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)

All rights reserved.

All papers in the proceedings have been peer reviewed by experts in the respective fields. Responsibility for the contents of these papers rests upon the authors, not Sripatum University.

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 8th 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 8th 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 8th 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 8th 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.

Committee

Honorary Chair

Rutchaneeporn Pookayaporn Phukkamarn, Sripatum University, Thailand

General Chairs

Vichit U-on, Sripatum University, Thailand

George C. Hadjinicola, University of Cyprus, Cyprus

Ioannis Manikas, University of Wollongong in Dubai, United Arab Emirates

Program Chairs

Ungul Laptaned, Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand

Andreas C. Soteriou, University of Cyprus, Cyprus

Secretariat

Sawalee Naebnual, Sripatum University, Thailand

Proceedings Editors

Vichit U-on, Sripatum University, Thailand

George C. Hadjinicola, University of Cyprus, Cyprus

Advisory Committee

Bart MacCarthy, The University of Nottingham, UK

Erik J. de Bruijn, University of Twente, The Netherlands

John Liu, The Hong Kong Polytechnic University, Hong Kong

Kai Mertins, Director Corporate Management, Berlin, Germany

Patrick Le Mestre, Le Havre University, France

Pavel Catska, University of Canterbury, New Zealand

Rajesh Piplani, Nanyang Technological University, Singapore

Reza Lashkari, University of Windsor, Canada

Saibal Ray, McGill University, Canada

Subash Wadhwa, Indian Institute of Technology, India

Suhaiza Zailani, University Sains Malaysia, Malaysia

Udisubakti Ciptomulyono, Sepuluh Nopember Institute of Technology, Indonesia

Wuyi Zhang, Kunming University of Science and Technology, China

Review Committee

Dag Naslund, University of North Florida, USA

Fazli Idris, Universiti Kebangsaan Malaysia, Malaysia

Franck Brulhart, Université Aix-Marseille, France

Gizelle Willows, University of Cape Town, South Africa

Imad Alsyouf, Växjö University, Sweden

Jia Yan, The Hong Kong Polytechnic University, Hong Kong

Matthieu Luras, Ecole des Mines d'Albi-Carmaux, France

Pavel Castka, University of Canterbury, New Zealand

Suhaiza Zailani, University Sains Malaysia, Malaysia

Tore Markeset, University of Stavanger, Norway

Udisubakti Ciptomulyono, Sepuluh Nopember Institute of Technology, Indonesia

Organizing Committee

Anucha Boonma, Sripatum University, Thailand

Jukkapan Yunbuabarn, Sripatum University, Thailand

Natsapun Paopun, Sripatum University, Thailand

Nilubon Sivabrovornvatana, Sripatum University, Thailand

Niwat Chantharat, Sripatum University, Thailand

Nontipan Prayurhong, Sripatum University, Thailand

Panida Angwarawong, Sripatum University, Thailand

Praphan Chaikidurajai, Sripatum University, Thailand

Sawalee Naebnual, Sripatum University, Thailand

Suchiraporn Techohitima, Sripatum University, Thailand

Supanee Kamma, Sripatum University, Thailand

Suree Pruektaveesak, Sripatum University, Thailand

Uthairat Muangsan, Sripatum University, Thailand

Session Schedule

RCGR^{8th}
2021

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

| Sunday (S) 8 August 21 | Zoom | | | | | | | |
|---------------------------|---------------|---|--|--|--|---|---|--|
| | Platform | Zoom #1 | Zoom #2 | Zoom #3 | Zoom #4 | Zoom #5 | Zoom #6 | Zoom #7 |
| | 08:30 – 09:15 | | | | | | | |
| | 09:15 – 09:30 | REGISTRATION | | | | | | |
| | 09:30 – 10:45 | <p>WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand</p> <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 Moothichan | 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 | Welcome Address: 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 | Data Collection in International Business Research | | |

| 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 Phermamraj 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 Udomvittayaratne</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 Sakjirapong 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 Pornpiraksakul</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 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 Mitrsonwang 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 Techasiithiphon, 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 Nikhom 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 | | Chair | 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>Rathana 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> |
|------|-------|-------|---|

| 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 Sukanya 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 Sivabrovornvatana</i> | | | |
| 0099 | 16:00 | 16:15 | Factors Related to Each Type of Chicken Meat Consumption in Kanchanaburi Province <i>Kittisak Kaewjan and Nilubon Sivabrovornvatana</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 Sivabrovornvatana | 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 Sivabrovornvatana</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> | | | |

Contents

Accounting, Finance, and Banking

| | | |
|------|---|----|
| 0003 | Research on the Relationship between Thailand Commercial Bank and the Third-Party Payment..... 3 <i>zating Zhang, Vichit U-on, and Nilubon Sivaborvornvatana</i> | 3 |
| 0052 | A Study of User Satisfaction with Accounting Software Packages: The Case of Accounting Staff in the Navanakorn Industrial Estate, Pathum Thani 13 <i>Kittiporn Panturat and Natsapan Paopun</i> | 13 |
| 0061 | A Comparative Analysis of Risk and Return between Investment in the Foreign Mutual Fund and the Stock Exchange of Thailand 23 <i>Pitak Namsao, Praphan Chaikidurajai, and Natsapun Paopun</i> | 23 |
| 0117 | Factors Influencing the Decision to Use Delivery Food Service in Bangkok 33 <i>Wantanee Sangmanee, Nilubon Sivabrovornvatana, and Kingkeaw Pornapiraksakul</i> | 33 |

Business and Marketing Management

| | | |
|------|---|-----|
| 0007 | Personal Factors Affecting The Retention of Registered Nurses in A Hospital in Thonburi District, Bangkok..... 47 <i>Sansanee Junwisat and Vichit U-on</i> | 47 |
| 0008 | 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 59 <i>Pimnattha Saitipwadee and Vichit U-on</i> | 59 |
| 0009 | 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..... 71 <i>Kemmanat Kemarachun and Chakkaphan Chanchareon</i> | 71 |
| 0010 | Modeling of Destination Branding Affecting Customer Performance in Thailand 83 <i>Thanaporn Kariyapol and Vichit U-on</i> | 83 |
| 0011 | Modified Class of Exponential Estimator for Estimating the Population Mean in the Presence of Non-Response 97 <i>Napattchan Dansawad</i> | 97 |
| 0018 | Psychological Factors Influencing Consumer Buying Behavior of Buddhist Amulets and Sacred Objects in Bangkok Metropolitan Region 109 <i>Wanraya Phermamnaj and Nontipan Prayurhong</i> | 109 |
| 0023 | Factors Influence Online Purchase Intention for OTOP Products of Consumers in The Greater Mekong Subregion 121 <i>Nattachai Udomvittayarutne</i> | 121 |
| 0024 | Factor of Affect The Decision Making of Consumers on Purchasing Products From the Online..... 133 <i>Penpitchaya Laisuwanchai and Vichit U-on</i> | 133 |
| 0029 | Service Quality Affecting the Satisfaction of Service Recipients in Sangklaburi Customs House 143 <i>Chaowalit Eiamtrakul and Vichit U-On</i> | 143 |
| 0031 | 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 155 <i>Pimnattha Saitipwadee and Vichit U-on</i> | 155 |

| | | |
|------|---|-----|
| 0036 | Digital Marketing Factors Influencing on Building Customer Satisfaction and Loyalty in Dealer Business in Bangkok Metropolis and Vicinity | 167 |
| | <i>Monticha Maneecham and Vichit U-on</i> | |
| 0039 | Factors Influencing Consumers' Decision to Use Fitness Centers in Bangkok and Vicinity..... | 179 |
| | <i>Wassana Khamhom and Nontipan Prayurhong</i> | |
| 0040 | Relationship of Marketing Mix Factors and Consumer Behavior of Fried Chicken Fast Food of the Population in Bangkok..... | 189 |
| | <i>Chutchatanan Wattakapat and Nilubon Sivabrovornvatana</i> | |
| 0044 | Behaviors of Consumers in Nonthaburi towards Café Inthanin Coffee | 199 |
| | <i>Kittipat Suwannapong and Nilubon Sivabrovornvatana</i> | |
| 0045 | A Study of the Online Service Quality that Affects Customer Satisfaction Using Financial Service Purchasing Mercedes Benz Cars in Bangkok | 211 |
| | <i>Wirinya Aekwattanasate and Sukunya Thipha</i> | |
| 0046 | Success Factors for Restaurant Businesses in the Digital Age | 221 |
| | <i>Thidadome Thanomboon and Nilubon Sivabrovornvatana</i> | |
| 0048 | Factors Affecting Consumers' Satisfaction in Using Shabu-type Restaurants in Bangkok..... | 225 |
| | <i>Noppakao Kojareerkit and Uthairat Muangsan</i> | |
| 0051 | Causal Factors Related to the Performance of the Textile Industry..... | 237 |
| | <i>Sugunya Tungpiriyathip and Uthairat Muangsan</i> | |
| 0053 | Satisfaction of GSB Customers towards Using the Application MyMo, Khlong Chan Branch | 247 |
| | <i>Chotika Tamthong and Sukunya Thipha</i> | |
| 0054 | Factors Affecting the Decision of Customers in Choosing the GSB Housing Loan | 257 |
| | <i>Yossagorn Nukrarueang and Sukunya Thipha</i> | |
| 0055 | Marketing Mix Factors Influencing Chocolate Purchase Decisions | 269 |
| | <i>Worraya Rungruang and Nilubon Sivaborvornvatana</i> | |
| 0057 | Factors Affecting Consumers' Decision to Purchase Organic Products in Kalasin Province..... | 281 |
| | <i>Suthamat Khunurat and Uthairat Muangsan</i> | |
| 0058 | Factors Affecting the Success of Online Food Business (Traditional Thai Food) during and after the COVID-19 Situation | 293 |
| | <i>Warit Dinakara Soongsatitanon and Vichit U-on</i> | |
| 0059 | Fruit Shop Management that Affects Purchasing Decisions in the Lak Si Area..... | 305 |
| | <i>Somsak Fuengsuk and Uthairat Muangsan</i> | |
| 0062 | People's Relationship Affecting Decision to Use Social Media in an Election Campaign Bangkok..... | 317 |
| | <i>Tawatchai Dontree and Sukunya Thipha</i> | |
| 0064 | The Marketing Mix Factors Affecting the Decision-Making Using Food Delivery Service via Electronic Media in Muang District, Khon Kaen | 329 |
| | <i>Yongyut Homthong and Supin Chaisiripaibool</i> | |
| 0065 | A Study of Behaviors that Affect Fast Food Decisions in Bangkok..... | 343 |
| | <i>Chunattida Chamkrachang and Sukunya Thipha</i> | |
| 0069 | Personal Factor Influencing Purchasing Decision Electrical Appliances Through E-Marketplace | 355 |
| | <i>Danu Sri-utai and Natsapan Paopun</i> | |

| | | |
|------|---|-----|
| 0071 | Marketing Mix Factors Related to Consumer's Decision to Buy Ready-To-Drink Fruit Juices for Health in Bangkok..... | 367 |
| | <i>Jarudech Hunsuwan and Nontipan Prayurhong</i> | |
| 0072 | The Relationship between Marketing Mix and Decision to Use Private Companies' Domestic Parcel Shipping Services in the Bangkok Metropolitan Area..... | 377 |
| | <i>Tanaporn Boontham, Vichit U-on, Supin Chaisiripaibool, and Phanumas Thongsukdee</i> | |
| 0073 | Marketing Mix Factors of Organic Products..... | 391 |
| | <i>Matthanavee Pengmanee and Nontipan Prayurhong</i> | |
| 0074 | Perceptions towards Participation in Mangrove Forest Restoration Project in Samut Prakan | 403 |
| | <i>Nuttsuporn Somna and Natsapan Paopun</i> | |
| 0075 | Factors Affecting Consumer Satisfaction with National Telecom Public Company Limited | 413 |
| | <i>Natthapon Phaiwan and Natsapan Paopun</i> | |
| 0076 | Factors Affecting Decision to Buy Smart Watch on the (Shopee) Platform of Consumers in Bangkok | 423 |
| | <i>Thanyapat Rungwannaphong and Nilubon Sivabrovornvatana</i> | |
| 0078 | Marketing Mix for Food Delivery Applications..... | 433 |
| | <i>Nuttachai Waiyasutra and Nontipan Prayurhong</i> | |
| 0079 | Factors Affecting Users' Satisfactions of Government Data Center and Cloud Services in the Government Agencies | 445 |
| | <i>Phurith Mitsomwang and Natsapan Paopun</i> | |
| 0082 | The Influence of Marketing Mix on Consumer's Decision of Choosing Shabu-Shabu Restaurant Service in NakhonPathom | 457 |
| | <i>Pichamon Kaiket, Natsapan Paopun, and Kingkeaw Pornapiraksakul</i> | |
| 0083 | Brand Value Affecting Decision to Buy Facial Care Products of Consumers in Bangkok..... | 467 |
| | <i>Phakadet Cheuwong and Praphan Chaikidurajai</i> | |
| 0084 | Shopping Behavior Factors Affecting the Decision to Buy Second-Hand Clothes in Bangkok..... | 477 |
| | <i>Nilobon Pongphai and Nontipan Prayurhong</i> | |
| 0085 | Customer Satisfaction of the Government Savings Bank..... | 489 |
| | <i>Sirawit Kaewsard and Nontipan Prayurhong</i> | |
| 0086 | Factors Effecting Purchasing Decision to Buy Thai Cosmetic Brands in Bangkok..... | 499 |
| | <i>Rathana Sukawin and Nontipan Prayurhong</i> | |
| 0089 | Demographic Factors Affecting the Purchasing Decisions of Advics Brad Pad for the Customers in Bangkok Area..... | 509 |
| | <i>Thatchawat Aekwattansate and Sukunya Thipha</i> | |
| 0093 | Motivation Factors Affecting the Decision to Become Influencer of Generation Z..... | 519 |
| | <i>Panthipa Suksirisorn and Sukanya Thipha</i> | |
| 0096 | The Study of Service Offering and Purchasing Decision of Logistics Business in Thailand..... | 531 |
| | <i>Komchak Seknanthakorn, Tharinee Manisri, Supin Chaisiripaibool, and Vichit U-on</i> | |
| 0098 | A Comparison the Satisfaction of Food Ordering Customers on Onechat Application Separated by Personal Factors..... | 539 |
| | <i>Kunthida Homnan and Nilubon Sivabrovornvatana</i> | |
| 0099 | Factors Related to Each Type of Chicken Meat Consumption in Kanchanaburi Province | 551 |
| | <i>Kittisak Kaewjan and Nilubon Sivabrovornvatana</i> | |

| | | |
|------|--|-----|
| 0103 | The Relationship between Quality of Services and Customer Satisfaction of Air Cargo Transportation 561 <i>Jirayu Angcheewanont, Vichit U-on, Supin Chaisiripaibool, and Sorapol Buranakul</i> | 561 |
| 0105 | A Study on Corporate Public Relations and Marketing Strategies in Thailand 571 <i>Pingzu Sun, Vichit U-on, and Supin Chaisiripaibool</i> | 571 |
| 0107 | Factors Affecting on Purchase Intention of Plant-Based Food Products among Consumers in Bangkok and Suburb Area 579 <i>Natthapol Bootkaew and Nilubon Sivabrovornvatana</i> | 579 |
| 0108 | The Relationship between Quality of Services and Customer Satisfaction of Transportation Business 591 <i>Nattapong Peeramongkonpitak, Vichit U-on, Supin Chaisiripaibool, and Suwat Janyapoon</i> | 591 |
| 0112 | Trust Factors Related To Thai Herb Consumption Behavior 601 <i>Pattamavadee Valentine and Uthairat Muangsan</i> | 601 |
| 0120 | Factors Influencing the Decision to Choose a Design Company Exterior Decoration in Bangkok 611 <i>Pawarisa Sinthanaviengthong and Vichit U-on</i> | 611 |
| 0121 | Marketing Mix Factors That Influence Decision Making Buy Curtains in Bangkok 623 <i>Rattima Treamkarn and Uthairat Muangsan</i> | 623 |

Communication Arts

| | | |
|------|--|-----|
| 0004 | The Design of Thai Northeastern Identities based Graphic Arts Usage Manual : A Case Study of Khon Kaen Province 637 <i>Monchaya Sabuar and Thairoj Phoungmanee</i> | 637 |
| 0033 | Satisfaction with Learning Hybrid System of Bachelor's Degree Students in the School of Communication Arts, Sripatum University, Bangkok 649 <i>Panitan Tubsang and Sukunya Thipha</i> | 649 |

Educational Administration

| | | |
|------|---|-----|
| 0025 | Exploring Benefits of Extracurricular Activities Used in English Language Learning among Thai Undergraduate Students 661 <i>Sutharat Puangsing and Pimpaporn Dechvijankit</i> | 661 |
|------|---|-----|

Operation and Supply Chain Management

| | | |
|------|---|-----|
| 0012 | The Logistics Management of Chicken Meat Entrepreneurs in Yala Province 677 <i>Wutthichai Khongyoung</i> | 677 |
| 0013 | Perceived Factors Affecting the Purchasing Decision of Frozen Seafood of Customers in Bangkok 691 <i>Rungthip Sawatklang and Uthairat Muangsan</i> | 691 |
| 0015 | Factor to the Efficiency of the Performance Domestic Freight Business 705 <i>Varinda Borwonsuk, Vichit U-on, Supin Chaisiripaibool, and Sasithorn Kocharoen</i> | 705 |
| 0043 | The Consumer Purchase Decision for Skincare Product from Mobile Application Stores 713 <i>Anuson Nguanprasert and Natsapan Paopun</i> | 713 |
| 0050 | Factors Affecting Operations Competency of the Airport Security Officer under the Airport of Thailand Company Limited 721 <i>Nares Anantatho and Chaiwut Chanma</i> | 721 |
| 0056 | Improving the Efficiency of Passenger Services Inside the Passenger Terminal of Airports in Thailand 731 <i>Nattaya Yaicharoen and Kietchai Veerayannon</i> | 731 |

| | | |
|------|---|-----|
| 0067 | The Critical Success Factors of Logistics Processes on Organizational Competencies in the Palm Oil Industry in the Upper Northeast..... | 743 |
| | <i>Vannapattarisa Meunpromphai and Natsapan Paopun</i> | |
| 0068 | Factors Affecting the Decision to Choose a Parcel Delivery Service of a Private Company in Trat Province..... | 753 |
| | <i>Chinnapak Suvimontammakun, Vichit U-on, and Bhanarunn Youngsook</i> | |
| 0081 | The Logistics Costs Analysis of Basil Growers Group by Using Activity Base Costing | 765 |
| | <i>Patcharaporn Techasitthiphon, Vichit U-on, Supin Chaisiripaibool, and Matee Vicheansan</i> | |
| 0088 | Productivity Improvement for Banana Processing: A Case Study of Banana Drying Group in Chachoengsao Province..... | 777 |
| | <i>Koms Saksriwattana and Tharinee Manisri</i> | |
| 0101 | The Study of Between Warehouse Management and Service Efficiency in Thailand | 789 |
| | <i>Aticha Liew, Vichit U-on, Supin Chaisiripaibool, and Wanwisa Duantraloonsil</i> | |
| 0102 | The Satisfaction of the People on the Road (Projects Highway Intersection Road No.7 (Km. 107 +200) - Laem Chabang Port, Sriracha District, Chonburi Province) | 799 |
| | <i>Pimsiri Yossundara, Vichit U-on, Supin Chaisiripaibool, and Chatchai Raka</i> | |
| 0116 | Suitable Production Quantity of Rubber Products Using Linear Programming Case Study: Inthanin Farmer Group in Nakhon Si Thammarat, Thailand | 809 |
| | <i>Piphatpong Thapmanee and Tharinee Maneesri</i> | |
| 0118 | Design of Decision Support: A Case Study of Distribution Centers of Chaixi Bamee Kiao Thai Noodle Co., Ltd. | 813 |
| | <i>Kanjana Wongsumalee and Tharinee Maneesri</i> | |
| 0119 | Consumer Behavior Affecting Decision-Making on Choosing Food Delivery Services through Applications of Customers in the Area of Bang Yai District | 829 |
| | <i>Samati Taesuwan and Uthairat Muangsan</i> | |

Organization and Human Resource Management

| | | |
|------|--|-----|
| 0005 | The Association between The People's Behavior Factors and The People's Decision to Use Food Delivery Platforms in Bangkok, Thailand..... | 841 |
| | <i>Nutapon Naiyanet, Vichit U-on, Supin Chaisiripaibool, and Tassanee Meesiri</i> | |
| 0006 | 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) | 851 |
| | <i>Doungthida Kulpraphatsara and Sukunya Thipha</i> | |
| 0014 | Factors Influencing Actor Depression | 861 |
| | <i>Krisnattika Jutai and Uthairat Muangsan</i> | |
| 0017 | Good Leadership Leads to Happiness at Work For Employees of T Leasing Co., Ltd. Back Office | 871 |
| | <i>Katesuchar Sakjirapong and Uthairat Muangsan</i> | |
| 0020 | Motivation Affecting The Performance of Employees of The Governments Savings Bank Regional Office Center 14..... | 885 |
| | <i>Pimolpan Luangklang and Vichit U-on</i> | |
| 0021 | Work Motivation Factors Related to The Decision to Quit of The Five-Star Hotel Staff in Bangkok..... | 897 |
| | <i>Preena Bagga and Uthairat Muangsan</i> | |

| | | |
|------|---|------|
| 0026 | Employee Management in the New Normal Era that Relates with the Performance of Beauty Business in the Area Ramintra, Bangkok..... | 911 |
| | <i>Onanong Termjerm and Uthairat Muangsan</i> | |
| 0027 | Factors That Affect the Performance of the Queen Sirikit Department of Sericulture Personnel | 925 |
| | <i>Wanthana Sawegwung and Uthairat Muangsan</i> | |
| 0030 | Motivation Factor Influencing to Work Satisfaction in Healthcare Industry..... | 935 |
| | <i>Linda Victorine Ndoli, Anupong Avirutha, and Natsapan Paopun</i> | |
| 0032 | The Impact of Human Resource Management on World United Logistics Thailand Company Employees' Performance..... | 945 |
| | <i>Songphol Promliphonkul and Nilubon Sivaborvornvatana</i> | |
| 0034 | Human Resource Management Affecting Performance Efficiency of International Logistics Service Business Employee in Samut Prakan Province..... | 959 |
| | <i>Netitat Namuang and Vichit U-on</i> | |
| 0035 | Demographic Factors Influencing Working Behavior of Generation Y Government Officers at the Office of the Basic Education Commission..... | 971 |
| | <i>Araya Darasrisak and Vichit U-on</i> | |
| 0037 | Demographic Factors Influencing Working Behavior of Generation Y Government Officers at the Office of the Basic Education Commission..... | 983 |
| | <i>Wasana Palaka and Praphan Chaikidurajai</i> | |
| 0038 | Factors Related to Organization Commitment of and Employee of Bank of Ayudhya (PLC) Ploenchit Head Office IT Department..... | 995 |
| | <i>Pasit Sanchompoo and Sukunya Thipha</i> | |
| 0042 | A Study of Happiness atWork that Affects Working Efficiency of Department of Industrial Promotion Officials..... | 1007 |
| | <i>Chayanin Sridaranop and Praphan Chaikidurajai</i> | |
| 0060 | Human Resource Development Affecting Performance Efficiency of Employees in Airports of Thailand Public Company Limited | 1017 |
| | <i>Napatchaya Anantatho and Praphan Chaikidurajai</i> | |
| 0063 | Effects on Personnel Happiness Working in Private Schools in Saimai District..... | 1027 |
| | <i>Benjawan Khrutsuea and Sukunya Thipha</i> | |
| 0066 | A Comparison of Organizational Engagement of Government Officials in the Office of the Court of Justice by Personal Factors..... | 1039 |
| | <i>Alisa Prompanat and Natsapan Paopun</i> | |
| 0070 | The Study of Motivation to Work and Work Efficiency of Personnel in Office of the Judiciary | 1053 |
| | <i>Habeebah Chaisanit and Natsapan Paopun</i> | |
| 0077 | Core Competencies Affecting Performance Efficiency of Personnel in Nikhom Phatthana Sub District Administrative Organization, Rayong Province | 1065 |
| | <i>Nishanun Sunda and Praphan Chaikidurajai</i> | |
| 0080 | Quality of Work Life Affecting Performance Efficiency of Employees in TTB Bank Public Company Limited ... | 1075 |
| | <i>Pathaimas Saelim and Praphan Chaikidurajai</i> | |
| 0087 | The Study of Environmental Factor, Motivation Factor, and Work Efficiency of Specialized Court Personnel in Bangkok..... | 1085 |
| | <i>Suphannee Phan-in and Natsapan Paopun</i> | |

| | | |
|------|---|------|
| 0090 | Factors Affecting the Decision to Enter the Work of Thai Workers in Metal Processing Industry in Nakhon Si Thammarat Province | 1095 |
| | <i>Teerapong Rapeepongpattana and Vichit U-on</i> | |
| 0091 | A Study of the Level of Factors Affecting the Personnel Management of Online Stores | 1105 |
| | <i>Nutthamont Thirathanapaiboon and Sukunya Thipha</i> | |
| 0095 | The Online Business Entrepreneurs Behavior and Satisfaction Towards Parcel Delivery Services..... | 1115 |
| | <i>Asamaporn Sangtaklo, Vichit U-on, Supin Chaisiripaibool, and Worrapon Wangkananon</i> | |
| 0097 | Job Motivation Affecting Organizational Commitment of Employees at Bsk International Co., Ltd. | 1125 |
| | <i>Chutirat ngamkaew and Praphan Chaikidurajai</i> | |
| 0100 | Work From Home Factors Affecting Performance Efficiency in Pattern of Work From Home at Covid-19 Crisis of Ayudhya Bank's Employees | 1135 |
| | <i>Wanaporn Memook and Praphan Chaikidurajai</i> | |
| 0104 | Code of Conduct for Internal Auditing Affecting Performance Efficiency of Local Government Organizations' Internal Auditors in Thailand | 1147 |
| | <i>Prakaipet Saichon and Praphan Chaikidurajai</i> | |
| 0106 | Human Resource Development Affecting Performance Efficiency of Employees in Airports of Thailand Public Company Limited | 1159 |
| | <i>Napatchaya Anantatho and Praphan Chaikidurajai</i> | |
| 0109 | Research on Work Motivation that Affects Employee Performance of the Bank for Agriculture and Agricultural Cooperatives Headquarters | 1169 |
| | <i>Kamolchanok Subsombat and Praphan Chaikidurajai</i> | |
| 0113 | Welfare Study Affecting Employee Satisfaction a Private Company in the Leasing Business | 1181 |
| | <i>Sriamporn Butta and Vichit U-on</i> | |
| | Author Index | 1191 |

0057

**Factors Affecting Consumers' Decision to
Purchase Organic Products in Kalasin Province**



Suthamat Khunurat
Master of Management,
Graduate College of Management,
Sripatum University, Bangkok, Thailand
Tel: +669 5563 3737, E-mail: suthamat2508k@gmail.com

and

Uthairat Muangsan
Graduate College of Management,
Sripatum University, Bangkok, Thailand
Tel: +668 4083 3892, E-mail: uthairat.mu@spu.ac.th

Factors Affecting Consumers' Decision to Purchase Organic Products in Kalasin Province

by

Suthamat Khunurat

Master of Management,
Graduate College of Management,
Sripatum University, Bangkok, Thailand
Tel: +669 5563 3737, E-mail: suthamat2508k@gmail.com

and

Uthairat Muangsan

Graduate College of Management,
Sripatum University, Bangkok, Thailand
Tel: +668 4083 3892, E-mail: uthairat.mu@spu.ac.th

Abstract

The objectives of this study were (1) to study the personal factors affecting the consumer's decision to purchase organic agricultural products in Kalasin Province; and (3) to study the relationship between personal factors and marketing ingredient factors affecting consumer choice of organic products in Kalasin Province. The population in this research was consumers who had bought or participated in the decision to purchase organic products in Kalasin Province. a total of 400. The instrument using an online questionnaire as a data collection tool and One-Way Anova F-test and Pearson product-moment correlation coefficient. The results of the research showed that Consumers who used to buy or participated in the decision to buy organic products in Kalasin province. From a sample of 400 people, most of them were female. Age range from 31 - 40 years, education level, diploma, personal business career and monthly income less than 15,000 baht. Results of the analysis of factors affecting the decision to buy organic products of consumers in Kalasin Province At the statistical significance level of 0.05, it was found an occupational factors were different. Affects consumers' decision to purchase organic products in Kalasin Province. In terms of marketing mix factors, it was found that product factors and producer business model factors The difference affects consumers' decision to buy organic products in Kalasin Province the most.

Keywords: Purchase Decision, Organic Farming

1. Introduction

1.1 Background and Importance of the Problem

Annual report on the global organic situation, including the latest statistics (2018 data) More than 12.5 million rai of organic farming has been expanded. With over 2.8 million families of organic farming, the country with the first three most organic producers is India, Yukanda and Ethiopia. The most organic areas are Australia, Argentina and China. Meanwhile, the global organic market has grown to more than 97 billion euros. Consumers in Switzerland and Denmark buy the largest proportion of organic products: 312 euros/person, but the largest market remains the United States, Germany and France (FiBL and IFOAM, February 2020).

Year 2017 The government has established the National Organic Development Strategy 2017-2021, which aims to increase organic farming by at least 600,000 rai by 2021, increasing the number of organic farmers by at least 30,000 by the year. In 2021, the proportion of domestic organic products to the export market increased by 40% to the export market by 60%, and increased the level of organic farming in the folk way, which is a huge boost to the organic market (Greennet Cooperatives,2017). Organic areas and produce are likely to increase. Marketing channels for organic products will also need to be expanded (Master Plan under National Strategy Issue 03 Agriculture, nscr.nesdb.go.th, 2020).

Therefore, the researchers foresee the importance of studying the subject. Factors affecting consumers' organic products in Kalasin to know the needs of consumers to shop for organic products, understand the importance of factors affecting the decision-making and use of organic products, as well as to use the information obtained from the study to develop in accordance with the needs of consumers. This will lead to the success of the service and the agricultural industry in the future.

1.2 Research Objective

1. To study personal factors that affect consumers' decision to purchase organic products in Kalasin Province.
2. To study the organic factors that influence consumers' decision to buy organic products in Kalasin Province.
3. To study the relationship between personal factors and market ingredient factors that affect consumers' choice of organic products in Kalasin Province.

2. Literature Review

2.1 Related Concepts and Theories

Ideas and theories about purchasing decisions

Many scholars have mentioned many meanings about "decision making", but the studyers presented only some of them as follows:

Schiffman and Kanuk (1994: 659) have given the meaning of the consumer purchasing decision-making process, meaning that the process of buying products from two or more choices,

consumer behavior is considered in relation to both the mental decision-making process (sense of mind) and physical behavior.

Seri Wongmondha (1999:192) discusses the consumer decision-making process that in order for consumers to purchase a particular product, there must be a process from the beginning to the attitude after the product has been used, which can be considered as follows: Seeing the problem of internal pursuits, external pursuits. Evaluating buying options, post-purchase attitudes.

Purchasing decisions refer to the process of choosing to make a choice based on existing choices that consumers often have to decide on the choice of goods and services in everyday life, whereby consumers choose to purchase goods or services based on information and limitations of the situation, which if marketers can understand and reach the minds of consumers, distributing goods and creating consumer acceptance will be more effective (Watson referred to in Chatyaporn Tiejai and Matney Yasommi, 2002:23).

The concept of marketing mix factors

Kotler(2000, p. 14) defines the marketing segment as a group of marketing tools used by the organization to meet its target marketing objectives.

Thongchai Santiwong (1997, page 34) defines the marketing mix as a well-matched mix of pricing, promotion of products offered for sale, and distribution systems designed for use for reaching consumers who want to.

Siriwan Serirat and his team (2003, page 53) have described the marketing segment as a controlled marketing variable that the Company shares to satisfy the target audience.

Seri Wongmondha (1999, page 17) defines marketing mixes (4Ps) as marketing mixes, meaning controlled marketing variables that the Company shares to satisfy the target audience or as a shared tool to achieve the organization's communication objectives.

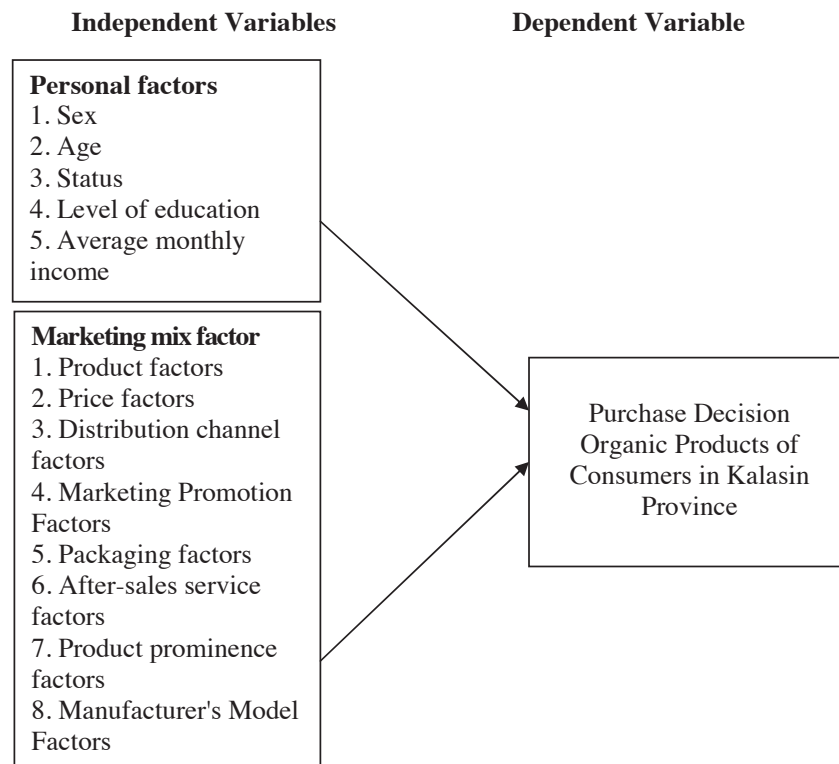
As the above definition, it is concluded that the marketing disproportionate refers to a controlled marketing variable that is a group of marketing tools that the organization shares to meet the needs of the target audience.

Organic Concepts

International Federation of Organic Agriculture IFOAM (IFOAM, 2008). Organic agriculture relies on ecological processes, biodiversity and natural cycles that are unique to each area instead of using inputs that have negative effects on organic agriculture, combining folk knowledge, innovation and scientific knowledge to conserve the environment and promoting fair relationships and good quality of life for all people and organisms.

Related" Organic Agriculture, as defined by the International Federation of Organic Agriculture, sees organic agriculture as a holistic agriculture that initially values the conservation and restoration of agricultural ecosystems and natural resources, but at the same time does not neglect the societal and economic dimensions because environmental sustainability cannot exist in isolation from the social and economic sustainability of farmers and society as a whole.

2.2 Conceptual Framework



2.3 Research Hypothesis

1. Personal factors affect consumers' decision to purchase organic products in Kalasin province differently.

2. Organic product factors affect consumers' decision to purchase organic products in Kalasin province differently.

3. The relationship between personal factors and market ingredient factors affects consumers' decision to buy organic products in Kalasin Province.

3. Research Methodology

3.1 Research Design

The study "Factors Affecting Consumers' Organic Product Purchases in Kalasin Province" is a quantitative research and questionnaire data collection.

3.2 Population and Sample

The population of this research is consumers. Muang Kalasin District in Kalasin province, a total of 146,643 people (demographic data from the National Bureau of Statistics, December 2020) chose to buy organic products. Coastal Aquatic Products Processed Products Herbs Clothing Mother & Baby Products from Thai Organic Database (2015).

A sample of this research was obtained by consumer sampling. The study conducted a sample size from Taro Yamane's prefabricated table at a confidence level of 0.95%, with an expected movement of no more than 5% to 399 samples by determining the sample size at a confidence level of 95%.

3.3 Research Instruments

The tools used to collect data for this study - questionnaires on factors affecting the purchase of organic products of consumers in Kalasin Province. February – July 2021: 400 sets.

3.4 Data Collection

1. Primary data is the data obtained from the use of a query. Conduct inquiry of 400 target audiences in Lak Si district by collecting simple random sample samples and conducting questionnaires that have been validated. Then put it into code to analyze the statistical data.

2. Secondary data is derived from research from data collected by both government and private sectors, including academic documents, articles, dissertations, related research works, journals, and internet information.

3.5 Statistics Used for Data Analysis

The researchers analyzed data from the questionnaire by statistical means with a ready-made program as follows:

1. Descriptive statistics analysis by frequency and percentage distribution.
2. Inferential statistics analysis using T-test, F-test (ANOVA) variance analysis and Pearson product-moment correlation coefficient analysis.

4. Data Analysis and Findings

4.1 Introduction

Hypothesis 1: Personal factors affect consumers' decision to buy organic products in Kalasin province are different.

Hypothesis 2: Organic product factors affect consumers' decision to buy organic products in Kalasin province differently.

Table 1 comparison of factors affecting organic shopping by organic factors

| Variance Source | Df | SS | MS | F | P-value |
|-------------------------------------|-----|--------|-------|-------|---------|
| Product factor | | | | | |
| differences between groups | 4 | 7.019 | 1.169 | 2.455 | 0.032 |
| differences within the group | 395 | 34.780 | 0.479 | | |
| together | 399 | 41.800 | | | |
| price factor | | | | | |
| differences between groups | 4 | 2.749 | 0.458 | 1.428 | 0.215 |
| differences within the group | 395 | 23.412 | 0.320 | | |
| together | 399 | 26.162 | | | |
| Distribution Channel Factors | | | | | |
| differences between groups | 4 | 8.066 | 1.344 | 1.592 | 0.161 |
| differences within the group | 395 | 61.641 | 0.844 | | |
| together | 399 | 69.707 | | | |
| Marketing Promotion Factors | | | | | |
| differences between groups | 4 | 0.690 | 0.115 | 0.207 | 0.973 |
| differences within the group | 395 | 40.131 | 0.553 | | |
| together | 399 | 41.121 | | | |
| Packaging factor | | | | | |
| differences between groups | 4 | 2.960 | 0.493 | 2.158 | 0.056 |
| differences within the group | 395 | 16.689 | 0.228 | | |
| together | 399 | 19.649 | | | |
| After-sales service factor | | | | | |
| differences between groups | 4 | 3.323 | 0.553 | 1.462 | 0.203 |
| differences within the group | 395 | 27.648 | 0.378 | | |
| together | 399 | 30.972 | | | |
| Product distinctiveness factor | | | | | |
| differences between groups | 4 | 3.265 | 0.544 | 1.313 | 0.261 |
| differences within the group | 395 | 30.237 | 0.414 | | |
| together | 399 | 33.502 | | | |
| Manufacturing business model factor | | | | | |
| differences between groups | 4 | 1.469 | 0.244 | 2.478 | 0.030 |
| differences within the group | 395 | 7.213 | 0.098 | | |
| together | 399 | 8.632 | | | |

An analysis of data from Table 1 showed that organic products affect consumers' choice of organic products in Kalasin province. Different product factors Affect consumers' organic shopping in Kalasin (P=0.032) Does not affect consumers' choice of organic products in Kalasin Province (P=0.215) Does not affect consumers' choice of organic products in Kalasin Province (P=0.161) Does not affect consumers' choice of organic products in Kalasin Province (P=0.973) different packaging factors. Does not affect consumers' choice of organic products in Kalasin (P=0.056)

different after-sales service factors. This does not affect consumers' choice of organic products in Kalasin Province (P=0.203). This does not affect consumers' choice of organic products in Kalasin Province (P=0.261). Affect consumers' organic shopping in Kalasin (P=0.030)

Hypothesis 3: The relationship between personal factors and market ingredient factors affects consumers' decision to buy organic products in Kalasin Province.

Table 2 Comparison of The Relationship Between Personal Factors and Market Mix factors Affects Consumers' Decision to Buy Organic Products in Kalasin Province

| relationship between products organic farming | Personal Factors Affecting Organic Shopping | Marketing mix factors | organic product factor |
|---|---|--------------------------|------------------------------|
| Personal Factors Affecting Organic Shopping | Pearson Correlation | 1 | 0.088 |
| | Sig. (2-tailed) | | 0.432 |
| | N | | 400 |
| | Pearson Correlation | 0.088 | 1 |
| | Sig. (2-tailed) | 0.432 | |
| | N | 400 | |

An analysis of data from Table 2 showed that the relationship between personal factors and market ingredients affects consumers' decision to buy organic products in Kalasin province. This is based on finding the Pearson correlation coefficient. It found that the value P= 0.432, which is greater than 0.05 (0.432>0.05), that is, the personal factor is not correlation. When considering the Pearson Correlation Coefficient (r), it was found to be 0.088, indicating that the market share factor with organic products was correlated at 0.088.

4.2 Summary of the Results

Summary of research hypothetical test results

| No. | hypothesis | Test Results |
|-----|---|---|
| 1 | Personal factors affect consumers' decision to buy organic products in Kalasin province differently. - Sex - Age - Level of education - Average monthly income - Occupation | Reject hypotheticals Reject hypotheticals Reject hypotheticals Reject hypotheticals Accept hypothesis |
| 2 | Organic products affect consumers' decision to buy organic products in Kalasin province differently. - Product Side - Price Side - Distribution channels - Marketing Promotion - Packaging - After-sales service | Accept hypothesis Reject hypotheticals Reject hypotheticals Reject hypotheticals Reject hypotheticals Reject hypotheticals |

| | | |
|---|---|---|
| | - Product Standout - Manufacturer's Business Model | Reject hypotheticals Accept hypothesis |
| 3 | The relationship between personal factors and market ingredient factors affects consumers' decision to buy organic products in Kalasin Province. - Personal factors - Market Factors | Reject hypotheticals Accept hypothesis |

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

According to the study, "factors affecting consumers' decision to buy organic products in Kalasin Province" The results can be summarized based on objective and hypothetical data analysis as follows:

Hypothesis 1: Personal factors affecting consumers' decision to buy organic products in Kalasin There are only different professions. The impact on consumers' decision to buy organic products in Kalasin province varies statistically significantly.

Hypothesis 2: Organic products affect consumers' choice of organic products in Kalasin province are product factors and manufacturer model factors that differently affect consumers' choice of organic products in Kalasin province.

Hypothesis 3: The relationship between personal factors and market ingredient factors affects consumers' decision to buy organic products in Kalasin Province.

Personal factors include gender, age, average monthly income, education level, and different occupations. It does not affect consumers' decision to buy organic products in Kalasin Province.

Market factors in the manufacturer's business model different the decision to purchase consumer organic products in Kalasin province differs statistically significantly.

5.2 Recommendation

Research shows that consumers are more focused on health, and therefore are increasingly consuming organic products. But consumer problems. The organic product market is rare and difficult to find organic products, so there should be more studies on increasing the organic market. The allocation of space for planting in confined spaces for household consumption and how to grow crops for household consumption of urban society.

5.2.1 Recommendations in the next research

1. To study consumers of organic products in other provinces or regions in other provinces to ensure that they have more information that covers organic consumers.

2. Conduct manufacturer-to-production studies and marketing strategies to meet the needs of organic consumers and reach a wider audience.

5.2.2 Suggestions for future use

Findings to benefit organizations/agencies/merchants and entrepreneurs.

Cognitive Education To allocate crops for household consumption to understand how to grow crops for household consumption in accordance with agricultural guidelines.

References

Kanokporn Klinklao. 2015. Shopper Behavior and Marketing Strategies in Each Channel of Organic Rice Distribution. Master of Science Thesis Marketing Management, Thammasat University.

Kulkanya Na Pomphet. 2015. Consumers' purchase intention of organic food in Bangkok. College of Management, Institute of Technology King Mongkut's army of Ladkrabang.

Pattaraporn Thanasarnsopin. 2015. A Study of Factors Affecting Satisfaction in Using Organic Beauty Products in Bangkok Metropolitan Region. Master of Business Administration Thesis Strategic Management, Thammasat University.

Pranthip Kramol. 2014. Factors Affecting Buying Behavior of Organic and Non-Toxic Agricultural Products at Farmers Market in Chiang Mai Province. Kaen Kaset Journal, Special Issue 2. Pages 227-234.

Pilanthana Panpluem and Prasopchai Pasunon. 2016. Factors Affecting Consumers' willingness to pay for organic products in Green Market Specialized stores with branches in Bangkok and vicinities. Journal of Modern Management. Year 14: pages 169-178.

Wanpha Thipwong. 2015. Factors Affecting Shopping Behavior from Retail Hypermarkets of Consumers in Bangkok Area. Thesis, Master of Business Administration in Marketing, Dhurakij Pundit University.

Oranong Puengchoo. 2014. A Study of Factors Affecting and Influencing Consumer's Intention to Buy Organic Products at Store A in Pathum Thani Province. Thesis of Business Administration Degree Master's degree, Bangkok University.

Arunroj Ekphanich. (2015). Factors influencing consumers' choice of cold-pressed organic fruit and vegetable juices in Bangkok and metropolitan areas. Master of Business Administration Thesis, Faculty of Commerce and Accountancy, Thammasat University.

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.

Sponsors:

Graduate **SPU**
College of Management SRIPATUM UNIVERSITY

