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PROCEEDINGS OF

THE 10th REGIONAL CONFERENCE ON GRADUATE RESEARCH

**THEME: Breakthrough Business Creativity,
Leading Change, and Reengagement**

7 August 2022

Sripatum University, Bangkok, Thailand



Editors:

Vichit U-on

George C. Hadjinicola

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The 10th Regional Conference on Graduate Research

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Edited by

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Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of The 10th Regional Conference on Graduate Research 2022, 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 2022'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 10th Regional Conference on Graduate Research 2022 which will take place at Sripatum University on 7 August, 2022 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 “Breakthrough Business Creativity, Leading Change, and Reengagement”. 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 2022's General Chair



Prof. Dr. George C. Hadjinicola
Lecturer, University of Cyprus, Cyprus
RCGR 2022's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2022's General Chair

Welcome Address from Conference Program Chairs

Welcome to the 10th Regional Conference on Graduate Research 2022 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 5 countries have submitted their papers to the 10th RCGR 2022 international conference. After a careful review process by members of the international program committee, 127 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 2022 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 2022's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2022's Program Co-Chair

Speaker Background



Dr. Mariano Carrera

Dr. Carrera has nearly 10 years of teaching experience and has a proven track record of being published in numerous journals including presentations at various academic conferences. His areas of excellence are Training & Development, Decision Making, Writing, Research, Management, Strategic Planning and Team Leadership. In retrospect, building on the almost 20 years as a petroleum geologist where he was actively involved in the surrounding disciplines to better understand and position myself as a specialist geologist and generalist petroleum professional. He has the full field development experience from concept exploration to redevelopment. This broadening of his awareness has helped him moved from the petroleum industry to academia. Dr. Carrera has designed and delivered several undergraduate courses using a variety of learning approaches to meet international standards.

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An Influence of Online Marketing Affecting the Decision Making to Use Applied Thai Traditional Medicine Delivery



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Abstract

The study of The Influencing of Online Marketing that affects decision making to use Applied Thai Traditional Medicine delivery, Have the objective to study Online Marketing factors, Decision Making factors, and Relations between Online Marketing that affect decision making to use Applied Thai Traditional Medicine delivery. This research was conducted as quantitative research, using the survey research model that uses questionnaires to collect data from a sample population in the Bangkok area of 400 people. Statistics used for Data Analysis and testing the Hypothesis in this research is Descriptive Statistics such as frequency, percentage, mean, and standard deviation., and Inferential Statistics such as t-test, F-test, and Regression Analysis. The results of a comparative study of the decision to use Applied Thai Traditional Medicine delivery classified by personal factors have found that at different educational levels the decision to use Applied Thai Traditional Medicine delivery was Statistical significance different. As for other personal factors, the decision to use Applied Thai Traditional Medicine delivery was not different. The results of the test on Influencing of Online Marketing that affects decision making to use Applied Thai Traditional Medicine delivery can be explained that online marketing has a Statistical significance positive effect on the decision to use the Applied Thai Traditional Medicine delivery.

Keywords: Online Marketing, Decision Making, Applied Thai Traditional Medicine, Delivery

1. Introduction

1.1. Background and Importance of the Problem

Treatment of disease is one of the important factors in human life. If humans are sick and not treated properly, the problem of illness can be serious until death. In the past, even minor illnesses could be fatal due to the immature medical evolution and patients are unable to access hospitals conveniently, because of inconvenient travel or insufficient hospitals. Later, when the evolution of medicine developed, there has been an increase in the number of hospitals. Causing the development of medicine, education about nutrition health care, and as well as maintaining good hygiene. That makes little sicknesses can't be fatal anymore, and the most frightening and fatal diseases in the past have become a disease that can be controlled or treated today.

In 2020, there were 38,512 health facilities in Thailand, comprising 13,364 government health facilities and 25,148 private health facilities. When considering the size and capacity of medical services, it was found that there were 37,857 primary care health facilities, the rest 664 were secondary and tertiary health facilities, of which 294 were state-owned hospitals, while the other 370 were private hospitals. Despite a large number of public health facilities but still not enough to support patients in some areas, Considering the bed occupancy rate reflects the number of inpatients being more than the number of beds available and using the service in the case of an outpatient still takes a long time to wait. The aforementioned factors open up market opportunities for private hospital businesses which focus on providing services with speed and convenience. As a result, the middle class with purchasing power gradually increased to use private hospital services, even though the service fee is higher than that of government hospitals. Of the 370 private hospitals, 116 hospitals are in Bangkok and 254 hospitals are in the other provinces, the number of hospital beds is 36,000 and likely to increase as shown in Figure 1.

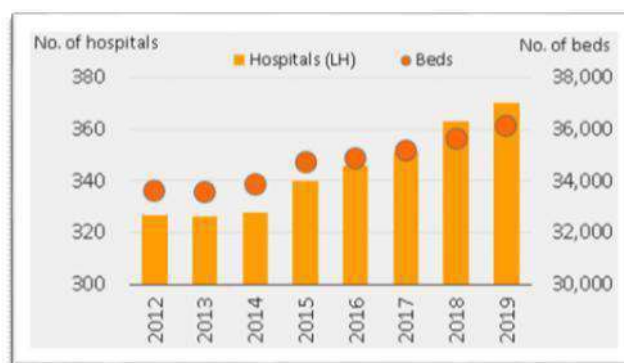


Figure 1 The chart depicts the total number of private hospitals and beds from 2012 - 2019

Even now people have much easier access to treatment compared to in the past, there are more and more medical facilities in many areas to facilitate the people. But there are still some people who believe that going to the hospital is a waste of time. Instead, they opted to consult a pharmacist at the local pharmacy to purchase medication by themselves and decide to go to the hospital when they feel that the symptoms of the disease are starting to become severe and unbearable.

Problems that make patients don't want to go to the hospital come from many reasons such as the problem of insufficient parking, especially in urban areas hospitals, where many people come to use the service. The waiting area is quite crowded, not enough for people to use the service. The process of receiving services took many hours. From card issuing, waiting to call for examination, waiting for receive medicine which causes burnout atmosphere within the hospital.

After considering that over many years, Technology has played an important role in the lives of many people. Online media is being used for various activities, including for the benefit of working people in a variety of professions. This includes careers in health services or medicine, and because of the convenience of online media on the Internet, it causing the development of technology that will be used as a tool to increase the convenience and speed for people to access online media in places such as Laptop, Mobile phones, or tablets. Many businesses have adapted to increase their earnings by creating online channels that allow users to access products or services from anywhere and don't need to go to the storefront or service points such as websites, applications, social media, etc.

Applied Thai traditional medicine delivery is a business that will create convenience for users same as ordering food delivery, to make people more accessible to medical services. Users can make appointments for medical services anytime, anywhere from all service areas. So that doctors and staff can come to check and diagnose your diseases and don't need to have relatives or followers same as when going to a hospital. including providing advice on health care as well as giving advice on the drug in case the diseases need to use medication. As for the treatment history of the user, it will store in an online database. For use in the next service and for convenience in case of needing to forward treatment information to various hospitals. It also reduces the problem of wasted time visiting a doctor at a medical facility, Reduces the cost of traveling to hospitals, Reduces the problem of finding a parking space in the hospital service, and Reduces the depressing tension experienced by the hospital atmosphere. It also helps facilitate patients who are unable to move themselves to hospitals such as bedridden patients and the elderly, etc.

The reasons stated above have convinced me of the value of internet marketing communication in influencing the decision to use Applied Thai Traditional Medicine Delivery.

1.2. Research Question

1) Different personal factors will affect the decision to use Applied Thai Traditional Medicine Delivery differently or not.

2) Different online marketing factors will affect decision-making to use Applied Thai Traditional Medicine Delivery differently or not.

1.3 Research Objective

From the background and importance of the problem, the objectives of this research consist of 3 items as follows:

1) To study the factors of online marketing and the decision making to use the Applied Thai Traditional Medicine Delivery.

2) To study the Influencing of Online Marketing factors that affect decision making to use Applied Thai Traditional Medicine delivery.

3) To compare the decision-making to use the Applied Thai Traditional Medicine delivery classified by personal factors.

2. Literature Review

2.1. Related Concepts and Theories

2.1.1 .Online Marketing

Online marketing is marketing that forwards information through digital media to provide the information that needs to be communicated to the target group more conveniently and quickly to achieve the goals set by the service provider. which when users can receive marketing communications easier, it will affect the speed of decision making in using the service as well. And even today, digital media and social media have a huge influence on consumers. Online marketing is something that marketers should pay great attention to, according to the following online marketing communication strategies:

- 1) Strategies for finding suitable tools for distributing information
- 2) Strategies for creating issues that need to be communicated to target consumers
- 3) Strategies for finding suitable broadcasters
- 4) Strategies for setting a budget for online marketing communications
- 5) Time Strategy

Marketing Principles 6P's of Online Marketing

1) Product or service is the things that service providers can offer to consumers, which is an important variable in choosing to buy or use the services of consumers, where the consumer decides to choose the most suitable product or service that will be able to meet the needs of solving various problems of consumers

2) Price is the value of a product or service that consumers have to pay. The price should be set according to the type of product or service to make the consumer as satisfied as possible, but still, have to consider key elements such as the cost of running a business.

3) Place or Distribution channel is a channel through which consumers can access products or services. In the field of online marketing, Distribution channels may be the only online channels. Because some products or services do not require physical space for sale but having real space for selling products or services will increase the credibility of the product or service that consumers are hesitant to make a decision.

4) Promotion is the use of various methods to attract consumers to want to buy a product or service, such as organizing various activities or contacting consumers regularly to induce the purchase of products or services by consumers

5) Privacy is a code of conduct that must be presented to consumers, which must be strictly and concise to prevent the occurrence of personal information of consumers being leaked to give consumers a feeling of trust and satisfaction. That will make consumers continue to buy products or services.

6) Personalization is to focus on individual service, to be able to offer products or services that meet the needs of consumers as much as possible, including consumer monitoring to make consumers feel impressed with the product or service and willing to continue to buy the same product or service.

2.1.2. Decision Making

The decision to use the service is often caused by what is known as consumer behavior. This means that the user has to choose one of the many options available. It has been carefully considered that this option will meet the needs of the solution. and create satisfaction for service users by which the decision to use the service usually consists of the influence of the five roles as follows.

- 1) The initiator is the person who first proposed the idea of using the service.
- 2) Influencers are those who influence by giving advice or suggestions for use in making a decision.
- 3) The decision maker is the person who decides whether to use the service or not.
- 4) The buyer is the person who purchases the service.
- 5) User as the service user.

The decision to use the service can be divided into two types as follows:

1) Using the service for the first time, users tend to make detailed decisions carefully. because they have never used the service before. The first use of the service is usually done after a decision has been made. if the service solves problems for users satisfactorily, it often leads to the behavior of reusing the same service.

2) Reusing the service is the behavior that comes from previous experience of using the service. which the service user considers that choosing the same service that used to satisfy them is enough, but if the previous service experience does not solve the problem or create satisfaction as required, it often results in a new decision-making process. Whereby the decision-making process to use the service is a process that arises from user behavior in deciding to use a particular service 5 steps are as follows:

2.1) Problem or Need is where the decision-making process begins when the user becomes aware of the problem or there is a need to solve various problems that users are facing.

2.2) Searching for information is the process that is often caused by the service users who want to solve the problems they are facing and search for information to find a solution that best meets their needs. It usually starts with the information contained in the memory first, then looking for information from external sources such as other people, advertisements, books, the Internet, etc.

2.3) Alternative evaluation is an evaluation of the information received to decide on the choice of services. which if there is only one alternative, it will be easy. But if there are many alternatives, it will have to consider which option best meets the needs of the solution. and satisfy the most.

2.4) The decision to use the service is a step that takes place after the alternatives have been evaluated. which if there is a satisfactory choice, it often results in the use of the service. However, there may be other factors coming in that can cause hesitation as well. Therefore, service providers have to accelerate the service users to make decisions faster by:

- 1) Make a difference in service, so that users can see the strengths more clearly to reduce hesitation.
- 2) Set prices that make users feel worthwhile using the service.
- 3) Finding a place or channel where users can access our services as conveniently as possible.
- 4) Stimulate demand for services by organizing various promotional activities
- 5) Make users feel confident in the service by do not make the user feel that there is a risk in using the service to reduce hesitation while making decisions.

2.5) Evaluation after using the service is an evaluation of how you feel about that service. Whether the problem can be solved as needed or not, how satisfied is it? The user's feelings are important to determine whether the user will return to use the service again or not.

2.2 Literature Surveys

Wasanarueangrai, P. (2019) has studied in ONLINE MARKETING STRATEGY OF FAST FASHION. The overall results revealed the respondents focus strongly on the overall marketing strategy of fast fashion clothing. Each component was examined, and it was discovered that the respondents consistently pay the most attention to the Fast fashion marketing strategy's distribution channel and also placed a high value on Maintaining personal information, Prices, and Marketing promotions.

Wongtongkhum, T. (2017) has studied Online Marketing Communication Influencing Bangkok Consumers' Decisions in Purchasing from Lazada. The overall results revealed that the majority of respondents used their mobile devices to access Lazada. This demonstrates how powerful role a part mobile phones have played in daily lives because consumers can always access the data according to this device. By concentrating on online marketing, we will be able to create communication and marketing that also accurately reflect current consumer behavior and when considering the period that customers are exposed to information. It was found that most of the samples used Lazada between 18.01 and 21.00, then between 21.01 and 24.00. This shows that the marketing's timing has to coincide with the time when customers are ready to receive information to increase the possibility that a decision to purchase that goods and services will be made.

Channgarm, P. (2018) has studied in Opinions on online marketing communication and the purchase decision to buy O&B brands among working women groups. Most of the samples were females between the ages of 31 and 40 who possess a monthly salary of 15,001 to 30,000 Thai Baht. The results of additional research revealed that in the samples with various demographic characteristics, there are various purchasing decisions. It is incompatible with the established assumptions. When examining the researched factors, the fact that O&B brand products are not overly expensive was proven to have no impact on the consumers' decisions to purchase products. Additionally, it revealed that consumers think positively of social media marketing. which has an impact on consumers' purchase decisions.

Putprakob, S. (2019) has studied in Online Marketing Mix Factors Influencing LGBT Consumers' Purchasing Behaviour Cosmetics Products. The overall results revealed that the majority of the respondents prefer to purchase cosmetics on social media sites like Facebook and have a purchase frequency of one per month. The main reason for purchasing cosmetics through this channel is a result of the number of products that are available in a wider variety. And when considering more of the sample's perspectives regarding the online marketing mix that affects consumers' decisions to purchase cosmetics can be inferred that standard safety and high quality

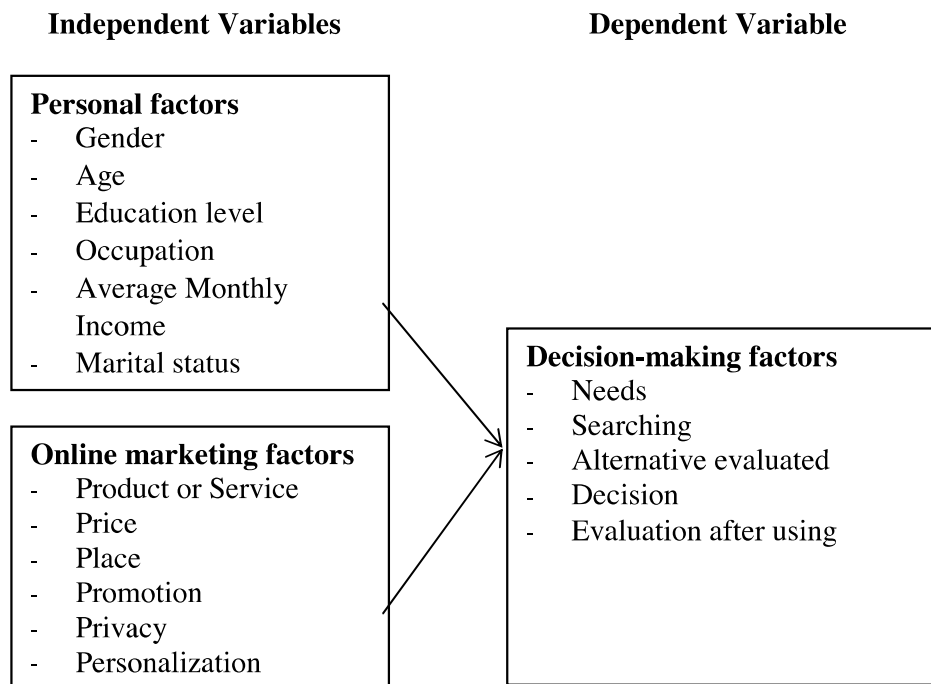
make a difference in trendy cosmetics. It might attract customers' attention and make them more likely to make a purchase.

Champa, W. (2017) has studied Influences towards Target Group's Decision making of Health Care Service Using at Caremat Health Center. The overall results revealed that the majority of the study population who utilized Caremat Health Centers' health checkup services a male who engages in sexual activity with another male. By utilizing medical examination services, including HIV testing and sexually transmitted disease screenings, each service will also include 1-2 friends or family members in addition to the main attendees. The service is available Monday through Friday between the hours of 9:00 and 11:00. Service is typically provided every three months. Additionally, the sample group's risk assessment revealed a high risk, which led to the need for health check-up services. While taking into consideration the variables affecting the choice to have a health examination at Caremat Health Center. The sample group's decision to use the service was most affected by the personnel. The product, price, service channel, service procedure, and physical qualities factor is the next consideration and also have a significant impact on the sample's decision.

Srisawatnupap, T. (2017) has studied Factors Influencing Customers' Decision Making on Using Service of the Modern Drug Stores in Cha-am, Phetchaburi and Hua Hin, Prachuap Khiri Khan Province. The overall results revealed that products, prices, distribution channels, marketing promotions, employees, or even the physical features of present pharmacies are examples of marketing mix variables. They all have a significant impact on the sample group's decision to use the modern pharmacy service.

Nokyungthong, P. (2017) has studied in Factors Influencing the decision making of Primetime Hotel. Chonburi Province. The overall results revealed that the personal characteristics of the study population, including sex, age, occupations, and level of education the decision to use the service are not different. Especially while taking into consideration how customers use the hotel the vast majority of the samples will choose the Deluxe room service. Because it is a room where the sample group may unwind easily while still reasonable price for the room's quality. Most sample groups stayed in hotels 10 times a year or more. Because the sample is a service user, they are likely to utilize the service again when the opportunity arises for greater consistency, care, and quality of the hotel services.

2.3. Conceptual Framework



2.4. Research Hypothesis

From the Conceptual Framework, the hypothesis of this research can be written as follows:

Hypothesis 1 Different personal factors will affect the decision to use Applied Thai Traditional Medicine Delivery differently.

Hypothesis 2 Different online marketing factors will positively influence the decision-making to use Applied Thai Traditional Medicine Delivery.

3. Research Methodology

3.1. Research Design

This research was conducted as quantitative research by studying the independent variable such as personal factors and online marketing factors. and dependent variables such as decision making.

3.2. Population and Sample

The target population used in this study is 5,527,994 people in the Bangkok area. (Department of Provincial Administration Registration, The Bureau of Registration Administration., 2021)

The number of samples in this research was 400 people.) Uon, V., 2021: 619). Random samples were determined by using the Purposive Sampling method.

3.3. Research Instruments

Using the questionnaires to collect data in the study of The Influencing of Online Marketing that affects decision making to use Applied Thai Traditional Medicine delivery.

3.4. Data Collection

Data collection for this research, to obtain complete information in every aspect, both types of data are collected.

1. Secondary data is the information gathered from various documents and related research results, by collecting information from libraries and related departments to be used as part of the conceptual framework of this research and referenced in writing research reports.

2. Primary data as a survey data collected from questionnaires as follows.

2.1 Give the questionnaire to the sample by self and create a questionnaire using Google Form and send it to the sample via online channels.

2.2 In the case of self-survey, the Researcher will wait to collect the questionnaires that the sample group has completed or make an appointment to collect the questionnaire later as appropriate.

3.5. Statistics Used for Data Analysis

This research analyzed the data by using a statistical package program (SPSS) to process and analyze data, the statistics used in the research were divided into two groups as follows:

1. Descriptive statistics such as frequency, percentage, mean and standard deviation describe the characteristics of variables to answer research objectives.

2. Inferential Statistics such as t-test, F-test, and Regression Analysis for testing the research hypothesis.

4. Data Analysis and Findings

4.1. The results of the respondents' demographic data.

General information of the respondents found that most of them were female accounting for 50.50 percent, aged between 41 - 50 years of 94 people, representing 23.50 percent, followed by the group under 20 years of age of 87 people, accounting for 21.80 percent, having a bachelor's degree, 144 people accounted for 36.00 percent, followed by a group of people with postgraduate education of 135 people, representing 33.80 percent, most of them engaged in other occupations from of the options, 66 people accounted for 16.50 percent, followed by a group of people who are civil servants/state enterprise employees of 60 people, representing 15.00 percent. Most of them have an average monthly income of 15,000 - 30,000 Baht, 135 people, representing 33.50 percent, followed by those with average monthly income. Below 15,000 Baht, 134 people accounted for 33.80 percent, and most were married, 142 people accounted for 35.50 percent, followed by 132 single people, accounting for 33.00 percent.

4.2 The results of descriptive analysis of various variables according to the conceptual framework.

In terms of online marketing factors, it was found that the respondents had a level of opinion about online marketing factors as a whole at the highest level, and when considering by aspect, it was found that the respondents had the highest level of opinions about the Promotion factor, followed by the Place, Privacy, Price, Personalization, and Product or service factors, respectively. As for the decision to use the service, it was found that the respondents had a level of opinion about the decision to use the service as a whole at the highest level, and when considering each aspect, it was found that the respondents had the highest level of opinion about the Alternative evaluated, followed by the Decision, Evaluation after using, Searching and needs, respectively

4.3. Research hypothesis test results

No.	Hypothesis	Results
1.1.	Different Gender will affect the decision to use Applied Thai Traditional Medicine Delivery differently. (t-test = -0.607, Sig = 0.544)	Refuse
1.2.	Different Ages will affect the decision to use Applied Thai Traditional Medicine Delivery differently. (F-test = 0.330, Sig = 0.858)	Refuse
1.3.	Different Education levels will affect the decision to use Applied Thai Traditional Medicine Delivery differently. (F-test = 3.554, Sig = 0.030)	Accept
1.4.	Different Occupations will affect the decision to use Applied Thai Traditional Medicine Delivery differently. (F-test = 0.521, Sig = 0.793)	Refuse
1.5.	Different Average monthly incomes will affect the decision to use Applied Thai Traditional Medicine Delivery differently. (F-test = 0.412, Sig = 0.663)	Refuse
1.6.	Different Marital statuses will affect the decision to use Applied Thai Traditional Medicine Delivery differently. (F-test = 0.021, Sig = 0.979)	Refuse
2.1.	Product or Service positively influences the decision-making to use Applied Thai Traditional Medicine Delivery. ($R^2 = 0.025$, beta Coefficient = 0.090, Sig = 0.002)	Accept
2.2.	Price positively influences the decision-making to use Applied Thai Traditional Medicine Delivery. ($R^2 = 0.011$, beta Coefficient = 0.057, Sig = 0.040)	Accept
2.3.	Place positively influence the decision-making to use Applied Thai Traditional Medicine Delivery. ($R^2 = 0.015$, beta Coefficient = 0.072, Sig = 0.013)	Accept
No.	Hypothesis	Results

2.4	Promotion positively influences the decision-making to use Applied Thai Traditional Medicine Delivery. ($R^2 = 0.111$, beta Coefficient = 0.206, Sig = 0.000)	Accept
2.5	Privacy positively influences the decision-making to use Applied Thai Traditional Medicine Delivery. ($R^2 = 0.064$, beta Coefficient = 0.112, Sig = 0.000)	Accept
2.6	Personalization positively influences the decision-making to use Applied Thai Traditional Medicine Delivery. ($R^2 = 0.035$, beta Coefficient = 0.100, Sig = 0.000)	Accept

5. Conclusion, Discussion, and Recommendation

5.1. Conclusion

the research objectives are to study Online Marketing factors, Decision Making factors, and the Relation between Online Marketing that affects decision-making to use Applied Thai Traditional Medicine delivery. This research was conducted as quantitative research. The appropriate samples were determined using a ready-made table from Taro Yamane's formula. Random samples by using the Purposive Sampling method the results of the hypothesis testing can be summarized as follows. Hypothesis 1 concludes that different Education levels will make decisions about using Applied Thai Traditional Medicine delivery Statistical significance different. As for other personal factors, the decision to use the Applied Thai Traditional Medicine Delivery service was not different. And hypothesis 2 can be concluded that Online Marketing Factors have a Statistical significance and positive influence on the decision to use the Applied Thai Traditional Medicine Deliver.

5.2. Discussion

From the research results, it was found that the service users pay the most attention to the Online Marketing factors in the Promotion factor, Businesses should pay attention to Marketing Promotion because it is one of the channels to attract more consumers to buy more and eventually lead to the purchase of a product or service. While the factor in Online Marketing that users pay the least attention to is the Product or Service factor, The consumer will decide to choose a product or service that can meet the needs of the consumer most appropriately and efficiently, Businesses should therefore focus on developing outstanding products or services to reduce consumer hesitation in making a decision.

5.3. Recommendation

5.3.1 Recommendation for using this research

From the research results, the researcher has presented a guideline for utilizing the research results as follows.

The results showed that Online Marketing in Product, Price, Place, Promotion, Privacy, and personalization had a positive influence on the decision to use the Applied Thai Traditional Medicine delivery statistical significance according to the hypothesis. The results of the research can be applied if entrepreneurs want to attract the attention of consumers, including inducing the decision to

use the product or service until the consumer is satisfied with the highest level. It also results in the behavior of consumers returning to use the service repeatedly.

5.3.2 Recommendation for the next Research

In the next research, other important factors that affect the decision to use the applied Thai Traditional Medicine delivery should be studied further, because there are many other interesting factors such as:

- Cultural factors consist of Basic culture, Subculture, Social class, etc.
- Social factors This includes Reference groups, Family, Roles, Positions, etc.
- Psychological Factors This includes Motivation, Perception, Learning, Beliefs, Attitudes, etc.

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