

ปัจจัยส่วนประสมการตลาดที่ส่งผลต่อการตัดสินใจซื้อยาของ
ผู้บริโภคที่ร้านขายยาในกรุงเทพมหานคร
MARKETING MIX FACTORS AFFECTING CUSTOMERS' DECISION
TO PURCHASE MEDICINES AT PHARMACY STORES IN BANGKOK

Yang Yunfan

Master of Business Administration, Bangkokthonburi University

บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาปัจจัยทางประชากรที่ส่งผลต่อการตัดสินใจซื้อยาของผู้บริโภคที่ร้านขายยาในกรุงเทพมหานคร และ (2) ศึกษาปัจจัยส่วนประสมทางการตลาดที่ส่งผลต่อการตัดสินใจซื้อยาของผู้บริโภคที่ร้านขายยาในกรุงเทพมหานคร

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ คือ ผู้บริโภคที่เคยซื้อยาที่ร้านขายยาในกรุงเทพมหานคร โดยไม่ทราบจำนวนประชากรที่แน่นอน กลุ่มตัวอย่างจำนวน 400 คน ได้แก่ ผู้บริโภคที่เคยซื้อยาที่ร้านขายยาในกรุงเทพมหานคร ใช้วิธีการสุ่มตัวอย่างแบบง่าย และใช้แบบสอบถามออนไลน์เป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์การถดถอยพหุคูณ

ผลการวิจัยพบว่า (1) ปัจจัยทางประชากรศาสตร์ที่แตกต่างกัน ได้แก่ เพศ อายุ ระดับการศึกษา รายได้ต่อเดือน และอาชีพ ส่งผลต่อการตัดสินใจซื้อยาของผู้บริโภคที่ร้านขายยาในกรุงเทพมหานครแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 และ (2) ปัจจัยส่วนประสมทางการตลาดที่แตกต่างกัน ส่งผลต่อการตัดสินใจซื้อยาของผู้บริโภคที่ร้านขายยาในกรุงเทพมหานครแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 โดยที่ลูกค้าให้ความสำคัญกับความน่าเชื่อถือของสินค้า สภาพบรรจุภัณฑ์ ป้ายราคาที่ชัดเจน ท่าเลที่สะดวก ความสะอาดและความเป็นระเบียบเรียบร้อยภายในบริเวณร้าน และพนักงานมีความรู้เกี่ยวกับสินค้า ให้คำแนะนำแก่ผู้บริโภคได้

คำสำคัญ: ส่วนประสมทางการตลาด ยา ร้านขายยา

ABSTRACT

The objectives of this research were: (1) to study demographic factors affecting consumers' decision to purchase medicines at pharmacy stores in Bangkok;

and (2) to study marketing mix factors affecting consumers' decision to purchase medicines at pharmacy stores in Bangkok.

This research was quantitative research. The population used in this research was customers who used to purchase medicines at pharmacy stores in Bangkok by the exact population was unknown. The sample group of 400 people consisted of consumers who have bought medicines at pharmacy stores in Bangkok. Using a simple sampling method and using the online questionnaire as a tool for collecting data. The statistics used in the analysis were frequency, percentage, mean, standard deviation and multiple regression analysis.

Major Findings: (1) different demographic factors such as gender, age, education level, monthly income and occupation affected consumers' decisions to purchase medicines at pharmacy stores in Bangkok differently with statistically significant at the 0.05 level; and (2) different marketing mix factors affected consumers' decisions to purchase medicines at pharmacy stores in Bangkok differently with statistically significant at the 0.05 level. The customers paid attention to the reliability of the product, packaging condition, clear price tag, convenient location, cleanliness and orderliness within the store area, and the employees were knowledgeable about products and could give advice to consumers.

Keywords: Marketing Mix, Medicines, Pharmacy Stores

Research Background

Currently, the total market value of the pharmacy business is 35 billion baht. In line with the growth direction of fast-growing health products, continuing (Prachachat Business Online, 2015) makes the pharmacy business a market for large retailers.

Various concerns boil down to competing for a share of the potential of the group. More health-conscious consumers lead to increased competition so that businesses can effectively compete in the market.

Therefore, pharmacy operators need to adjust and create new marketing strategies outside of medicines.

And drugs that are already the main products Most pharmacies adopt the method of adding product groups, such as multiple combinations of medical drugs or online sales.

Although most health care products in Thailand are sold through pharmacies and beauty stores, digital systems help diversify consumption, and the online world can easily generate new businesses, causing more business competition.

In addition to striving to be a member of the same industry, while consumers' health awareness is constantly increasing, they are also looking for convenient ways.

Improving their quality of life (Euromonitor International, 2016, "Health and Wellness in Thailand") as a result of urban social life applications take most of the time. Work hard to build self-confidence and family but what you can't buy even though you can make a lot of money is health, this is in line with The Pharmacy (pseudonym) mission is to promote the principle of prevention and prevention so that our customers can have good health sustainably The Health Live a healthy, quality life in 5 steps: Maintain, Clean, Maintain, Protect, Care and Check, because some diseases, if any, are incurable. Then it may be too late to come for treatment, so prevention is the best way to go, and this is an opportunity for the Pharma pharmacy business that wants to penetrate more customer base and be able to expand the business. However, businesses still lack effective data to plan as a strategic use of the business to respond to target customer needs

Therefore, in this study, the researchers are interested in studying the factors that influence the decision-making of customers to purchase medicines at the pharmacy stores in Bangkok, taking into account demographics and marketing mix factors that influence customer marketing purchase decisions to bring the information gained from the research work as planning and Guidelines for developing activities to make the marketing strategy efficient to reach the needs of customers and lead the official advantage to compete in the pharmacy market.

Research Objectives

1. To study demographic factors affecting customers' decision to purchase medicines at pharmacy stores in Bangkok.

2. To study marketing mix factors affecting customers' decision to purchase medicines at pharmacy stores in Bangkok.

Research Hypotheses

1. Different the demographic factors affecting customers' decision to purchase medicines at pharmacy stores in Bangkok, differently.

2. Different the marketing mix factors affecting customers' decision to purchase medicines at pharmacy stores in Bangkok, differently.

Research Scopes

In this research, the researcher has defined the scope of research as follows:

Content Scope

Focus on the factors affecting customers' decision to purchase medicines at pharmacy stores in Bangkok.

Independent:

1. Personal Factors; Gender, Age, Education, Income, Occupation
2. Marketing Mix; Product, Price, Place (Distribution Channel), Promotion, Personnel

(People), Process, Physical Evidence

Dependent:

Customers' Decision to Purchase Medicines at Pharmacy Stores

Area Scope

Guangzhou city.

Population and Sample Size

The population used in this study was those who had previously purchased the medicines at pharmacy stores in Bangkok, aged between 20 and 70 due to unknown population therefore, the researchers used selective sampling to determine the sample size 406 people.

Research Framework

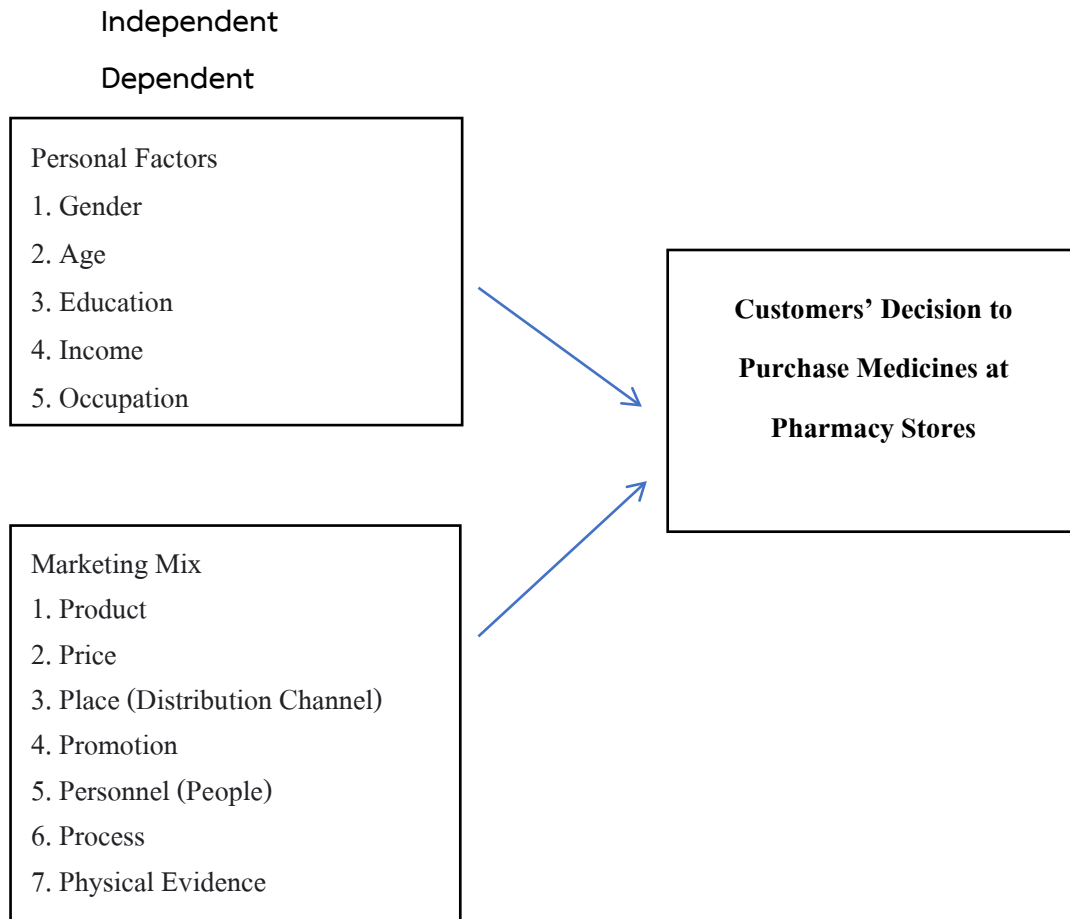


Figure 1 Conceptual framework

Expected Benefits

The expected benefits of studying "Movie Theater Consumer Development Economics Research" are as follows:

1. Understanding service usage Behavior, pharmacy customers.
2. Understand the marketing mix factors that influence purchasing decisions. Products for Pharmacy Customers.
3. Pharmacy guidelines apply for planning appropriate marketing including developing access groups that are effective and relevant to customer needs as accurately as possible.

Literature Review

This research title is Marketing Mix Factors Affecting Customers' Decision to Purchase Medicines at Pharmacy stores in Bangkok. The Researchers study people, research information from documents, academic articles, research works, and various theories to turn information into action. Continue research work, and review the literature on the topic.

2.1 Concept of Retail Business Model and Competitive Marketing Strategy

2.2 Concepts and Theories of Demographic Factors

2.3 Concepts and Theories of (7Ps) Marketing Mix Factors

2.4 Concepts and Theories of Consumer Behavior and Purchasing Decisions

2.5 Related Research

Research Methodology

Research Model

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population, it is descriptive research.

Population

The population used in this research were customers who used to buy medicines at pharmacy stores in Bangkok by the exact number is unknown.

Sample Size

The sample size of 406 people consisted of consumers who have bought medicines at pharmacy stores in Bangkok. The sample sizes were determined from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 406 total.

Research Tools

Research tools used to collect information for the instrument for this research is a questionnaire by asking the sample to do. Online questionnaire via Google Form because it is a method that allows easy access to data sources, reducing time and cost savings in data collection. To cover the research objectives and the 7 marketing mix factors. The researchers divided the questionnaire into 3 parts as follows.

Part 1 is a preliminary questionnaire for respondents about buying behavior. Products from the Pharmacies in Bangkok which is a online questionnaire in characteristics of checking items (check-list) is a questionnaire design that allows only one answer to be selected.

Part 2 Demographic information of the questionnaire which is a questionnaire in the nature of the Check-List is a questionnaire designed to answer only select 1.

Part 3: Marketing Mix Factors (7Ps) That Affect Cuts Customer's decision in purchase of products from The Pharma Pharmacy In this section, it is divided into 7 areas, namely the product, price, distribution channel, marketing promotion, personnel, process, service and physical appearance by having the respondents choose the level of importance of factors in various aspects, which is a rating scale by rating scale and criteria for determining values

The weight of the assessment according to the Likert Scale is 5 levels.

Score = 1 indicates the most important level.

Score = 2 means very important level

Score = 3 means medium level of importance

Score = 4 means low level of importance

Score = 5 means the lowest level of importance.

Data Collection Methods

The researchers have collected data by dividing into 2 forms as follows.

1. Primary data by questionnaire

From the group Customers of the Pharmacies in Bangkok, totaling 406 sets

2. Secondary data from researching information from official books, Academic thesis, dissertation, paper, research paper related and information from the Internet

The Statistics Used in Data Analysis

The researcher collects the data and analyzes it to interpret the results through the program. The finished Statistics Package for the Social Sciences: SPSS is divided into three parts:

1. Data analysis on the demographic characteristics of the sample group using Frequency (Frequency) and Percentage

2. Analysis of marketing mix factors (7 Ps) that are important to decision making. Buy products from the pharmacies. in Bangkok by using mean (mean) statistics and values Standard Deviation

3. Analysis of the relationship between marketing mix factors and make a decision to buy the products from the Pharmacies in Bangkok using a chi-square where the confidence level is 95%, so the hypothesis will be accepted only if the Sig. value is less than 0.05.

Conclusions

1. 1 Demographic factor affecting consumers' decisions to purchase medicines at pharmacy stores in Bangkok.

Different demographic factors such as gender, age, education level, average monthly and occupation affecting consumers' decisions to purchase medicines at pharmacy stores in Bangkok differently with statistically significant at the 0.05 level.

5.2.2 Marketing mix factors affecting consumers' decisions to purchase medicines at pharmacy stores in Bangkok.

The relationship among seven variables was analyzed by regression analysis.

Multiple regression analysis of the nature of the marketing mix factors (7Ps) that affect customers' decision to purchase medicines at pharmacy stores in Bangkok. It found that there are 4 factors that affect customers' decision to purchase products from the pharmacies in Bangkok: product factors, marketing factors, marketing the factors of people and appearance, the other 3 factors are the price factor, and the distribution channel process factor does not affect the customer's purchase decision. The details of the products of The Pharmacy in Bangkok are as follows.

Product factors

The product factor is whether the product can treat the desired health problem.

The quality of the product is good, the product is reliable, there are a wide variety of products in the store, whether the packaged product is in good condition, the image and reputation of the store affect the customer's tailoring decision, and this is because the product affects the health of the product and the quality of the

user. Standards, variety, product packaging, and the store's good reputation must therefore be taken into consideration when consumers evaluate alternatives before making a purchasing decision.

The results are in line with the research of Kulika Wattanasuwakul (2012), who studied the factors of marketing mix, i.e., influencing customers' purchasing behaviors, satisfaction and repeat purchases. Case studies in the pharmaceutical sector. Researchers at Watson's Store and Waree Sutkasina (2015) examined the factors that influence the decision to buy medicines in a store.

Summary of selling modern drugs in Bangkok, product factors are very important. By focusing on quality, safety, reputation, and standards, they have a great influence on purchasing decisions.

Price factors

Other price factors include appropriateness of price and quality, with a price tag clarity and variety of price levels do not affect the customer's decision to purchase the product.

From The Pharma Pharmacy, which contradicts the findings of related studies. This appears in the Journal of Research Roongrote Pungjit and Warinthipka Wangphat (2015) argues that medicines are priced right, quality matters. Narumit Phusa's (1997) research shows that having a clearly visible price tag before purchase has the highest effect, because medicines and related products plus health as one of the 4 factors, price is not the first factor. A product that consumers may think needs to be available at The Pharma pharmacies is not. Unlike many other pharmacies, it does not have a significant influence on customers' decisions to purchase products.

Place (Distribution Channel) Factors

Distribution channel factor It is easy to see that having multiple branches and online buying channels does not affect the decision, customers buy products from The Pharma Pharmacy due to the location of The Pharmacy is in a department store on the BTS line, it is convenient for customers to travel by private car, public transport, therefore, the client does not consider the location. Thaksina (2015) On Factors Affecting Drug Purchase Decisions in Modern Pharmacies in the Region.

The researcher found that the pharmacy is not far from Bangkok, it is convenient to travel, and it happened to open a store. And having enough parking spaces does not affect the decision to buy medicines in modern pharmacies in the area. Because it is a product, health-related products, the factors that consumers buy every time, store and price, the first consideration is the quality of the product. Therefore, it does not have a significant impact on consumers' drug purchase decisions, but it is an additional factor that promotes the use of the service.

Promotion (Marketing Promotion) Factors

Marketing promotion factors include price cuts, product, giveaways, senior discount coupon distribution for organizing special events during festivals; issuing membership cards, public relations advertisements in various media, and sales staff's advice and services. Signage displayed at the point of sale influences a customer's decision to purchase a product. The Pharma Pharmacy's product research findings are in the same direction as Jintana Onla's (2015) research findings on strategy. Reduce product prices Advertising your store through various billboards can arouse the interest of consumers. According to Narumit Phusa (1997), it was found that through employees and public relations influence pharmacy choices.

However, from the results of the questionnaire, the marketing promotion factor is on average at least compared with the other 6 marketing mix factors and thus can be interpreted as a marketing mix factor. Marketing promotions, including recommendations and services from salespeople, having foldout programs/logos, displaying at point of sale, having fun items, discounts, swaps, giveaways, and organizing special events during the holiday season are influencing customers' decisions to purchase mid-tier the pharmacy products, that is, in terms of marketing promotion, it is not a correction variable assuming that the customer will buy the product or not, but a promotion factor.

Personnel Factors

This can include employee greetings and thanking customers. Smiling staff, clean, courteous staff are well dressed and clean. The staff have product knowledge and are good at advising customers, and the staff also care about customers. influence customer decisions. Buying products from the pharmacy customer

concerns about employees in familiarity with products polite conversation good interpersonal relationship Service awareness and clean and tidy attire, which is supported by the research findings of Somprasong Taengploy (2010).

Overall personal factors were found to be important for high levels of pharmacy buying behavior, interest in service providers, knowledge and ability to inform, including emphasis on attire, personality, and interpersonal relationships.

Processes Factors

Process factors include fast, smooth and accurate service. Consistent review of customer purchases by an on-site pharmacist all hours of operation Can pay multiple channels, issue a receipt that clearly shows the transaction, without affecting a customer's decision to purchase a product from the pharmacy customers can view the process as including the presence of a pharmacist on call at all times, The payment process is accurate, and every company should have a process. Every company does not have this process, and it varies greatly. Therefore, the above factors are not the key factors in making a purchase decision based on the message.

A paper by Waree Suthaksina (2015) that examines the factors influencing the decision to buy medicines in stores. Selling modern medicines in Bangkok and summarizing factors related to drug procurement and dispensing Accurate and fast service, multiple payment channels, product assortment affect the decision to buy medicines at modern pharmacies in Bangkok area.

Physical Evidence Factors

Appearance factors can wear uniforms, the store area is neat and orderly, and the product classification has room for choice. The product itself, the name tag of the store is eye-catching, beautiful and elegant, and the interior decoration of the store is unique. Personally, it influences a customer's decision to purchase a product. Paying attention to various physical parameters can help make shopping choices more convenient. Whether it is the availability of the service area, the classification of the product categories is clear and orderly. Clean and easy to walk and shop. The pharmacy stands out due to its good looks, building confidence that consumers are more consistent with the pharmacy's home use services.

The papers by Kulika Wattanasuwakul (2012) and Waree Sutakasina (2015) conclude that the store is clean, the atmosphere is in the store, the products are categorized, the store decoration is modern, bright and eye-catching, and there is a special area for buying your own medicines, and the prices are clearly marked. Influencing decisions to purchase pharmaceutical products.

Suggestions

1. Suggestions for Entrepreneurs

From the study of marketing mix factors (7Ps) that affect customer decision-making. Findings from the study can be used to fine-tune strategies. More effective marketing strategies, and creating competitive advantages in the same type of business So researchers need to summarize and recommend.

1.1 Product and Marketing Mix

People are the area that customers value most, so focus on quality products. As human resources develop, because products sold affect people's physical health and well-being. The customer's quality factor and safety are important, so it is of course also a customer's consideration. Evaluate alternatives before making a purchasing decision. The pharmacy shall provide as many product categories as accurately as possible. And the product form is different from other stores. In addition to medicines, health care products, cosmetics and other products, the most important thing to choose products is to meet the needs of customer groups.

1.2 Operators need to remain vigilant and prepare for competition.

It is estimated that it will be more serious in the future. In addition to the problem of store location, the core of the problem is selling medicines and providing services. In this case, pharmacists and full-time employees of the store are regarded as customers who come to use the service. It is very important to receive good, accurate and correct advice. Go into the store and find a pharmacist and staff ready to serve you. Be sure to always have a friendly attitude and good advice to your customers should be a strong selling point in these times facing your pharmacy business.

1.3 Operators should encourage in-store pharmacists or sales

Personnel to accurately and professionally manage customer needs. The provision of services, including the assignment of employees with specific technical skills to be able to accurately answer customer questions. Not only that, but records of the client's treatment and medical history should also be kept to give the client the confidence to use the service. It also reflects the concern for customers and the honest service that does not ask customers' requirements. Make customers happy and will move on to the next service.

1.4 Promotion factors, to help maintain old customers, increase new customers through product price reduction and other promotional methods, increase sales, and be willing to provide opinions or suggestions in a friendly manner. The marketing strategy of the pharmacy is effective in terms of the customer's demand for the pharmacy from processing analysis to design. Satisfy customer needs and target customers more, for example, increase the value of products in the store and make them look more attractive, including products are arranged beautifully and orderly Medicines are sold in different categories Clearly or the possibility of creating basic medical care to customers by arranging areas The knowledge and skills of health care are different, because now living in urban society, most of the time is spent on work, and there is no time to take care of them. Your own health is what it should be, so it might be a trick to focus on taking care of and paying attention to customers in your daily life. Small stories that customers can easily read when they come to the store to buy a product. In the long run, it's all about impressing.

2. Recommendations for the next study

2.1 Raising requirements In-depth study of the basis for purchasing decisions.

The Pharmacy's products should collect data in an objective and analytical manner. Qualitative research such as in-depth interviews, focus group discussions. In addition to distributing questionnaires to obtain more in-depth information, enable the analysis of customer behavior and come up with strategies to develop the organization's services to match. It can better meet the needs of target customers.

2.2 This study is only a study of marketing mix factors.

In addition to studying the marketing 7 factors, other factors should also be studied. These influences other customers' purchasing decisions, resulting in improved service and impressions, as well as satisfaction and satisfaction with the customer coming back to use the service at the store next time. and create a competitive advantage.

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