

Marketing Factors, Sociological Effects, and Attitudes upon Sufficiency Economy's Book Purchase of People in Bangkok Metropolitan

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Abstract

The research of the factors influencing people's purchase of the book about sufficiency economy in Bangkok was aimed at studying 1) attitudes towards sufficiency economy 2) marketing factors and book purchasing behavior about sufficiency economy 3) sociological effects upon sufficient economy and 4) factors influencing people's purchase of the book about sufficiency economy in Bangkok. The questionnaires were constructed as a tool for collecting data from 400 samples of the people in Bangkok who used to purchase the book about sufficiency economy. The results of hypotheses tests at the statistical significance of 0.05 showed that 1) awareness, knowledge, liking and preference in attitudes towards sufficiency economy had no influence upon a purchase of the book about sufficient economy 2) marketing factors including product, price, promotion and place had influence upon purchase of the book about sufficiency economy 3) sufficiency economy book purchasing behavior, the number of the books about sufficiency economy had influence upon book purchasing behavior 4) morality and sufficiency aspect in sociological effects had influence on sufficiency economy book purchasing behaviors.

Keywords: purchase of the book about sufficiency economy, marketing factors, sociological effects, attitude



1. Introduction

This paper was conducted for study about attitude towards sufficient economic concept, the marketing factors and purchasing behavior upon book about sufficient economy, sociological effects upon the purchase of book about sufficient economy, the factors influencing the purchase on book about sufficient economy of people in Bangkok.

While Sufficiency economy books means the book, the part of the book, the content published in the book, journal, magazine, and academics paper and research, newspapers and all content in the textbook, lesson, printed material to support learning or teaching, guide or biography of His Majesty the King on the King's work and his philosophy told to Thai people or the message written from the experience that take the King's speech as the way to perform, including the company which takes the theory to perform and success. The questionnaires were constructed as a tool for collecting data from the people in Bangkok by drawing sample from 1) students 2) government servant 3) state enterprise 4) private sector 5) proprietor and 6) employee. The origin of sufficiency economy concept is from His Majesty the King's speech about sufficient economy and new theory since 1974 and between 1994 and 1998, which H.M. the king has explained in social, politic, economic, and the real situation H.M. the king emphasized on self-reliance, community economy, building strength to the community to be able to insist in globalization. To build immunity in the community to solve the problem and adhere with morality with sufficient economics to drive the economy from the grassroots to the adequate and prolong economy. The meaning of sufficient economy is the philosophy of life living as

His Majesty the King's speech on Self Sufficiency Economy, which can be described broadly as self-reliance and living with sufficiently. The components of sufficient economy can be summarized into 7 topics those are 1) Self-reliance means to spend money safely, economically on our own by using domestic products and manage all work effectively. 2) Sufficiency means to go gradually as the amount of capital have, doing small business then go for the bigger one as the budget available with our own ability. 3) Staying in the middle path means to be not too much or too less on anything with carefulness and patience, and attempt to search knowledge all the rest of our lives. 4) Immunity building 5) Rationality means to know with consciousness of cause and effect or what to do first and last. 6) Morality, ethics, faithfulness, hard working, stay away from immorality habits 7) Harmony should be started with familiarizing. The starting of his royal development project tried to make Thai people feel harmonized and expand the importance of harmony among their neighborhood, helping each other. When the career is going well, we still need to get together, and greeting each other, and even helping each other with basic technology.

Philosophy of Economic Sufficiency can be implemented to reach the target of the National Economic and Social Development Plan, including perception, awareness, and believe. The way to apply this philosophy in daily life is to understand the interest of knowledge from the information source, reading, and buying the book about economic sufficiency. The academics account for the knowledge publicity on book and every kind of printed materials is the main role of the academics to communicate with the

youths and citizens to be aware, know, and implement with some important things.

Altogether with gathering with review literature of *The origin of sufficiency economy concept* (Prof. Dr. Theera Sootabuth, 2007: 21) *The components of sufficient economy* (Mr.Ampol Sena Narong Privy Council, 2007: 6) *Sufficient economic philosophy* (Surapan Junpijarn, 2007:15) *Economic policy* (Apichai Panthasen, 2007) *The philosophy of sufficient economy* (*Sufficiency Economy Business Practices: Ground Theory by Glaser & Strauss, 1967 as following* (Suksan Kantabuth, 2007:17) *The comparison on sufficient economy with the economic theory* (Suksan Kantabuth, 2007:18). Beside the stated local literatures, there are also 'Sufficiency Economy in Global View' that support to the concept of the philosophy of sufficient economy concept such as; Dr.Tarig Manuree, the director of the sustainable future program, Stockholm's environmental institution; Prof.Dr.Franz Theo Godwall, the academic in philosophy of agriculture and environment in Germany; Jigme Thinley, the president of Bhutan and the former of representative of United Nation (UN) of Bhutan; Pro.Peter Bootroyd, Africa development; Pro.Dr. Wimala Weerarakkawan, the director of Amities institution of healthy behavior and related fields, India; Prof.Peter Kalkin, the instructor of Laval University, Canada; Pro.Dr.Wolfgang Chuks, the environment academic in Germany. Those all were taken into this research consideration for studies.

2. Materials and Methods

This research was a quantitative research and considered as a survey research, which gathers information and ideas of samples as closed as the actual number of population. Unit of analysis

was the population in Bangkok with 5,634,132 people (The Bureau of Registration Administration, Department of Provincial Administration, 2006) lived in 50 districts of Bangkok. Those areas could be divided into 4 groups; inner Bangkok group, outer Bangkok group, inner Thonburi area, outer Thonburi area. The calculation of sample was randomly selected from the Yamane formula (Yamane Taro, 1973: 1,089). The sample size of this research was 400 people in Bangkok, with the multi-stage random sampling (Arong Suthasart, 2004: 125). There were 4 steps:

Step 1 Stratified random sampling, categorized Bangkok area into 4 groups in order to draw the districted samples. So the 50 districts of Bangkok were divided into 4 groups of area, 14 districts in inner Bangkok, 21 districts in outer Bangkok, 5 districts in inner Thonburi area, and the rest 10 districts in outer Thonburi area.

Step 2 Using quota random sampling to selected the proper number of districts in each group area, so the 50 Bangkok districts were chosen left only 16 districts. Calculated the proper ratio then convert those ratios into number of districts for each group.

Step 3 Took number of districts in each group area then draw the name of district.

Step 4 Calculate number of sampling in each district in order to get 400 samples.

Tools of evaluation were as follows:

Personal data analyzed by using basic statistics value such as frequencies distribution and percentage.

Attitude on sufficient economic concept had been analyzed by using basic statistics value such as frequencies distribution and percentage.

Marketing factors and book purchasing behavior about sufficient economy analyzed by frequencies distribution and percentage.

Social environment on sufficient economic concept had been analyzed by frequencies distribution, percentage, mean, and standard deviation.

Hypothesis testing analyzed by using multiple classification analysis; MCA and multiple regression analysis; MRA.

The sample group in this research will be randomly selected from the chosen districts and works for the organizations that go along with sufficient economy concept and be familiar with the organization culture that have or spread the concept of sufficient economy. Form the selected sample, the people will be classified by occupation and that implies the different experiences. The personal data is consisted of the question about the general demographic data such as sex, age, and marital status, number of children, salary, education, occupation, and position. The question will be exposed to the sample by the check list question. The attitude of the sufficient economy philosophy, the questions about the attitude influencing the purchasing decision on sufficient economic book will be about the perception, understanding on the sufficient economic concept, the application of the concept, attitude toward the concept, and the understanding of the real benefit on this concept. As same as the personal data the question will be exposed to the sample by the check list question. The marketing factors and the purchasing behavior on sufficient economic book, the question will be asked about the marketing factors on product, price, place, and promotion which have an effect or influence on book purchasing about the sufficient economy and its behavior. The

reasons behind the real purchase, the frequency, the purchase condition, the existing quantity, and the tendency to buy the book about sufficient economic concept in the next 3 months. The question will be exposed to the sample by the check list question.

The social environment on sufficient economic concept, the question will be raised up about the social impact on the buying decision of the consumers such as information source, reading, morality, sufficiency, building immunity, and rationality. The question will be exposed to the sample by the rating scale method with 5-level of Likert scale (strongly disagree = 1 point, disagree = 2 points, neither agree nor disagree = 3 points, agree = 4 points, and strongly agree = 5 points). Data analysis will be done by the computer SPSS program.

3. Results and Discussion

The research of 'Factors influencing the purchase of book about sufficient economic concept of people in Bangkok was to study the attitude towards sufficient economic concept of people in Bangkok, the marketing factors and purchasing behavior of book about sufficient economic concept of people in Bangkok, and to study the social environment on sufficient economic concept of people in Bangkok. Moreover, it studied the factors influencing book purchase about sufficient economic concept of people in Bangkok. With personal data, we found that the majority group of people was female (61.3%), in age range between 25-34 years old (38.8%), mostly single (67.3%), with no children (70.3%), with household income below 25,000 Baht (45.8%), with education level of Bachelor's Degree (58.5%), and work in private company

(42.8%), and have social status as employee (60.3%).

With attitude towards sufficiency economics concept, we found that 1) On the sufficient economic philosophy, they, in majority, know and are interested in studying the sufficient economic concept (42.0%). 2) On understanding about sufficient economics concept (50.0%) they think of spreading and applying the concept of sufficient economy to every field and are interested and expected to apply (48.3%) and see the core of sufficient economics concept as sufficiency, rational, and immune (35.5%) respectively. 3) The preference on sufficient economic concept, most of them feel liking to apply this philosophy (44.3%), besides, they like the concept of sufficient economy and want everyone to know the core and principles (43.8%). 4) On applying the sufficient economic concept, they have experienced the principles and activities about sufficient economic concept (64.3%) which they occasionally behave in the way of sufficient economic concept (51.8%) and their families have applied the concept in living lives normally with no too much stick on anything (47.8%) respectively.

On marketing factors, we found out that 1) Product aspect, they mostly buy the book about sufficient economic concept as newspaper (51.0%). 2) Price aspect, every time they buy the book about sufficient economic concept, they will spend not over 100 Baht on their purchases (38.0). 3) Place aspect, they usually buy the book about sufficient economic concept from unspecific store (38.5%) 4) Promotion aspect; they generally know the book about sufficient economic concept through the television and radio (40.6%) respectively.

On book purchasing behavior about sufficient economic concept, we found that the significant reason in the

purchasing of book about sufficient economic concept is they have ever heard the concept from the television, radio, and exhibition (33.3%). The frequencies of buying on sufficient economic book, they mostly are unstable (50.5%) and normally buy the book about sufficient economic concept for their own goods (34.3%) respectively. For the tendency of book purchasing about sufficient economic concept in the next three months, it shows that most of them buy the book about sufficient economic concept constantly in higher level (73.0%).

On social environment factors on sufficient economic concept, it shows that, in overview, they agree ($\bar{X} = 3.65$, S.D = 0.5). With mostly agree in all factors such as sufficiency aspect ($\bar{X} = 3.81$, S.D = 0.6), rational aspect ($\bar{X} = 3.74$, S.D = 0.6), immunity building aspect ($\bar{X} = 3.66$, S.D = 0.6), reading aspect ($\bar{X} = 3.60$, S.D = 0.6) morality aspect ($\bar{X} = 3.59$, S.D = 0.6), and information source ($\bar{X} = 3.48$, S.D = 0.8) respectively.

Hypotheses testing results in significant statistics 0.05 shows that

Hypothesis 1: Attitude on sufficient economic concept influencing the purchase on book about sufficient economic concept.

In conclusion, the attitude on sufficient economic concept in knowing, understanding, liking, and applying has no influence on the purchase on book about sufficient economic concept. The hypothesis 1 has been rejected.

Hypothesis 2: Marketing factors influencing the purchase on book about sufficient economic concept. In conclusion, the marketing factors on product, price, and promotion have influenced the purchase of book about sufficient economic concept. The hypothesis has been accepted. Besides, marketing factor on place has no

influence on the purchase on book about sufficient economic concept. The hypothesis has been rejected.

Hypothesis 3: Purchasing behavior on sufficient economic book influencing the purchase on book about sufficient economic concept. In conclusion, the purchasing behavior on sufficient economic book in the numbers of books own has influence on the purchase on book about sufficient economic concept. The hypothesis has been accepted. On the other hand, the reason of buying, the frequencies of buying, and the buying condition of sufficient economic book has no influence on the purchase on book about sufficient economic concept. The hypothesis has been rejected.

Hypothesis 4: Social environment on sufficient economic concept influencing the purchase on book about sufficient economic concept. In conclusion, the social environment on sufficient economic concept on morality and sufficiency has influenced the purchase of book about sufficient economic concept. The hypothesis has been accepted. Besides, social environment on information source, reading, immunity building, and rational has no influence on the purchase on book about sufficient economic concept. The hypothesis has been rejected.

4. Conclusions

In this study, there are many points to discuss as follows:

1. Attitude towards the sufficient economic concept in term of knowing, understanding, liking and applying has no influence on the purchase on book about sufficient economic concept. The research results showed us that attitude towards sufficient economic concept on knowing, understanding, preference had no influence upon the book purchasing

behavior about sufficient economic concept, which is contradict to the concept of attitude of *Kunthalee Watchasarn (1997)*, which is described that the model response in the 5 levels of purchasing effect started with knowing, liking, prefer more, intend to purchase, and purchase. Buying level was considered as the final level and knowing or liking the book will not always lead to the purchase finally. According to *Kunthalee Watchasarn's* concept, the marketers should study the cause that has an effect on unintended to purchase and should present the marketing strategies to buy. Also, it is not supported by the conclusion from the review of concept of attitude that individual attitude has impact on the components of belief, knowledge, feeling, and emotion. When it leads to an attitude, it create the behavior. Therefore, the purchase of book by the consumers from their attitudes, leading to the behavior, leads to the purchase.

2. Marketing factors on product, price, and promotion had influenced upon the purchase of book about sufficient economic concept. Besides, marketing factor on place has no influence on the purchase on book about sufficient economic concept.

The research result shows that the marketing factors on product, price, and promotion had influenced upon the book purchasing about sufficiency economics concept, which people in Bangkok usually purchased the book about sufficient economic concept in format of newspapers continuously more than those who purchase as a book and journal. It can be said that the discovery of book about sufficient economic concept they mostly buy come in form of newspaper 51.0%, magazine 17.3%, book 22.0% and other like journal 9.8% respectively. These three marketing factors had influenced on sufficiency economy book purchasing

behavior was supported by the research of *Salinthip Rattanawan (2005)* which studied on marketing factors of product, price and place are important on business newspaper purchasing decision in the high level.

3. Purchasing behavior on book about sufficient economic concept in case of the number of sufficient economic book own has influenced on the purchase on book about sufficient economic concept but the reason of buying, the frequencies of buying, and buying condition about sufficient economic concept show no impact on such behavior. For the behavior of book purchasing about sufficient economic concept, reason of buying, frequencies of buying, and condition of buying about sufficient economic concept show no influence on the purchase of book about sufficient economic concept.

4. Social environment influenced on sufficient economic concept in term of morality and sufficiency has influenced on the purchase of book about sufficient economic concept. Differently, informational source, reading, immunity building, and rationality have no influence on this purchase. Recommendation from the research results are: 1. From the research result, it shows that marketing factors on product, price, and promotion have influenced the purchase of book about sufficient economic concept. So, the book producers should publish the content of sufficient economic concept on newspaper and magazine to the readers more. For the price setting, it should be equal to or less than 100 Baht per one book with using odd-even pricing like ending with 9 or 0 to build or create the feeling of cheap and appropriate price to the consumers. On public relation or information spreading of sufficient economic concept, it should be implemented on personal media, mass media and activity media to build the

whole information and all over, especially on mass media like television and radio considered as the media that can influence the purchase on book about sufficient economic concept regularly and continuously.

2. From the research result, the purchase behavior on book about sufficient economic concept in term of the number of book own has influenced on the purchase of book about sufficient economic concept. Thus, the book makers should distribute the book about sufficient economic concept with special promotion, give away together with different kind of book, freebies for the member, and special discount to at least make the consumers get closed to the information easily and should own more and more. However, the consumers who already owned the book will have tendency to buy the book about sufficient economic concept regularly and continuously more than those who own the book less.

3. From the research result, social environment on sufficient economic concept in morality and sufficiency aspects have influenced the purchase of book about sufficient economic concept. Therefore, the book producers should produce the book to promote good morality, point out the happiness received from sufficiency, enough on what we already have, give the real example as a case study to make them aware and behave accordingly. By comparing with insufficiency or immorality which will lead to the problem and sorrow, the content would help implanting the goodness, understand what is good and bad, stick with morality, stay in the middle path to the readers to make them feel interesting, liking, and following the book continuously. Lastly, it can be like trend as a way to enhance the image of the brand. Moreover, the consumers can bring the

concept of sufficiency economy philosophy of His Majesty the King to apply in their daily lives to bring the true happiness as the highest successful of all human beings.

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