

Guidelines For Improving Efficiency to Increase the Competitiveness of Online Sales Business

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Abstract

The objectives of this research were (1) to study the level of marketing strategies that influence the competitiveness of online sales businesses (2) To study the factors of developing marketing strategies that influence the competitiveness of online sales businesses and (3) To propose guidelines for improving the efficiency and competitiveness of online sales business. Used a combination of research methods. Quantitative research: The sample used in the study was 300 online business entrepreneurs using questionnaires as a study tool. The statistics used in the analysis are descriptive statistical data analysis and inferential statistical analysis. Used to analyze the model of a query. Stepwise Multiple Regression Analysis. Qualitative research: Semi-structured interviews were used as study tools. The 18 key contributors were government officials and private sector officials involved in competitiveness development. The results of the study found that the level of marketing strategies that influence the competitiveness of online sales businesses consisted of (1) Marketing Promotion Capability (2) Pricing Capability (3) Channel Capability (4) Product Development Capabilities and (5) Communication Capabilities for the level of competitiveness of online sales businesses consist of (1) Cost (2) Reliability (3) Product Quality and (4) Speed. For the factors, developing marketing strategies that influence the competitiveness of online sales businesses. It can be written as a regression equation in the form of a standardized score as follows: competitiveness of online sales business = $.878 + (.289 * \text{Marketing Promotion Capability}) + (.215 * \text{Product Development Capabilities}) + (.201 * \text{Pricing Capability}) + (.116 * \text{Communication Capabilities})$ and guidelines for improving the efficiency and competitiveness of online sales businesses. It was found that the key channel to improve competitiveness efficiency is to create opportunities for businesses selling products online through communication between brand owners and consumers through electronic devices or technologies such as social media, Mobile phones or the Internet are considered low-cost communication channels. In particular, social networks are very useful to make brand owners confident that their brand image and messages will be sent directly to consumers advertising products through online media. If done simultaneously with other advertising media such as television, radio, magazines, etc., it will help consumers to access products seamlessly, making online sales more efficient.

Keywords: Efficiency Development Approach / Marketing Strategy / Competitiveness / Online Sales Business

1. Introduction

Thailand faces significant changes in many contexts, both opportunities and constraints to national development, so people and systems must be prepared to be immune. At the same time, the Thai economy faces major crises that affect the investment climate, such as domestic political problems that still cause concern to investors. This includes the disunity of the people in the country and the problems of overall economic recovery both domestically and internationally caused by the coronavirus 2019. With today's world in the 4.0 era, technology is important, just like businesses in the past, thinking of owning a business, you have to think and think again because it means having to invest a lot of money and take the ultimate risk, never know in advance if a business will succeed or not, if it fails, it can mean lost costs. Unlike today, Technology ahead of business transformation to rely on the online world (National Statistical Office, 2021).

There are a number of social media tools in various forms, such as Twitter, Facebook, LINE or Instagram, etc. It can be considered as an influential aid in creating marketing through social media tools. According to the survey results, the number of Thai people using Facebook reached 41 million, representing a percentage growth of 17% or 60% of the country's population. Twitter is currently using 5.3 million users. 1.2 million active users, or 18% of growth. Instagram has 7.8 million active users and LINE has 33 million people. In addition, Thai people were recorded in 2015 as the 8th most active Facebook user in the world and 3rd in Southeast Asia. In addition, what supports that this era is the golden age of social media is the consumption behavior of Thai people, this includes the frequency of using different types of media on social media. In addition, the popularity of social media tools among Thai citizens is increasing, the main popular activity is the use of online media tools for trading goods. According to the statistics of the survey of various forms of usage of Thai citizens, 56.0% of Thai people use the internet and online media to buy and sell goods, services (Electronic Transaction Development Agency, 2021).

An online business is a profession-based business that will generate income through social networks, those occupations, whether they are "agricultural, industrial, handicrafts, commercial, service, or other commercial enterprises", are all within the definition of "online business", but if the meaning is simply understood, it is occupation, Trading for profit is a full-time income. It can be considered as selling products on the Internet, also known as E-Commerce, it is a business that is expanding more and more every day because the Internet has influenced human daily life, coupled with online trading can reach the target audience better than retail stores because no matter where they are, they can sell products on the platform and websites with the internet as an intermediary to connect online sales data also have many problems. Currently, there are no regulations or laws for direct online sales (Bongkotakorn Koolprueksi, 2017).

People's livelihoods are indispensable. As a result, most merchants or those who want to do business online pay less attention to the website, especially small brands. In fact, websites are still the most important thing for doing business online, especially for brands that want sustainable growth, because websites are considered an online asset of brands because they are owned by real people without renting out other people's property. In other words, website owners can do whatever they want. In addition, if a brand can take advantage of its website well, it will become an

advantage online. As a result, the online world has a huge impact on people's lives. Doing business must adapt and develop to adapt to consumer behavior, thus causing more merchants to step into e-commerce (e-commerce). Therefore, studying and learning about online sales business and marketing strategies for promoting products via the Internet is important to be able to sell products and beat many competitors. The e-commerce market is considered to be a change for both buyers, vendors, as well as conducting business in almost every industry very much, and it's a change that happens in worldwide. The e-commerce market has become an economy that continues to grow every year and has tremendous value (Market Promotion and Management Division, 2019).

From the above, the researcher is interested in studying "Guidelines for Improving Efficiency to Increase the Competitiveness of Online Sales Business" by applying concepts and theories as a guideline to improve the competitiveness of online sales business. This will lead to the development of marketing strategies that influence the competitiveness of the online sales business.

2. Research Objectives

1. To study the level of marketing strategies that influence the competitiveness of online sales businesses.
2. To study the factors of developing marketing strategies that influence the competitiveness of online sales businesses.
3. To propose guidelines for improving the efficiency and competitiveness of online sales business.

3. Research Methodology

This research is a combination of quantitative research and qualitative research. In the section of quantitative research: The sample group is an online sales entrepreneur with 1 year or more experience, Bangkok. We used a proportional sampling method (1) equal to 50 districts in Bangkok, 6 per district (2) Collect specific data according to the specified sample, 300 people.

Qualitative research: The 18 key contributors are government officials and private sector officials involved in competitiveness development with at least 5 years of experience.

4. Research Methodology

This research is a combination of quantitative research and qualitative research. In the section of quantitative research: The sample group is an online sales entrepreneur with 1 year or more experience, Bangkok. The researcher used a proportional sampling method (1) equal to 50 districts in Bangkok, 6 per district (2) Collect specific data according to the specified sample, 300 people. Qualitative research: The 18 key contributors are government officials and private sector officials involved in competitiveness development with at least 5 years of experience.

5. Research Instruments

The instrument used in this research is a questionnaire created by the researcher for the study of concepts and theories from related research. The questionnaire is divided into 4 parts, as follows:

Part 1 deals with demographic characteristics including gender, age, status, length of work and level of education. Clause (Nominal Scale, Ordinal Scale).

Part 2 on Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business, 25 items in 5 components (using interval scale): Marketing Promotion Capabilities, 5 items. Product Development Capabilities, 5 items. Pricing capabilities, 5 items. Channel Capabilities, 5 items and Communication Ability, 5 items.

Part 3 of the Competitiveness of Online Selling Business consists of 20 items in 4 components (using interval scale): Costs, 5 items. Speed, 5 items. Reliability, 5 items and Product Quality, 5 items.

Question 2 and Part 3 are Likert's scale (1976) questionnaires with 5 levels: Highest, High, Moderate, Low, Lowest. In the interpretation of the average of the scores, the researcher determined the criteria using average scores (Best & Kahn, 1993) as follows:

An average score of 4.21 – 5.00	means Highest agreed
An average score of 3.41 – 4.20	means High agreed
An average score of 2.61 – 3.40	means Moderately agreed
An average score of 1.81 – 2.60	means Low agreed
An average score of 1.00 – 1.80	means Lowest agreed

Part 4 Suggestions

The process of creating a tool and checking the quality of the instrument

The researcher has determined the process of creating tools for the research study as follows:

1. Study information from relevant documents and research to apply theories and concepts as a guide for questionnaire creation.
2. Create a questionnaire that covers the content you want to study.
3. Submit the generated questionnaire to the research consultant for further review and suggestion for improvement in the incomplete areas.
4. Complete the questionnaire as suggested by the research consultant.
5. The revised questionnaire was submitted to 5 experts for review for Content Validity by evaluating the Item-Objective Congruence Index (IOC). The results of the instrument quality inspection showed that the IOC value was at the level of 0.6-1, which can be considered that in each question not less than 0.6, the questionnaire can be used to collect data with the samples.
6. The Content Validity test was tried out with 30 people who were similar to the target audience to test the confidence of the tool. The researcher used the internal consistency method with Cronbach's Alpha statistics. The results of the questionnaire showed that the content accuracy value was .897, which can be considered as not less than 0.70, indicating that the questionnaire is relatively reliable (Kalaya Vanichbunban, 2019).
7. Update the complete query before it is used to collect further data.

Analysis of data and statistics used

The researcher used all received questionnaires to verify the integrity of all questionnaires and analyzed them statistically using statistical packages. The steps are as follows: (1) Descriptive Statistics, describe the demographic characteristics of a qualitative variable sample using frequency and percentage statistics. The demographic characteristics of the quantitative variable sample use

maximum, minimum, mean, and standard deviation and (2) Inferential statistical analysis is used to analyze questionnaire models, Stepwise Multiple Regression Analysis uses variables to forecast the model one by one to create a query model using equations.

	Y	= a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + e
Substitute for	Y	= Competitiveness of Online Selling Business
	a	= Constants of forecasting equations
	b1, b2, b3 b4, b5	= Regression coefficient of syllabic variables
	X1	= Marketing Promotion Capabilities
	X2	= Product Development Capabilities
	X3	= Pricing Capabilities
	X4	= Channel Capabilities
	X5	= Communication Ability
	e	= Tolerances

Findings

Analysis of the level of marketing strategies that influence the competitiveness of Online Selling Business

Developing Influential Marketing Strategies for Competitiveness of Online Selling Business Product Development Capabilities (2) Channel Capabilities (3) Pricing Capabilities (4) Marketing Promotion Capabilities and (5) Communication Ability for level of Competitiveness of Online Selling Business

The results of the study can be shown in Table 1-2 as follows:

Table 1 Marketing Strategy Level Influencing Competitiveness of Online Selling Business

Influencing the level of marketing strategy influencing competitiveness of Online Selling Business	\bar{X}	SD	Interpret the results
1. Marketing Promotion Capabilities	4.31	0.706	Highest
2. Product Development Capabilities	4.18	0.713	High
3. Pricing Capabilities	4.23	0.702	Highest
4. Channel Capabilities	4.23	0.699	Moderate
5. Communication Ability	4.12	0.744	High
Combine	4.01	0.712	High

Table 2 Level of Competitiveness of Online Selling Business

Level of Competitiveness of Online Selling Business	\bar{X}	SD	Interpret the results
1. Costs	4.41	0.695	Highest
2. Speed	3.35	0.676	Moderate
3. Reliability	4.34	0.730	Highest
4. Product Quality	4.18	0.733	High
Combine	4.07	0.703	High

Table 1-2 shows that the level of marketing strategy influences competitiveness of Online Selling Business consists of (1) Marketing Promotion Capabilities ($\bar{x} = 4.31$, S.D.= 0.706) (2) Pricing Capabilities ($\bar{x} = 4.23$, S.D.=0.702) (3) Channel Capabilities ($\bar{x} = 4.23$, S.D.=0.699) (4) Product Development Capabilities ($\bar{x} = 4.18$, S.D.= 0.713) and (5) Communication Ability ($\bar{x} = 4.12$, S.D.=0.744) respectively. The overall interpretation level is high ($\bar{x} = 4.01$, S.D.= 0.712). The Competitiveness of Online Selling Business level consists of (1) Costs ($\bar{x} = 4.41$, S.D.= 0.695) (2) Reliability ($\bar{x} = 4.34$, S.D.= 0.730) (3) Product Quality ($\bar{x} = 4.18$, S.D.= 0.733) and (4) Speed ($\bar{x} = 3.35$, S.D.= 0.676) respectively. The overall interpretation level is high ($\bar{x} = 4.07$, S.D.= 0.703).

Analysis of Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business

Analysis of Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business. Stepwise Multiple Regression Analysis uses variables to predict in the model one by one. Before the analysis, the stepwise multiple regression analysis. The researcher examined the correlation between all independent variables based on the conditions laid down in the preliminary agreement of the Liner Regression Analysis. Using Pearson's simple correlation coefficient. Pearson Product Moment Correlation Coefficient to determine the relationship between quantitative variables with the results of the examination found that the value does not exceed 0.8 and check the suitability of the questionnaire model using VIF (Variance Inflation Factor) values. The results of the examination showed that the variable value is not more than 5, the tolerance value is not less than 0.2, and the Eigen value is not more than 1.0, indicating that all independent variables have no correlation and there is no multicollinearity. Stepwise Multiple Regression Analysis can be shown in Table 3.

Table 3 Analysis of Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business

Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business	Model 1	Model 2	Model 3	Model 4
Constant	1.816	1.001	.912	.878
Marketing Promotion Capabilities (X_1)	.564	.418	.326	.289
Product Development Capabilities (X_2)		.296	.266	.215
Pricing Capabilities (X_3)			.223	.201
Communication Ability (X_4)				.116
R^2	.585	.686	.743	.766
S.E.	.220	.191	.166	.163
F	269.263**	81.728**	48.015**	10.073**
p-value of F	.000	.000	.000	.002

** Statistically Significant at 0.05

From Table 3, the results of the analysis of suitable models of Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business. Analysis of the Model 1 showed that the Marketing Promotion Capabilities variable was statistically significant in relation to Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business at the level of 0.05.

And it can be explained by 58.5 percent, with standard discrepancies in forecasting equal to $\pm .220$. This means that the Marketing Promotion Capabilities variable affects the Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business. It can be written as a regression equation in the form of a standardized score as follows: Competitiveness of

Analysis of the Model 2 When the Product Development Capabilities variable is added for further analysis, it was found that the power to explain Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business increased to 68.6 percent with a standard error in forecasting of $\pm .191$. It was found that the Marketing Promotion Capabilities variable is related to Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business statistically significant at the level of 0.05 and later, when the Product Development Capabilities variable was analyzed statistically significantly at the level of 0.05 as well. This means that the variable Marketing Promotion Capabilities and Product Development Capabilities ส่งผลต่อ Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business variables. It can be written as a regression equation in the form of a standardized score as follows: Competitiveness of Online Selling Business = $1.001 + (.418 * \text{Marketing Promotion Capabilities}) + (.296 * \text{Product Development Capabilities})$.

Analysis of the Model 3 When the Pricing Capabilities variable was further analyzed, it was found that the power to explain Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business increased to 74.3 per cent. The standard error in forecasting is $\pm .166$. It was found that the Marketing Promotion Capabilities variable and the Product Development Capabilities variable were statistically significantly correlated with Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business at the level of 0.05. And later, when the Pricing Capabilities variable was analyzed, statistically significant at the level of 0.05 as well. This means that the Marketing Promotion Capabilities variable, Product Development Capabilities variables and Pricing Capabilities variables affect Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business. It can be written as a regression equation in the form of a standardized score as follows: Competitiveness of Online Selling Business = $.912 + (.326 * \text{Marketing Promotion Capabilities}) + (.266 * \text{Product Development Capabilities}) + (.223 * \text{Pricing Capabilities})$.

Analysis of the Model 4 When the Communication Ability variable is taken into further analysis, it was found that the power to explain Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business increased to 76.6 percent. The standard error in forecasting is $\pm .163$. It was found that the Marketing Promotion Capabilities variable, the Product Development Capabilities variable, and the Pricing Capabilities variable was statistically significantly correlated with Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business at the level of 0.05. And later, when the Communication Ability variable is introduced. Statistically significant analysis at the level of 0.05 as well. This means that the Marketing Promotion Capabilities variable, Product Development Capabilities variable, Pricing Capabilities variable and Communication Ability variable affects Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business. It can be written as a regression equation in the form of a standardized score as follows: Competitiveness of Online Selling Business = $.878 + (.289 * \text{Marketing Promotion Capabilities}) + (.215 * \text{Product Development Capabilities}) + (.201 * \text{Pricing Capabilities}) + (.116 * \text{Communication Ability})$.

6. Conclusions

From the research titled "Guidelines for Improving Efficiency to Increase the Competitiveness of Online Sales Business". The results of the study found that the level of marketing strategies influenced competitiveness of Online Selling Business consists of (1) Marketing Promotion Capabilities (2) Pricing Capabilities (3) Channel Capabilities (4) Product Development Capabilities and (5) Communication Ability. The Competitiveness of Online Selling Business consists of (1) Costs (2) Reliability (3) Product Quality and (4) Speed.

Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business. It can be written as a regression equation in the form of a standardized score as follows: Competitiveness of Online Selling Business = $.878 + (.289 * \text{Marketing Promotion Capabilities}) + (.215 * \text{Product Development Capabilities}) + (.201 * \text{Pricing Capabilities}) + (.116 * \text{Communication Ability})$.

Competitiveness of Online Selling Business In summary, online marketing can be done in 8 main categories, as follows:

1. SEO (Search Engine Optimization), Website optimization, content improvement, and adding backlinks, which are quality links to the website, with the aim of promoting the website to the top of the list.
2. Google Ads (Google AdWords) are an online advertising channel through the Google Network.
3. SMM (Social Media Marketing) is marketing on social media or online media such as Facebook, Instagram, YouTube, Twitter or LINE, etc. These media are channels for providing information, publicity, and advertising of products or services.
4. Content marketing is marketing on platforms such as social media or blogs using content as a medium, it doesn't have to be one format or the other. Because on online channels, Business owners can produce all kinds of content, such as articles, Drawings, photos, infographics, videos or podcasts, etc.
5. Video marketing is marketing using video clips, a form of content marketing. Because video clips are tools that can easily attract viewers' attention. Sound and effects that encourage viewers to be amenable and convince them to order the goods or services we want. The main channels for posting videos are YouTube, Facebook, Instagram and TikTok.
6. Influencer Marketing is marketing that uses internet influencers, this creates an incentive to purchase goods or services for customers. Most influencers are celebrities, Actor, Artist, Idol, Blogger, YouTuber, Game casters, etc. Influencers used in marketing do not necessarily need a large number of followers, Instead, it should be the right person in the target audience.
7. Affiliate marketing is affiliate marketing, using commissions from sales assistants as compensation, and there is a system of intermediaries between the business owner and those who will help promote or sell products to track information.
8. Email Marketing is an online marketing through email. Generally, it is the dissemination of information, news of business or promotions of products and services to customers or interested persons who have provided contact information, it helps to build awareness, maintain relationships, and build brand trust.

Online marketing has a variety of channels to choose from, which can be used as appropriate, it is an important tool that many businesses turn to promote and create awareness for their products or services as well as stimulating higher sales. It can also be reached to the target audience; it has a

rich and interesting content format. Accurate and reliable measurable, it reduces unnecessary advertising and publicity costs and provides quick and convenient two-way communication between customers and business owners. An important channel to improve competitiveness is to create opportunities for online sales businesses through communication between brand owners and consumers through electronic devices or technologies such as social media, mobile phones or the Internet. This is considered a low-cost communication channel. In particular, social networks are very useful to make brand owners confident that their brand image and messages will be sent directly to consumers advertising products through online media. If done at the same time as other advertising media such as television, radio, magazines, etc. It will help consumers to have seamless access to products, this makes selling products online more efficient.

7. Discussion

In the research titled "Guidelines for Improving Efficiency to Increase the Competitiveness of Online Sales Business", we found important issues by discussing the results of the study according to the research objectives, as follows:

Influencing the Competitiveness of Online Selling Business Includes (1) Marketing Promotion Capabilities (2) Pricing Capabilities (3) Channel Capabilities (4) Product Development Capabilities and (5) Communication Ability. The Competitiveness of Online Selling Business consists of (1) Costs (2) Reliability (3) Product Quality and (4) Speed. This is in line with the concept of Asad, Chethiyar, & Ali (2020) on the cultural ability to be a learning organization by acquiring customer and competitor information as well as disseminating information within the business. This gives businesses the ability to differentiate themselves from competitors in the long run and lead to competitive advantage. In line with Prasitchai Narakorn (2020), a study on the impact of digital marketing capabilities as transmission variables on the marketing efficiency of small and medium-sized enterprises (SMEs). The purpose of the research is to study the relationship between marketing performance, Platform capabilities, Web Capabilities and Digital Marketing Capabilities. Business operators selling products online should pay more attention to using websites to provide product and corporate information advice, as well as receiving proposals and complaints from customers to accommodate changes in information and communication technology. And in line with Somtob Kaew Seok, Pandit Phangniran and Thanapol Korsthan (2019) Study of the success factors of online business entrepreneurs in the digital age. Online business operators must find out the needs of their customers and meet those needs immediately to quickly create market opportunities. By using technology in the digital age, including adjusting marketing strategies according to market conditions to achieve competitiveness, and applying management innovations to adjust business strategies to increase sales and expand more markets. These will help businesses meet customer needs and make customers satisfied, Positive word-of-mouth communication, Re-consumption and brand loyalty The results of this research can be used as a guide to improve the success of online business entrepreneurs in the digital age. By developing the potential of entrepreneurs to compete in the market, build a trade network and apply innovation and modern technology to develop online business.

Marketing Strategy Factors Influencing the Competitiveness of Online Selling Business. Includes Marketing Promotion Capabilities Pricing Capabilities Channel Capabilities Product Development Capabilities and Communication Ability, compliant with:

Rodríguez-Serrano & Martín-Armario (2019) states that business transformation should focus on restructuring sales and production. Therefore, this study will study business transformation, in which if an organization whose competitiveness is superior to other organizations compared to economic performance or return generation as well as comparisons with production performance, Services, costs, salaries and lower wages lead to sustainable competitiveness.

And in line with Wilai Phegphon and Viroj Jesadalak (2018) Study of the characteristics of young entrepreneurs that affect business operations through the competitive advantage of start-ups. It was found that the consciousness of responsibility in terms of business potential, Recognition of others' values, interaction between society, and start-up business have a positive influence on competitive advantage. Online merchandising entrepreneurs need to learn and develop in the long term to be successful.

And in line with Eikelenboom & de Jong (2019), competitiveness correlates with performance. When an organization can generate more profit than its competitors. The organization has a competitive advantage, the organization will have better performance. So, competitiveness and performance are therefore assessed according to the perception of the organization. Competitiveness is an indicator of the overall performance of an organization. Competitiveness tends to act as a measure of success or failure of an organization's strategy and policies. When an organization can outperform its peers, it shows that it is competitive. And in accordance with (Barney, 2012) possession of rare valuable resources, Inimitable and irreplaceable, competitive advantage.

8. Suggestion

1. The government, private sector, and online sales entrepreneurs can use the results of the study to formulate marketing strategies to promote competitiveness.

2. For future studies, a variety of study models, such as studies in other areas, should be added as a guideline to further develop the effectiveness of marketing strategies.

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