# RETAIL MANAGEMENT INFLUENCING CONSUMER'S BUYING BEHAVIOR : A STUDY OF CONVENIENCE STORES IN AKHONPHATHOM.

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## ABSTRACT

The objective of this research is to study the retail management and consumer's purchase behavior toward the convenience stores in Nakhonphathom. The samples were 400 consumers in Nakhonphathom who have purchased products from convenience stores. Questionnaires were used in the data collection. The data were analyzed by the methodsof percentage, means, standard deviation, T-test, One-Way Analysis of Variance and Chi-square test.

The research results found that most sample groups : Most of the respondents acknowledge that convenience stores contain the attributes of services, products selection, convenience, physical evidence and product quality at the high level. The results of the hypotheses testing at the statistical significance level of 0.05 are as follows: Consumer's purchasing behavior in terms of the average spending has relationship with age, occupation, perceived services, perceived convenience, perceived physical evidence and perceived product quality. Consumer's purchasing behavior in terms of the average shopping frequency has relationship with gender, age, occupation, perceived convenience and the perceived physical evidence. Consumer's purchasing behavior in terms of name of the selected convenience stores has relationship with age, education, average monthly income and perceived product quality. Consumer's purchasing behavior in terms of the purchased products category has relationship with gender, occupation, perceived services, perceived products selection and physical evidence. Consumer's purchasing behavior in terms of the time of purchase has relationship with age, education, occupation, average monthly income, perceived products selection, perceived convenience and perceived product quality.

**Keywords:** retail management, consumer, convenience store

## INTRODUCTION

Our retail and trading business in Thailand has a history that has been discovered that in the past it was recorded in the stone inscription of King Ramkhamhaeng. Retailing occurs with the beginning of human consumption, which has been developed through the exchange of goods (Barter System). In the past, humans did not have a medium of exchange. Therefore exchanged items or food with others Which have the same needs and satisfaction to be exchanged with both parties But sometimes the requirements for exchanges may not match. Or unfair in exchange Humans therefore find something that is used as a medium

of exchange, namely currency, in order to be more fair. Which is considered the beginning of the sale of goods and services, indicating that the trade in our home has been very long is a free trade, not forcing the sale of goods Unlimited number of sellers and products The retail model has been developing and changing continuously. From the trade system that used to exchange things, it was developed to use the currency exchange system instead, and the characteristics of retailers have changed from the original, such as the Hawker shop. The stall was changed to trade at a commercial building called "Cho-suck Shop" and developed into a department store supermarket Convenience stores and other shops that are commonly seen both in Bangkok and other provinces.

Thitaree Durongdamrongchai, (2015), due to the change of lifestyle of Thai people that emphasize convenience, speed and modernity, the size of the family changed to a small size, causing the consumption to change In the future, consumers will focus on buying products from new stores more. Because it is convenient there is a wide variety of necessary products to be serviced. Entrepreneurs have good personal relationships with customers. Know the needs of customers. Consumers can buy trustable products. Negotiable And have locations in the community with a small variety of products Lack of management systems, less competitiveness, less service standards and less purchase volume High product costs, the government has a policy to support, have limited funding sources, have limited product sources, lack information to support retailers. Lack of operational knowledge and lack of technology to support

Poonsuk Ninkitsaranon,(2518), The interesting of convenience stores is The ability to adapt to the convenience store business and sustainable competition in the market. With the development of modern shop formats Creating value in the service that every store may have the same product but different in service. Selection of products that meet the needs of customers. Organized products are organized in categories, making it easy to find products, encouraging purchase. Fast. Buyers find products. Bringing modern technology into the store to increase convenience for sellers and buyers. With sales records forecast the demand and analyze the costs and profits of the business very well. Overseeing product quality standards with the objective to meet customer satisfaction.

For this reason, the researcher is interested in studying retail store management that influences consumer buying behavior from convenience stores, with reasons for choosing convenient stores with modern store formats. There is product placement in categories. Has the power to attract the demand for products that are popular with all groups of consumers Which is an alternative way to understand consumers In order to be useful for retail or convenience store operators to use the information from this research to make decisions in the development and improvement of store management in accordance with the needs and behaviors of consumers that will lead to the success of the retail business.

## OBJECTIVE

The objectives of this research are as follows:
1. To study the behavior of purchasing products from convenience stores and consumers in Nacho Pathos province.
2. To study the personal characteristics of consumers in Nacho Pathos province that influence the buying behavior from the convenience store.
3. To study retail store management including service and physical convenience product selection And the quality of the products that influence the behavior of buying products from convenience stores in Nacho Pathos province.

# RESEARCH FRAMEWORK

Research framework of this research is shown in figure 1.

Independent Variable                                          Dependent Variable

**1. Characteristics of personal information**
    1.1 Gender
    1.2 Age
    1.3 Education
    1.4 Occupation
    1.5 Average income per month

**1. Consumer buying behavior**
    1.1 Convenience store name where the product
        was purchased.
    1.2 Product type
    1.3 Time of purchase
    1.4 Average amount spent for purchases
    1.5 How often to buy products?

**2. Retail store management**
    2.1 Service
    2.2 Product selection
    2.3 Value of convenience
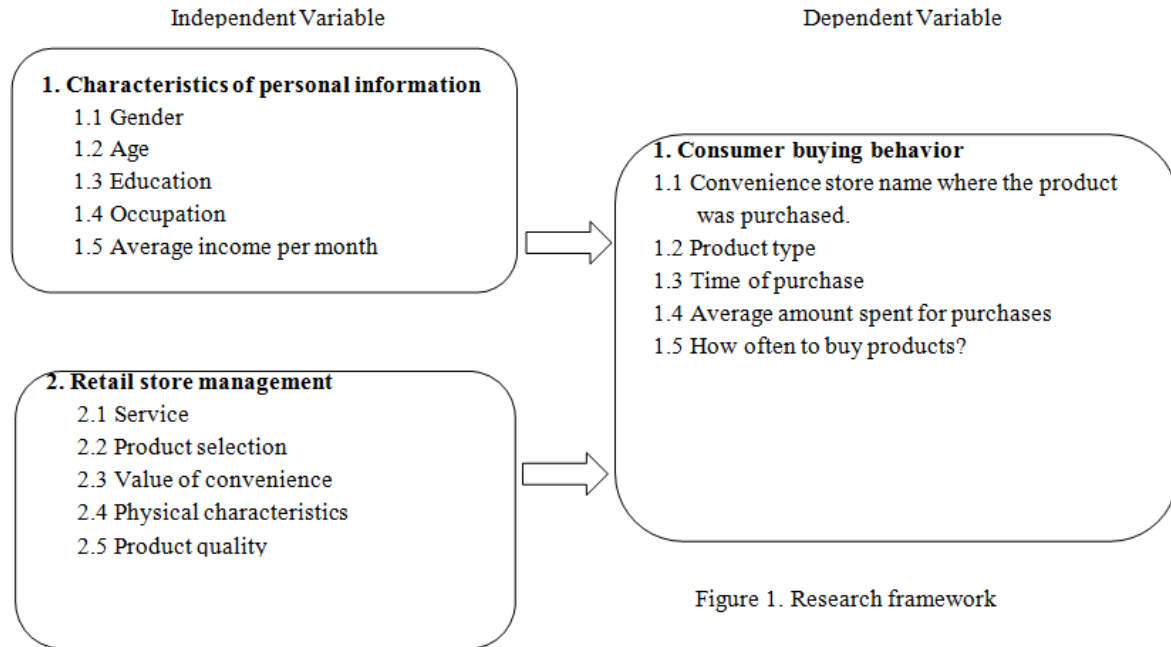    2.4 Physical characteristics
    2.5 Product quality

Figure 1. Research framework

       This data collection covers only one district product trader. One product in A Study of Convenience Stores In Nakhonphathom, consisting of 400 people, divided into 2 methods which are data collection by structured interviewing, 5 cases and data collection by using questionnaires of 400 people. Using mixed methods research
       (1) Qualitative Research by structured interview.
       (2) Quantitative research (Quantitative Research) by using questionnaires (Questionnaires) to get important information in the study, analysis and conclusion completely.

# HYPOTHESIS OF RESEARCH

       Service assumptions and behavior of buying products from convenience stores regarding the average amount of money spent per product / time. The statistics used to test the hypothesis are the t test. The test is used to test the difference between the mean values of 2 groups using the 95% confidence level. Reject the main hypothesis ($H_0$) and accept the secondary ($H_1$) only if the sigma value Is less than 0.05, can be written as a statistical hypothesis as follows.
       H1: Consumers with a low to moderate level of service awareness and those with a high level of service awareness had an average buying behavior from convenience stores. The average amount used to buy a product / time was not different.
       H2: Consumers with a low to moderate level of service awareness and those with a high level of service awareness had an average buying behavior of convenience stores, the average amount used to buy products / times was different together.

# LITERATURE REVIEW

Consumers with low - medium level of service awareness and physical characteristics. The average amount spent on a product is less than that of consumers and physical characteristics at a high level. And consumers with low - medium level of perceived value in convenience and product quality. With the average amount spent on each purchase More than consumers with a high level of perception of value in convenience and product quality This is because older consumers and working-age consumers will make the purchasing decision by considering the value and quality of the product compared to the price of the product than the younger consumers. Or consumer groups that are in school age and consumer perceptions are different personalities. Therefore, consumer perceptions depend on vision. Different touches and thoughts of different people regarding convenience store management that are of the same standards. The research results are in line with Suradet Sumethaphiwat's research (2016), studying marketing communication in the Thailand 4.0 era. Using communication at the point of purchase of a business to create incentives to buy products is accelerating. The decision to make a purchase is unusually fast. The communication at the point of purchase is the formulation that can convey the identity of the brand with the design of the product and packaging to suit Position and win the hearts of customers with environmental elements such as the shape of the building to decorate the place atmosphere. Badge symbols, including staff uniforms that will help convey meaning and impress. If a business is able to combine the use of the tools mentioned above into one clear goal, then it can be pushed to create a strong and powerful image that can support the business's marketing. Use communication at the point of purchase that is effective.

Each person's perception depends on internal factors such as needs, beliefs, experiences, emotions and external factors, namely Stimulants with different conditions for each person Therefore causing different perceptions in the same stimuli Consistent with the research of Kasit Dechanasanjan and Ketwadee Somboonthawee,(2016), that studies on marketing communication that affects the perception of toothpaste innovation in people in Bangkok. Consumer perception arises from salespeople sending information in the form of symbols, images, sounds, lighting, movements, characters, trade, speaking, music, etc. through various communication channels. The thing that modern marketing communication should consider aside from the consumers is the middle man in the distribution channel or members of the marketing network. As well as groups of people who have a stake in the business (stakeholders) various public, perceptions and theories Awareness is an opportunity for learning. Which will lead to attitude Beliefs that can cause changes in consumer behavior.

Arranging products in categories is easy to find and care about the cleanliness of both the interior of the store and the storefront. Make the consumer impressed. And satisfaction When using the service and causing consumers to return to use the service repeatedly The research results are in line with the research of Pisanu Imjitphan and Panitkulsiri ,(2015), studying the retail store management that influences the purchasing behavior of consumers, found that male consumers have the frequency of buying products More than female consumers older than or equal to 20 years and consumers aged 21 -30 years have more frequency per week than consumers aged 41 and over. Consumers who are professionally students / students have more frequency to buy products. Week More than consumers have a career butler / housekeeper / retirees / others and consumers with perceived value in terms of convenience. And physical characteristics in a low to moderate level, with the frequency of purchases per week Less than consumers with perceived value

in convenience and physical characteristics at a high level due to Most consumers will decide on their own purchase. Combined with the convenience store that facilitates Because the shop's features are location near home or work, open 24 hours, making it convenient and convenient to buy products. There are cars passing through, can buy many products at a time. Because it is not far from the accommodation to provide services to customers with 24-hour service, shops near the residence, near the workplace, making it convenient to travel. Modern shop decoration sorting products into categories. Easy to find and care about cleanliness both inside the store and the storefront. Causing consumers to be impressed and satisfied When using the service and causing consumers to return to use the service repeatedly.

Personal data such as age, education level, occupation, average monthly income and product quality management. Correlated with the behavior of buying products from convenience stores in the name of convenience stores that bought products This is because the majority of consumers will decide on the convenience store that will use the service and buy the product themselves. In addition, consumers have trust in taking care of product quality control of convenience stores. Which the research results are in line with the concept of Kotler (& Keller. 2009: 197-200) who says people of different ages have different needs for products and services. Highly educated people tend to consume better quality products and services than those with less education. Different occupations of different individuals will require different products and services. And income will have an impact on the products and services he decides to buy and in line with the concept of Chawannuch Sinthornsophon, (2017), who has studied a study of factors affecting the purchase of products at convenience stores, 7-Eleven In Bangkok, which states that the 4 primary importance of 7-eleven operations are 1. Keeping the products fresh 2. Having all the best-selling products 3.Maintaining hygiene and cleanliness 4.Friendly service Consistent with the research of Kittisak Thipsirat, (2016), which studies on factors in selecting consumer goods carrier With ABC's truck, gender, age, monthly income, user status, quantity of delivered products, value of delivered products, different shipping costs do not affect effectiveness in While choosing ABC's truck-based consumer goods transportation services, the status, number of employees in the company, and the frequency of shipping vary with the product's effectiveness. River transport of consumer goods.

Personal data such as gender, occupation, service, product selection and managing physical stores Correlated with the behavior of buying products from convenience stores regarding product type This is because Most consumers prefer to buy products from convenience stores more than general stores because convenience stores have good product management. There is a system for arranging a variety of products. In order to be able to fully service and respond to the needs of consumers Products can be distributed to meet the needs of consumers, with products arranged in categories, convenient to find products. For this reason, convenience stores are popular with all groups of consumers. Which the research results are in line with the research of Narasasawan (2016), studying the customer satisfaction with the products and services of the Seven Stores Eleven and Family Mart stores in Nacho Pathos province found that different genders cause consumers Have different buying behaviors (food) and washing products Which females buy more than males and different occupations, resulting in consumers having buying habits (No alcohol) Food (Fresh) Food (Frozen) Body and health care products Oral care products Laundry products Home appliances and entertainment products are different. And in line with the concept of Newman and Cullen (2002: 144) who say that Assortment planning is a plan to identify which product groups should be available and which products are in that group. Or is a plan about the characteristics of the product you want to sell to customers It must take into account the needs of the customers' products and the image of the retail

business, in which the product selection plan must specify what type of product to purchase and which category should it be in.

Convenience store in the period of purchase of goods This is because Each consumer will have different time to buy products from the convenience store. Which may be morning, midday or evening Depending on the needs, convenience, needs and decisions of consumers to buy products themselves. Therefore, convenience stores are the first choice for consumers. Because there is a full range of essential products prepared for serving customers in all aspects, including ready meals, beverages, general use in daily life With a selection of only standard quality products And including various services The service is open 24 hours a day, allowing access to the service at any time. The research results are in line with the concept of Schiffman & Kanuk,2017 :3-4, which states that consumer behavior refers to the behavior that a person researches (Searching) Purchasing (Using) Assessment Evaluating and disposing of products and services expected to meet his needs Which focuses on the individual's decision to use the available resources such as money, time and effort in consuming the product And also includes the characteristics of consumers related to consumption in the following aspects: what to buy, why to buy, when to buy, where to buy, how often And how often the product is used And consistent with the research of Pisanu Imjitphit and Panitkulsiri, (2015), studying about Retail Store Management Influencing Consumer Behavior: The Study of Convenience Stores in Bangkok Found that the factors in using convenience stores are caused by the consumers being satisfied with the 24-hour service and the large number of branches that are widely distributed Making it able to offer consumers more coverage than department stores Convenience stores can pick up and see products by themselves. Convenience stores provide quality product care. Inside the convenience store has air conditioning. Every product has a price tag. The staff are polite. Say thank you and say hello to the customer. Which is different from general grocery stores or shops. 1. Purchasing behavior regarding the average amount of money spent on buying products Correlated with age, occupation, service perception Value Awareness Convenience Physical characteristics awareness And awareness of product quality 2. Purchasing behavior in the frequency of purchases Correlated with gender, age, occupation, perceived value, convenience and perception of physical characteristics. 3. Behavior of purchase of convenience store names that bought products in relation to age Highest education level, occupation, average monthly income and product quality 4. Purchasing behavior in product categories in relation to sex, occupation, service, product selection and physical characteristics. 5. The purchasing behavior in terms of the time of buying the products relate to the age, the highest educational level. Occupation Average monthly income Product selection Value of convenience and product quality.

The analysis of the retail strategy is an important guideline. Because retailers that can make good profits have to have a strategy that good to lead to success. Which corresponds to Than Chaiyathon (2017) 's research studying about Retail marketing strategy of Khlong Yong community, Phutthamonthon district Nacho Pathos Location is an important marketing factor for retailers because it is located in the urban area. Most of the customers are people who live nearby the store. However, due to the expansion of modern retail business Resulting in the entry of modern retailers with locations spread across various communities Causing some traditional retailers to close themselves Therefore, traditional retailers should increase administrative efficiency. Modern shop development with shop design and product placement Be organized into categories Convenient and easy for consumers to buy. In addition, retailers should consider the variety of products as the products in the retail stores come in many forms each form has its own characteristics. There are the pricing of products depends on the quality of products and services. And

expectations from customers. If retailers can publicize by promoting sales activities by offering discounts, reductions or give away will help boost sales more than ever before.

Price must be suitable for the competitive position of the product and generate profits at an appropriate rate to the business or the amount that is charged as goods or services. Or the sum of the value exchanged by buyers in order to obtain benefits from the availability or use of products, products or services, or pricing policies or the value of goods and services measured in monetary form Price fixing is very important to the business. The business cannot set the price by themselves. This is consistent with the research of Wiriya Boonmalert (2017) that studies on product pricing in retail stores. Which the price of the product must be considered the price Must specify production costs Competition Conditions Expected profits Price of competitors so Businesses must choose the right strategy. Goods and services. Important issues must be considered regarding the price of the products listed (List Price), Discounts, Allowances, prices that have periods of time. Payment (Payment Period) and the price of the Credit Terms. Therefore, in the activities of logistics, setting the sales price is to support the needs of customers As some customers have a need for good service at a reasonable price Having basic marketing knowledge Especially the logistics activities that give importance to the price of the service in a manner suitable for the needs of the market, such as freight rates and service fees that are standardized according to the market price or special rates when receiving the fees Increased services, etc., so that it can meet the needs of customers to get the highest satisfaction.

## RESEARCH METHODOLOGY

The sample group is the group of consumers who used to buy products or use services from convenience stores in Nacho Pathos but because the exact population is not known. Therefore, the researcher has determined the sample size by using the finished table to determine the sample size of Yamane (Yamane. 1967: 886). In the case of unknown population at 95% confidence, the sample size is 400 samples.

1. Determination of sample groups The sampling method was used by using 3 random steps. As follows

1.1 Determining the sample area by simple random sampling using non-return lottery By using the administrative division criteria announced in the municipal highway registration under the Highway Act 1992, the provincial administration in Nacho Pathos is divided into 7 districts consisting of 106 sub-districts and 930 villages. The districts are as follows

1.1.1 Mueang Nacho Pathos District

1.1.2 Kamphaeng Saen District

1.1.3 Nacho Chai Si District

1.1.4 Don Tum District

1.1.5 Bang Len District

1.1.6 Sam Phran District

1.1.7 Phutthamonthon District

1.2 Using the quota sampling method, the samples were obtained from Step 1 in the same amount of districts, 57 samples in each area (Zikmund. 2000: 452).

1.3 Use convenience sampling method to select community groups, such as villages, residences, universities, schools, hospitals, department stores Convenience Store The questionnaires will be collected with a sample group that cooperates and is willing to answer the questionnaire. In which 400 respondents will fill out their self-administered questionnaires (Zikmund. 2000: 450).

2. Research instruments This research is survey research (Survey Research). Therefore, the researcher

Therefore use questionnaires as a tool for data collection. Which is divided into 3 parts which are

2.1. Questionnaire about the characteristics of personal information
of consumers

2.2. Questionnaire about convenience store management characteristics as perceived by consumers

2.2. Questionnaire about buying behavior in consumer convenience stores

3. Questionnaire quality analysis The researcher brought the questionnaire to try (Try Out) with the group.

A sample of 4 0 samples were used in the questionnaire to analyze the reliability of the research tools (Reliability Analysis) in order to assess the quality of the tools used in this study, which Nunnally. 1 9 7 8 : 2 4 5 -2 4 6 ) suggested that Confidence (Reliability) should be equal to 0 .7 or more for survey research, which results show that Confidence (Reliability) (α is between 0.742 to 0.873)

4. Data collection Study relevant documents and research to guide and create Develop questionnaires Bring the questionnaire that has been modified according to the suggestions of thesis advisors, experts check the questionnaire And after finding the quality, ask for the cooperation from the consumers in Bangkok The researcher explained the questionnaire to understand the purpose and explain the questionnaire before the respondents started to answer the questionnaire. And collect the data by oneself with the period of data collection between November 1 ,

2019 to December 15, 2020.

5. Statistics used in data analysis were descriptive statistics consisting of percentage, mean, division value Standard deviation Inferred statistics consist of Independent Sample T-test, One-Way Analysis of Variance and ChiSquare.


**RESEARCH RESULT**


1. General information of the manufacturer of One Tambon One Product In the central region of Thailand, one Tambon trader One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos The majority are 225 women, accounting for 81.09%, aged 41 years and over, a total of 172 people, representing 62.15%. Marital status:

215 people, representing 75.34%, with an average monthly income 10,001-15,000 baht, 63 persons, representing

24.64%, 82-star 2-star entrepreneurs, representing 30.00% , 136 items of clothing and clothing, accounting for

47.86%.

2. Strategic logistic marketing management of one Tambon One Product products One Tambon One Product Trader, Salaya Subdistrict Phutthamonthon District Nacho Pathos The entrepreneurs in the sub-district, one product, the opinions of the strategic logistics market management in general are at the high level with an average of

4.87 when considering each aspect of the variable. In order from highest to lowest, as follows: data have an average of 4.53, packaging has an average of 4.59, material handling for production has an average of 4.47, demand for products has an average of 4.32, warehouse management has The average of 4.32 in inventory management has an average of 4.27. In the financial aspect, the average of 4.27 in the transportation system has an average of 4.26. Average of 4.75 and the purchasing process averaged 4.17.

One Tambon One Product Trader, Salaya Subdistrict Phutthamonthon District Nacho Pathos province that has gender, age, education level, status, monthly income

Product levels vary Have marketing management Strategic Logistics of One Tambon One Product Products in Salaya Subdistrict Phutthamonthon District Nacho Pathos province, overall, are significantly different at the .05 level of significance.

As for the operators of one Tambon One product, Salaya Subdistrict Phutthamonthon District Nacho Pathos With different types of products There is a strategic logistics marketing management of the products of One Tambon One Product in Salaya Subdistrict Phutthamonthon District Nacho Pathos Overall, there is no significant difference at the .05 level of significance.

# DISCUSSION

One Tambon One Product Operator One product in Khlong Yong Subdistrict Group Phutthamonthon District, Nacho Pathos with different gender There is a strategic logistics marketing management of the products of One Tambon One Product in Salaya Subdistrict Phutthamonthon District Nacho Pathos The hypothesis testing found that the entrepreneurs in one Tambon product One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos With different genders Strategic logistics management of one district product markets One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos Differences were statistically significant at the .05 level.

One Tambon One Product Trader, Salaya Subdistrict Phutthamonthon District Nacho Pathos with different ages Strategic logistics management of one district product markets One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos province is different. The hypothesis testing found that the entrepreneurs in one subdistrict One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos with different ages There is a strategic logistics marketing management of sub-district products. One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos Differences were statistically significant at the .05 level.

One Tambon Product Entrepreneur One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos with different educational levels Strategic logistics management of one district product markets One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos the hypothesis test results show that one product trader is important. One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos with different educational levels There is an important strategic logistics marketing management of a product. One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos Differences were statistically significant at the .05 level.

One Tambon Product Entrepreneur One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos With different statuses Strategic logistics management of one district product markets One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos The hypothesis testing found that the entrepreneurs in one Tambon product One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos With different statuses Strategic logistics management of one district product markets One product in the Roi - Sin Sub - Sin group was significantly different at the .05 level.

One Tambon Product Entrepreneur One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos With different monthly incomes Strategic logistics management of one district product markets One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos The hypothesis testing found that the entrepreneurs in one Tambon product One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos With different monthly incomes.

One Tambon Product Entrepreneur One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos With different product levels Strategic logistics

management of one district product markets One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos The hypothesis testing found that the entrepreneurs in one Tambon product One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos With different product levels Strategic logistics management of one district product markets One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos Differences were statistically significant at the .05 level.

0ne Tambon Product Entrepreneur One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos With different types of products Strategic logistics management of one district product markets One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos The hypothesis testing found that the entrepreneurs in one Tambon product One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos With different types of products Strategic logistics management of one district product markets One product in Salaya Subdistrict Phutthamonthon District Nacho Pathos Not significantly different at .05 level.


## CONCLUSION AND RECOMMENDATIONS

1. Interested persons can study about the strategic logistics marketing management of products from One Tambon One Products  in  Salaya  Sub-district,  Phutthamonthon District  Nacho Pathos That can upgrade  the operations of the product district One product in Salaya Sub-district, Phutthamonthon District Nacho Pathos By using the strategy that was discovered mainly in education Or the research results may not be covered for further studies on transportation systems.(Transportation) Inventory management, Order processing, Database,Finance, Warehouse management, Production control in the purchasing process, packaging, and product demand.

2. Variables in research studies may have other interesting variables in the future. Which may be caused by the rapid change of society Therefore, those interested can learn about human resource management. Finance and Accounting Information systems and the ability to increase the ability to compete etc.

3. The findings of the strategy should be used for studying with the entrepreneurs of the One Tambon One Product in the northeast region. Or to improve the study of other strategies and compare with other operators in order to develop the strategy to be more appropriate.

4. It should be a participatory action research. (Participatory Action Research) by various agencies. Affiliated with community development in each province Took part in joint research.

5. There should be additional strategies to be able to meet the needs of customers and the market better than the competitors, such as Marketing Information System, Business Information System and Logistics Information

System. (Logistics Information System) by encouraging entrepreneurs to product one Tambon One Product Strategic electronic commerce applications To increase efficiency and business competitiveness And more importantly, the application of electronic commerce as a tool to support the creation of new markets Develop new products or services that have value in innovation that is market-oriented and with product differentiation. Present value of innovation in the market where there is no trader who presents products or services in that industry gap

before, by using the strategy that is mainly found in the study from the results of research about the above factors

beginning It can be applied as a guideline for managing the strategic logistics market of the sub-district products. One product in Salaya Sub-district, Phutthamonthon District Nacho Pathos In order to develop new knowledge for the academic community about the factors that affect the success in managing the strategic logistics market of one district product One product in Salaya Subdistrict Phutthamonthon District  Nacho

Pathos In addition, general interested parties can apply the results of the study to be a tool to set guidelines for the development of strategic logistics marketing management strategies of One Tambon One Products in Salaya Subdistrict. Phutthamonthon District Nacho Pathos Which will be a tool for local development and prosperity Able to raise the success of one district product trader One product in Salaya Sub-district, Phutthamonthon District Nacho Pathos To continue to improve.

## ACKNOWLEDGEMENTS

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