

Entrepreneurial Success Development Model in Online Network Marketing Business, Bangkok

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Abstract: Most consumers will be interested in buying shirts online. However, there are still some consumers who are still afraid to make a decision to buy shirts online due to various factors that affect their online shopping behavior. These reasons cause consumers to be unconfident in choosing to shop online. This research has objectives: 1) To study the level of factors that affect the success of entrepreneurs in online network marketing business 2) To study causal factors, the skills of marketers. Online technology, marketing strategies, advertising management that influence the success of entrepreneurs in network marketing 3) To get a successful model for entrepreneurs in online network marketing business. This research uses a combination of quantitative research and qualitative research. Quantitative research using layered sampling from direct sales network staff in Bangkok with sample sizes of not less than 360. People by using a threshold of 20 times the observed variables. The tool used is a questionnaire. Data analysis has used structural equation models. The qualitative research section used semi-structured interviews from 15 key informants: Online Merchandising Specialist, Executives, entrepreneur. The results of the research showed that 1) the success of entrepreneurs in online marketing network business is very important 2) factors influencing the success of entrepreneurs in online network marketing business Sort in order: marketing strategy, online technology, marketer's skills, Ad Management 3) The success model of entrepreneurs in online network marketing business is that network business allows consumers to own and be able to generate income and create success by network business is a business that is risk-free and does not require investing large amounts of money as in general business. The government should encourage all sectors to access and participate in online marketing more.

Keyword: Developing Entrepreneurial Success Model / Network Marketing / Online Marketing

1. Introduction

Thailand has entered an era where the economic and social system needs to rely on digital technology as a tool to support work by truly assimilating into people's way of life. Especially digital for economy and society. (Digital Economy) related to trade and investment. As a result, digital technology is an important element that requires Thailand to accelerate its use as an important tool to drive economic and social development. Respond to the changes facing Thailand or increase opportunities for current socio-economic development (Legal Department, 2017). And Thailand 4.0 concept, the government has a policy to use digital technology as a tool to develop an economic system based on innovation, business process reform, Production, Trade and services that can be linked and benefited in more ways by resulting in a more networked nature of the organization. The Internet is used in the organization to connect internal and external agencies to support operations in various fields to increase the efficiency of the organization with information technology, making business unit design smaller, and focusing on working together with other business units as a network based on

expertise and economic benefits. The structure of the organization is completely affected by the flow of technology (Secretariat of the Prime Minister, 2020).

Online trading is essential to the livelihoods and reflects the tastes of consumers. Can indicate personality, modernity, Consumer preferences by choosing a shopping channel that is modern and changing according to the era, it can be selected to suit the situation, event, or place where the consumer is going. If consumers choose the right way to buy products that are suitable for the place, time, and trend but still reach their own personality. However, there are still some consumers who are still afraid to make a decision to buy shirts online due to various factors that affect their online shopping behavior, quality, price, payment. These reasons cause consumers to be unconfident in choosing to shop online. Although online channels can make products visible to consumers, propaganda then, but it doesn't build confidence, online shopping This may be because some consumers do not have confidence in the online internet system, such as risks, ease of access, attitudes, related (Kittiwat Chitrawat, 2016). Small business entrepreneurs who use social media as their main channel of business are emerging, both full-fledged entrepreneurs and those who run businesses as a side job. Because it is a low-cost business. However, the business must build confidence for customers that they will receive quality products as ordered. This type of business is suitable for products that are not high price and have a frequency of trading, including fashion items such as fashion clothing and accessories (Titima Pakaratsakul and Viroj Jesadalak, 2015).

From the above. This makes the researcher interested in the study. Entrepreneurial success model in online network marketing to encourage and develop entrepreneurs to be able to do business through online channels effectively.

2. Research Objectives

1. To study the level of factors that affect the success of entrepreneurs in online network marketing business.
2. To study causal factors, the skills of marketers. Online technology, marketing strategies, advertising management that influence the success of entrepreneurs in network marketing.
3. To get a successful model for entrepreneurs in online network marketing business.

3. Research Methodology

This research is a combination of quantitative research and qualitative research.

Quantitative research, the samples are: Direct sales network employee in Bangkok Stratified random sampling 3 60 people

The tool is a 5-level estimation questionnaire of 90 items. Checking the quality of the instrument by finding the IOC value, it was found that the total IOC value was .97 and the total confidence value was .967. Analyze data using descriptive statistics and structural equation model analysis.

Qualitative research, Key contributors are experts in online merchandising, executives, entrepreneurs or those who have expertise in selling products online for at least 5 years, both public and private sectors. Using purposive selection for 15 people, the tool is semi-structured interviews, 6 open-ended questions, the IOC value of the question is between 0.80-1.00.

4. Conclusion

Research on Entrepreneurial Success Model in Network Marketing online the conclusion of the research according to the research objectives is as follows:

Research Objective No. 1 is to study the level of factors that affect the success of entrepreneurs in online network marketing business.

Table 1: Priority of factors

Latency Variable Sum (TOT)	Amount	Mean	St. Dev.	Priority	Order
Marketer Skills	360	3.50	0.63	High	1
Online Technology	360	3.30	0.69	Medium	5
Marketing Strategy	360	3.48	0.53	High	2
Ad Management	360	3.45	0.60	High	3
Entrepreneurial Success in Network Marketing	360	3.35	0.57	Medium	4

Comparative analysis and sequencing of all latent variables

From Table 1 can be sorted. The marketable Skills Marketing Strategy has the same average of 3.48 and Ad Management has the same average of 3.51. Entrepreneurial Success in Network Marketing has an average of 3.35 and Online Technology has an average of 3.30.

Research objective 2 is to study the causal factors Marketer Skills Online Technology Online Technology Ad Management that influence Entrepreneurial Success in Network Marketing

Shows the relationship and influence of data analysis together to verify the consistency of the model with empirical data after the last model adjustment is effective as shown in Figure 1.

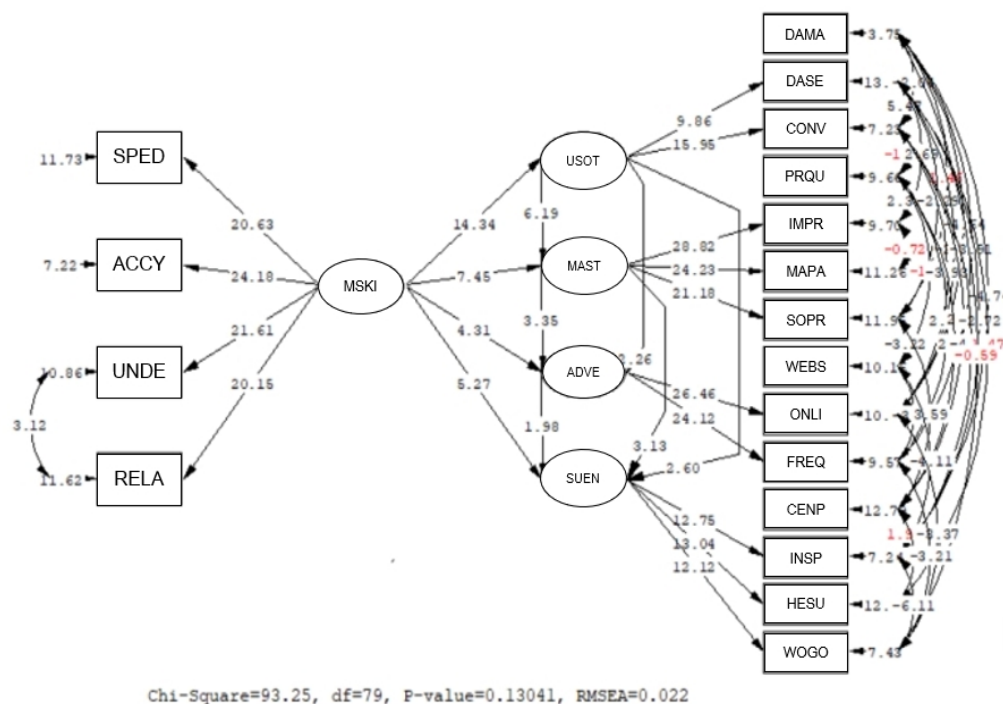


Figure 1

Table 2: Total correlation analysis results, Direct relationships and indirect relationships request alternative models.

Dependent Variables	Affair Associate	Independent variables				
		MSKI	USOT	MAST	ADVE	SUEN
USOT	DE	0.74**	N/A	N/A	N/A	N/A
	IE	N/A	N/A	N/A	N/A	N/A
	TE	0.74**	N/A	N/A	N/A	N/A
MAST	DE	0.51**	0.50**	N/A	N/A	N/A
	IE	0.37**	N/A	N/A	N/A	N/A
	TE	0.88**	0.50**	N/A	N/A	N/A
ADVE	DE	0.30**	0.25*	0.47**	N/A	N/A
	IE	0.60**	0.24**	N/A	N/A	N/A
	TE	0.90**	0.49**	0.47**	N/A	N/A
SUEN	DE	0.75**	0.66**	0.82**	0.39*	N/A
	IE	0.11	0.22*	0.17*	N/A	N/A
	TE	0.86**	0.88**	0.99**	0.39*	N/A

Chi-Square= 93.25, df=79, p-value = 0.130, GFI=0.97, AGFI=0.94, RMR=0.007, RMSEA=0.022, CFI=1.00, CN=420.58

Note

* Indicates statistical significance at level 0.05 ($|t| > 1.96$)

** Indicates statistical significance at level 0.01 ($|t| > 2.56$)

Table 2 shows that Marketer Skills (MSKI) has the most direct correlation with Entrepreneurial Success in Network Marketing (SUEN) at 0.75, followed by Direct Impact on Online Technology (USOT), Marketing Strategy (MAST), and Ad Management (ADVE) at 0.74, 0.51, and 0.30, respectively, and indirectly on Ad Management (ADVE) and Marketing Strategy (MAST) at 0.60 and 0.37, respectively. Entrepreneurial Success in Network Marketing (SUEN) is 0.11.

Online Technology (USOT) has the most direct correlation with Entrepreneurial Success in Network Marketing (SUEN) at 0.66, followed by Direct Impact on Marketing Strategy (MAST) and Ad Management (ADVE) at 0.50 and 0.25, respectively, and Indirectly on Ad Management (ADVE) at 0.15 and Entrepreneurial Success in Network Marketing (SUEN) at 0.24 and 0.22, respectively.

Marketing Strategy (MAST) has the most direct correlation with Entrepreneurial Success in Network Marketing (SUEN) at 0.82, followed by Direct Ad Management (ADVE) at 0.47 and Entrepreneurial Success in Network Marketing (SUEN) at 0.17.

Ad Management (ADVE) was found to have a direct correlation with Entrepreneurial Success in Network Marketing (SUEN) of 0.39.

Analysis of the overall picture showed that the value of the harmonization index was more consistent with the empirical data. It meets benchmarks that demonstrate a very good level of standardized model consistency and empirical data.

Table 3: Hypothesis test results

Research Hypotheses	Path coefficient	t Statistics	Result
Assumption 1: Marketer Skills, Online Technology, Marketing Strategy and Ad Management Impact Entrepreneurial Success in Network Marketing			
1.1 Marketer Skills directly impacts Entrepreneurial Success in Network Marketing (MSKI --> SUEN)	0.75**	5.27	Support
1.2 Online Technology directly impacts Entrepreneurial Success in Network Marketing (USOT --> SUEN)	0.66**	2.60	Support
1.3 Marketing Strategy directly impacts Entrepreneurial Success in Network Marketing (MAST --> SUEN)	0.82**	3.13	Support
1.4 Ad Management directly impacts Entrepreneurial Success in Network Marketing (ADVE --> SUEN)	0.39*	1.98	Support
Hypothesis 2: Marketer Skills Online Technology and Marketing Strategy Affects Ad Management			
2.1 Marketer Skills directly impacts Ad Management (MSKI --> ADVE)	0.30**	4.31	Support
2.2 Online Technology directly impacts Ad Management (USOT --> ADVE)	0.25*	2.26	Support
2.3 Marketing Strategy directly impacts Ad Management (MAST --> ADVE)	0.47**	3.35	Support
Hypothesis 3: Marketer Skills and Online Technology Affects Marketing Strategy			
3.1 Marketer Skills directly impacts Marketing Strategy (MSKI --> MAST)	0.51**	7.45	Support
3.2 Online Technology directly impacts Marketing Strategy (USOT --> MAST)	0.50**	6.19	Support
Hypothesis 4: Marketer Skills Affect Online Technology			
4.1 Marketer Skills directly impacts Marketing Strategy (MSKI --> USOT)	0.74**	14.34	Support

Note ** Refers to p value $0.01 \leq$

* Refers to p value. ≤ 0.05

From Table 3, the hypothesis test results can be summarized as follows:

Hypothesis 1: Marketer Skills, Online Technology, Marketing Strategy and Ad Management Affects Entrepreneurial Success in Network Marketing It was found that Marketer Skills directly impacted Entrepreneurial Success in Network Marketing. The path coefficient was 0.75, the t statistics value was 5.27, which supported the hypothesis. This can be interpreted as correlated variables in the same direction. As a result, Entrepreneurial Success in Network Marketing has increased.

Online Technology directly affects Entrepreneurial Success in Network Marketing with a path coefficient of 0.66 and a *t-statistics* value of 2.60, which supports the hypothesis. This can be interpreted as the variables studied are related in the same direction. Increase as a result, Entrepreneurial Success in Network Marketing has increased.

Marketing Strategy directly impacts Entrepreneurial Success in Network Marketing with a path coefficient of 0.82 and a t-statistics value of 3.13, supporting a statistically significant hypothesis of 0.01. This

can be interpreted as correlated variables in the same direction. Increase as a result, Entrepreneurial Success in Network Marketing has increased.

Ad Management directly impacted Entrepreneurial Success in Network Marketing with a path coefficient of 0.39 and a t-statistics value of 1.98, supporting a statistically significant hypothesis of 0.05. This can be interpreted as correlated variables in the same direction, that is, when Ad Management increases as a result, Entrepreneurial Success in Network Marketing has increased.

Hypothesis 2: Marketer Skills Online Technology and Marketing Strategy According to hypothesis tests, Marketable Skills directly affect Ad Management. The path coefficient is 0.30, the t statistics value is 4.31, which supports the statistically significant hypothesis at the level of 0.01. This can be interpreted as correlated variables in the same direction, i.e., as Marketer Skills increase. As a result, more Ad Management is also available.

Online Technology directly impacts Ad Management, with a path coefficient of 0.25, a t-statistics value of 2.26, supporting a statistically significant hypothesis of 0.05. This can be interpreted as the variables studied are related in the same direction. Increase as a result, more Ad Management is also available.

Marketing Strategy directly impacts Ad Management with a path coefficient of 0.47, a t-statistics value of 3.35, supporting a statistically significant hypothesis of 0.01. This can be interpreted as correlated variables in the same direction. Increase as a result, more ad management is also available.

Hypothesis 3: Marketer Skills and Online Technology According to hypothesis tests, Marketer Skills directly affects Marketing Strategy. The t Statistics value is 7.45, which supports a statistically significant hypothesis at the level of 0.01. This can be interpreted as correlated variables in the same direction, i.e., as Marketer Skills increase. As a result, more Marketing Strategy is also available.

Online Technology directly impacts Marketing Strategy with a path coefficient of 0.50, a t-statistics value of 6.19, supporting a statistically significant hypothesis of 0.01. This can be interpreted as the variables studied are related in the same direction. Increase as a result, more Marketing Strategy is also available.

Hypothesis 4: Marketer Skills Affect Online Technology Based on hypothesis tests, Marketer Skills directly impacts Online Technology. The t Statistics value is 14.34, which supports a statistically significant hypothesis of 0.01. This can be interpreted as correlated variables in the same direction, i.e., as Marketer Skills increase. As a result, Online Technology is also increasing.

Research objective 3 proposes Entrepreneurial Success in Network Marketing for online marketing. Found a problem, The obstacle is that with the economic recession and high competition, people's values have changed, Network marketing is seen as a mysterious business, not as transparent as other businesses. Like this: Entrepreneurial Success in Network Marketing Online marketing is an opportunity for consumers to own and generate income and create success with network marketing is a risk-free business that does not require investing a lot of money like a normal business. The government should encourage all sectors to access and participate in online marketing more.

5. Discussion

1 . Component factor level of Marketer Skills The average score is high in all aspects. Online Technology Elements Average score in 1 aspect and 2 areas moderate. Factor Elements Marketing Strategy The average score is high in all aspects. Ad Management components have a high average score in all aspects. Elements of Entrepreneurial Success in Network Marketing Average score in 1 aspect of high and 3 aspects of moderation.

2. Effects of Influence on Marketer Skills, Online Technology, Marketing Strategy and Ad Management Affects Entrepreneurial Success in Network Marketing The influence sizes are 0.75, 0.66, 0.82 and 0.39 respectively. It can be explained that online marketing can create economic transactions by being a channel between buyers and sellers coming together through the internet or technology. The digital marketing strategy model has been accepted by various companies. In line with Onyango (2016) due to increased awareness and competition, as well as changes in consumers, such as diversity and lifestyle, etc. As a result, businesses have to adapt to focus on using a variety of marketing strategies for efficiency. As well as Marketing Strategy, digital can engage customers or consumers with access to content created for products through channels and social media communications, generating purchase decisions, its use leads to future loyalty. In line with Arun Kumar

(2021) Study on Marketing Strategy AI-based digital says artificial intelligence (AI) techniques are applied to customer data and can be analyzed to predict customer behavior. Big data AI and advanced analytics techniques can effectively handle both structured and unstructured data with superior speed and accuracy than conventional computer technologies that give rise to digital marketing (DM). AI techniques allow for human-like interpretation of emotions and connections, which makes prospective AI-based companies think of AI as a 'business advantage'. Marketers are completely informed. But bad insights are no longer enviable due to the tool. An AI that increases operational efficiency and marketing effectiveness. This paper emphasizes the importance of using strategy. AI to reach customers effectively in terms of understanding their behavior to find out their expectations regarding product features, operations, maintenance, delivery, etc. Using machine learning techniques, it highlights that such a strategy allows digital marketing to go into business based on customer needs. In line with Andaç et al., (2016) Empowering online entrepreneurs with Digital Marketing is to create distribution channels in the electronic market and increase competitiveness for entrepreneurs. Digital Marketing to match entrepreneurs' potential and product potential. Provide knowledge about Digital Marketing and consulting on how to choose the right tools for products and strategic planning with Digital Marketing for entrepreneurs.

6. Suggestion

Academic Recommendations

The findings of this research confirm the findings consistent with the concept, The theory and relevant research results that the researcher has reviewed by the body of knowledge gained can be used as a basis. The government should establish policies to support and encourage online product entrepreneurs to be ready for investment and equipment. In addition, online distribution channels should be expanded, to optimize online merchandising.

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