

Factors of Success for Health Business Entrepreneurs Online Channel.

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Abstract: More health care nowadays Causes health care costs to increase rapidly, according to the China HealthCare Association, when the outbreak of COVID-19 has made people more aware of health care. As a result, people have better consumption behavior. It is expected that after the epidemic of COVID-19 ends, the demand for health products and services will create investment opportunities for health businesses. Therefore, the researcher is interested in studying the Success factors of health business entrepreneurs through online channels by collecting information from executives and personnel in 20 health businesses and questionnaires were used as a tool. Statistics used to analyze the data were percentages in measuring the personal characteristics of the respondents, mean, and standard deviation. (SD.) and descriptive statistics used to test the hypothesis is Multiple Regression Analysis.

The results of the research showed that the success factors of health business entrepreneurs via online channels (Y_1) of the group of executives and personnel in the health business public relations (X_2) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) and sales promotion (X_3) have a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as the equation Regression analysis is as follows.

$$Y=181.516 + 1.344 (X_2) + 2.312 (X_3)$$

Keywords: Factors of Success, Health Business online, Entrepreneurs

1. Background

Manisha & Shukla 2016 made research "An Analysis of Consumer Behaviors in Respect of Online Electronic Purchase of Electronic Devices to Bhopal and Jabalpur City ". the key objective of the researcher was to clarify and gain insight into consumer Behavior concerning the online purchase of electronic goods, to know consumer expectations in online stores, to find out influential features for users who go online purchasing, and to analyze customer needs and requirements, especially in Bhopal and Jabalpur in the city of Madhya Pradesh. The sample size of the study was respondents from Bhopal and Jabalpur city. Proposed findings the research work stands as follows customer-oriented, Time Saving, Product Quality, Product Price, Easy Accessibility, and Buy Anywhere Anytime. these are some of the most important factors that affect customers' attitudes toward online product purchasing. The small factors that influence customer attitudes toward Online electronics purchases are a matter of technology features, guaranteed quality, delivery fees, and a variety of promotions and discounts. The concept regarding internet shopping is different in Bhopal and Jabalpur city. From the data analysis, the researcher concluded that the online product market captures a high percentage of people who buy from it. Digital Marketing & Consumer Behaviour To say that the internet and evolving technologies have created an evolution in

consumer behavior is probably a massive understatement. Digital developments drive the way consumers interact and transact with businesses, creating a multitude of opportunities and challenges. On one side, digital marketing and technology are responsible for transforming consumer behavior, but it is essential to understand that consumer behavior is shaping digital marketing. The exponentially growing digital shift means that everybody uses social media, smartphones, apps, and other devices to discover and communicate with brands. That has been further accelerated by the Covid-19 pandemic, which has forced people to live in an e-commerce world as they cannot leave their homes



Fig.1. digital marketing(<https://www.infidigit.com/blog/what-is-digital-marketing/>)

Increased internet and mobile phone use contribute to the growth of e-Commerce in Thailand. Thailand's business-to-consumer e-commerce market has been growing steadily since 2017 and is now worth more than \$27.7 billion, according to a 2020 e-commerce report by JP Morgan. Growth is expected to continue at a compound annual rate of 7.7 percent until 2023. Opportunity exists for U.S. business-to-consumer sellers to capture some of the e-commerce market shares. Increased internet and mobile phone use, as well as improved logistics and e-payment systems, are the driving factors behind this growth. The COVID pandemic situation in Thailand has contributed to e-commerce usage due to the heightened convenience e-commerce solutions provide and consumer confidence to shop online. Thailand's growing e-commerce market is focused on mobile applications, with an estimated mobile e-commerce market of \$15.8 billion in 2020. The Thai government's "Thailand 4.0" policy envisions the creation of the next generation of digital application platforms to accommodate and promote online activities, including e-marketplaces, e-payments, and e-government. Cross-border e-commerce consumes almost 30 percent of the overall e-commerce market in Thailand. Almost 50 percent of online shoppers have already purchased abroad. At present, the top five e-commerce sites are Shopee, Lazada, Kaidee, AliExpress, and Amazon, all seller platforms with advanced logistics and delivery infrastructure. Thailand's mix of international and local e-commerce stores is indicative of Thai consumers' desire for variety when it comes to online shopping. Global players such as Amazon, eBay, and Agoda continue to remain popular while We Love Shopping and Panti market, local C2C marketplaces, and online communities, prove strong contenders that cater to local tastes. Thailand's online retail commerce is driven by several factors, including increased smartphone penetration and intense competition among e-commerce operators. The government's Prompt Pay service, which falls under the national e-payment scheme, is the key driver stimulating e-commerce

activities. The International Trade Administration has a variety of resources to help U.S. businesses learn more about building their online business presence to acquire new overseas consumers. To gain valuable insights into the Thai consumer, con

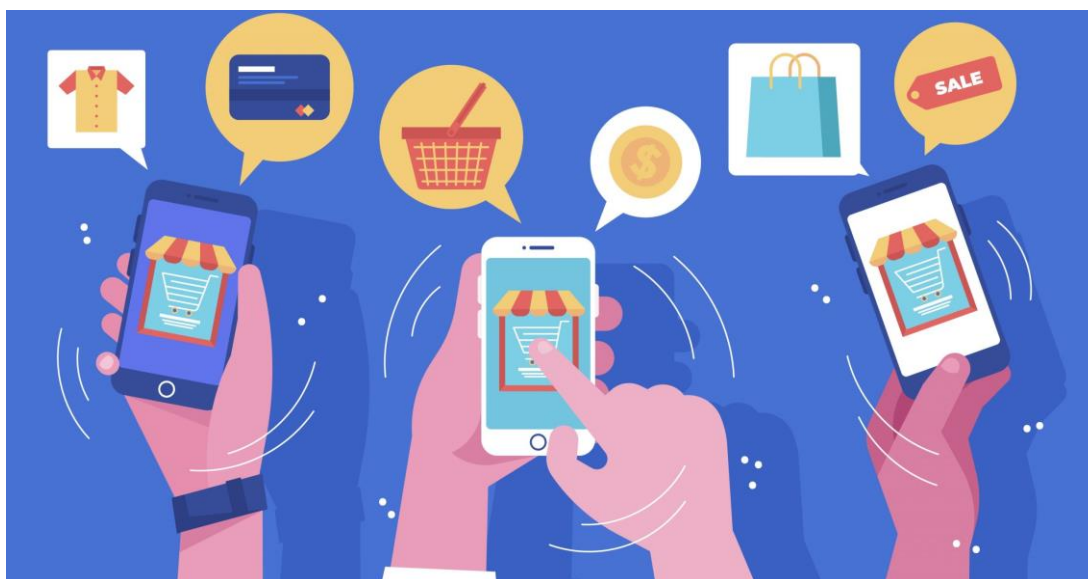


Fig.2. Thailand e-commerce market

2. Results

Table 1. Descriptive statistics for multiple regression analysis.

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	27806.427	1	27806.427	33.464	.000 ^b
Residual	23266.240	28	830.937		
Total	51072.667	29			
Regression	35248.341	2	17624.171	30.071	.000 ^c
Residual	15824.325	27	586.086		
Total	51072.667	29			

Multiple R 0.738a
 R Square 0.544
 Adjusted R Square 0.528
 Standard Error 28.826

Significance at the 0.05 level

Success factors of health business entrepreneurs via online channels (Y1) of the group of executives and personnel in the health business public relations (x2) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05)

and sales promotion (X3) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as the equation Regression analysis is as follows

$$Y=181.516 + 1.344 (X_2) + 2.312 (X_3)$$

3. Discussion

The results were discovered in this study.

1. Regarding public relations, it was at a high level, but when considering each aspect, it was found that it was at a high level in all aspects. The average from high to low is Get to know the next target audience Understand the behavior of the target group. Next, the target group is defined. As for the item with the lowest average value, Content Marketing correlated with the success factors of health business entrepreneurs. via online channels
2. Sales Promotion at a high level, but when considering each aspect, it was found that all aspects were at a high level The average from high to low is There is a free product Followed by giving special gifts. Next, advertise to know that there is a discount, exchange, or giveaway. Plus, the item with the lowest average is given samples. that correlated with the success factors of health business entrepreneurs via online channels

The study of online media is quite diverse. Mainly, studying online media is looking to study patterns. communication process from both producers and receivers' data network link A study of the development of issues of information. As part of choosing a platform to study communication according to the research problem, therefore, the study topics are diverse. which from analyzing the media monitor direction of the media monitor There are suggestions on issues to study online media in this necessary context in Thai society, so it will be useful for further business development.

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