



Received: 11 July 2022

Revised: 10 December 2022

Published: 22 February 2023

PROCESSED PRODUCT DEVELOPMENT OF ETHNIC GROUPS IN THE NORTHERN ECONOMIC CORRIDOR TO PROMOTE DISTRIBUTION THROUGH ONLINE CHANNELS BY APPLYING INFORMATION SYSTEMS OF COMMUNITY FINANCIAL INSTITUTIONS

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Abstract

This research aims to develop processed products and utilization of value-added scraps from agricultural products and develop the information system of community financial institutions and access the satisfaction of the use of promoting the distribution through online channels of ethnic processed products. The results found that processed product development and utilization of value-added scraps from agricultural products of the vegetables and fruits group consists of the longest harvesting crops and is the main economic crop in the area, which applied “production wheel calendar of crop cycle and year cycle”. Guidelines to reduce the costs and create value-added agricultural products by obtaining the career skills of four courses, including sweet cape gooseberry biscuit, dried cape gooseberry, cape gooseberry jam, and cape gooseberry gummy. Also, the skill of value-added to the scraps from agricultural products by making fertilizer without turning the pile. For the online distribution channels by applying the information system of community financial institutions, the service for distributing products via the website which 85.45% presented the sale of products both in store and online. Success in the implementing overall satisfaction assessment of the information system is at the highest level which is to develop human beings and promote social responsibility and marketing, business, and marketing technology for sustainability in the future.

Keywords: Ethnic Groups, Information Systems, Northern Economic Corridor

Citation Information: Kamolthip, K., & Kajornatthapol, P. (2022). Processed Product Development of Ethnic Groups in the Northern Economic Corridor to Promote Distribution Through Online Channels by Applying Information Systems of Community Financial Institutions. *Asian Administration and Management Review*, 5(2), 173-183. <https://doi.org/10.14456/aamr.2022.24>

Introduction

The Economic Corridors Policy Committee has announced the economic corridors in all four regions, and determined which corridors will drive the operations according to the components of economic development in five areas as follows: 1) providing benefits and facilitating investment, 2) infrastructure development, 3) production and service chains development, 4) labor development and support for entrepreneurs, and 5) research & development and technology transfer.

Northern Economic Corridor area 1 includes Chiang Rai, Chiang Mai, Lamphun and Lampang as the Northern Economic Corridor: NEC-Creative LANNA to upgrade it to be a development investment area to be the country's main sustainable creative economy base. The Kae Noi Royal Project, Mueang Na Sub-district, Chiang Dao District, Chiang Mai is in the area of the Northern Economic Corridor and also the largest source of cape gooseberry in Thailand. The operation of the cooperative and Kae Noi Royal Project is to promote and support the resources that are used in agriculture and generate income for the members. It is a local community financial institution that helps the members or farmers get loans and sell their products at a fair price. The operation of the cooperative is stronger and more efficient and the community members in the area have been encouraged to have a better quality of life (Kae Noi Royal Project Cooperative, 2020).

The situation in year 2021-2022, the members are affected in terms of social and quality of life from the shrinking economy due to the COVID-19 pandemic, which slowdown the movement of agricultural and food production, and the decreasing of consumer's demand. The increase in agricultural production resulted in decreased household incomes. If the situation persists, households will face a lack of liquidity, especially small households with low saving levels and/or low daily incomes due to reduced market demand from the public health measures both social distancing and various forms of quarantine (Committee on Agriculture and Cooperatives, 2021). The study found that the Kae Noi Royal Project is the source of cape gooseberry and other fruits and vegetables. This information was found through information gathered from the area and the Chiang Mai Information Center of Knowledge, Local Wisdom and Community Innovation (Social Enterprise). The products have been tested and certified by the Kae Noi Royal Project to have good farming practices and to avoid harmful chemicals.

The products cannot be sold and the production exceeds the market demand, resulting in waste of product and the costs associated with the cost of agriculture and incurred the debts (Information Center of Knowledge, Local Wisdom and Community Innovation, 2022). To help cooperatives solve problems, the guidelines are to promote occupations that will increase members' incomes and reduce debts. Additionally, processing or utilizing value-added scraps from agricultural products can help to improve members' knowledge, skills, and management processes and developing market demand skills can help to change members' agricultural occupation skills over time.

Therefore, it is important to develop the information system for the distribution of agricultural products that suitable for each region, including the creation of an important database of farmers combined with a good information system of the cooperative that will lead to the conclusion of awareness on self-reliance and obtaining the guidelines for changing farmer's behavior and building a stronger financial system towards the sustainability of the fundamental economic sector in the future.

The objectives of this research are to develop processed products for utilization of value-added scraps from agricultural products and develop an information system for community financial institutions and assess the satisfaction of using it to promote online distribution of the processed ethnic products.

Research Methodology

The research model for this project is research & development (R&D) and implementing the ADDIE model. This study aimed to find out the causes of problems that farmers are experiencing and how these problems can be solved through the use of agricultural waste. This study will focus on marketing information systems and online distribution channels for processed products.

Population and sample including 60 members of Kae Noi Royal Project Cooperative, Mueang Na Subdistrict, Chiang Dao District, Chiang Mai. The qualifications according to the Equitable Education Fund requirement were, the ages of 30-65 years old, lack of funds, education level lower than junior high school (grade 9), main occupation was in agriculture, farmers' households has non-farm workers 10% of all farmers, had average income per person not more than 6,5000 Thai Baht (Equitable Education Fund, 2021). The sampler selection starting with the quota sampling, using nonprobability sampling, convenience sampling, and purposive sampling techniques, which the respondents must voluntarily provide information.

Research tools and analytical statistics in this research was divided into two parts as follows:
Part 1: Stage 1: ADDIE model conceptual process in stage 1 (R1), research (Research: R1), the study of contextual analysis of relevant areas and exploring basic information, career skills, agricultural knowledge, farmers' needs to lead to the development of processed products for utilization of value-added scraps from agricultural products (Analysis: A). Stage 2 (D1): Development of processed agricultural products (Development: D1) is the design and development of products (Design and Development: D & D). Stage 3 (R2): This part is the application of processed product development to increase non-agricultural income (Implementation: I). And stage 4 (D2): Development of processed products from agricultural scraps (Development: D2). Evaluation and transcription of career skills, processing products, and curriculum and information systems for community financial institutions to promote online distribution of processed ethnic products (Evaluation: E) using a semi-structured interview by organizing a brainstorming forum of the target group with participation which is a tool in the implementation of the project. The questions used to measure variables and the content that the interview covered the concepts from the literature review to make them relevant and consistent with the objectives that set for the measurement of variables. The data analysis in this research does not use statistical analysis because it is qualitative research. This allows the researchers to use the information obtained from the in-depth interviews to verify the completeness of the content to see if it covers all purposes. They also use documents, in-depth interviews, and participant feedback to check validity and credibility. Then, analyzed the data by classified the data according to the objectives of the synthetic study to get an overview of the objectives that will affect the conclusion of the study and present the study results in descriptive report and use the information to develop the information system according to the needs of the target group with participation.

Part 2: System assessment and satisfaction assessment of IT systems by using a questionnaire about satisfaction in 3 aspects, which include utilization aspect, system performance aspect, and the possibility aspect. A 5-level scale (Krejcie & Morgan, 1970) was used for the respondents to choose, "1" refers to the lowest level of satisfaction and "5" refers to the highest level of satisfaction. Then 5-level average interpretation criteria were used, which the average of 1.00-1.80 means the least satisfaction and the average of 4.21-5.00 means the most satisfaction. Validity test and questionnaire confidence test got the result of alpha coefficient of 0.947, which was considered acceptable and can collect data with the sample. Data analysis and statistics used in quantitative analysis were descriptive statistics by finding the frequency, percentage, arithmetic mean and standard deviation.

System development by Pongwirithon & Kamjai (2018) concludes that the knowledge of information systems, information system development, technology used in system

development, knowledge of information systems and related research should be considered. Especially the theory used in the development of information systems, which is the System Development Life Cycle (SDLC) with the development processes as follows: system investigation, system analysis, system design, programming, testing implementation, and maintenance.

The development of information systems for community financial institutions was developed to work in the form of a web application, which the research team used various information such as objectives, characteristics, limitation of the target group in order to obtain the data structure and requirements. Later on, it was used to create a sitemap, menu style, including various web elements such as images, graphic and multimedia to be used in the design of the layout of the website then the target group and consulting experts can use the system easily. The researchers used Adobe Photoshop to design and wrote the web applications page by page. The researchers chose the Microsoft SQL server (version 8.0) to manage the database.

The researchers also used programming code in HTML, CSS and Java-Script language by collecting data and information system in the domain name and the host of the website <http://www.smepil.com/pch>. The layout and graphic elements were designed, so the content was populated and formatted. The links and navigation were built into various auxiliary elements, and put into place. There were various adjustments made to suit the actual use. When the website was used, the researchers took care to cover many issues, from web server validation and language and processing integrity testing to experimenting from real data according to the working process and then creating a user manual for those who use the website. There was also training for users and regular database backups.

The development of information systems was used to analyze and design systems that meet the needs of community financial institution management as follows: 1) membership system for deposits, loans, and member shares, 2) money deposit and interest system, 3) loan and guarantee system, 4) institutional income system, 5) institutional expenditure system, 6) deposit report system, paying off loans, guarantees, financial reports, profit sharing according to institutional regulations and so on, 7) loan and guarantor agreement system, 8) marketing and distribution through online channels, 9) product cost system, income from selling, selling and administrative expenses, and 10) document systems.

To design new information systems, it was based on relevant theoretical concepts, including logic and database design, which the functional program had a new information system called "Community Financial Institutions Information System" consists of subsystems that have been developed related to 3 groups of users as follows: 1) community financial institutions management committee, 2) cooperative members/ user groups, and 3) cooperative staff of receiving/paying department.

System administrators are also responsible for managing system information, including managing usernames and passwords, and managing overall assessment data. Implementation for trial and evaluation is the implementation of the developed system to be tested in practice with the sample group by meeting them to clarify and train how to use according to the project objectives, along with distributing the user manual of the system. The organization then assesses satisfaction with the information system, based on the results of the evaluation, and develops and corrects any problems that may have arisen from the relevant theoretical approaches. The business results and solutions will be presented later.

Research Results

The Development of Processed Products, Utilization of Value-Added Scraps from Agricultural Products under the process according to the concept of the ADDIE model in step 1 Research (R1) and Analysis (A), step 2 Development (D1) and Design and Development (D & D), and step 3 Implementation (I). The results showed that developing career skills with the income

system and production cost planning system, which is the “Production wheel calendar of crop cycle and year cycle”. The target group can record the personal details of each member in the community financial institution management information system to create a database, timeline, and production calendar of the target group and community area. In the production cycle that can be performed as a prototype activity and the main crops in the area are vegetables and fruits, consisting of the longest-harvesting crops and the main cash crop in the area, which are cape gooseberry (from September-April of every year) and lettuces that can make good income during winter. The target groups reflected the problem as follows:

- 1) The selection of planning area is still the same area without soil improvement. The condition of the soil is on a steep mountain area. The target audience is still limited in terms of rental land for cultivation. There is also the accumulated use of chemical fertilizers, therefore the target group is interested in reducing the cost of soil quality improvement.
- 2) The selection of plant types that are suitable for that area, such as cape gooseberry, lettuce and so on.
- 3) Using and selecting good cultivars that are resistant to problems and resistant to pests. There are already seedlings and seeds that are under the development of the Royal Project.
- 4) Use the appropriate number of seeds with good germination and the appropriate planting distance to avoid the accumulation of insect disease problems.
- 5) Fertilizers should be applied correctly according to the growing stage.
- 6) The inflorescence is pruned to nourish the plants.
- 7) Watering should be suitable for the growing period.
- 8) Pest prevention, pest control, force for off-season, switch the plots.
- 9) Lack of processing skills and creating value-added, reduction from productivity, building stability through living with the philosophy of sufficiency economy.

The guideline to reducing costs and creating value-added in crop production to create knowledge in production planning for maximum efficiency and explore the basic information of the target group and promote techniques on how to reduce production costs in the area with community participation and the preparation of knowledge in the skills in 9 approaches to reduce costs and create value-added in productivity as follows: 1) reducing the cost of soil management and soil preparation, 2) reducing the cost of plant breeding management, 3) reducing the cost of fertilizer management, 4) reducing the cost of pest management and the use of chemicals, 5) reducing the labor costs and agricultural machinery, 6) cost reduction through mixed crops, 7) cost reduction from increasing productivity, 8) creating value-added, and 9) building stability through living with the philosophy of sufficiency economy.

Participation in the brainstorming forum as shown in Figure 1 and Step 4 Development (D2) found that the guidelines to the needs of the target group with participation in the implementation of problem solving are as follows: 1) knowledge in planning, factor cost analysis and investment in agriculture for maximum efficiency, 2) knowing how to analyze the costs of agricultural inputs and investments will be a cost or a debt, as costs will be tracked and classified according to their rising rates, 3) processing of products to increase the income, 4) create value-added scraps from agricultural products, which is a process of adding knowledge and skills to add the value from scraps, and 5) creation and use of information to promote the distribution of processed products.

The project's implementation plan was designed with the target group's needs in mind, and it outlines how to develop processed products and value-added scraps from agricultural products, which obtained four career skill courses as follows: biscuit with cape gooseberry topping, dried cape gooseberry, cape gooseberry jam, cap gooseberry gummy and so on. And the skill of value-added scraps from agricultural products, which is composting without turning the piles as shown in Figure 2.



Figure 1 Career Skills Development Activities with Income System and Production Cost Planning System for the Development of Processed Agricultural Products

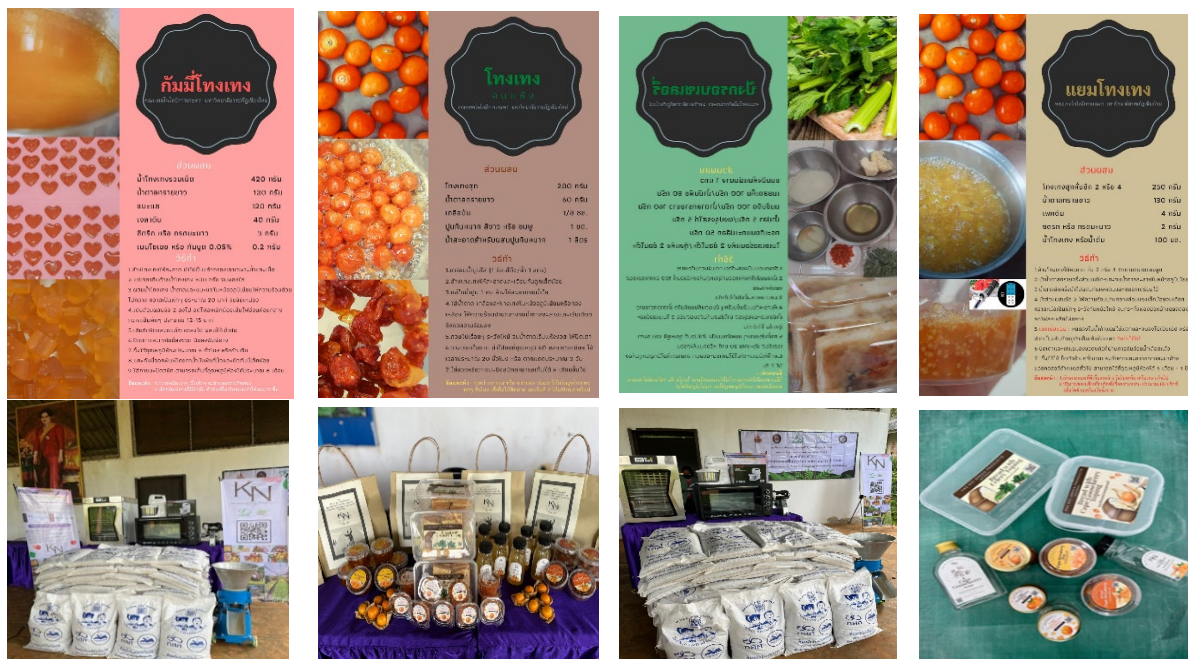


Figure 2 Career skills (course) and processed agricultural products/value-added skills from agricultural scrap products

Distribution through online channels by applying information systems of community financial institutions is the final process based on the ADDIE model, which is an assessment and a lesson learned on product processing career skills by applying information systems to promote online distribution of ethnic processed products (Evaluation: E). The distribution of information through an online channel can be recorded in an information system operated by a community financial institution via the website www.smepil.com/ku and can search for information based on their needs, and ready to print the report or update the information to be accurate and reliable. The general public can get the news of the information system. The target group has joined the information system in order to access and use the training materials to help them solve problems and keep up to date with change. The information obtained from participating in the project can be said that the target group uses the information system to manage the distribution through online channels and has a plan for future development. When surveying

primary data to study the distribution management through online channels according to the composition concept, it was found that 85.45% had an information system to present the sale of products both in-store and online, consisting of the sub menu as follows: product information, production of goods, merchandising, selling products online, damaged/ expired products, set up shipping/delivery prices, cost of production in each lot, yield, and cost price per piece. For selling products in the shop, it is the sale of products at the cooperative shop, the sub menu including count money before selling, sell goods, settlement, deposit, which counting money before selling is to prepare the money for change for each day. The project has promoted online marketing knowledge to the target group, and the group has brainstormed from the target group to select online marketing channels that are suitable for the context of use. This is because online marketing is a channel for public relations and distribution that is easy to use, and it is not complicated. Social media is a very popular way to reach target customers, and this has led to the development of product marketing channels as shown in Figure 3.

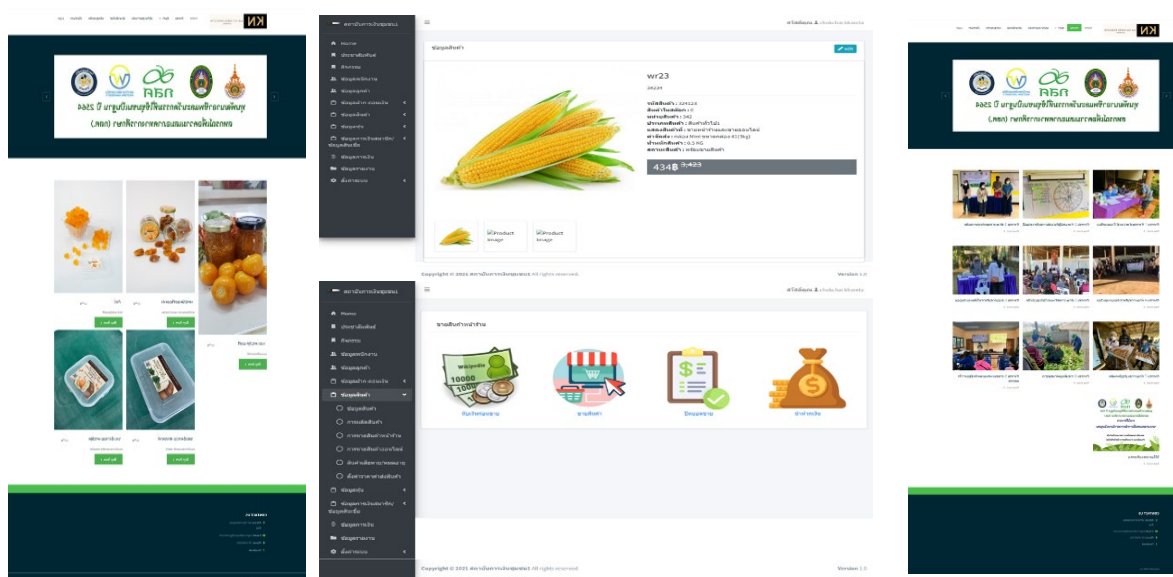


Figure 3 Distribution system through online channels using community financial institutions information system

Implementation and evaluation of satisfaction of using information systems for community financial institutions information system development, the research team has worked with the target groups to present a new work system, distribution management through online channels. They have selected a target group and trained them to record data about 60 people and the results can be summarized as follows: The target group and related agencies expressed their opinions according to the information system questionnaire, which overall was at the highest level (mean = 4.68, S.D. = 0.68). In each aspect, the satisfaction level was at the highest level as follows: system performance utilization aspect (mean = 4.83, S.D. = 0.71), system performance aspect (mean = 4.17, S.D. = 0.64), while possibility aspect (mean = 4.20, S.D. = 0.53) that was at a high level of satisfaction. When considering the satisfaction of the target group, it was found as follows:

- (1) Utilization aspect that the target group and related agencies had the highest level of overall satisfaction (mean = 4.83, S.D. = 0.71). The highest level including the attractiveness of the data aspect (mean = 4.21, S.D. = 0.69), appropriateness of the format used to get the issue aspect (mean = 4.70, S.D. = 0.58), information useful for business potential development aspect (mean = 4.72, S.D. = 0.61), and data reliability aspect (mean = 4.75, S.D. = 0.61).

(2) The efficiency of the system of the target group and related agencies had satisfaction at the highest level (mean = 4.17, S.D. = 0.64). Each aspect of the highest level was as follows: display of results of text and image aspect (mean = 4.92, S.D. = 0.63), ability to access information on demand aspect (mean = 4.95, S.D. = 0.68), the report contains accurate and reliable information aspect (mean = 4.90, S.D. = 0.59), completeness of information in the system aspect (mean = 4.83, S.D. = 0.73), information is up-to-date aspect (mean = 4.92, S.D. = 0.77), and the report contains useful information that can be used to support the decision-making of the target group and relevant agencies aspect (mean = 4.96, S.D. = 0.62).
 (3) Possibility aspect that the target group and related agencies had the overall satisfaction at a high level (mean = 4.20, S.D. = 0.38). Each aspect of the highest level as follows: the system can actually be a tool for managing community financial institutions aspect (mean = 4.91, S.D. = 0.62), the system can be used for public relations and building a network of community financial institutions aspect (mean = 4.79, S.D. = 0.54), while high level of satisfaction was the system can be applied to the situations of the target group and relevant agencies aspect (mean = 4.03, S.D. = 0.54) as shown in Table 1.

Table 1 The average satisfaction assessment of the target group and related agencies to the community financial institutions information system

Community Financial Institution Information System	Mean	S.D.	Satisfaction Level
1) Utilization aspect	4.83	0.71	Highest level
2) System performance aspect	4.17	0.64	Highest level
3) Possibility aspect	4.20	0.53	High level
Overall, of the Assessment of Information System	4.68	0.68	Highest level

Conclusion & Discussion

The development of processed products takes the longest to harvest, and they are the main cash crop in the area. To keep track of each person's personal details, a "Production wheel calendar wheel" has been used in a community financial institution information system. This database will be used to prepare a system for managing community income and production costs. These are recommended practices to reduce costs and create value in crop production. They help build knowledge about production planning and techniques for reducing production costs, which benefits the nine executive functions. Guidelines to reduce costs and produce more value-added agricultural products are as follows: planning knowledge, analysis of the cost of production factors and agricultural investment for the most efficiency that will be a cost or debt, and processing products to increase income. Value-added of scraps from agricultural products by obtaining four career skills are as follows: cape gooseberry biscuit, dried cape gooseberry, cape gooseberry jam, and cape gooseberry gummy, and the skill of value-added to the scraps from agricultural products that compost without turning the pile. In accordance with the United Nations Thailand (2021) stated that the Sustainable Development Goals (SDGs) according to the ASEAN Socio-Cultural Community's on the issues that are consistent with the results of this project that emphasizes on human development and promoting social responsibility as follows:

- 1) Development of people (People), including 1.1) Cost reduction/ product quality improvement and production planning in the context of the production cycle. 1.2) Investment in agriculture based on the sufficiency economy principle. 1.3) Processing skills or value-added of scraps to increase income. 1.4) Developing market management skills and distribution through online channels (Platform).
- 2) Environment of planet create sustainability, expand the business, environmentally friendly, and grouping to create a local market.

- 3) Economy and wealth (Prosperity) building four activities of financial skills to build financial stability is an activity to develop knowledge in financial planning for maximum efficiency.
- 4) Development partnership, changing the Thai agricultural sector to a new way of life or new normal, creating behaviors that need to change vegetables and fruits, and improve production processes in accordance with market demand including using technology and financial tools to manage the impact of risks.

Thailand has set the guidelines for the National Development according to the 12th National Economic and Social Development Plan, 2017-2021, there are 17 sustainable development goals, including six strategies for domestic development and 10 guidelines of the 12th plan to respond the development of the country towards stability, security and sustainability. Thailand is able to achieve its development goals with four goals: Goal 1: eliminate poverty in all forms, Goal 6: water management and sanitation, Goal 8: decent work and economic growth, and Goal 9: industry and infrastructure innovation, investments from public and private partnerships in infrastructure project development. To help farmers improve their skills and achieve better results in their work, it is important for them to gain more knowledge in various areas, including cost reduction, product quality improvement, and production cycle planning. They should also be able to manage their accounting and cash flow, resolve debt issues, and building stable living with sufficiency economy philosophy. Guidelines for resolving debt problems based on the principle of sufficiency economy can be adapted to prevent and solve debt problems by applying management principles of moderation, be reasonable and encouraging farmers to have the guideline to generate extra income and can lead to debt management. The issues mentioned earlier are in line with the United Nations Thailand's campaign of "Decade of Action, Decade of Innovation" in four dimensions: people dimension, prosperity dimension, planet dimension, and partnership dimension. This campaign is designed to help all sectors work together to improve national development. The project's results have helped the individual develop career and entrepreneurial skills, 21st century skills, life skills in household economic management and debt management for the sustainability of their community in the future.

Distribution through online channels by applying information systems of community financial institutions is a service of distribution channels of products through online systems via website 'www.smepil.com/ku', of which 85.45% have an information system, that has presented the sale of products both in-store and online, consists of sub menu such as product information, production of goods, merchandising, selling products online, damaged/ expired products, set up shipping/ delivery prices, cost of production in each lot, yield, cost price per piece and so on. The results that have promoted knowledge to the target group in online marketing, marketing communications and distribution channels can reach target customers quickly as a social media is becoming very popular nowadays. This is consistent with the research of Pongwirithon (2018) stated that to bring the information system to use in doing SMEs business, it should provide knowledge and training to create an understanding of the use of information systems for entrepreneurs. The government and private agencies should work together to develop entrepreneurs in the field of knowledge, with a focus on marketing and finance. This would help support SMEs in increasing their potential and competitive opportunities, as well as provide the knowledge necessary to entrepreneurs. According to Pongwirithon (2018), there is no significant difference in production, marketing, management, and innovation abilities among SMEs in the Northern Region of Thailand. As a result, these businesses have no competitive advantage to support decision-making. In finance, there is no accounting and cost management and no business cooperation network. Guidelines of problem solving should focus as follows: 1) Sustainable capacity development of SMEs in production, marketing and management, 2) Bring creativity of local wisdom specialized knowledge to use in business operations, 3) Seek opportunities for market expansion to increase revenue, especially the domestic market and expand the marketing network from domestic to the foreign

markets in nearby regions, 4) Energy and environmental cost management and risk insurance, and 5) Apply innovations and technologies to increase the efficiency of business such as E-commerce, online marketing, accounting information systems and management information to reduce the costs of business, especially the financial cost that must allow the businesses to access government funding sources. Business planning, controlling, and solving problems should be focused on preparing a business plan, developing outstanding products, and developing modern digital technology to meet customer needs as much as possible.

The factors that led to satisfaction with the use of online distribution of community financial institutions were found to be most often expressed at the highest level, based on the questionnaire responses as follows: utilization aspect and system performance aspect, while feasibility aspect was at a high level of satisfaction. From the data collected and the development of various theoretical concepts related to information systems management, it is apparent that marketing, business, and MarTech are all needed to address the changes in the behavior of modern consumers. Taking into account the rapidly changing economy and environment, it is important to have a digital marketing strategy that is well-planned and incorporates the latest advanced digital technology in order to meet the needs of target customers. Additionally, it is important to use data processing techniques to analyst and decision-makers understand customer needs and make the best possible decisions. The concept of a business roundtable is a modern way to promote sustainability, but it needs to be changed in order to better serve the goals of the organization and the business's stakeholders. The digital revolution will come from mass marketing that is now based on the use of digital and social media to manage data for the benefit of customers. Big data is essential for understanding customers, which will help businesses meet the needs of real customers and result in the cheapest prices and the best efficiency. Therefore, the change in marketing is the opportunity to create new business opportunities that can grow sustainably. This makes it convenient for companies to manage their customers' channels more effectively (Kotler, 2019).

Acknowledgments

The researchers would like to thank the members of Kae Noi Royal Project, Mueang Na sub-district, Chiang Dao district, Chiang Mai that provide the information for this project and Equitable Education Fund for grants under the community-based innovation and career development scholarships year 2021. The project has been granted by the Human Research Ethics Committee, Chiang Mai Rajabhat University, certification number IRBCMRU 2021/135.19.10. The Certificate of Copyright Notification of the work "Information System for Organizing Community Financial Institutions", Registration No.Wor1.009794, Department of Intellectual Property.

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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Received: 11 March 2023

Revised: 20 September 2023

Accepted: 16 November 2023

INVESTIGATING THE SOCIAL ENTREPRENEURIAL INTENTION AMONG THAI POPULATION

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Handling Editor:

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Asia University, Taiwan

(This article belongs to the Theme 1: Business Performance, Competitiveness, and Sustainability)

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Abstract

This study empirically investigates the impact of dimensions of social entrepreneurial orientation, including social vision, social proactiveness, innovativeness, and risk-taking motive, on entrepreneurial intention towards social entrepreneurship-based business start-ups. Data was collected through an online-based survey from a sample of 400 individuals during the period of 2018-2020. The collected data was analyzed using Partial Least Squares Structural Equation Modeling to examine the proposed relationships in the conceptual model. The findings of the study revealed that personal values and motivations, such as the desire to create employment opportunities or have a positive impact on society, significantly influence social entrepreneurial intention among Thai individuals. Additionally, the study identified that social entrepreneurial attitude, social vision, and social entrepreneurial orientation were also crucial factors in driving social entrepreneurial intention. These findings complement existing research that highlights the significance of personal values, attitudes, and orientations in determining social entrepreneurial intention. However, it was found that social vision does not have a direct influence but rather an indirect influence on social entrepreneurial intention through social entrepreneurial attitudes. The research contributes to the existing body of knowledge in the field of social entrepreneurship and provides practical implications for policymakers, practitioners, and stakeholders working towards the growth of social-based entrepreneurship, ventures, and start-ups.

Keywords: Social Entrepreneurship, Social Entrepreneurial Orientation, Social Entrepreneurial Attitudes, Social Entrepreneurial Intention, Thailand

Citation Information: Kajornatthapol, P., Prayoon, A., & Kamolthip, K. (2023). Investigating the Social Entrepreneurial Intention among Thai Population. *Asian Administration and Management Review*, 6(2), 107-118. <https://doi.org/10.14456/aamr.2023.23>

Introduction

Social entrepreneurship is a type of entrepreneurial business that aims to address social issues, create job opportunities, and promote venture growth through profit. This field is gaining significant attention from policymakers and academics worldwide due to its unique approaches to addressing socioeconomic concerns. The primary function of social entrepreneurship is to identify commercial possibilities and add social and economic benefits to society. Social entrepreneurs focus on solving various social and economic problems such as access to education, unemployment, poverty, drug abuse, human rights issues, and environmental degradation. Understanding the factors that influence an individual's inclination and readiness to engage in social entrepreneurship activities is critical to generating socio-economic value for the country. Despite the attention that social entrepreneurship has received from researchers and policymakers, empirical studies on the behavioral elements of entrepreneurs' intentions to work in social-based ventures and start-ups are still lacking in the literature (Nsereko, 2021). Experts suggest that having a realistic understanding of entrepreneurial orientation (EO) is crucial in determining an individual's willingness to pursue an entrepreneurial career in the future. EO was found to be strongly linked to intentions to become an entrepreneur, and its importance in predicting entrepreneurial desire cannot be overstated. Researchers have investigated the impact of various EO aspects on entrepreneurial intent and have found that, apart from innovativeness, risk-taking and pro-activity are also significant in influencing intentions to pursue entrepreneurship as a career option. For instance, in Thailand, risk-taking and innovativeness were found to be decisive factors in women's entrepreneurial intentions. Therefore, studying EO can be a beneficial tool for understanding individuals' attitudes and behavioral intentions towards entrepreneurship activities. This can aid in predicting their potential to become successful entrepreneurs and contribute to the economic growth of their countries (Mandongwe & Jaravaza, 2020). In addition, social entrepreneurship can assist small and medium-sized enterprises (SMEs) in enhancing their capacity to meet the evolving needs and expectations of consumers. Consumers are becoming increasingly aware of the social and environmental impact of the products and services they purchase, and social entrepreneurship can address this trend (Aydin, 2015). For instance, a study conducted by Foryt (2002), demonstrated that social entrepreneurs in Kenya developed innovative products and services that addressed pressing social and environmental issues, such as providing access to clean water and renewable energy. Through this approach, they could create new markets and attract more customers, ultimately increasing their competitiveness and profitability.

Small and medium-sized enterprises (SMEs) are a crucial aspect of Thailand's economy, as they make up the majority of businesses and are the primary job generators. They represent 99.73% of all businesses and account for 80.30% of all jobs (Office of Small and Medium Enterprises Promotion, n.d.). Small businesses comprise 72.83% of all businesses, which is the majority of SMEs. In terms of employment by sector, the service and retail sectors are responsible for 76.34% of total employment. The service sector represents 44.77% of total employment, while the retail sector accounts for 31.57%. In terms of revenue, SMEs contribute 39.6% of GDP, with small businesses contributing 27.8% and medium-sized businesses contributing 11.8%. SMEs play a significant role in Thailand's economy, contributing 26.25% of the total export value. The service sector is the largest contributor to Thailand's economy, accounting for 38.8% of the total GDP. Furthermore, it is crucial to note that the challenges faced by Thai SMEs are not unique to Thailand but are a global phenomenon. MO and EO strategies have been recognized as a means to overcome these challenges and achieve sustainable growth (Jimenez et al., 2012). MO strategies emphasize understanding and responding to customer needs and preferences, while EO strategies focus on innovation, risk-taking, and proactivity in identifying and exploiting market opportunities (Prasetyo & Kistanti, 2020). Previous research has shown that MO and EO strategies are positively related to

business performance (Tiwari et al., 2022). Therefore, in this study, we aim to investigate the impact of MO and EO strategies on SME performance in Thailand. By adopting a quantitative research approach, we will examine the relationship between these strategies and business performance, including revenue growth, profitability, and market share. The findings of this study can provide valuable insights for SMEs in Thailand to adopt effective strategies and achieve sustainable growth. Moreover, the study can contribute to the existing literature on MO and EO and their impact on business performance. Entrepreneurial intentions (EI) are critical in the process of starting a new business. The concept of EI is defined as the intention to establish a new firm. According to the literature, three basic hypotheses exist as antecedents of EI. The Theory of Planned Behavior (TPB) is the first model that considers three general antecedents of intention and behavior. The second model is Entrepreneurial Attitudes Orientation (EAO), which includes personality and demographic traits to explain the entrepreneur's mindset. The third model is the Leadership Effectiveness Analysis (LEATM), designed to assess the ability of people who want to start a new business Social Entrepreneurial Intention (SEI): The entrepreneurial intention has emerged as a key construct in the entrepreneurship literature and continues to pique researchers' interest due to its significance in the development of many countries. Studies have been undertaken to assess young adults' intentions to start a business in Thailand. The Thai economy was severely harmed by the economic crisis that began in mid-1997. As a result, the government and other connected agencies have launched many programs and activities to help improve and encourage entrepreneurship in the country (Mack & Mayer, 2016).

The study focuses on Thailand's entrepreneurial spirit, and the findings could have far-reaching implications for entrepreneurial education. The study adds to the literature through the methodology and empirical testing of several characteristics influencing young adults' entrepreneurial intentions in Thailand. The Ease of Doing Business Index ranks Thailand 12th out of 183 economies, reflecting the government's efforts to make it easier to start a business. Social entrepreneurship is a global phenomenon that has spread around the world. Social entrepreneurs play a vital role in promoting sustainable and equitable social and economic impacts toward the nations. However, social entrepreneurs still have difficulties attracting and retaining the quality of human talent and manpower in delivering social impact toward communities. Despite that, understanding social entrepreneurship intention and highlighting the significant determinants of social entrepreneurship intention is crucial. This study attempts to understand the tendency to choose social entrepreneurship as a career path, hoping to enhance the understanding of social entrepreneurship, specifically social entrepreneurship intention. The emergence of social entrepreneurship proves that it can find a better solution for social problems or issues that arise in the countries via its change agent known as social entrepreneurs. Social entrepreneurs focus on creating sustainable public wealth rather than private wealth.

The objectives of this research are 1) Examine the relationship between socio-demographic characteristics, personal values, and attitudes of individuals and their intention to engage in social entrepreneurship in Thailand in a more detailed and specific manner. 2) Identify and analyze any potential barriers or challenges that may hinder individuals from pursuing social entrepreneurial ventures in Thailand. 3) Identify and analyze any factors that may enable or support individuals to engage in social entrepreneurship in Thailand and explore how these factors can be further leveraged to encourage more social entrepreneurial activities. 4) Provide valuable insights that can inform the development of policies, programs, and initiatives aimed at supporting the growth and success of social entrepreneurship in Thailand.

Research Methodology

The purpose of this study is to examine the factors that impact social entrepreneurial intention among the Thai population. Specifically, the research aims to gain insights into the factors that drive individuals in Thailand to launch and operate social entrepreneurial ventures. Social entrepreneurship is a business strategy that seeks to tackle social and environmental issues while generating financial and social value. It is increasingly viewed as a potential solution to some of the world's most pressing social and environmental challenges. To identify potential target groups for social entrepreneurship programs and interventions, it is important to examine the characteristics, personal values, and attitudes of individuals in Thailand. This study also seeks to shed light on the dynamics of social entrepreneurship in Thailand, including potential opportunities and challenges. Specifically, the research will explore the relationship between social entrepreneurial attitudes (SEA), social vision (SV), and social entrepreneurial orientation. Social entrepreneurial orientation includes innovativeness (INNO), social proactivity (SPro), and risk-taking motivation (RTM), all of which can influence social entrepreneurial intention (SEI). Understanding the interplay between these factors is crucial to promoting the growth and sustainability of social entrepreneurship in Thailand.

Population and Sample

This study focuses on individuals in Thailand who have either initiated or expressed an interest in launching a social entrepreneurial venture. These individuals can be identified through a variety of networks, including online networks, community organizations, and personal and professional connections. The researcher utilized a sample of participants for practical and cost-effective reasons. However, it is essential to consider the sampling method to ensure that the sample is representative of the larger population and that the findings are valid. Furthermore, sampling has the potential to provide valuable insights and understanding of patterns and trends, including relationships, within the broader population (Chaokromthong & Sintao, 2021). This study is subject to certain limitations, including the possibility of sampling bias, as the exact size of the population is not known, and the sample may not entirely reflect the broader population. Furthermore, the study relies on self-reported data from the participants, which may be vulnerable to response bias or inaccuracies. Additionally, the study has a cross-sectional design, which means it is limited in its ability to establish causality between the variables under investigation.

Sample size estimation to mitigate the potential for sampling bias, the study estimated the sample size. This approach is consistent with the recommendation of Krejcie & Morgan (Krejcie & Morgan, 1970), who suggested a minimum sample size of 379 to achieve a 0.05 percent sampling error and a 95% confidence level. The researcher collected a sample of 400 individuals to explore the factors that drive individuals in Thailand to initiate and operate social entrepreneurial ventures. The sample size was carefully determined to ensure that it is sufficiently large to represent the broader population accurately, reducing the possibility of sampling bias.

Research Tools and Analytical Statistics

The study employed survey questions as research instruments, and an organized questionnaire was designed as a data collection tool for the survey. The questionnaire consisted of 23 items, which were divided into four components. To validate the measures, items from previous research were utilized. The construct of social entrepreneurial intention was evaluated using five items adapted from Urban & Kujinga (2017). For the attitude towards social entrepreneurial attitude, five measures were incorporated from the scale developed by Miranda et al. (2017). However, the scale only consisted of nine items and was modified to align with the social entrepreneurial orientation context of the study. To assess innovativeness, three aspects from Mandongwe & Jaravaza (2020) were utilized. Risk was measured using three measures from Sulphey & Salim (2021) and social proactivity was assessed using another three

measures from the same study. Finally, four measures were used to examine social vision (Sulphrey & Salim, 2021). The data was analyzed by classifying it according to the objectives of the synthetic study in order to gain an overview of the factors that could impact the study's conclusions. The study results were presented in a descriptive report, which was divided into two parts. Part-1: The general findings of the study present the characteristics of the respondents, including age, gender, education level, income, and occupation. The data is displayed using frequency and percentage tables, with a focus on the participants' attitudes towards Social Entrepreneurship. Each demographic characteristic is presented in a separate table, showing the actual number of respondents and corresponding percentage. Part-2: The specific findings of the study showcase the results of each analysis step carried out to validate the consistency of the statistics used to examine and evaluate the Model validity. This includes evaluating Construct reliability, Convergent Validity, and Discriminant Validity, which assess aspects of the SEM model that are not directly tied to the goodness of fit. Furthermore, Fit Index and Model validity measurements are used to assess the goodness of fit of the SEM. The study concludes by presenting a Structural Equation Modelling measurement and acceptable thresholds table that summarizes the sequence of data analysis steps. The analysis was carried out using the ADENCO software program. A 5-level scale (Krejcie & Morgan, 1970) was used for the respondents to choose, with "1" indicating the lowest level of satisfaction and "5" indicating the highest level of satisfaction. 5-level average interpretation criteria were used, with the average of 1.00-1.80 indicating Strongly Disagree and the average of 4.21-5.00 indicating Strongly Agree. The validity test and questionnaire confidence test yielded an alpha coefficient of 0.935, which was considered acceptable, allowing for data collection with the sample. Descriptive statistics were used for quantitative analysis, including finding the frequency, percentage, arithmetic mean, and standard deviation.

The analysis process involved using the ADANCO software program (version 2.1.1.) (Henseler et al., 2015) to conduct Structural Equation Modeling (SEM). Several steps were taken to verify the consistency of the statistics used to examine and evaluate the model validity, including assessing the reliability of the constructs, convergent validity, and discriminant validity. These evaluations assess aspects of the SEM model that are not directly related to the goodness of fit. Fit Index and Model validity measurements were also utilized to assess the goodness of fit of the SEM.

Research Results

The general findings of the study present the demographic profile of the respondents. The characteristics of the respondents included sex, with 256 women (64%). The 24-34 age group accounted for 33.3% of participants, and 44.8% of respondents had education levels corresponding to bachelor's degrees. The majority of the respondents (75.3%) fell into the middle-income category, defined as having a monthly salary between 10,000 and 30,000 baht. The occupation distribution showed that employees of private agencies made up the majority (48.0%). Part 2 of the study presents specific findings and answers to research questions. The mean interpretation of responses ranked into five ranges is presented in the methodology section under Research Tools and Analytical Statistics. This section includes data collected and analyzed for each construct, including SEA, SV, SEO, and SEI, based on mean and standard deviation values, which were used as preliminary inputs for the next analytical statistics. Displays that the average mean score for Social Entrepreneurial Attitude at the "Strongly Agree" level is ($\bar{x} = 4.28$, $SD = 0.76$), while Social Vision has an average mean score of ($\bar{x} = 4.24$, $SD = 0.77$) at the same level. Similarly, Social Entrepreneurial Orientation has an average mean score of ($\bar{x} = 4.26$, $SD = 0.81$) at the "Strongly Agree" level, and the average mean score for Social Entrepreneurial Intention is ($\bar{x} = 4.25$, $SD = 0.82$) at the "Strongly Agree" level.

In SEM, constructs are measured by multiple indicators, and their validity is evaluated by examining how well they represent the underlying theoretical construct. The results of these assessments, including Construct Reliability, Convergent Validity, and Discriminant Validity, were provided in Table 1-2, with acceptable thresholds presented in the methodology section. In the methodology, the last column of Table 1 displays the acceptable level of internal consistency for Convergent Validity. Convergent Validity refers to the degree to which indicators of a construct are related in the expected manner. It determines whether multiple indicators of the same construct are highly correlated with each other and related to other constructs in the anticipated manner. Fornell & Larcker (1981) suggested that the Average Variance Extracted (AVE) should be greater than 0.50, and the factor loadings for individual indicators should be greater than 0.70. Table 2 displays the results of the discriminant validity tests, which confirm the appropriateness of discriminant validity. The diagonal values represent the square root of the Average Variance Extracted (AVE) for each construct, while the off-diagonal values show the correlations between the constructs. The results show that the off-diagonal values are lower than the diagonal values, indicating that each construct is more strongly related to its indicators than to other constructs. This supports the notion of discriminant validity and provides evidence that the measures used in this study are not measuring the same construct. Therefore, the results demonstrate that the constructs are distinct and independent from each other.

Table 1 Overall Construct Reliability Loading and Convergent Validity

Construct	Dijkstra-Henseler's rho (ρ_A)	Jöreskog's rho (ρ_c)	Cronbach's alpha (α)	AVE
Social Entrepreneurial Attitude	0.9117	0.9058	0.9069	0.6597
Social Vision	0.9230	0.9229	0.9230	0.7996
Social Entrepreneurial Orientation	0.9010	0.9002	0.8995	0.7506
Social Entrepreneurial Intention	0.9512	0.9512	0.9512	0.8666

To ensure that the structural equation model accurately represents the relationships between observed and expected covariance matrices of the variables being studied, the goodness of fit of the model must be assessed using standardized root mean square residual (SRMR) and goodness-of-fit (GoF) statistics. The variables analyzed in this study include Social Entrepreneurial Attitude, Social Vision, Social Entrepreneurial Orientation, and Social Entrepreneurial Intention. To evaluate the model fit, the researcher selected "evaluate model fit" in the Run dialog while running ADANCO. If the theoretical model was accurate, ADANCO 2.1.1 generated the SRMR's 95% ("HI95") and 99% percentiles ("HI99"). The results of the SRMR evaluation are presented in Table 3, where the SRMR value was 0.0303, and it met the criteria for model fit along with the 95% ("HI95") and 99% percentiles ("HI99"). Figure 1 illustrates the selected Structural Equation Model. In addition to SRMR, partial least squares SEM can also be used to analyze complex data structures and assess model validity.

Table 2 Discriminant Validity

Construct	SEA	SV	SEO	SEI
Social Entrepreneurial Attitude	0.6597			
Social Vision	0.6480	0.7996		
Social Entrepreneurial Orientation	0.5785	0.4945	0.7481	
Social Entrepreneurial Intention	0.6537	0.6748	0.5984	0.8667

Table 3 Goodness of model fit (saturated model)

Value	SRMR	HI95	HI99
	0.0303	0.0235	0.0273

Once the SEM model has been finalized through various steps of model specification, estimation, fit assessment, validation, and modification, it can be used for final analysis. In SEM, R^2 is a statistical measure of fit that represents the proportion of variance in the dependent variable that is explained by the independent variables in a regression model. It is expressed as a percentage and ranges from 0 to 100% (Hair et al., 2017). In Figure 1, a higher R^2 value indicates a better fit between the model and the data, suggesting that a larger proportion of the variation in the dependent variable (SEI) is explained by the independent variables (SEA, SV, and SEO). Table 4 displays the outcomes of the Partial Least Square-Structural Equation Model, a widely used variance-based, descriptive, and predictive method for SEM (Ziggers & Henseler, 2016). The PLS-SEM approach allows for exploratory and confirmatory research without any constraints on population distribution (Chin et al., 2003). The p-value <0.05 indicates a significant correlation between the five hypotheses and latent variables. The results of the study, which investigated the social entrepreneurial intention among the Thai population using a structural equation model, revealed strong relationships between variables, namely Social Entrepreneurial Attitude, Social Vision, Social Entrepreneurial Orientation, and Social Entrepreneurial Intention, among Thai individuals. The original coefficients for these relationships were 0.259, 0.5344, 0.4102, 0.3848, and 0.3876, respectively. The mean values for these relationships were 0.2529, 0.5346, 0.5470, 0.3862, and 0.3906, respectively, with standard errors of 0.0918, 0.0691, 0.0594, 0.0723, and 0.0620, respectively. The t-values for these relationships were 2.8223, 7.7342, 9.2361, 5.3236, and 6.2514, respectively. All five hypotheses tested showed p-values <0.05 , indicating highly significant results. Table 4 shows the results of the hypothesis testing and the path coefficient.

Table 4 Path Coefficient and Hypothesis Testing Results

Effect/Hypothesis	Original Coefficient	Mean Value	S.D.	t-value	p-value (2-sided)	Interpretation
SEA -> SEI	0.2591	0.2529	0.0918	2.8223	0.0049	Accept
SV -> SEA	0.5344	0.5346	0.0691	7.7342	0.0000	Accept
SV -> SEI	0.4102	0.5470	0.0594	9.2361	0.0000	Accept
SEO -> SEA	0.3848	0.3862	0.0723	5.3236	0.0000	Accept
SEO -> SEI	0.2876	0.3906	0.0620	6.2514	0.0000	Accept

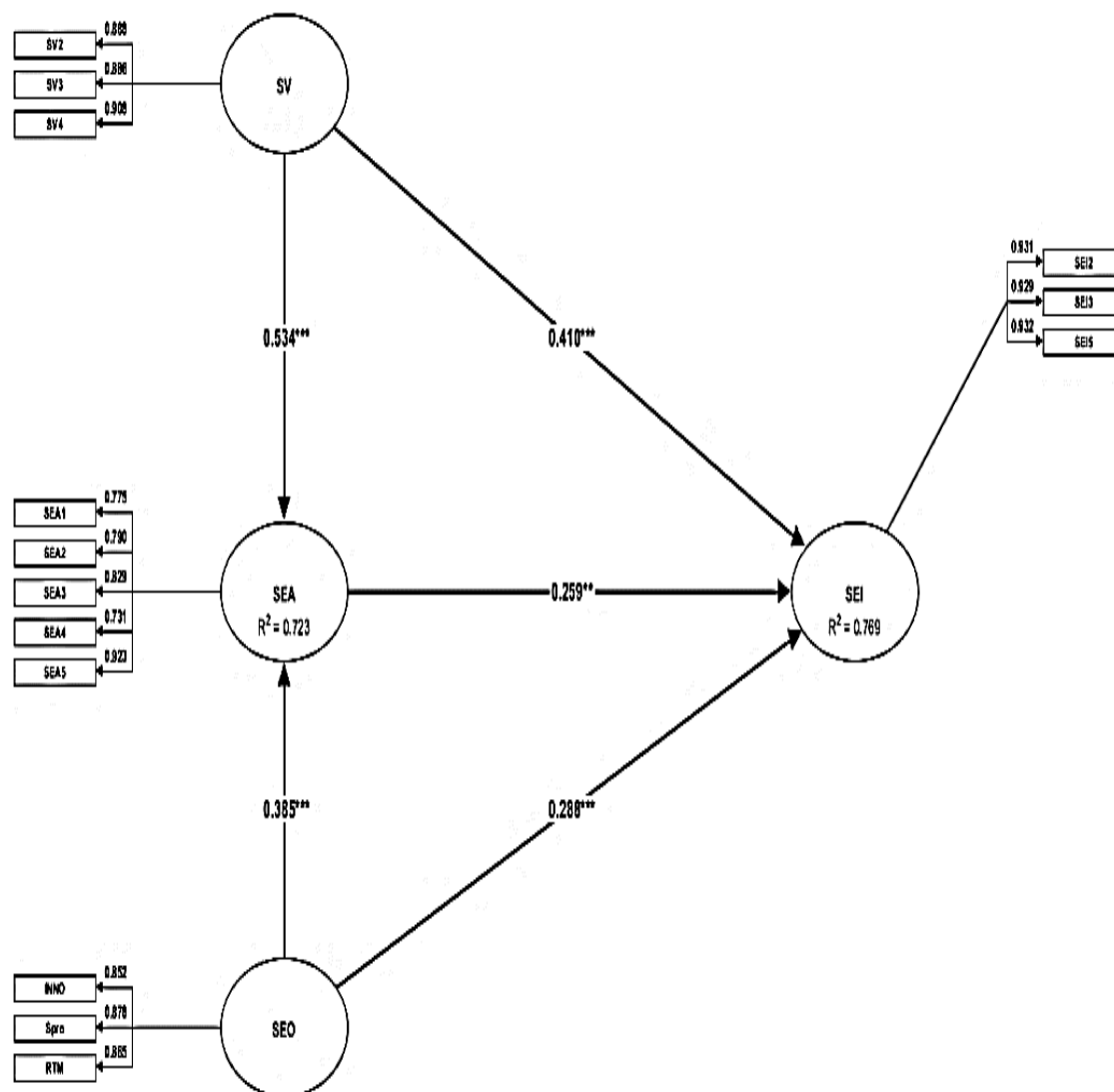


Figure 1 Partial Least Square-Structural Equation Model

Discussion and Conclusion

The findings of the study regarding social entrepreneurial intention among the Thai population unveil that the four distinct variables—namely, Social Entrepreneurial Attitude, Social Vision, Social Entrepreneurial Orientation, and Social Entrepreneurial Intention—all received scores at the "strongly agree" level on a Likert scale from 1 to 5. The calculated mean score amounted to 0.8. Notably, the overall construct reliability and convergent validity were both deemed acceptable. The Average Variance Extracted (AVE) values for SEA, SV, SEO, and SEI stood at 0.6597, 0.7996, 0.7506, and 0.8666, respectively—each exceeding the threshold of 0.50. This attests to the robust reliability and convergent validity of these variables. Additionally, the study confirms that discriminant validity met satisfactory standards, as the square root of each construct's AVE surpassed the correlations between that construct and others. Moreover, the Goodness of Fit value computed at 0.0303 satisfies the criteria for a well-fitting model, remaining below the threshold of 0.08. This underscores the model's apt fit for the data.

The study's outcomes underscore the pivotal role of personal values and motivations—such as the aspiration to generate employment opportunities or foster positive societal impact—in shaping social entrepreneurial intention among Thai individuals. Furthermore, the study underscores the significance of social entrepreneurial attitude, social vision, and social entrepreneurial orientation in propelling social entrepreneurial intention. These discoveries

complement previous research emphasizing the impact of personal values, attitudes, and orientations on social entrepreneurial intention (Mandongwe & Jaravaza, 2020). Nonetheless, the study also brings to light potential challenges faced by Thai individuals in pursuing social entrepreneurial ventures, including limited access to funding and a deficiency in knowledge and skills (Foryt, 2002; Nsereko, 2021; Walailak et al., 2023). This revelation underscores the necessity of addressing structural barriers and limitations that could deter individuals from embarking on social entrepreneurship as a career path.

In summation, the research on Exploring Social Entrepreneurial Intention among the Thai population provides a substantive contribution to the realm of marketing by providing insights into the factors shaping Thai individuals' drive to initiate and operate social ventures. By discerning hindrances and catalysts that could impact social entrepreneurial intention, marketers and businesses can design targeted campaigns and initiatives that inspire people to contemplate social entrepreneurship as a viable career option.

To conclude, the inquiry into Social Entrepreneurial Intention among the Thai population has yielded substantial insights for the marketing domain. The study's findings affirm that social entrepreneurial attitude, social vision, social entrepreneurial orientation, and social entrepreneurial intention serve as robust predictors of Thai individuals' motivation to establish and manage social entrepreneurial ventures. These variables exhibit commendable reliability, convergent validity, and model fit, indicating their potential in deciphering the factors influencing social entrepreneurial intentions among Thai individuals. Furthermore, the study highlights a range of impediments and catalysts that policymakers and practitioners should consider when bolstering the growth and prosperity of social entrepreneurship in Thailand. This research enriches the expanding body of knowledge on social entrepreneurship and furnishes practical guidance for marketers and businesses seeking to invigorate and facilitate social ventures in Thailand and beyond.

Developing policies, programs, and initiatives aimed at fostering the expansion and success of social entrepreneurship in Thailand necessitates valuable insights rooted in rigorous research and empirical evidence (Austin et al., 2006; Dacin et al., 2010; Mair & Marti, 2006). These insights serve several crucial purposes:

- 1) Informed decision-making: Policies, programs, and initiatives grounded in valuable insights tend to be more effective and impactful. Rigorous research equips policymakers and program implementers with evidence to make informed choices, channelling resources towards initiatives based on solid evidence and higher prospects of success.
- 2) Contextual comprehension: Thailand's distinctive cultural, social, economic, and institutional backdrop can influence the growth of social entrepreneurship. Valuable insights offer a profound understanding of the local context, its challenges, and opportunities, essential for tailoring pertinent policies, programs, and initiatives.
- 3) Barrier identification and solutions: Valuable insights illuminate barriers and hurdles encountered by social entrepreneurs in Thailand—be it regulatory obstacles, limited financial access, lack of supportive networks, or cultural norms. By identifying these barriers, researchers can propose pragmatic strategies for inclusion in policies and initiatives, effectively tackling these challenges.
- 4) Best practices promotion: Valuable insights spotlight successful models of social entrepreneurship in Thailand or elsewhere, serving as inspiration for policymakers and practitioners. These exemplars inform the design and execution of policies, programs, and initiatives, facilitating the replication of success stories while averting potential pitfalls.
- 5) Monitoring and evaluation: Valuable insights furnish the foundation for gauging the impact and efficacy of policies, programs, and initiatives for social entrepreneurship in Thailand. By establishing clear metrics based on research findings, policymakers and implementers can appraise outcomes and fine-tune efforts for better outcomes.

The analysis and exploration of factors catalysing or facilitating engagement in social entrepreneurship in Thailand are pivotal to grasping the drivers of such activities in the country. This, in turn, assists in devising strategies to foster more initiatives (Kansuntisukmongkol, 2017; Ngaosuvan & Khaokaew, 2019; Piriyakul & Chakrabandhu, 2017; Wacharasin, 2017). Primarily, cultural and social norms in Thailand—prioritizing social impact and communal well-being—act as propellers for social entrepreneurship. Concepts like the "sufficiency economy" and "social harmony" instill sustainability, resilience, and community empowerment. Such norms nurture a supportive atmosphere for social entrepreneurship by fostering a sense of social responsibility and urging individuals to devise innovative solutions to societal dilemmas. Furthermore, networks and collaborations play a crucial part in supporting social entrepreneurship. Strong bonds among social entrepreneurs, governmental bodies, non-profits, and other stakeholders facilitate knowledge exchange, resource pooling, and mutual assistance. These networks grant access to mentorship, funding, and market prospects—critical components for the triumph of social entrepreneurial endeavours. Enabling policies and regulatory frameworks also create a conducive backdrop for social entrepreneurship. Policies offering tax incentives, funding avenues, and legal acknowledgment for social enterprises motivate individuals to partake in social entrepreneurial undertakings. Additionally, policies advocating social innovation, impact measurement, and social procurement amplify the influence of social entrepreneurship, beckoning more participants. Lastly, education and skill enhancement are key to nurturing social entrepreneurship in Thailand. Accessible education and training programs pertaining to social entrepreneurship, business development, and impact measurement can refine the abilities of budding social entrepreneurs. Capacity-building initiatives empower individuals to address societal challenges effectively through entrepreneurial means.

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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