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Business Opportunities Depending on the Way of Believe in Holiness of Thai Society

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Abstract:

This research aims to study the behavior of sacred objects rental and factors of sacred objects worshipping of consumers in Thailand conducted with 400 consumers who rents amulets for worshipping in Bangkok and study on Tiger God Shrine worshipping. The sample is obtained by Convenience sampling. In addition, this research also studies on factors entailed to sacred objects worshipping that is conducted with 200 retailers in Amphoe Mueang, Ratchaburi. Likewise, this study also analyzes marketing mix factor affected on sacred objects rental of Thai entrepreneurs by investigating with 400 entrepreneurs who are interested in sacred objects rental. Subsequently, the obtained data will be managed to make opportunity pattern based on the belief of Thai society regarding sacred objects.

It is found that opportunity plan based on the belief of Thai society regarding sacred objects depends on the relative behavior of consumers and entrepreneurs. Consumers provide their opinions that sacred objects rental for worshipping depends on their decision on price and sellers. They also mention that good place for renting amulet is the place that provides convenience of transportation, security and suggestion of sacred objects' profiles and backgrounds. For the entrepreneurs of sacred objects rental business, they consider that factors entailed to sacred objects worshipping are obtained from the importance of sacred objects on business operation regarding basic belief, financial status, decision making, life success and protection. However, the entrepreneur should consider mix marketing factors on sacred objects rental of consumers in order to be used in considering marketing strategy. Mix marketing also effects on sacred objects rental for worshipping regarding product, price, distribution channel and promotion.

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Introduction

Thai society is a society of the world with way of life according to the principles of tradition stem from Buddhism. Such traditional concept has been corresponded with Thai people and Thai people are also relative to sacred objects worshipping. Anthropologist considers that such worshipping is cognitive culture created by human in order to contribute mental stability transmitted to happiness in society. This will normally happens in all people's mind because it is the basic human needs (Yot Santasumbut, 1998). The remaining belief and inherited for such a long period of Thai people through sacred objects' elements including amulet, metal Buddha image (Phra Kring), talisman, etc., and other idols including Tiger God Shrine, Great statue of Luang Pu Thuat Wat Huai Mongkol, woman statue beckoning happy lot in, etc.

Although there is Thailand development towards the period of information technology and manufacturing sector depending on industrial system, the belief on sacred objects worshipping of Thai people still exists. It may be said that sacred objects worshipping is a kind of cognitive culture that beyond scientific knowledge. Although science has high and various influences on Thai society development, there are several remainders that science fails to respond and explain some phenomenon. As a result, belief of supernatural powers influences the explanation of phenomenon in order to understand and feel stable with several matters in life (Sirichai Suangsaeng, 2005) that is mostly sentimental and emotional phenomenon and social beliefs with mental and life effect of Thai people consecutively (Prapapan Wjitwatakarn, 1989).

The belief on attaching to sacred objects of Thai people is begun to be interested extensively by Thai people regarding religion promotion, being the spirit on occupation of individual and business as well as being used as a cultural strategy and traditional practice inherited to the next generation. In addition, such continuous social result makes the scholars interested in the social context effected on the result of economic expansion regarding belief in sacred objects of Thai people because many entrepreneurs believe that sacred objects worshipping is another good commercial effect and the spirit of entrepreneurs, for example, woman statue beckoning happy lot in worshipping is also another belief of catching attention from customers leading to profitable business. For Golden Boy Worshipping, it is believed to provide luck and fortune or catch customer's attention and make such entrepreneurs wealthy, etc. This belief is also mixed with using techniques and technology in business operation among dependence of knowledge, and expertise in both academic and artistic field of the entrepreneurs in order to enhance the growth of business to be more effective (Surayuth Menapan, 1997).

For the integral context of Thai society towards attitude and belief in sacred objects worshipping and living among changing society to the period of Global Communication, it is also found several dimensions in Thai society implementing belief of sacred objects worship as the spirit resulting to living of people in the society including the group of entrepreneurs, company employees, government officers, students, etc. However, while the researcher is interested in the phenomenon of belief in sacred objects of Thai people that influences business opportunity building or business opportunity that depends on belief in sacred objects of Thai society. The study focuses on factors effecting on sacred objects worshipping of Thai entrepreneurs and the behavior on sacred objects rental of consumers in Thai society as well as analysis on mix marketing factors effecting on sacred objects rental of consumers in order to create the opportunity pattern based on the belief of Thai society regarding sacred objects of Thai people

Objectives

1. To study on the behavior and factors of sacred objects rental and sacred objects worshipping of Thai society.
2. To study factors effect on sacred objects worshipping and analyze mix marketing factors resulting to sacred objects rental of Thai entrepreneurs.
3. To make opportunity pattern based on the belief of Thai society regarding sacred objects of Thai society.

Conceptual Framework

This research aims to study on factors resulting to sacred objects worshipping of Thai entrepreneurs and marketing mix factor affected on sacred objects rental of Thai entrepreneurs by investigating with 400 entrepreneurs who are interested in sacred objects rental. Subsequently, the obtained data will be managed to make opportunity pattern based on the belief of Thai society regarding sacred objects of Thai society with the conceptual framework as show in Figure 1.

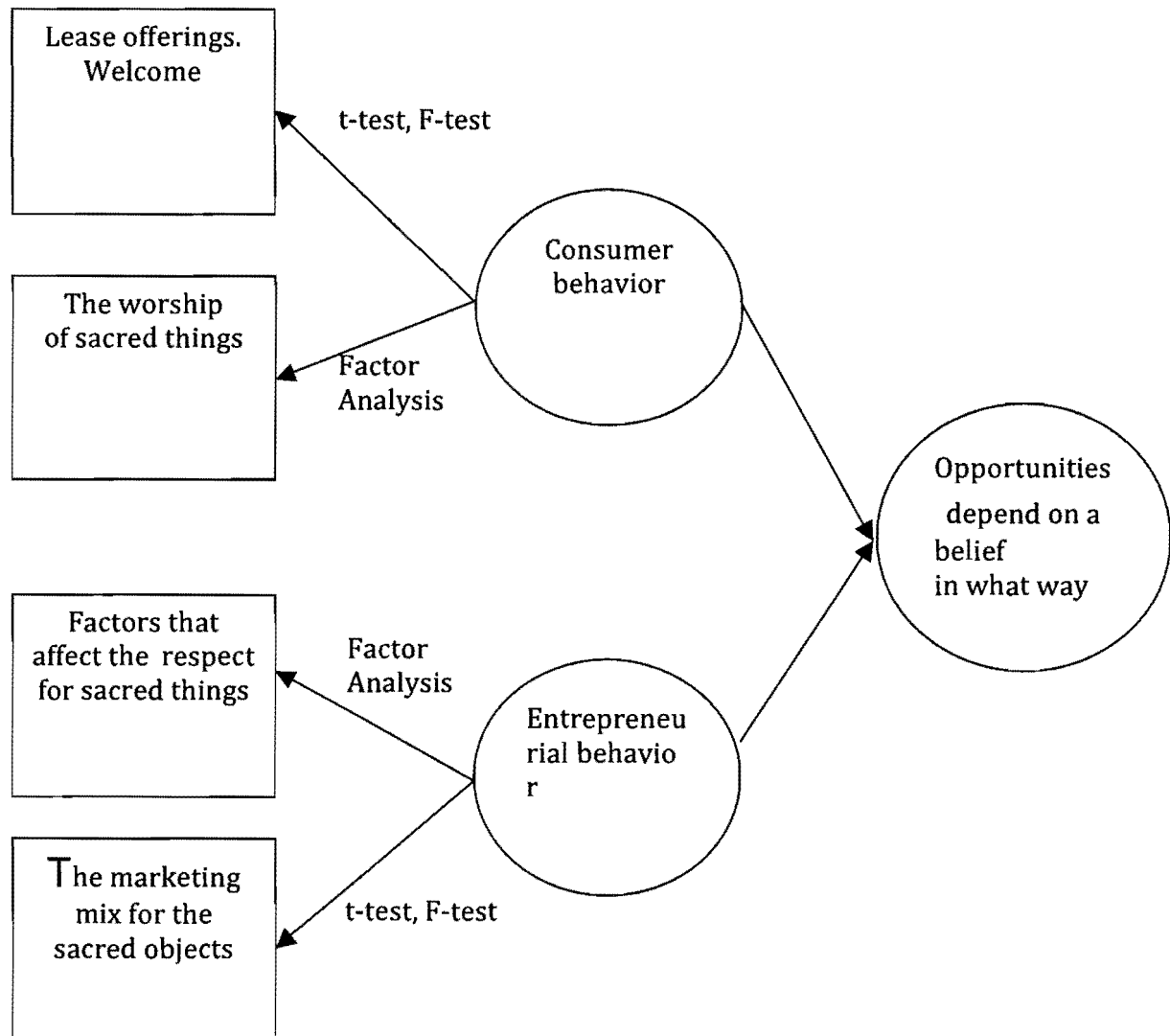


Figure 1 illustrates the conceptual framework used in this study
Methodology

To follow the objective of this study, the researcher divided research procedures into 4 sections as follows:

Section 1: It is the study on factors effect on sacred objects worshipping of consumers in Thai society. The researcher focuses on studying the behavior and factors entailed amulet rental in the area of Bangkok by using Quantitative Research and Purposive Sampling is used with 400 samples according to the guideline of Yamane (1967) Alpha 0.05 (Prasopchai Phasunon, 2010). The 150 sets of questionnaire is distributed to entrepreneurs operating business at Phra Chan Pier amulet market, 150 sets of questionnaire at amulet market in Pantip Plaza and 100 sets of questionnaire at amulet market in Weekend Market (Chatujak). The results obtained from the consideration of experts and 40 lessees of amulet market in Bangkok area. It is found that the questionnaire has the reliability from Cronbach's Alpha as 0.92.

Subsequently, the research takes a survey on Tiger God Shrine with the content regarding the behavior of Tiger God Shrine worshipping and investigation on Tiger God Shrine worshipping by analyzing on factors of Tiger God Shrine worshipping with 400 samples obtained from Convenience Sampling. The research tool used in this research is Questionnaire that is used to analyze the reliability of questionnaire with Cronbach's α Coefficient with the value of 0.867 showing that the questionnaire has high level of accuracy (Sorachai Phisarnbut, Saowarot Yaisawang and Preecha Atsawadechanukorn, 2009). This stage analyzes factors of Tiger God Shrine worshipping by using Principal Component Analysis. The study is also contained with Orthogonal Rotation by using Varimax with Kaiser Normalization. The criteria of factors consideration is the value of Eigenvalues must be over 1 and the value of Factor Loading must have Absolute value higher than 0.71 (Comrey and Lee, 1992).

Section 2: It is a study on factors effect of sacred objects worshipping on 200 retailers in Amphoe Mueang, Ratchaburi. The size of sample group is calculated from the formula of Yamane (Prasopchai Pasunon, 2010) by using questionnaire as the tool. The accuracy of the questionnaire is measured by from Cronbach's Alpha as 0.8120. In this stage, factors entailed to sacred objects worshipping are analyzed by using Principal Component Analysis. The study is also contained with Orthogonal Rotation by using Varimax with Kaiser Normalization. The criteria of factors consideration is the value of Eigenvalues must be over 1 and the value of Factor Loading must have Absolute value higher than 0.5 (Kalaya Waitchbuncha, 2004).

Section 3: It is the analysis on mix marketing factors affected on sacred objects rental of Thai entrepreneurs by emphasizing on 400 samples who are interested in renting sacred objects at Wat Sothorn Wararam Worawiharn, Chachoengsao. The tool used in this analysis is questionnaire with the reliability from Cronbach's Alpha as 0.875 with true value of 1 showing that the questionnaire has high level of accuracy.

Section 4: It is the making of opportunity pattern based on the belief of Thai society regarding sacred objects of Thai society by concluding the overall results from the result of the findings from section 1 – 3 under the conceptual framework of this research.

Conclusion and Discussion

The result of section 1 shows that most respondents are male in the age of 25 – 40 years and married. They graduated in Bachelor degree with domicile in central region of Thailand and work as private employees with income of 10,000 – 24,000 baht and use private cars as vehicle. Their decision on amulet rental mostly depends on the sellers. The reason may be that amulet is difficult to be measured on its value explicitly that may be said that it depends on belief and faith of customers. Although amulet has the value of itself, the reputation of such amulet is obtained from its legend and history or benefit that is passed along until such amulet is considered to be amulet as it is. Such legend and history is told by the sellers and good sellers should tell be able to tell such legend and history to obtain the faith from consumers as well as knowledge on such amulet to make customers interested in such amulet. Moreover, it also includes good courteous, attention and good service. However, sample with Bachelor degree has different opinion from the sample with lower education level. This is possible that this group of consumer has high education level therefore, they are relatively confident or believe in their knowledge leading therefore they may not wish knowledge from the sellers but good courteous or good service. However, this also depends on maturity of consumers as well. While one of decision making of consumers is information acquisition and consumers are confident with information obtained from discussion with the seller, amulet rental will occur. As a result, the entrepreneurs of amulet shop have to seek for the source of knowledge in various aspects regularly and have to convey such knowledge to their employees in order to make the able to discuss with customers. For consumers with Master Degree, they consider promotion differently from consumers with lower educational level. This may be contributed by their higher education that makes their cost of living higher than that of other educational levels. As a result, they hope the promotion from the sellers, for example, authentic guarantee or after sale service. They expect all of these benefits from the sellers also they have to pay in higher rate. However, it depends on their occupation as well because although some of them have lower education with special work or private business, they may think identically with consumers with high education level. However, these three amulet markets have several differences for price, management process and administrative personnel. This results to the decision on purchasing of consumers. Price may be increased according to each area, for example, amulet market in Pantip Plaza that is located in secured place with good atmosphere and convenience. Most shops have regular customers therefore there is less changing and provide good service with reliability including price guarantee that consumers can be confident that they obtain authentic products from these shops. However, the price will be higher than other markets. In contrast, amulet market in Weekend Market (Chatujak) that is open area without any protection from uncertain weather. In addition, most shops are street stalls that are easy to relocate without any price guarantee. Consumers have to take risk that they will gain authentic or false products. However, the price of amulet in this market is cheaper than other places. For Phra Chan Pier market, it is the combination of good advantages of Pantip Plaza and Chatujak markets; there are various prices, service providing processes or personnel and decoration. Phra Chan Pier market is the oldest amulet market that stated from the place for exchanging amulet in small group expanded to be a large market of amulet rental. The entrepreneurs assemble together to form an association with several great masters of amulet attendance. Most entrepreneurs have organized service providing process from the beginning of their business and provide friendliness to their customers. On the other hand, consideration on personal belief of each occupation is also different according to work condition of each occupation and problems occurred to such occupation, for example, consumers who work in security field wish the amulet to protect

them from any danger while consumers with trading occupation wish amulet to bless them luck and wealth with their business or be successful with their business. However, there are still other demands that can be added or changed upon the living condition, maturity, family or society of each person. For personal belief, this belief is generated by the perception obtained by social influence and discussion with surrounding people on amulet that is typically involved with miracle of amulet possessors and business influence. Normally, newspaper is the media that is the data source of amulet for lessees. Such information is often incorporated with miracle stories of amulet that will create belief and morale to the readers that such amulet will help them from their daily problems.

For survey on Tiger God Shrine worshipping of Thai people, it is found that there are 10 factors of Tiger God Shrine worshipping and factor on worshipping is considered as shown in Table 1 – 10 as follows:

Table 1 External Circumstance Factor

| Factor | Factor Loading | Mean | S.D. | Priority |
|--|----------------|-------------|---------------|---------------|
| External environmental factors (Eigenvalues=6.453 and %Variance=14.905) | | | | |
| Number of stores that offer flowers, incense and candles. Just around the scenery. | 0.835 | 3.53 | 0.9409 | Much |
| Number of stores that serve food and beverages. | 0.741 | 3.42 | 0.9661 | Medium |
| The serenity of the location. | 0.732 | 3.37 | 0.9395 | Medium |
| Close to each other at the altar. | 0.720 | 3.36 | 1.1561 | Medium |
| To sit back and relax. | 0.737 | 3.32 | 1.0751 | Medium |
| Label Information. | 0.795 | 3.27 | 1.0726 | Medium |
| There is ample parking. | 0.791 | 3.27 | 1.0427 | Medium |
| | 0.718 | 3.18 | 1.0687 | Medium |
| Total | | 3.34 | 0.8134 | Medium |

Table 2 Belief Factor

| Factor | Factor Loading | Mean | S.D. | Priority |
|---|----------------|-------------|---------------|-------------|
| The factor of faith (Eigenvalues=4.566 and %Variance=11.131) | | | | |
| Improve the service | 0.716 | 3.88 | 0.8649 | Much |
| Make a success in life | 0.732 | 3.73 | 0.8233 | Much |
| Make better financial position | 0.751 | 3.59 | 0.8149 | Much |
| Learning to concentrate better | 0.731 | 3.57 | 0.8799 | Much |
| Total | | 3.69 | 0.6943 | Much |

Table 3 Namely Honorable Feature Factor

| Factor | Factor Loading | Mean | S.D. | Priority |
|---|----------------|------|--------|----------|
| The respect factor (Eigenvalues=3.665 and %Variance=9.335) | | | | |
| The sanctity of the Just | 0.713 | 4.07 | 0.7388 | Much |
| Just have faith | 0.734 | 3.94 | 0.8055 | Much |

| | | | | |
|--|-------|------|--------|------|
| Make life better | 0.798 | 3.78 | 0.7636 | Much |
| Expectations of what can be gained by prayer | 0.776 | 3.69 | 0.8526 | Much |
| Total | | 3.87 | 0.6589 | Much |

Table 4 Reputation Factor

| Factor | Factor Loading | Mean | S.D. | Priority | Table 5 Physical Image Factor |
|--|----------------|------|--------|----------|----------------------------------|
| Factors of the Shrine is famous for tigers (Eigenvalues=3.287 and %Variance=8.574) | | | | | |
| Just legendary | 0.725 | 3.83 | 0.9331 | Much | |
| A history of reliability | 0.805 | 3.77 | 0.8190 | Much | |
| The reliability of the informant | 0.767 | 3.69 | 0.8534 | Much | |
| The sanctity of the closed | 0.784 | 3.68 | 0.9124 | Much | |
| Respected in society | 0.764 | 3.62 | 0.9110 | Much | |
| Total | | 3.72 | 0.6816 | Much | |

| Factor | Factor Loading | Mean | S.D. | Priority |
|---|----------------|------|--------|----------|
| The form factor (Eigenvalues=3.218 and %Variance=8.436) | | | | |
| Faith in the family | 0.723 | 3.93 | 0.8027 | Much |
| The god of the shrine is located in Tiger | 0.796 | 3.80 | 0.8566 | Much |
| To inherit the traditions of their ancestors | 0.774 | 3.75 | 0.9028 | Much |
| Just looking out of the court | 0.780 | 3.69 | 0.8651 | Much |
| The elegance of the Just | 0.704 | 3.66 | 0.7510 | Much |
| I believe the most merciful | 0.724 | 3.65 | 0.9210 | Much |
| Cleanliness of the place | 0.763 | 3.55 | 1.0282 | Much |
| The ancient shrine of the tiger | 0.779 | 3.53 | 0.9265 | Much |
| Total | | 3.69 | 0.6361 | Much |

Table 6 Visiting Costs Factor

| Factor | Factor Loading | Mean | S.D. | Priority |
|---|----------------|------|--------|----------|
| Factor cost (Eigenvalues=2.905 and %Variance=7.811) | | | | |
| The cost of the lease of the altar | 0.722 | 4.09 | 0.8182 | Much |
| Convenience of travel | 0.754 | 3.97 | 0.6689 | Much |
| The cost of travel | 0.765 | 3.90 | 0.7500 | Much |
| The cost of worship | 0.745 | 3.85 | 0.9293 | Much |

| | | | | |
|---------------------|-------|------|--------|------|
| The cost of parking | 0.714 | 3.42 | 0.9418 | Much |
| Total | | 3.84 | 0.5835 | Much |

Table 7 Visitor Aspect Factor

| Factor | Factor Loading | Mean | S.D. | Priority |
|--|----------------|------|--------|----------|
| Factors at the service (Eigenvalues=2.611 and %Variance=7.222) | | | | |
| Number of shops | 0.782 | 3.92 | 0.8221 | Much |
| Number of people who make a votive offering | 0.701 | 3.72 | 0.9669 | Much |
| Number of people to worship | 0.704 | 3.65 | 0.8958 | Much |
| Total | | 3.80 | 0.7458 | Much |

Table 8 Location Factor

| Factor | Factor Loading | Mean | S.D. | Priority |
|--|----------------|------|--------|----------|
| Location factors (Eigenvalues=2.578 and %Variance=7.156) | | | | |
| When traveling to the shrine tiger | 0.716 | 3.24 | 1.0235 | Medium |
| Near residential areas | 0.806 | 2.90 | 1.2106 | Medium |
| In a neighborhood sanctuary | 0.792 | 2.83 | 1.3401 | Medium |
| Total | | 2.99 | 0.9868 | Medium |

Table 9 Facility Factor

| Factor | Factor Loading | Mean | S.D. | Priority |
|--|----------------|------|--------|----------|
| Facilitating factors (Eigenvalues=1.871 and %Variance=5.743) | | | | |
| Easy to find the altar | 0.748 | 3.69 | 0.9022 | Much |
| Ease of the bus | 0.829 | 3.17 | 0.9648 | Medium |
| Ease of finding parking | 0.790 | 2.90 | 1.1024 | Medium |
| Total | | 3.25 | 0.7750 | Medium |

Table 10 Sacred Dimension Factor

| Factor | Factor Loading | Mean | S.D. | Priority |
|--|----------------|------|--------|----------|
| Factor of holiness (Eigenvalues=1.299 and %Variance=4.598) | | | | |
| To prevent this unfortunate | 0.794 | 4.18 | 2.9625 | Much |
| Protection against threats | 0.804 | 3.84 | 0.7198 | Much |
| Solve the problems of life | 0.724 | 3.50 | 0.8255 | Medium |
| Total | | 3.86 | 1.1660 | Much |

Factor of expense and holiness are the important factors for consumers who worship amulet for their life's auspice. These consumers believe that Tiger God Shrine is the god of success and they will worship Tiger God Shrine when they are anxious in the high level of significance corresponding to the result of Prasopchai Pasunn and Kanchana Wisutsakulsak (2010). Such two factors influence sacred objects worshipping. As a result, for factor on worshipping, it needs reliability to generate faith of such sacred objects worshipping for being the spirit and protection from all dangers. For the place of business, it has to be convenient for transportation with security for physical aspect and there should be history, legend and holiness of each amulet from the experts provided to customers. As a result, there should be the creation of reliability and faithfulness to the lessees either as the popular sacred objects or the spirit for their mind.

From the results of section 2, it is found that most samples are female with the age of 40 – 49 years graduated in Bachelor Degree with the approximate income of 40,001 – 50,000 baht per month. They have the average expenses of 1 – 10,000 baht with moderate financial status and marriage status and most of them are Buddhist. For analysis on attitude and behavior on sacred objects worshipping, it is found that most respondents prefer to worship woman statue beckoning happy lot in. The objects used in worshipping include joss sticks, candles and flowers. Sacred objects are obtained from temples with the belief that sacred objects worshipping will make business profitable. Most of people who recommend sacred objects to them are their cousin. In addition to sacred objects, the also believe in their own goodness. The place they use to store their sacred objects is their place of business. What they believed to receive from such sacred objects worshipping is they will gain more amount of customers. The principle used in business management is consisted of academic principle and belief in sacred objects. For analysis on factors entailed to sacred objects worshipping, it can be divided into 20 factors with 5 elements including basic belief, financial status, decision making, life success and protection with the explanation of variance at 67.988%.

Such five elements are able to be divided into 2 main parts, i.e., the sample will pay attention on sacred objects benefit to their business operation (First, second and third element) and sacred objects benefit to themselves (fourth and fifth element). It can be explained that the sample group worship sacred objects for their business as one reason but they also accept that they hope that the reward of such worshipping will bring them success in other matters of life as well. Before analyzing, the researcher firstly verifies the appropriateness of information, it is found that the value of Kaiser-Meyer-Oklind is equal to 0.874 with true value of 1 and the value of Barrert's Test of Sphericity is equal to 2021.844 (Sig. = 0.000). This shows that the obtained information is suitable for analyzing factors (Kalaya Wanitchbanha, 2004). The results of factors are analyzed with Principal Component Analysis. The result can be divided into 20 factors with 5 elements including basic belief, financial status, decision making, life success and protection with the explanation of variance at 67.988%. The details are shown in Table 11-15.

Table 11: Exhibit factor value, Factor Loading, means, Standard Deviation and the level of first element's importance "basic belief" (Eigenvalues = 4.348, the variance is explained at 21.741%)

| Factor | Factor Loading | Average | S.D. | Priority |
|-----------------------|----------------|---------|------|----------|
| Help promote business | 0.775 | 3.11 | 0.76 | Medium |

| | | | | |
|------------------------------|-------|------|------|--------|
| The benefit of entrepreneurs | 0.720 | 3.13 | 0.73 | Medium |
| Help businesses succeed | 0.703 | 3.19 | 0.79 | Medium |
| Prosperity to the operator | 0.683 | 3.41 | 0.85 | Medium |
| To anchor it | 0.660 | 3.08 | 0.81 | Medium |
| Influence operators | 0.549 | 3.42 | 0.75 | Medium |
| The fate of the operator | 0.536 | 3.18 | 0.82 | Medium |

Table 12 shows the value of Factor Loading mean and standard deviation. And thesecond priority of the "financial" (Eigenvalues = 2.570 12.852 percent of the variance).

| Factor | Factor Loading | Average | S.D. | Priority |
|---------------------------------|----------------|---------|------|----------|
| Impact on business performance | 0.782 | 3.26 | 0.73 | medium |
| To claim the gold | 0.756 | 3.58 | 0.73 | very |
| The improved financial position | 0.651 | 3.84 | 0.79 | very |
| Make the trade | 0.588 | 2.90 | 0.74 | medium |

Table 13 shows the value of Factor Loading mean and standard deviation. And thethird priority of the "decision" (Eigenvalues = 2.317 11.586 percent of the variance)

| Factor | Factor Loading | Average | S.D. | Priority |
|-------------------------------|----------------|---------|------|----------|
| I believe that peace of mind. | 0.805 | 4.05 | 0.87 | very |
| The decision to operate. | 0.766 | 3.89 | 0.76 | very |
| As part of the solution. | 0.533 | 3.41 | 0.74 | medium |

Table 14 shows the value of Factor Loading mean and standard deviation. And the priority of the four elements "Lifetime Achievement" (Eigenvalues = 2.250 11.250percent of the variance).

| Factor | Factor Loading | Average | S.D. | Priority |
|-----------------------------------|----------------|---------|------|----------|
| Help them succeed in life. | 0.813 | 2.80 | 0.82 | medium |
| Prosperity and happiness to life. | 0.689 | 2.89 | 0.84 | medium |

Table 15 shows the value of Factor Loading mean and standard deviation. And the priority of the five elements "covered security" (Eigenvalues = 2.112 10.559 percent of the variance).

| Factor | Factor Loading | Average | S.D. | Priority |
|-----------------------------|----------------|---------|------|----------|
| Protection against threats. | 0.699 | 3.77 | 0.85 | very |

Made towards immortality. 0.614 3.47 0.73 medium

From the results of section 3, it is found that most respondents are female with the age of 41 – 60 years and being single. They graduated in Bachelor Degree and works as private sector employees with the approximate income of 10, 001 – 15,000 baht per month and have private car as their vehicle. Most lessees consider on factors of sacred objects rental upon their faith and they also expect that they will benefit from worshipping such sacred objects. The frequency of sacred objects rental is not certain according to occasion. They mostly prefer to rent and worship sacred objects on Saturday – Sunday and acknowledge the information of sacred objects rental from words of mouth. In each rental, they will rent some sacred objects from temples and they will make their own decision for each rental. Buddha image is the most preferred sacred objects for rental then coin, amulet, Buddha image of each birthday, ring and Buddha for placing at the front area of car, respectively. For studying on mix marketing factors that mostly effected on sacred objects rental, the result show that the most effected factor is product factor then promotion, price and distribution channel, respectively. Considering on testing of mix marketing factors, the factor on population has the different result as shown in Table 16.

Table 16 Comparison on mix marketing factors when the factor on population is different

| factor | sex (t-stat) | age (F-stat) | Education (F-stat) | Revenue (F-stat) | occupation (F-stat) | status (F-stat) |
|--------------|-----------------|-----------------|-----------------------|---------------------|------------------------|--------------------|
| product | 1.75 | 5.68* | 3.20* | 2.05 | 2.00 | 0.85 |
| Pricing | 1.62 | 0.70 | 2.44* | 2.18 | 0.86 | 2.29 |
| distribution | 3.05* | 1.50 | 2.12 | 1.62 | 1.50 | 0.90 |
| promotion | 2.52* | 3.63* | 4.97* | 2.15 | 1.62 | 0.49 |

The samples select the sacred objects by considering 4 dimensions of mix marketing including: product – by considering on sacred objects with good and beautiful definition; price – by considering on the appropriate price of amulet they can afford. They specify to rent sacred objects by considering on its reputation regardless its price. For distribution channel, for each sacred objects rental, the sample chose to rent the sacred objects from temples directly. For promotion, they consider whether any famous monk participated in incantation of such sacred objects. This will increase the popularity of such sacred objects corresponding to the research of Suthat Chanmanee (2008) who conducted the research on attitude and behavior of consumers toward Jatukarmramathep rental for worshipping. For image of Jatukarmramathep, it is found that the respondents are mostly interested in image of Jatukarmramathep, especially, white powder Jatukarmramathep. Secondly, they do not consider on price over the reputation of such sacred objects, i.e., they accept to pay higher price for more famous sacred object. For specific rental, they consider to calculate the increased price when they let other people to sub-rent such sacred objects. For distribution channel, they consider on the rental straightly from the temples which such sacred objects are created. For promotion, they consider to rent the sacred objects passed the incantation from famous monks.

The results of section 3, we are able to make opportunity pattern based on the belief of Thai society regarding sacred objects from the information obtained in section 1 – 3.

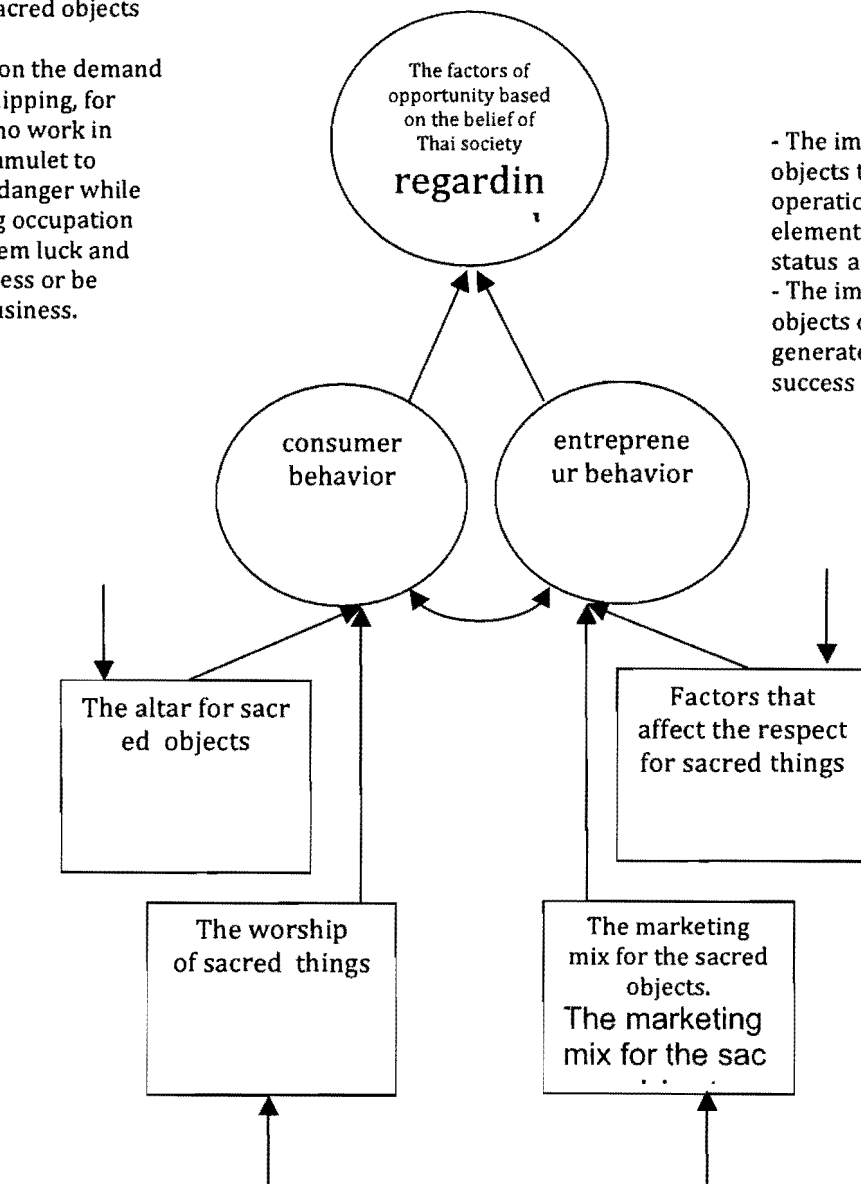
From illustration 2, it can be seen that opportunity based on the belief of Thai society regarding sacred objects of Thai society depends on relative factors of consumers and entrepreneurs that can be seen that sacred objects rental depends on decision making on price and sellers (have knowledge on sacred objects, good courtesy, pay attention and good service). In addition, price depends on the place of business and the entrepreneurs should assemble together as the association to increase the reliability of their sacred objects rental businesses. Occupation of consumers also has effect on the demand of sacred objects worshipping, for example, consumers who work in security field wish the amulet to protect them from any danger while consumers with trading occupation wish amulet to bless them luck and wealth with their business or be successful with their business.

Moreover, consumers also consider that factors effect on sacred objects rental are expenses and holiness. They worship sacred objects when they are anxious and such sacred objects will benefit as the goodness and spirit of their life as well as benefit for protection. For place of business, they prefer to rent sacred object from a place of business with convenience for transportation and security. There should be the suggestion on legend, history and background of sacred objects. For entrepreneurs of sacred objects rental business, they consider that factors effect on sacred objects worshipping are generated by the importance of sacred objects towards business operation based on the element of basic belief, financial status, decision making and the importance of sacred objects to themselves regarding life success and protection. However, the entrepreneurs should consider on mix marketing factors for sacred objects rental of consumers for considering marketing strategy. Mix marketing also effects on sacred objects rental in 4 dimensions including product (sacred objects with beauty and good definition), price (there should be appropriate price with afford of people to rent such sacred objects for worshipping.), distribution channel (prefer to rent sacred objects from their sources directly) and promotion (incantation by famous monks).

- Consumers decide to rent sacred objects depending on price and sellers (have knowledge on sacred objects, good courtesy, pay attention and good service). In addition, price depends on the place of business and the entrepreneurs should assemble together as the association to increase the reliability of their sacred objects rental businesses.

- Occupation has effect on the demand of sacred objects worshipping, for example, consumers who work in security field wish the amulet to protect them from any danger while consumers with trading occupation wish amulet to bless them luck and wealth with their business or be successful with their business.

- The importance of sacred objects towards business operation is generated by the element of basic belief, financial status and decision making.
 - The importance of sacred objects on themselves is generated by the element of life success and protection.



-Factors influence to sacred objects worshipping are expenses and holiness.
 -They worship sacred objects when they are anxious and such sacred objects will benefit as the goodness and spirit of their life as well as benefit for protection.
 -For place of business, they prefer to rent sacred object from a place of business with convenience for transportation and security.
 -There should be the suggestion on legend, history and background of sacred objects.

Mix marketing effects on sacred objects rental in 4 dimensions as follows:
 - Product (sacred objects with beauty and good definition)
 - Price (there should be appropriate price with afford of people to rent such sacred objects for worshipping.)
 - Distribution channel (prefer to rent sacred objects from their sources directly)
 - Promotion (incantation by famous monks)

Illustrator 2 illustrates opportunity pattern based on the belief of Thai society regarding sacred objects.

Recommendation

Opportunity based on the belief of Thai society regarding sacred objects of Thai society is also able to be utilized in synthesizing the belief of Thai people on both consumers and entrepreneurs. Sacred objects worshipping has the relations with Thai people's way of life from the past to present. The important issue shall effect on the strategy operation of the entrepreneurs regarding sacred objects rental business of Thai society expanded broadly. As a result, from the result, the entrepreneurs should pay attention on the importance of pricing suitable with afford of people to rent such sacred objects for worshipping. Importantly, the place of business should be convenient and secured and the entrepreneurs should assemble together as the association to provide reliability of their sacred objects rental businesses. In addition, the sacred objects rental should be available at the source of such sacred objects directly it should be passed the incantation by famous monks.

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