

THE FACTORS AFFECTING THE COMPETENCY OF ONLINE BUSINESS EXECUTIVES GROUP OF HEALTH FOOD SUPPLEMENTS

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Abstract

This research is entitled "Factors Affecting the Competency of Online Business Executives Group of Health Food Supplements". The purposes of the research are 1) To compare the competencies of online business executives in the health food supplement group in Thailand. Classified according to personal factors of executives. 2) To study personal characteristics Knowledge management characteristic factors and executive development factors that affect the competency of online business executives in the health food supplement group. The sample used in the research was 384 persons. The researcher determined the sample from the Krejcie & Morgan (1970) table and used the Multi-Stage Sampling method. The data were analyzed by using descriptive and inferential statistics: one-way ANOVA and multiple regression analysis. The results are as follows: compensation factor had a relationship with the core competency of the online Business Executives in Health Food Products Group in the same direction with statistical significance at .01 and the factors of personal characteristics Knowledge management characteristic factors and executive development factors found that the behavioral development factors that effective with the performance in focusing on achievement with statistical significance at the .01. The next is the knowledge development factors Knowledge application Attitudes about online business factors the attitude development factors Knowledge determination factors the search for knowledge factors the digital skills development factors and the modifying or creating knowledge respectively.

Keywords: Competency, The online Business Executives in Health Food Products Group.

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Introduction

The current state of the world affects organizations and the world's population in many ways and many other impacts, causing both public and private organizations to be affected therefore, new management methods must be adjusted for the organization or business to survive. Every business has to adapt to the situation that arises. Doing business online is another channel that is used to replace doing business on-site for their business to survive including the outbreak of the coronavirus or COVID-19 since 2019, resulting in the government having to take intensive measures to control and prevent the spread. Resulting in the economy being halted. The government has issued various measures which in addition to affecting people's daily lives also affect the small and large business sectors as well as the overall economy of the country Both public and private agencies have analyzed the impact of the COVID-19 virus outbreak it will result in a contraction of the global economy by 3.2 percent and will affect the economy in ASEAN to contract less. Approximately 2.1-5.4 percent due to the government enforcing lockdown measures for the entire country for 2 months, Thailand was the country most affected by the ASEAN member countries. Both domestic and international tourists are expected to drop by approximately 60 percent until 2020. The epidemic has affected production chains both at home and abroad.

Including the effect of multiplying economic numbers. As a result, the growth of the Thai economy contracted by 5.4 percent (Krungsri Research Center. 2020: online)

The COVID-19 outbreak situation has greatly affected the wholesale and retail sectors. Most entrepreneurs and business executives have changed the format of their distribution channels and products to an online platform. Online product trading has developed rapidly during the COVID-19 outbreak situation, which in the world of online business can truly be said to the golden age of online trading. Most people avoid traveling outside their homes. To reduce the risk of exposure to germs. Along with ordering products online today, many elements help make buying and selling products more convenient, such as payment systems through the e-payment system as well as delivery systems. Service providers have formats. There are many transportation options to choose from. Including many merchants in the online market. This results in competition in both quality and price. Including the convenience of presenting products and services that can be accessed by consumers in this era just by having an internet connection.

How to sell products online to make a profit and stay in business for the long term? Online business executives need to plan a solid marketing strategy. Thinking about product development and strategy because today's online product market has many competitors. Channels for selling a variety of products on the website or through channels from a smartphone there are different target groups. In the end, it depends on the satisfaction the customer receives from the seller of the product. Before and after-sales service is another equally important factor. Helping answer questions or explain products concisely and quickly will make it easier for customers to decide to buy products online. These are all factors that will help promote online trading success easily. Online business executives need to learn to follow information and adapt to keep up with changes that occur (Suwat Kukiatkan and Wichit Saengsaeng. 2021). Online business executives need to adapt to keep up with the changes needs of customers of all genders and ages and must have the necessary skills for their online business to be ahead of the competition. Keep up with online marketing formats and have creative ideas in changing the way products are presented to be diverse (Saranya Noipimai. 2019), which will be another channel that will gain an advantage over competitors in the online market.

The competency of online business executives is therefore an important variable that will make the online business stable and sustainable. Competencies are characteristics and abilities that come from the whole self, which are reflected in the form of work behavior that has a cause-and-effect relationship that produces the desired results. It comes from the knowledge base in focusing on results. Good service In terms of accumulating expertise in careers Adhering to the correctness of morality and ethics Teamwork according to the concepts of David C. McClelland (1973) and the Office of the Civil Service Commission (2010). Communication and motivation according to the concepts of Sullivan (1988). Vision according to the concepts of Peter Drucker (1999) and digital marketing (Digital Marketing). However, the competency of each career is different according to characteristics and abilities which must be consistent with each profession especially executives, employees selling products or services online who are operating under changes in technology which has become a new way of life in Thai society (Pawita Aphinantham and Somnuk Wisutthiphaet. 2020) due to changing consumer behavior. Managing the competencies of online business executives Therefore, it is a challenge for Thailand and is considered a development of competitive advantage. Those who want to enter this business must understand and study various skill factors to find ways to increase their competitiveness and continue to grow the online business even more from the preliminary research study, it was found that those who want to enter the online business of health supplements must be people with all-round abilities. Must have business

expertise well well-versed in online marketing and digital technology. From the above information and issues, the question arises: What are the current competencies of online business executives in the health food supplement group? What factors affect the competency of online business executives in the health food supplement group? From the above questions, the researcher is interested in studying factors related to managing the competency of online business executives in the health food supplement group to be most efficient and effective.

Objectives

1. To compare the competencies of online business executives in the health food supplement group classified according to personal factors of executives' Experience in doing online business.
2. To study the relationship between the competencies of online business executives in the health food supplement group communication and motivation with personal factors of online business executives in the health food supplement group.
3. To study factors affecting the performance of online business executives in the health food supplement group.

Hypothesis

1. Personal factors of executives Experience in doing online business with the competencies of online business executives in the health food supplement group there is a difference.
2. Competencies of online business executives in the health food supplement group there is a relationship in the same direction with personal factors of online business executives in the health food supplement group focus on achievement
3. Executive development factors In terms of behavioral development, it affects the performance of online business executives in the health food supplement group.

Methodology

This research study is quantitative research. (Quantitative research) with details according to the steps of researching as follows:

1. Online business executive owner of an online selling business or online seller in a registered commercial area Department of Business Development, number of 88,022 people, used the sample selection method using the formula of Krejcie & Morgan (Krejcie & Morgan, 1970, p. 607-610) obtained a sample size of 384 people. The questionnaires were distributed using a multi-stage sampling method (Multi-Stage Sampling).

2. Conceptual Framework

The researcher studies and researches from reliable sources as follows: independent/independent variables A lot from the ideas of Herzberg. F (1959) and the Office of the Civil Service Commission (2010). The dependent variable is divided into 2 parts: core competencies, based on the competency factors of the Office of the Civil Service Commission (2010), for competencies according to duties. Derived from the synthesis of factors evaluating the competency of experts/executives in online business

3. Variables Used in the Research

- 3.1 Independent Variables consist of 1) Personal factors of executives, including education, experience, and online business characteristics. 2) Knowledge management (KM) characteristic factors of executives, including determining knowledge seeking knowledge improve, adapt or

create knowledge application of knowledge and 3) executive development factors include receiving knowledge development receiving skill development Attitude development, and behavioral development.

3.2 Dependent Variable competencies of online executives, consisting of 1) focus on results, 2) adherence to morality and ethics, 3) communication and motivation, 4) good service, 5) in digital marketing, and 6) in understanding and using digital technology.

4. Research Instrument

The researcher used a questionnaire distributed to online business operators in the health supplement group. In order to obtain complete and complete quantitative data, there were 384 people.

5. Data Collection

The researcher distributed questionnaires according to the names of online executives, both in hard copy and Google Forms formats. The researcher collected data by himself and obtained complete information from a sample of 384 people.

6. Quantitative and Statistical Data Analysis

The researcher uses a computer program for a comparative analysis of the competencies of online business executives in the health food supplement group. Classified according to personal factors of executives a study of the relationship between the competencies of online business executives in the health food supplement group. Communication and motivation with personal factors of online business executives in the health food supplement group and a study of factors affecting the performance of online business executives in the health food supplement group.

Research Results

A study of factors affecting the performance of online business executives in the health food supplement group. The researcher would like to summarize the research objectives as follows:

Objective 1: Comparison of competencies of online business executives in the health food supplement group. Classified according to personal factors of executives' Experience in doing online business and to test research hypothesis number 1

Table 1 analysis of variance One-way ANOVA by F-value test)F- test) and p-value n = 384

Competency factors of online business executives	source of variation	SS	df.	MS	F	p-value
1. Focus on achievement	between groups	23.26	2	11.63	42.882**	.000
	within the group	103.34	381	0.27		
	sum	126.60	383			
2. Adhering to the correctness of morality and ethics	between groups	15.65	2	7.82	31.690**	.000
	within the group	94.10	381	0.24		
	sum	109.75	383			

3. Communication and motivation	between groups	11.51	2	5.75	26.763**	.000
	between groups	81.93	381	0.21		
	sum	93.44	383			
4. Good service	between groups	8.48	2	4.24	18.928**	.000
	between groups	85.40	381	0.22		
	sum	93.89	383			
5. Digital marketing	between groups	11.44	2	5.72	23.953**	.000
	between groups	91.01	381	0.23		
	sum	102.46	383			
6. Skills for understanding and using digital technology	between groups	8.56	2	4.28	17.520**	.000
	between groups	93.09	381	0.24		
	sum	101.66	383			
Overall	between groups	12.69	2	6.34	32.926**	.000
	between groups	73.41	381	0.19		
	sum	86.10	383			

** Statistically significant at the 0.01 level

From Table 1, the research results show that the competencies of online business executives in the health food supplement group overall ($F= 32.926$, $p\text{-value} = 0.000$) and every aspect are different according to the online business executives' experience in doing business. Statistically significant at the .01 level, therefore, the researcher accepts hypothesis number 1.

Objective 2: Study the relationship between the competencies of online business executives in the health food supplement group. Focus on achievement with personal factors of online business executives in the health food supplement group and test hypothesis number 2

Table 2 Analysis of the Pearson Correlation Coefficient presents the mean (\bar{x}), standard deviation (S.D.), and Pearson Correlation Coefficient.

	\bar{x}	S. D.	1	2	3	4	5	6	7	8	9	Overall
1. Focus on achievement	4.29	.57	1									
2. Defining knowledge	4.31	.57	.836**	1								
3. seeking knowledge	4.32	.51	.778**	.772**	1							

4. Improve, adapt, or create knowledge	4.27	.54	.734**	.700**	.832**		1						
5. Application of knowledge	4.22	.54	.572**	.532**	.739**		.813**	1					
6. Receiving knowledge development	4.29	.49	.735**	.689**	.798**		.815**	.780**	1				
7. Receiving digital skills development	4.28	.60	.851**	.833**	.756**		.687**	.502**	.709**	1			
8. Attitude development	4.28	.55	.806**	.808**	.778**		.675**	.523**	.698**	.864**	1		
9. Receiving behavioral development	4.35	.63	.858**	.809**	.724**		.664**	.459**	.626**	.873**	.787**	1	
Overall	4.22	.48	.890**	.887**	.915**		.883**	.758**	.870**	.901**	.884**	.863**	1

** Statistically significant at the 0.01 level

From Table 2, the research results show that Competency factors of online business executives in the health food supplement group Focus on achievement with personal factors of online business executives in the food supplement group for health in all aspects and overall ($r = .836 .778 .734 .572 .735 .851 .806 .858$ and $.890$, respectively) there is a relationship in the direction same Statistically significant at the .01 level, therefore, the researcher accepts hypothesis number 2.

Objective 3: Study of factors affecting the performance of online business executives in the health food supplement group. Multiple Regression Analysis was used to test research hypothesis number 3.

Table 3. Multiple regression analysis testing knowledge management characteristic factors and executive development factors affects the performance of online business executives in the health food supplement group in Thailand using the Stepwise method (behavior development).

n = 384

Competency factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	S.E.	Beta		
Constant	-.217	.136		-1.598	.111
1. Focus on achievement	.732	.053	.660	13.866**	.000
2. Adhering to the correctness of morality and ethics	.381	.067	.320	5.691**	.000
3. Good service	.327	.055	.253	5.976**	.000

4. Skills for understanding and using digital technology	-.262	.059	-.212	-4.459**	.000
5. Digital marketing	-.139	.060	-.113	-2.336*	.020
	R ²	Adj.R ²	S.E. (est.)	F	Sig
	.799	.797	.28812	297.005	.000

From Table 3, the research results show that Knowledge management characteristic factors and executive development factors, all 8 factors can together explain the competency of online business executives in the health food supplement group in Thailand at 79.7 percent (Adj.R² = .797). Factors in receiving behavioral development affecting the performance of online business executives in the health food supplement group in Thailand. Statistically significant in order of influence as follows: focus on achievement (Beta = .660, Sig. = .000) and adherence to morality and ethics (Beta = .320, Sig. = .000) and good service (Beta = .253, Sig. = .010) has a positive effect with statistical significance at the .01 level for skills in understanding and using digital technology (Beta = -.212, Sig. = .000) has a negative effect with statistical significance at the .01 level. Digital marketing (Beta = -.113, Sig. = .020) has a negative effect with statistical significance at the .05 level. While other factors had a non-statistically significant effect, therefore, the researcher accepted the third research hypothesis.

Discussions

From the study of a comparative study of the competency of online business executives in the health food supplement group. Classified according to personal factors of executives the researcher would like to discuss the results as follows.

1. Behavioral development it has a positive influence on the competency of online business executives in the health food supplement group in Thailand. Focus on achievement Adhering to the correctness of morality and ethics Communication and motivation and good service “In the same direction” is in line with the research of Pawitha Apinantham and colleagues (2020) for digital marketing and skills in understanding and using digital technology. It has a negative influence on the performance of online business executives in the health food supplement group in Thailand. “In the opposite direction”.

2. Receiving attitude development it has a positive influence on the competency of online business executives in the health food supplement group in Thailand. Focus on achievement Adhering to the correctness of morality and ethics Communication and motivation and digital marketing “In the same direction” is consistent with the research of Teeranuch Manaskittikul and Thatri Taifapool (2021) for good service and skills in understanding and using digital technology. It has a negative influence on the performance of online business executives in the health food supplement group in Thailand. “In the opposite direction”.

3. Knowledge development has a positive influence on the competency of online business executives in the health food supplement group in Thailand digital marketing In terms of skills in understanding and using digital technology and overall "in the same direction" consistent with the research of Chaturaphon Saensila (2021) in terms of adhering to the correctness of morality and ethics. It has a negative influence on the performance of online business executives in the health food supplement group in Thailand. “In the opposite direction”.

4. Digital skills development it has a positive influence on the competency of online business executives in the health food supplement group in Thailand. Focus on achievement Adhering to morality and ethics and communication and motivation “In the same direction” for skills in

understanding and using digital technology has a negative influence on the competency of online business executives in the health food supplement group in Thailand. “In the opposite direction”.

5. Knowledge determination it has a positive influence on the competency of online business executives in the health food supplement group in Thailand. Focus on achievement Adhering to morality and ethics and communication and motivation “In the same direction” is consistent with the research of Kanchana Namwong (2023) for good service has a negative influence on the performance of online business executives in the health food supplement group in Thailand. “In the opposite direction”.

6. Knowledge application it has a positive influence on the competency of online business executives in the health food supplement group in Thailand. Good service digital marketing and skills in understanding and using digital technology “In the same direction” is consistent with the research of Wipawan Kasemsubot (2021) for the aspect of adhering to the correctness of morality and ethics has a negative influence on the performance of online business executives in the health food supplement group in Thailand. “In the opposite direction”.

7. Improving, modifying, or creating knowledge there was no influence on the performance of online business executives in the health food supplement group in Thailand. In terms of skills, understanding, and use of digital technology and overall, consistent with the research of Suebsakul Jaisamut (2020) and consistent with the research of Sanya Panpila (2019).

8. Knowledge seeking influences the performance of online business executives in the health food supplement group in Thailand. Overall, "in the same direction" in line with the research of Praphaporn Detkittikorn (2015). The aspect of good service has a negative influence on the performance of online business executive for health supplements in Thailand “In the opposite direction”.

Suggestions

This research study the researcher has a suggestion to present to senior executives or online business owners in the health food supplement group. To consider the results from this research study. To be applied as a guideline for managing competencies of online business executives in the health food supplement group as follows:

Suggestions Obtained from Research

1. The organization should give importance to promoting the development of online business executives in seeking knowledge on their own from training or research at external educational institutions. In terms of skills, understanding and use of digital technology necessary for the organization.
2. Use the results of the research to develop areas that are still weak points in the knowledge management (KM) characteristics of online business executives, namely the area of improving, adapting or creating knowledge. This will help reduce the shortcomings of each factor which will affect the performance of online business executives in the health food supplement group in an upward direction statistically significant.

Policy recommendations

1. Online business executives in the health food supplement group must plan the development of knowledge for online business executives and employees at all levels as appropriate and concrete.

2. There should be an evaluation and measurement of the performance of employees at all levels. To find gaps in personal competency and develop specific areas that are weak points (IDP) to help reduce the process and budget for annual personnel development.

Suggestions for Next Research

1. The characteristics of knowledge management (KM) of online business executives that affect the performance of online business executives in the health food supplement group should be taken into account. Go do research with online business executives in other product groups.
2. Factors related to the development of personal competencies (IDP) should be studied along with factors affecting the competencies of online business executives.

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