

ABSTRACT

TITLE : STRATEGY TO GAIN A COMPETITIVE ADVANTAGE FOR SUCCESS IN
THE FLOWER AND ORNAMENTAL PLANT BUSINESS IN UBON
RATCHATHANI PROVINCE

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This study sought to (1) examine the characteristics of businesses in the flower and ornamental plant business in Ubon Ratchathani Province, (2) compare the success of businesses in the flower and ornamental plant operations categorized by the nature of their establishments, and (3) investigate marketing mix strategies and competitive advantage strategies that impact the success of businesses in the flower and ornamental plant business operators in Ubon Ratchathani Province. The sample group consisted of 157 entrepreneurs in the flower and ornamental plant business in Ubon Ratchathani Province. The data collection tool used was a questionnaire with a reliability coefficient of 0.92. The statistical methods used include frequency, percentage, mean, standard deviation, t-test for analyzing differences, F-test for analyzing variance, and multiple regression analysis for examining multiple predictors.

The study results revealed that (1) entrepreneurs in the flower and ornamental plant business have a monthly income ranging from 25,000 to 40,000 baht from their business operations. It's a sole proprietorship business model. There are fewer than 10 workers, the business's asset value is less than 200,000 baht, and the business has been operating for more than 5 years. (2) The level of opinion with marketing mix strategy was high, with an average score of 3.84. The product aspect had the highest average score, while marketing promotion had the lowest average score. As for the level of opinion on strategies with competitive advantage strategies, it was also high, with an average score of 3.93. Cost leadership average was highest and product

differentiation had the lowest average. (3) The success of business operations had a high level, with an average score of 4.04. The internal processes aspect had the highest average score, while the customer aspect had the lowest average score. The hypothesis testing results indicated that the characteristics of establishments, including income from business operations, property value, and the different duration of business operations had a statistically significant impact on the success of flower and ornamental plant businesses in Ubon Ratchathani Province at a significance level of 0.01. In the aspect of marketing mix strategy, it was found that distribution channel and product strategies significantly impact the success of flower and ornamental plant businesses in Ubon Ratchathani Province at a statistical significance level of 0.01. Furthermore, it was also found that competitive advantage strategies, specifically in creating differentiation and cost leadership, significantly impact the success of flower and ornamental plant businesses in Ubon Ratchathani Province at a statistical significance level of 0.01. The aspects of cost, marketing promotion, and concentrated marketing did not have a significant impact on the success of flower and ornamental plant business for entrepreneurs in Ubon Ratchathani Province.