

# The Development of Supporting Services Teams of the Independent Direct Sellers and Members of the Direct Selling Association of Dietary Supplement Business of Thai Direct Selling Development Association

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## Abstract

Objectives to study 1. To study and analyze the direct sales business management of dietary supplements of the Thai Direct Selling Development Association in Bangkok compared with the direct sales business market in Thailand. 2. To study and analyze the quality of direct sales business management of dietary supplements by the Direct Selling Development Association 3. To determine an effective service quality management approach to formulate strategies for the direct sales business of dietary supplements of the Thai Direct Selling Development Association in Bangkok in the future. Population and sample Direct sales business members are divided into 3 groups, namely 11 large, medium and small direct sales companies. Calculate the sample size of Taro Yamane (Taro Yamane.1973:125) with a confidence level of 95%. 400 people interpreted data using percentage (%), mean ( $\bar{X}$ ), and standard deviation (SD).

The results showed that

1. It was found that the direct sales business has played an important role in generating the country's income to the economy of Thailand for many decades. especially over the past decade. The direct sales business has come up with a variety. Both large, medium and small business units are trying to overcome the domestic consumption market by using the direct sales system model to distribute products and increase sales volume. Dietary supplements, especially through the lens of independent direct sellers. The results of the study will be used to improve the service quality of direct selling companies for efficiency.

2. Found that direct sales service quality management is an important factor that affects business success. When considering in detail, it was found that the relationship between service providers (direct sales company) with service recipients (Independent Direct Sellers, Agents, Customers) are the most important among the other service dimensions. looking through the size of the company large company Pay attention to every detail, service quality

3. Found that the overview of direct sales companies in Thailand will provide sales promotion services to independent direct sellers in order to meet the standards of the Thai Direct Sales Development Association. In addition, the objective of the association is to raise

the standard of direct selling business at the same time, building confidence among new direct sellers and customers in the direct selling business network. Therefore, promoting business development plans requires specialized professionals. This aspect comes to take care of business outlines under the framework of the Thai Direct Selling Development Association.

**Keywords:** Direct Sales Business, Service Development, Through Support

## Introduction

Development services to individual clients, as well as improving the environment to support the provision of efficient services to improve the management of the trading business are able to manage the services in line with the standards and customer satisfaction by focusing on the quality of service which is operating according to its' requirements by creating customer satisfaction and operating costs that are competitive (Phoosuwan, T., & Muangsan, U., 2022). In order to create the differences, able to meet the needs of customers, and reduce the cost of doing business (Kewsuwun, N., 2020) therefore, to promote the marketing to develop the direct selling business of the dietary supplement of Thailand, it is necessary to do the research about the marketing to support the direct sales to use the results of the study to manage the organization to be effective and can be implemented in developing and defining strategies to achieve a competitive advantage under the expansion of the direct sales group of dietary supplement. Anyway, the competition is likely more intense on the environment that is constantly changing all the Supakorn Limkunthammo, Kobchai Mekdee, Booncherd Siriyot, Wanwimol Boonyaphong, Sutapat Chanprasert, Pornthepkaewchuea & Chalermchai Kittisaknawin (2016). The expansion of direct selling of skin care products and the competition is likely to be more intense affect the result of the direct sellers try to develop and define the strategies to achieve a competitive advantage under the circumstances and environments change over time. This can lead to business results in the management of the organization to be effective and can be implemented practically.

## Objectives

1. To study and analyze the management of direct selling business of dietary supplement of Thai Direct Selling Development Association in Bangkok area when compare to the market of direct selling business in Thailand.
2. To study and analyze the quality of service management of direct selling business of dietary supplement of Thai Direct Selling Development Association in Bangkok area in the point of view of the clients.
3. To establish an effective quality management service guideline to define the strategy of direct selling business of dietary supplement of Thai Direct Selling Development Association in Bangkok area in the future.

## Literature Review

The result of this research found that the opinions on the characteristics of the work performed by the whole group had a high level of feedback. The opinions on the factors of work experience were at a high level. The opinions on the relationship between the management of the company and the mother team were at a moderate level and the opinions on organizational loyalty were at a high level. The hypothesis testing found the difference of the individual characteristics were age, education level, the difference in per capita monthly income affects the organizational loyalty of the Thai Direct Selling Association's members not different. The role of the work in the participation in the administration of the agency, The nature of the work. Payroll, compensation and welfare and work independence affect corporate loyalty of members in direct sales business. For the factors in work experience, The success of the work. Progress in work and the security of work affect the loyalty to the organization of members in the direct sales business. The Relationships between the management of the company and the mother, relationships with the company executives, and relationships with colleagues have contributed to the loyalty of the direct sales members (Niwat Chandra Chor, 2019).

## Research Methodology

### Population and sample

1. The population is divided into two categories which are 12 direct selling companies of Thai Direct Selling Development Association.

2. The sample consisted of voluntary participants divided into three groups which are 3 large size direct selling companies that run the business for at least 10 years and has more than 100 million Baht turnovers per month, 4 medium direct selling companies that run the business for at least 5 years and has more than 50 million Baht turnovers per month, and 5 small size direct selling companies that run the business for at least 1 year and has more than 10 million Baht turnovers per month. Calculate the sample size of Taro Yamane with a confidence level of 95%, obtaining a sample size of 400 people.

3. Multistage Sampling as follows: Divide the samples into 3 large direct sales companies that have been in business for at least 10 years and have a turnover of more than 100 million baht per month. 4 medium-sized direct selling companies that operate in price They are at least 5 years old and have a turnover of more than 50 million baht per month, and 5 small direct sales companies that have been in business for at least 1 year and have a turnover of more than 10 million baht per month. Simple random sampling, only for the population who used to buy dietary supplements through digital media only, considering their willingness to answer the questionnaire and wait for the questionnaire to be collected immediately.

The tool used in this research was a questionnaire. (Questionnaires) to collect information The study was drawn from concepts, theories, documents, and relevant research as guidelines for constructing the questionnaire,

Part 1: personal data, comprising 5 items, namely age, marital status, education level, occupation and monthly income In which the question is a type of choice to answer only one answer. which is a type of closed-ended question (Closed-ended Question)

Part 2 The direct sales business management of dietary supplements of the Thai Direct Selling Development Association in Bangkok compared to the direct sales business market in

Thailand, 7 items, which the question is a single-answer type. which is a type of closed-ended question

Part 3 The quality of direct sales business management of dietary supplements of the Thai Direct Selling Development Association in Bangkok in the perspective of service recipients, amounting to 17 items.

The researcher tested the validity by asking 3 experts to check the validity of the content with the index of consistency (IOC) 0.50. The questionnaire was revised or omitted for the item with the IOC value less than 0.50 for consideration. The questionnaire had a consistency index ranging from 0.66-1.00 (Rovinelli and Hambleton, 1977). The modified questionnaire was used to try out with 30 non-sample groups. to find confidence (Reliability) and consistency in the questionnaire Sum of the confidence value Alpha = .837

### **The scope of content**

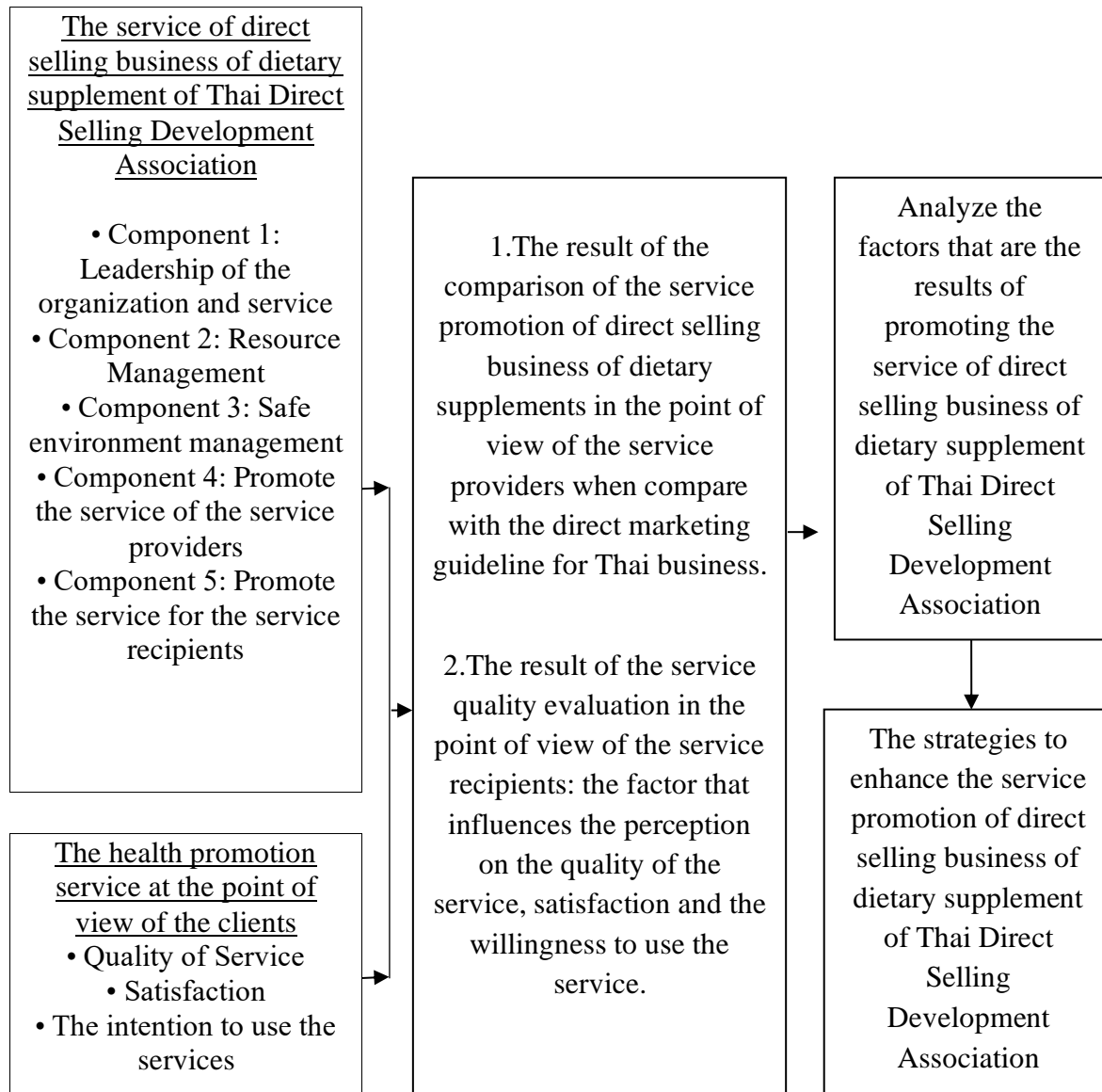
This research on the strategies to enhance the service of direct selling businesses of the dietary supplement of Thai Direct Selling Development Association is a mixed method research. It aims to investigate the selling strategies by collecting data from the relevant parties which involve marketing managers and direct sellers of the direct selling business to conduct the research process under the framework, concept, theory and related research. The researchers also included observation and in-depth interview with the key informants to get the factors associated with the strategies that enhance the effectiveness of the service of direct selling business of the dietary supplement products of Thai Direct Selling Development Association.

### **Variables**

1. Independent Variable: general characteristic of Thai Direct Selling Development Association, the management of services of the direct selling business of dietary supplement products.

2. Dependent Variable: the result of services of the Thai Direct Selling Development Association in the point of view of the clients.

## Conceptual Framework



**Figure 1:** Conceptual framework

### **Research Process**

1. Study about the concept, theories, and research related to the manual of direct marketing for Thai business. As well as the improvement of the service quality of Thai Direct Selling Development Association in order to define the framework of the research.
2. Analyze about the internal factors of direct selling business of Thai Direct Selling Development Association.
3. Improve the quality of service of direct selling business of Thai Direct Selling Development Association.
4. Evaluate the result of the improvement on the quality of services of the direct selling business of Thai Direct Selling Development Association in the point of view of the clients and the achievement of the services of Thai Direct Selling Development Association.
5. Evaluate the model of the improvement of the services of direct selling business of Thai Direct Selling Development Association in the point of view of the service providers.
6. Summarize and present the strategies to enhance the quality of the effective services of the direct selling business of the Thai Direct Selling Development Association.

### **Research Tools**

The questionnaire is divided into 4 parts which are:

- Part 1: 10 check list about the general information of the respondents.
- Part 2: 24 check list about the opinion towards the service of direct selling business.
- Part 3: 72 questions to rate the levels of the opinion towards the service of direct selling business by using 5 level rating scale.
- Part 4: 25 questions to rate the levels of satisfaction on the potential of recent direct selling business by using 5 level rating scale.

### **Collection of Data**

The data were collected by both the questionnaire and interview the designated sample by the procedure as follows:

1. Collecting data from the questionnaire which the researchers collect the data themselves by sending the request for cooperating in completing the questionnaire from the respondents which are the designated sample from Thonburi University.
2. Data were collected from the interview, which the interviewees were informed about the purpose of the interview and the information about the interviewing will kept confidential so the interviewees will get no effect. During the interview, the interviewing will be note taking, tape recording, and some important information will be emphasized by the interviewer to make sure that the interviewees understand about the interview.

### **Data analysis and statistics used.**

1. Analyze the operation in terms of service by using the descriptive statistics, percentage and mode.
2. General information and the condition of the organization of direct selling business received the questionnaire that used to study about the factor of the structure direct selling business.
3. Comparison with the T-Test by applying the rating criteria in order to continue the development for the excellence.

4. The information on the quality of service based on the evaluation of direct sales clients, the collection of the quantitative data, analyzed with the descriptive statistics, percentage and standard deviation.

## Research Finding

### **1. Research result and analyze the service of the direct selling business.**

General characteristic of the respondents in the overall, the majority of them is female 78.5%, age between 20-29 years old 47.6%, bachelor degree graduated 59.7%, work for the direct selling company for more than 5 years 33.5%, work as employee 62.3%, work full-time 93.7%, work in supporting position 36.7%.

The service provider of the direct selling business A is mostly female 90%, age between 20-29 years old 76.7%, the high vocational school graduated 66.6%, work for this direct selling company less than 1 year 46.7%, work as employee 76.7%, work full-time 96.7%, and work as general staff, customer service and recruitment team 66.6%.

In summary, the overview of the direct selling company A, B and D is that they provide the promotion for the independent direct sellers if comparing to the standard of the direct marketing. In terms of the promotion of the direct selling business, they are in the middle group which can be mentioned that they start the operation by following the guideline that set up together, has the communication in order to create the understanding to the relevant parties. However, the results were not at the satisfactory level due to the lack of systematic data collection.

### **2. The results of the study and analysis of the perception of quality of service to promote the direct selling business of the companies of Thai Direct Selling Development Association in the point of view of the service clients.**

The result of the data analysis showed that in overall, the quality of the promotion service for the direct selling of the direct selling companies are in relatively good level for all aspects. The highest mean is on the aspect of the quality of the relationship between service providers and service clients ( $\bar{X} = 4.2$ , S.D. = 0.48). The second rank of the highest mean is on the aspect of the intention to use the service ( $\bar{X} = 4.19$ , S.D. = 0.69). When comparing between each direct selling company, in overall, the direct selling company A has the highest average of all dimensions of the quality ( $\bar{X} = 4.37$ , S.D. = 0.26) while the second rank is the direct selling company B which the average of all dimensions of quality has the mean equal 4.27 and the standard deviation equal 0.38.

### **3. The guidelines of the quality improvement of the promotional services of effective direct selling business to set the strategy to promote the service of direct selling business in the future.**

The analysis result showed that the standard and knowledge about direct selling promotion can be applied using as the guideline to improve and develop the quality of direct selling promotional service.

The result about the factors and used in terms of confirmatory factor analysis that influence the perception of quality of promotion service of independent direct sellers of the direct selling company in the view of the service clients pointing out that the perception on the quality of the service of the service clients can be measured by the 4 aspects which are technical aspect, environmental aspect, management aspect, and the relationship between service

providers and service clients. Technical aspect has the expertise as the most important variable, management aspect has the waiting time period as the most important variable, environmental aspect has the management of environment to support the direct selling business as the most important variable, and the relationship between service providers and service clients is the most important aspect. Therefore, the direct selling company should focus on these issues to improve the service in order to promote the perception of the service clients on the quality of the service at a good level. For the expertise aspect, the direct selling business should be able to show to service clients that the product narrator and the marketing plan narrator have sufficient expertise. The service system should be able to control the waiting period of each process to be as what the system set. The environmental management of the direct selling company should be contributing to health and safety. The good reaction of the service providers towards service clients should be done by showing friendliness which will help to create the better perception of the service clients on the quality of the service. (Mukda Phuekham et al., 2021)

Moreover, the result of the research showed that in the satisfaction aspect of the customers, there is some association with the element of the intention to use the service. Therefore, if the direct selling company can convince the service clients to see the value of continuous services at the direct selling company, it will be the factor that affects the level of satisfaction of their clients.

The perception on the quality of service of the client is related to the quality in terms of technique and influence directly. The quality of management also has a direct influence on the quality perception of the client as well. Then, the direct selling company should be able to present to the clients that the product narrators and marketing plan narrators are the experts. The direct selling company should operate via the well-managed system which has the preparation of the program/ project/ activity which are realistic. The budget should be supported in order to operate the service to have the good monitoring to get the improving of the service quality in the future.

## Conclusion

The service promotion for independent direct sellers of the direct selling company when compare with the promotional standard for independent direct sellers.

The result of the finding pointed out that the direct selling company who offer the promotional service to their independent direct sellers that relevant to the standard of the direct selling company will help supporting the independent direct seller in process level will have the achievement at medium level. Three direct selling companies are able to improve the quality of the services in many aspects which including the leadership of the organization, resources management, provide the environment that support the independent direct sellers, promote independent direct sellers and the staff of the direct selling companies, support the independent direct sellers, service clients, family and relative, and also promote the independent direct sellers in the member group to be more effective. To gather the results of the operation in continuously systematic will help the direct selling companies to have more information in order to improve more efficiency. (Mukda Phuekham et al., 2021) on consumer behavior marketing strategy Integrated Marketing Communications and the management that affects the management of the direct selling business in Thailand and (Jintana Pornjadet: 2015) on the leadership development guidelines of the Direct Selling Business Organization. found the feature Required Skills For the development of leaders in order of importance according to the equation from highest to lowest: 1) communication skills 2) vision 3) acceptance of trust



and 4) transformational leadership. The results of this study were statistically significant at 0.01 and 0.05 levels. Leadership development methods were 1) coaching, 2) learning organization, 3) teamwork, and 4) career progression and training plans.

For the medium-sized direct selling companies which are the companies that focus on excellence in business operation could still insert the promotional activities for the independent direct selling into the routine as there are many activities that the direct selling companies still operate and has the channel for further development. For example, to evaluate the members who are service clients, the direct selling companies already have narrators or speakers who can give the service to the clients properly. To create the idea or concept and make all members understand the philosophy of promoting independent direct seller to have adequate skills to provide the service of the independent direct seller into their full-time job which include both the service staff and supporting team. As the medium size of direct selling companies have experience in improving the service quality in the aspect of direct selling business and they are standard certified in many cases, then they can easily operate their businesses according to the standard in the operating level. Anyway, the board of management of the direct selling businesses should start reviewing the direction and policy guideline to consistent and represent the commitment to develop the direct selling businesses that support the independent direct sellers, and then staff will be able to operate the issues that related to the policy which corresponds to Krittaya Uttho, Weerawet Uttho, Saifon Innam, Hathaiphonkampawong & Suthita Phasan (2022). On the model of counseling in Buddhist psychology for development management competence of direct sales businessmen, Buddhist principles and counseling psychology to develop the management competencies of direct sales businessmen derived from synthesis, consisting of: (1) how to deal with problems and obstacles in working which are consistent with the 4 Noble Truths, (2) methods of working successfully that is consistent with the principles of Power 4, (3) how to build the morale of the team that is consistent with counseling to motivate them to succeed at work, and (4) how to give advice. To the team members when facing working problems that are consistent with the Buddhist psychology counseling. The knowledge competency management of direct sales businessmen consists of: (1) the concept of center management, (2) knowledge necessary for center for successful management, (3) specific qualifications of the company's products, and (4) customer segments that use the company's products for skills, including: (1) techniques or methods to motivate customers, (2) approaches to approach customer groups to open and close sales, and (3) how to motivate team members to be more active and increase sales and features, including: (1) strengths in convincing customers to be interested in the product, (2) dealing with customers who do not show good attitude for the product, and (3) the personality of the management center.

The small-sized direct selling company is the direct selling company that has the chance to develop into the standard direct selling company that can promote the independent direct sellers, even if the overall mean is so little when compared to the other direct selling companies. Public relation to let the employees know about the activities provided by the direct selling company, especially, to work with various networks of the member to help all levels of staff understand the developing system on service quality of the direct selling companies. In addition, the direct selling company that has the policy to get the accreditation from direct selling companies and the service quality is certified by the direct selling companies. The content of the promotional aspect for independent direct sellers that already available will be the opportunities to improve the service of the independent direct seller to keep their businesses continue which corresponds to Laddawan Chukerd et al. (2564). Regarding the application of the principle of ditthummikatha benefits for direct selling business in the digital society, it was

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Guidelines to improve the quality of the service to promote the independent direct sellers which are effective to set the strategy of service promotion for the independent direct sellers in the future.

From the result of the research, it can be seen that the direct selling companies of Thai Direct Selling Development Association operate their organization relevant to the standard of the independent direct selling companies of the business promotion department, ministry of commerce. They are able to do the self-assessment to describes the service management of the direct selling companies under the standard, then send the request to survey in order to gather the information and report to the committees to certify the standard of direct selling companies in the future.

## Discussion

The service promotion for independent direct sellers of the direct selling company when compare with the promotional standard for independent direct sellers.

The result of the finding pointed out that the direct selling company who offer the promotional service to their independent direct sellers that relevant to the standard of the direct selling company will help supporting the independent direct seller in process level will have the achievement at medium level. Three direct selling companies are able to improve the quality of the services in many aspects which including the leadership of the organization, resources management, provide the environment that support the independent direct sellers, promote independent direct sellers and the staff of the direct selling companies, support the independent direct sellers, service clients, family and relative, and also promote the independent direct sellers in the member group to be more effective. To gather the results of the operation in continuously systematic will help the direct selling companies to have more information in order to improve more efficiency. (Mukda Phuekham et al., 2021) on consumer behavior marketing strategy Integrated Marketing Communications and the management that affects the management of the direct selling business in Thailandand (Jintana Pornjadet: 2015) on the leadership development guidelines of the Direct Selling Business Organization. found the feature Required Skills For the development of leaders in order of importance according to the equation from highest to lowest: 1) communication skills 2) vision 3) acceptance of trust and 4) transformational leadership. The results of this study were statistically significant at 0.01 and 0.05 levels. Leadership development methods were 1) coaching, 2) learning organization, 3) teamwork, and 4) career progression and training plans (Niwat Chandra Chor, 2019).

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## **Suggestion**

### **Policy Recommendations**

The finding showed that direct selling companies have promotional service for independent direct sellers which inconsistent with the standard of direct marketing which the business promotion department, ministry of commerce is the responsible agency. Therefore, the businesses should expand their services as Thai Direct Selling Development Association is one organization that provide the standardize service. It is important to focus on the new target group and contribute to the development activities to promote independent direct sellers of Thailand as well as develop the health and environment which are related to the direct selling companies and the responsible person in the future.

### **Practical Proposals**

As the direct selling companies must have the role in promoting independent direct sellers, therefore:

1. The executive of the direct selling companies should pay attention to the promotional activities for independent direct sellers to be more effective, along with providing the service of direct selling operation in order to set the policy and guidelines to promote the independent direct sellers, staff and clients in both the part of direct selling companies and members.
2. The direct selling companies should pay attention to retain the experienced staff that has the ability to provide the service. The companies should also provide the activities for the promotion of independent direct sellers such as provide the exercise area and equipment, provide the exchange platform to share the management knowledge among the organization because the result of the research found out that the service provider is the factors that affect the perception on the quality of the promotional service for independent direct sellers.
3. The business promotion department, ministry of commerce should not only provide the policy to the direct selling companies, they should also give the direct selling company some chance to develop the same as provided by Thai Direct Selling Development Association. The direct selling company is part of the service unit for independent sellers to ensure that members of the company get the standard promotional support.

### **Suggestions for Further Research.**

1. This research found out that the perception of service quality is a factor associated with satisfaction and willingness to use the service of the direct selling company. Therefore, there should have the study about the quality of service in the direct selling company in order to improve the quality of service of the direct selling company to be better.
2. The results indicated that there are many opportunities to improve the quality of services of direct selling companies, including the issue about service providers and service clients, as well as links to the community and networks' health care. Therefore, to do the

research about how to develop and create the potential of the direct selling company is an interesting issue for further research, especially, the development of the media that support self-learning in order to promote independent direct sellers and to find the solution of frequency change of staff in the direct selling companies.

3. Since the direct selling companies have lots of employees, then there are many risk factors for health. Therefore, to link the health care policy for employees and safety at work are the issues that should pay attention to study about the risk factors and risk management of direct selling companies.

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