

FACTORS AND REASONS TO BOUGHT BUDDHA STATUE



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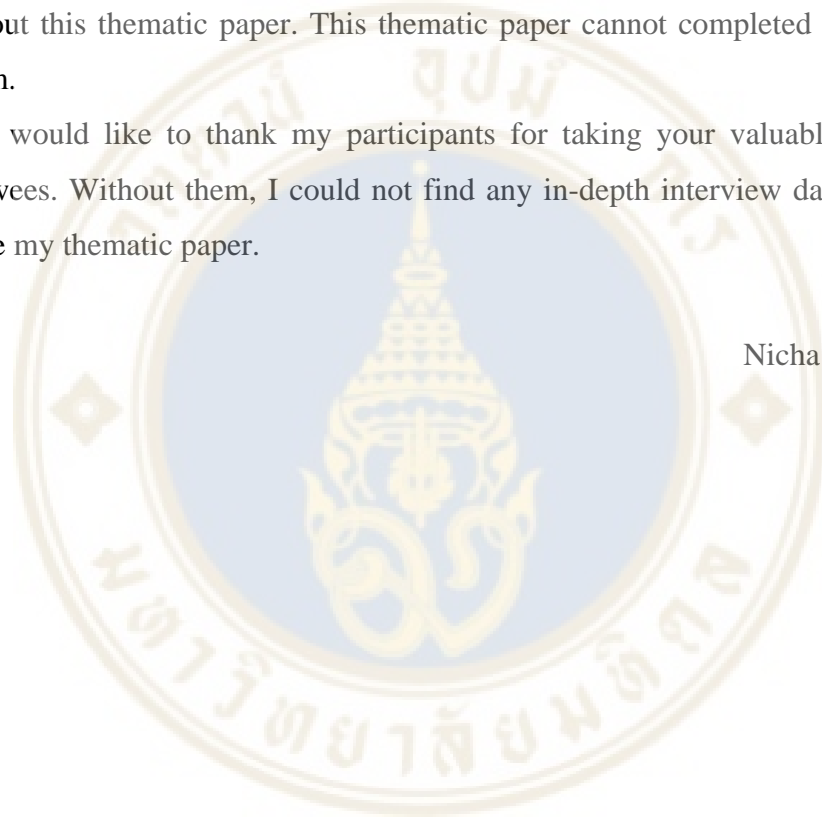
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ABSTRACT

The purposes of this study are to find the decision factors to buy a Buddha statue of Buddhists in Thailand, to find the reasons to buy a Buddha statue of Buddhists in Thailand and to find the opportunity and opinion to open online Buddha statue store in Thailand. Hypotheses were test by in-depth interview and collect data from 16 Buddhists who have ever bought Buddha statue in 1 last year.

The results of this study are beauty, meticulousness, material and Word of Mouth are main decision factor, traditional belief is main reason and interviewees very interest in online Buddha statue store.

KEY WORDS: Buddha statue / Buddhist Belief / Make Merit

30 Pages

CONTENTS

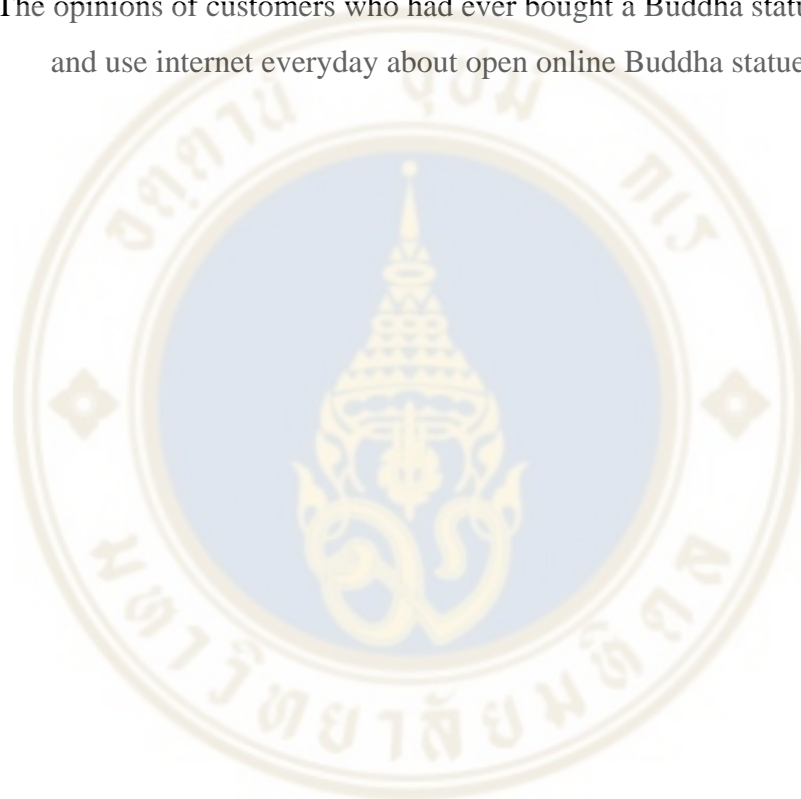
	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
CHAPTER II LITERATURE REVIEW	3
2.1 Buddha Statue	3
2.1.1 The Dvaravati Group	3
2.1.2 The Khmer Group	4
2.1.3 The Thirteenth Century Group	4
2.1.4 The Sukhothai Group	5
2.1.5 The early Ayutthaya Group	6
2.1.6 The Lanna Group	6
2.1.7 The late Ayutthaya Group	7
2.2 Belief	8
2.3 Faith	8
2.4 Thai Ceremonies	9
2.5 Online Shopping	10
CHAPTER III RESEARCH METHODOLOGY	11
CHAPTER IV DATA ANALYSIS	13
4.1 Factors	13
4.1.1 Size	14
4.1.2 The Particular Style	14
4.1.3 Beauty and Meticulousness	18
4.1.4 Material	18
4.1.5 Price	18
4.1.6 Word of Mouth	18
4.1.7 Store Location	18

CONTENTS (cont.)

	Page
4.2 Reasons	19
4.2.1 Traditional Belief	19
4.2.2 Warship at Home	20
4.2.3 Present	20
4.3 Online Channel	20
CHAPTER V CONCLUSION AND RECOMMENDATION	22
5.1 Conclusions	22
5.2 Recommendations	23
REFERENCES	25
APPENDICES	27
Appendix A: Interview Questions	28
BIOGRAPGHY	30

LIST OF TABLES

Table		Page
2.1	Top 5 of Accessing the Internet for Online	10
2.2	Top 5 of State of mobile shopping	10
4.1	The opinions of customers who had ever bought a Buddha statue and use internet everyday about open online Buddha statue store.	19



LIST OF FIGURES

Figure	Page
2.1 The Dvaravati Buddha Statue	3
2.2 The Khmer Buddha Statue	4
2.3 The Thirteenth Century Buddha Statue	5
2.4 The Sukhothai Buddha Statue	5
2.5 The early Ayutthaya Buddha Statue	6
2.6 The Lanna Buddha Statue	7
2.7 The late Ayutthaya Buddha Statue	7
4.1 Decision factors of customers who had ever bought a Buddha statue	13
4.2 The Popular Gesture of Buddha Statue	14
4.3 Phra Buddha Chinnarat	15
4.4 Thailand Daily Buddha	16
4.5 Budai	17
4.6 The reason of customers who had ever bought a Buddha statue	18

CHAPTER I

INTRODUCTION

Thailand has population 69.2 million. About 94.6 percent of people in Thailand are Buddhists. You can see Buddhist temples and saffron robed monks everywhere in Thailand. So Thailand is the world's most heavily Buddhist country. About 4.3 percent of the population is Muslim. Most of them live in southern of Thailand but there are also some in other parts of Thailand. Christians make up 1 percent of the population; other < 0.1% and none < 0.1%.

Most of Buddhists in Thailand are Theravada Buddhist. Theravada Buddhism was the established religion, in that there were formal organizational and ideological links between it and the state. Thailand was the only country in the world where the king was constitutionally required to be a Buddhist and upholder of the faith.

In Theravada Buddhism worship and devotion to persons is frowned upon. The offerings of fruit and flowers made at temples are symbols of impermanence not an object of worship. Chants are not prayers but are reminders of the beneficence of The Buddha, Dharma and the monk community.

Earning merit is an important aspect of Buddhist life. Buddhists earn merit by giving money, goods and Buddha statue to the temples, or by providing one of the two daily meals of the monks.

My family own the business about build the Buddha statue. At the past we sold it in 2 sectors, one is wholesale to distributors at Sao Ching Cha and another one is made to order for customers who want something special than others in the market.

In made to order section has no problem, but in section of wholesale we face with big problem. So in this thematic paper I focus on wholesale section only.

In wholesale section, the market have high competitive, we have many new competitors enter to the market. This situation made distributors at Sao Ching Cha have more bargaining power, they want us to reduce price similar to new competitors, but we cannot.

Our material and products are different from competitors. We use high quality and more quantity of brass to produce and our Buddha statue made delicately. So I plan to change our wholesale section to retail in online channel like Facebook page and Website.

Therefore, I interested to conduct a study to understand the reason that customers buy Buddha statue, factor that influence them to buy Buddha statue and study a possibility to open the Buddha statue store in online channel.



CHAPTER II

LITERATURE REVIEW

2.1 Buddha Statue

Every temples have one main brass Buddha statue (Phra Pra Tarn) enshrine at Phra Ubosot and other Metal Buddha statue enshrine at sermon hall in a monastery. Thai people traditionally make Buddha statue as a sign of Lord Buddha have complex religious functions as objects of worship, admiration, inspiration, demonstrations of donor wealth and signals of membership of certain traditions. For a long time, it has been believed that making Buddha statue will bring great fortune in various aspects including wealth, health, success and happiness (Khaweerat, Ratanatongchai, & Channuie, 2015).

We categorise Buddha statue with seven styles (Marwick, 2012), the style presents in seven chronologically ordered but overlapping groups, corresponding to widely recognized major culture-historical units (Wyatts, 2003) which are briefly summarized here.

2.1.1 The Dvaravati group

The Dvaravati group relates to a poorly understood early mon political entity or entities in central Thailand centered on Nakhon Pathom and U-Thong (Mudar, 1999). In general, Dvaravati Buddha statues are thought to derive from a combination of Sri Lankan and Indian Amaravati and Gupta styles integrated with local Thai innovations. The distinctive features of Dvaravati Buddha statue are the broad face and the eyebrows continuing above the nose, as well as other details about hair decorations, hand postures and frequently depicted attendant deities.



Source: The Metropolitan Museum of Art. <https://www.metmuseum.org/toah/hd/mond/mond.htm>

Figure 2.1 The Dvaravati Buddha Statue

2.1.2 The Khmer group

The Khmer group corresponds to the period of the maximum extent of the Angkorian Empire, which included the important Buddha statue production centers of Phimai and Lopburi in Thailand and Angkor itself in Cambodia. (Woodward, 1997) The distinctive features of Khmer Buddha statues as a square to round face often with straight sides, broad and straight mouth and square jaws.



Source: A&J Speelman Ltd, <http://www.ajspeelman.com/details.php?sid=337>

Figure 2.2 The Khmer Buddha Statue

2.1.3 The Thirteenth Century group

The Thirteenth Century group represents a decrease of Khmer influence as the Angkorian Empire receded and there was a revival of a form of Buddhism with links to Burma and iconography from Sri Lanka and northern India. During this time, Lopburi remained an important centre of production where Khmer artistic traditions continued and Haripunjaya emerged as a new center combining Burmese styles from Pagan with

local Mon styles. (Stratton and Scott, 2004) Haripunjaya was the direct artistic predecessor to the Lanna group of northern Thailand. Most of the stylistic unity of the thirteenth Century group comes from hand gestures and locations relative to the body. The main facial feature as common to the thirteenth Century group are eyebrows joined across the bridge of the nose and an intersection of the brow bar with the nose (Woodward, 1997).



Source: Alain.R.Truong, <http://www.alaintruong.com/archives/2017/02/20/34961671.html>

Figure 2.3 The Thirteenth Century Buddha Statue

2.1.4 The Sukhothai group

The Sukhothai group is defined by a period of radical new styles of sculpture and direct influence from Sri Lanka following the Thai overthrow of Khmer control of the town of Sukhothai. It describes a v-shaped mouth, bulging eyes as characteristic of the face, but most of the distinctive attributes for the Sukhothai group relate to the body, such as the free-standing walking posture and the curves of the limbs and robes (Woodward, 1997).

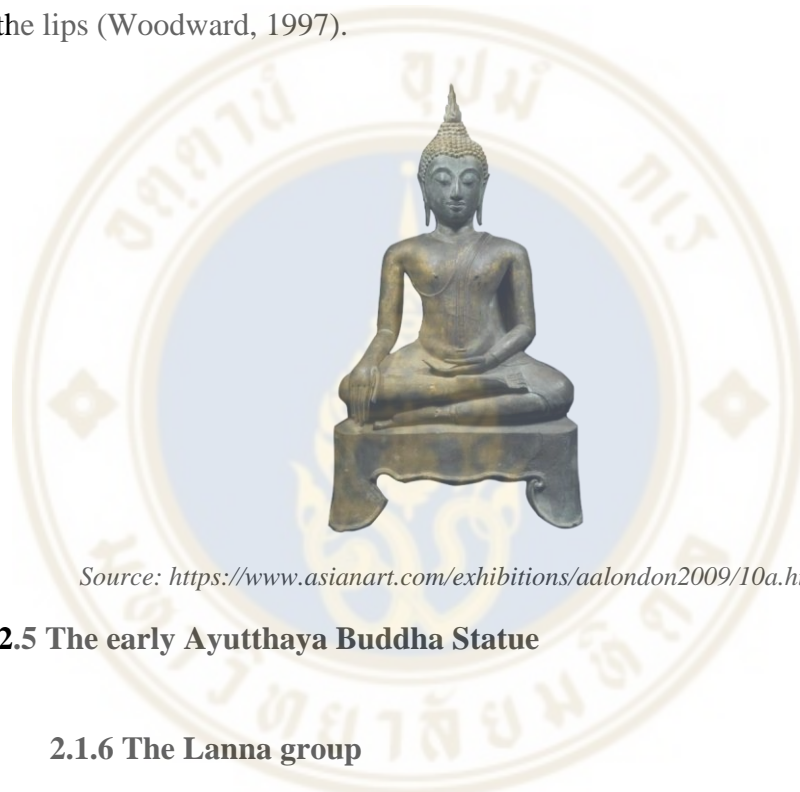


Source: <https://www.bonhams.com/auctions/24597/lot/3218/?category=list&length=50&page=1>

Figure 2.4 The Sukhothai Buddha Statue

2.1.5 The early Ayutthaya group

The early Ayutthaya group refers to the time of the founding of the Ayutthaya dynasty at U Thong, which is an important center of bronze Buddha statue production during this period. Ayutthaya is also notable as a period of increased engagement of Thai with international cultures including East and West Asian groups. The Ayutthaya style is thought to have emerged from a combination of influences from Sukhothai and the Khmer styles at Lopburi. Distinctive facial features include arched and joined brows, a straight hairline, an incised chin and an outline or trace incised around the lips (Woodward, 1997).



Source: <https://www.asianart.com/exhibitions/aalondon2009/10a.html>

Figure 2.5 The early Ayutthaya Buddha Statue

2.1.6 The Lanna group

The Lanna group corresponds to statues produced in northern Thai towns such as Chiang Mai and Chiang Saen as the influence of these towns rose under powerful leaders. The Lanna style has a very diverse range of influences including stylistic connections with the Sukhothai and Early Ayutthaya groups, Khmer styles of central Thailand, Burmese styles from Haripunjaya, northern India and Sri Lanka (Woodward 1997; Stratton and Scott 2004). The Lanna group is described as a “stylistic potpourri” and characteristic facial features are limited but include crowns, planar eyes, and v-shaped mouths (Woodward, 1997).



Source: http://www.buddhamuseum.com/lana-thai-bronze_67.html

Figure 2.6 The Lanna Buddha Statue

2.1.7 The late Ayutthaya group

The late Ayutthaya group is marked by the beginning of the reign of King Ramathibodi II and a time of an expansion of cultural and commercial contact with European and Asian nations. distinctive features of statues in this group are mostly found in the decorations such as the depiction of jewels in the Buddha's crown and the Buddha's clothing, especially the regal attire that reflects the rise of absolutism of the Ayutthaya kings during this period (Woodward, 1997).



Source: Charlene Chiu, <http://www.onlyadayaway.com/visiting-wat-na-phra-meru-royal-temple/>

Figure 2.7 The late Ayutthaya Buddha Statue

2.2 Belief

Thai people have a variety of beliefs which are accommodated by different rituals. But the main is “Buddhist Beliefs”. They believe in Triratana, a core Buddhist Dhamma principle. They believe in Karma law “do good get good,” “do bad get bad.” They believe in Reincarnation, human and animals reincarnate because of their deeds which are related to Buddhist principles. Some Buddhists believe that there is heaven and hell when we are still alive. People believe that after death, there is heaven in the sky for the good people and hell for bad people. And they believe in Sacred Things. This belief has been part of Thai life since the old days, and the sacred things include the Buddha statues, statues of respected monks, and spirit houses (Srichampa, 2014).

There are a number of religious activities which an ordinary Buddhist generally practices. These include

- Go to a temple on a holy day or Buddhist festival, or to a Buddhist ceremony to listen to a sermon and ‘make merit’ for get merit.
- Most of Buddhists person, often worship the Three Gems: the Buddha, the Dhamma and Sangha, by saying a Pali prayer before going to bed.
- Put food offerings in a Buddhist monk's alms bowl in the early morning for get merit. (Assanangkornchais, 2002).

2.3 Faith

The difference between religious faith and consumerism is becoming increasingly vague these days. Although religious worship may involve physical objects such as Buddha statue, living within a moral discipline to keep oneself grounded in Dhamma is required in every religion. Nowadays, religious faith has been altered to the degree that it means purchasing auspicious objects to worship. One's faith (saddha) is no longer measured by how one applies it, how one lives life, but by how many holy or sacred articles one possesses (Paisal Visalo, 1998).

2.4 Thai Ceremonies

Most of ceremony in Thailand is Buddhist ceremonial as follow.

Magha Puja Day: most temples in Thailand hold a candlelight procession called a wian thian (wian meaning to circle around; thian meaning candle). Holding flowers, incense and a lighted candle, the monks and Buddhists circumambulate clockwise for three times, around the Phra Ubosot (ordination hall), once for each of the Three Gems: the Buddha, the Dhamma and Sangha.

Visakha Puja Day: a commemorates three events of outstanding importance for Buddhists: the Buddha birth, his enlightenment, and his entry into nirvana. Thai Buddhists will make merit and try to visit their local temple where there will be ‘wian tian’ ceremonies.

Asanha Bucha Day: most temples in Thailand hold a candlelight procession called a wian thian.

Buddhist Lent Day (Khao Phansa Day): which is also the three months of the heavier rains in Asia. During Lent Buddhist monks are confined to their monasteries, apart from the morning rounds to collect food. On this day most of Buddhists go to temple and dedicate necessity wares, such as canned food, electric torch and water. And most temples in Thailand have Buddhist Lent Candle Casting Ceremony, this ceremony where people bring white and yellow candles to make the Khao Phansa candles.

The End of Buddhist Lent Day (Ork Phansa Day): the final day of Buddhist Lent Day. They traditionally attend the temple to offer donations, observe the moral disciplines, and listen to Dhamma lecture. In addition, an alms-giving ceremony called “Tak Bat Thevo” is conducted on this day.

These days are holiday in Thailand follow by the Thai labor law. The labor will organize excursion. One is what I call ceremonial or ‘merit-making’ trips, these are modeled on conventional forms of Buddhist pilgrimage, through which participants make monetary offerings to earn spiritual merit (Mill, 1999).

2.5 Online Shopping

Online Shopping remain to be one purposes for Thai consumers going online. The most common reason is to send/receive email and update status on social media sites. 67% of Thai respondent access the internet for online shopping. Mostly mobile phones have become significantly more popular in Thailand. This shift in consumer behavior indicates that shoppers in Thailand have become more IT savvy. It is also encouraging to see Thai consumers having more positive attitudes towards online shopping.

The increase in online shopping in Thailand was driven by key factors including, site offers secure payment facility (92%), convenient payment methods (89%), price/value of the items (86%), good exchange or return policy (85%), speed of transaction (85%) and website being user-friendly (84%) (MasterCard, 2011).

Table 2.1 Top 5 of Accessing the Internet for Online Shopping

Market	2010	2009	2008
South Korea	85%	87%	80%
China	84%	80%	82%
Japan	75%	74%	84%
India	67%	72%	54%
Thailand	67%	63%	43%

Table 2.2 Top 5 of State of Mobile Shopping

Market	November 2010	August 2010
Thailand	34%	30%
Indonesia	29%	16%
India	28%	32%
China	23%	33%
South Korea	19%	25%

CHAPTER III

RESEARCH METHODOLOGY

This study is a qualitative work, because qualitative research can gain an understanding of reasons and opinions of interviewees. It provides insights into the reasons so they can accurately communicate their value propositions and helps me to develop the ideas for my family business.

For explore the data I chosen one on one in-depth interview method to collect data because one on one in-depth interview is a useful method to understand each interviewees. The data collected becomes more accurate. They provide much more detailed information insights their reasons and opinions, as well as understanding the reaction of interviewees to a product's design, size, price and quality. I can understand interviewee insight in term of the reasons to buy a Buddha statue, which factor influence them to buy a Buddha statue, why some factor can influence them, but some not and what is their opinions about online Buddha statue store.

The sample size of this study is sixteen Buddhists who bought a Buddha statue within one year and always use internet. Each condition can describe as follows.

Sixteen Buddhists because the quantity is not too much and too small, and I can separate in two gender which as same as together.

Buddhists who bought a Buddha statue because they can give me the truth insight information that help me understand deep down of their decision.

Buddhists who bought a Buddha statue within one year because their information will not discrepancy

Buddhists who always use internet because I need the people who will be a real user in the future.

The question of this interview is open-ended. I planned questionnaire in several parts. First is about their experience of bought a Buddha statue: What size, what style, how much, where did they buy and which factor made them decide to bought. Second is about the influence to bought Buddha statue: Can 'Word of Mouth' influence

them to buy, do they concern about 'particular style', where is first place they think when they want to buy. The last is about online channel of Buddha statue store: What do you think online Buddha statue store, do you want to buy a Buddha statue on online channel, If not why?

The explore information of the questionnaire need to deep down by interviewer for each interviewees and situation. But the open-ended make possible to get under superficial responses and reasonable thoughts to collect information from an individual's emotional response. This is important to interviewer because it is an emotional response which often drives a person's decisions or influences their behavior.



CHAPTER IV

DATA ANALYSIS

This study is part of qualitative research in term of in-depth interview from eight of men and eight of women who had ever bought a Buddha statue from many channels in one year. All of interviewees are people with moderate to high income. Aged range 28 - 55 years old. Graduated Bachelor's Degree. From interview I drive deeper into the factors that influence them to bought a Buddha statue, the reason of them 'Why they bought a Buddha statue?' and drive deeper in their opinion about expand a Buddha statue store to online channel.

4.1 Factor

The factor of customers who had ever bought a Buddha statue rely on many factors that I can group it into 7 factors where it be size, particular style, beauty and meticulousness, material, price, Word of Mouth and store location, as follows.



Source: Developed for this research

Figure 4.1 Decision factors of customers who had ever bought a Buddha statue.

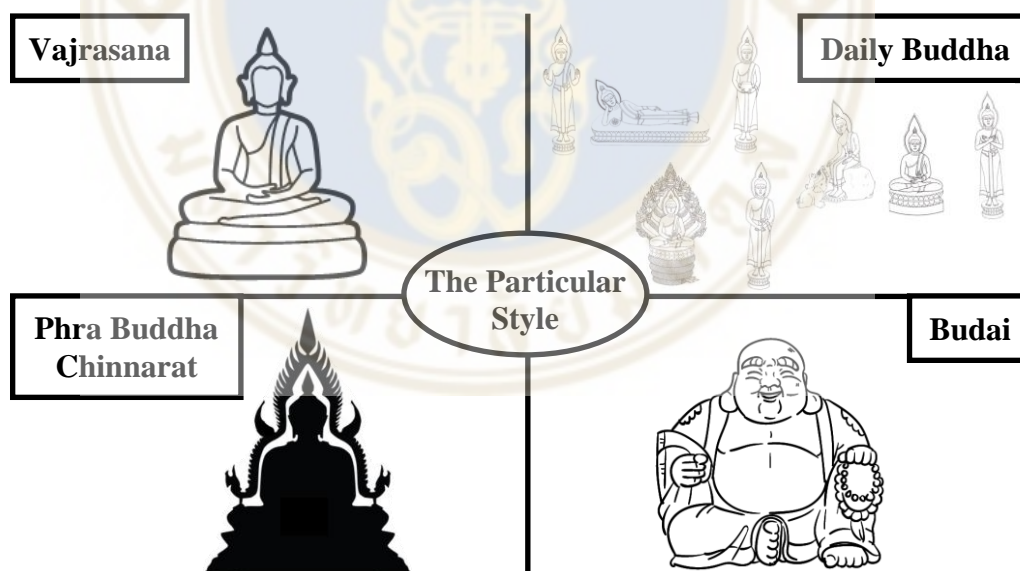
4.1.1 Size

Size of the Buddha statue measure from long of the Buddha statue in the posture of meditation. Based on the information obtained from the answer of interviewees. The small size (3 to 15 inch) of a Buddha statue are very popular. People mostly bought small Buddha statue because easy to move, can be a gift and can be set in tabernacle at their home.

For a big size (16 to 90 inch) of Buddha statue, although few of people bought it, but they have a different reason to buy as follows; dedicate for temple and to make great merit.

4.1.2 The Particular Style

The style of Buddha Statue that people bought is not categorized by chronological, but the style of Buddha Statue is categorized by Gesture of Buddha which have about 100 gestures in the world such as calling the Earth to Witness, Protection Buddha, Reclining Buddha and etc.



Source: Developed for this research

Figure 4.2 The Popular Gesture of Buddha Statue

4.1.2.1 The gesture that very popular is Meditating in the full-lotus posture. This is also called the diamond posture. Other names used are 'adamantine pose' or 'Vajrasana'. Each foot is resting on the opposite thigh, right leg crossed over

the left leg. Notice that the soles of both feet are visible. Which simulated from the lord of Buddha meditation under the Bodhi tree, he found his answer and attained the enlightenment. The reason why people bought this gesture is this Buddha statue made people peaceful inside, concentrate and this gesture is also Buddha daily for someone who was born on Thursday.


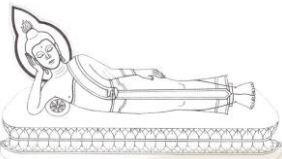

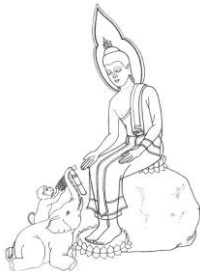




4.1.2.2 The next gesture is simulated from Phra Buddha Chinnarat. Phra Buddha Chinnarat is a bronze-casted statue widely considered the most beautiful Buddha statue in Thailand. The statue established at Phra Si Rattana Mathat Temple at Phitsanulok, Thailand. Phra Buddha Chinnarat has long hair, with a radius of elements flame, face is quite round and have Ounalom (hair between eyebrows), plump body, four fingers are always the same, flat foot is quite narrow, and long foot. Phra Buddha Chinnarat sitting on the base of the lotus pods. There are arches and teak wood carved in gold and two giant bronze statues Arawakayaka and Thao Wessuwan on the right and left hip of the body, respectively. The reason why most people bought this gesture are Phra Buddha Chinnarat has a beautiful appearance, Phra Buddha Chinnarat is a respectable Buddha statue of Thailand.



Source: https://th.wikipedia.org/wiki/ไฟล์:2013_Phra_Buddha_Chinnarat_01.jpg

Figure 4.3 Phra Buddha Chinnarat

4.1.2.3 The next gesture is Thailand Daily Buddha. We have 7 days a week but for gesture of Thailand Daily Buddha we have 8 gestures as follows.

Monday	Tuesday	Wednesday morning	Wednesday evening
			
Thursday	Friday	Saturday	Sunday
			

Source: PhraBumrung Uppathatako, http://wwwcallme.blogspot.com/p/blog-page_17.html

Figure 4.4 Thailand Daily Buddha

Monday (Pang Ham Yati) is represented by ‘Preventing Calamities’ which is also known as ‘Pacifying the Relatives’. The Buddha stands with the left hand hanging down at the side while the right is raised at chest level; the palm faces outward to depict a gesture which depicted raising both hands as in Fig 4.4

Tuesday (Pang Sai Yati) is represented by the ‘Reclining Buddha’. The Buddha is depicted as lying on his right side. The left leg rests on the right. The left arm lies along the body. The right arm serves as a pillow and the palm of the right-hand supports his head as in Fig 4.4

Wednesday morning (Pang Umat) is represented by ‘Holding an Alms Bowl’. The Buddha is standing with heels pressed together as he holds an alms bowl with both hands at the waist as in Fig 4.4

Wednesday evening (Pang Pah Laylai) is represented by ‘Resting with monkey and elephant’. The Buddha sits in the Western style, the left palm on the thigh

and the right hand on the knee. He is about to accept a honeycomb from a monkey and a water pot from an elephant as in Fig 4.4

Thursday (Pang Samathi) is represented by ‘Meditation’. The Buddha sits cross-legged in the meditation posture, placing both palms upwards on the lap, the right over the left as in Fig 4.4

Friday (Pang Ram Pueng) is represented by ‘Contemplation’. The Buddha stands or sits in the position of contemplation, both hands held at the chest, the right palm over the left as in Fig 4.4

Saturday (Pang Nak Prok) is represented by ‘Seated under the Naga Hood’. The Buddha sits in meditation with overlapping hands turned upwards on his lap, while the naga spreads its hood above his head as in Fig 4.4

Sunday (Pang Thawai Net) is represented by ‘Open-Eye Posture’. The Buddha stands with his right hand placed over the left on the upper thigh in a mindful attitude as in Fig 4.4, Matics (1998) and Thuan (2017).

The reason why people bought Thailand Daily Buddha are make merit for birthday, worship at home.

4.1.2.4 The last gesture is simulated from Budai. Budai was a monk who lived in China at about 907 to 923. He was a man who was good and loving. Apart from his character, his likeness with the Maitreya Bodhisattva (the future Buddha) is also a Buddhist hymn. Budai is almost always shown carrying a sack, which never empties, and is filled with many precious things, (Newsfinder, 2002). The reasons why people bought Budai are they think Budai can bring lucky and money come to business. Which home have Budai, people in that home will lucky and not stave.



Source: <http://paulcpw.blogspot.com/2017/06/budai-laughing-fat-buddha.html>

Figure 4.5 Budai

4.1.3 Beauty and Meticulousness

Almost all of interviewees decide to buy a Buddha statue by beauty and meticulousness of a Buddha statue. Although a beautiful and meticulous Buddha statue is expensive than others (same size, same style, same material) but people will buy a beautiful and meticulous Buddha statue than others. Because a Buddha statue is something represent themselves, when they saw a beautiful and meticulous Buddha statue they will feel appreciate.

4.1.4 Material

In Buddha statue market have 3 main materials as follow brass, resin and alloy. All of interviewees will not buy a Buddha statue, if a Buddha statue isn't mold out of brass. Although resin and alloy Buddha statue are cheaper than brass Buddha statue, but they think it is not decent. They think a Buddha statue should mold out of brass for strength and durability, and brass have a value than resin and alloy.

4.1.5 Price

Price is not main factor of decision for buy a Buddha statue. The price should appropriate with size, style, beauty, meticulousness and material. Price should not too high and too low. The price that people mostly bought is in range 1,000 - 30,000 Baht.

4.1.6 Word of Mouth

First thing that people do when they want to buy a Buddha statue is ask someone. Most of interviewees defer to word of mouth from relation, friend, henchman, seer and sometimes monks. After they ask they will go to the shop that acquaintance recommend, mostly they will buy a Buddha statue from that shop. Because they afraid to be deceived, if they bought from other shop. So Word of Mouth has very powerful for decide to bought a Buddha statue.

4.1.7 Store location

First place that people think when they want to buy a Buddha Statue is Sao Ching Cha. Sao Ching Cha is the area that has many shops sell a Buddha statue, offering

(Sang Ka Than), Monk's Clothes and anything about Buddhism, people who in live Bangkok Metropolitan Region and want to buy a Buddha statue, offering (Sang Ka Than), Monk's Clothes and anything about Buddhism will go to Sao Ching Cha.

Second place is temple. They have a lot of Buddha statue retail shop in temple. People will buy Buddha statue from this store because they think everything in this store sanctify by religious ceremony.

4.2 Reason

The reason of customers who had ever bought a Buddha statue are different. I can group the reason from interviewees in several groups as follows.



Source: Developed for this research

Figure 4.6 The reason of customers who had ever bought a Buddha statue

4.2.1 Traditional belief

The reason of interviewees bought a Buddha statue because they have a traditional belief about a Buddha statue as follows.

- They believe a Buddha statue can escort people who live in house.
- They believe if they dedicate to temple in their birthday. They will get a great merit.
- They believe if they dedicate to temple for senior relatives who passed away in death anniversary. People who passed away will get a merit.
- They believe if they buy a Buddha statue and dedicate to temple they will to ward off a bad luck.

- They believe if they dedicate a Buddha statue to temple where is lack a Buddha statue can get a lot of merit.

4.2.2 Worship at house

Most of Buddhists in Thailand have a tabernacle in their house and the important thing of tabernacle is a Buddha statue. People bought a Buddha statue for warming house ceremony, be spiritual anchor at home and worship at their house.

4.2.3 Present

Some of interviewees bought a Buddha statue to be a present for clients, friends and senior relatives in their birthday, when they have promoted, New Year festival or warming house ceremony.

4.3 Online Channel

The opinions of customers who had ever bought a Buddha statue and use internet everyday about online channel for Buddha statue store can generate in 2 groups as in table 4.1

Table 4.1 The opinions of customers who had ever bought a Buddha statue and use internet everyday about open online Buddha statue store.

Agree	Disagree
Convenient to search for information.	They are not sure about a Buddha statue that they will receive be like in the picture.
Convenient for compare price.	They are afraid to be cheated.
Convenient for compare style.	A Buddha statue is not object for trade.
Convenient for decision.	
Convenient to buy.	

From table 4.1, I summarize reason of people who agree to open online Buddha store is convenient, and I drive deeper as follows.

- It is convenient to search for information, they can search for history of each Buddha statue gesture before they decide to buy it. They can search for history of store that they want to buy.
- It is convenient for compare price, they can compare price from each shop together in the same time for decide to buy the best Buddha statue for them.
- It is convenient for compare style, they can compare style of Buddha statue that they want from each shop together in the same time for decide to buy the best Buddha statue for them.
- It is convenient for decision, they can take more time for decide to buy a Buddha statue without pressure from salesperson.
- It is convenient to buy. No matter where they are or what is their free time, they can buy a Buddha statue from anywhere and anytime. They do not need to travel to a Buddha statue store, this can avoid a traffic jam or find the parking lot.

From table 4.1, I drive deeper in the reasons of people who disagree to open online Buddha statue store as follows.

- They are not sure about a Buddha statue that they will receive will be like in the picture.
- They are afraid to be cheated by transfer money and did not receive a Buddha statue.
- They are afraid of a Buddha statue will be damaged by transportation.
- They think a Buddha statue is not object for trade, but it is a spiritual anchor for Buddhist.

But when I asked interviewees to buy a Buddha statue on online channel, most of them will not buy. They prefer to buy at offline store as always because they need to see a real Buddha statue before they pay. Although they prefer to buy at offline store but some of them will buy on online store if they get a Word of Mouth from someone they know such as their cousins, friends or senior relatives.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

From all information, I can conclude in 3 main topics: The factors that influence them to buy a Buddha statue, the reason of them ‘Why they bought a Buddha statue?’ and expand a Buddha statue store to online channel.

Word of Mouth is a lot of powerful in Buddha statue market. The first step that people do when they want to buy a Buddha statue is ask someone such as their cousins, friends or senior relatives. They will receive a recommend of store, style and price. Mostly them believe in there recommend. So that Word of Mouth is a first thing that face with who want to buy a Buddha statue.

Place cannot influence them to buy a Buddha statue, but place is thing that people think when they want to buy a Buddha statue. Two place that people think when they want to buy a Buddha statue are Sao Ching Cha and retail store at temple.

The main factor of interviewees who had ever bought a Buddha statue for decide to bought a Buddha statue is beauty and meticulousness. Follow by material. Although a beautiful and meticulous Buddha statue is expensive than others (same size, same style, same material) but people will buy a beautiful and meticulous Buddha statue. Same with brass Buddha statue is expensive than resin Buddha statue and alloy Buddha statue but people will buy a brass Buddha statue.

Size and particular style can influence people too but not strong enough like beauty, meticulousness and material. Size should to be not bigger than 30 inch measure from left knee to right knee of Meditation Buddha because it convenient to move and versatile usage. Particular style should be daily Buddha or popular Buddha statue like Phra Buddha Chinnarat.

Last factor is price. Price is not influence, because if a Buddha statue have other factors match with their requirement, they can buy a Buddha statue in reasonable price (about 1,000 – 30,000 Thai Baht).

The main reason of them to buy a Buddha statue is their traditional belief in Buddhism. Thai Buddhist almost belief in sin and merit. They believe if they make a lot of merit, it can expiate their sin. One of the way to make merit is dedicate a Buddha statue to temple. No matter if it is their birthday, their senior relative's death anniversary or when they distress. Follow by bought a Buddha statue for worship at their home and be a present for clients, senior relative and friends.

The opinion of interviewees about a Buddha statue on online channel quite in positive side. People pay attention to a Buddha statue store, they think online Buddha statue store is convenient for them. But in term of buy a Buddha statue from online channel, most of them will not buy. They prefer to buy at offline store as always, because they are afraid to be cheated.

5.2 Recommendations

This research made me know about new channel to sales a Buddha statue, made me know about the factor that made them decide to buy and the reason why they bought a Buddha statue. This research is very useful for many Buddha statue business owners who want to expand their business or be their one choice of idea to expand their business.

A Buddha statue store can expand to online channel by create a website and Facebook Fanpage. The objectives of website and Facebook Fanpage are not just only increase sales from online channel, but for raise business's awareness, be a portfolio, be a channel for customer to search any information that they want about a Buddha statue and my business such as location, contact number, history and works. The important thing that I cannot forget is review part both website and Facebook Fanpage. The review on online like Word of Mouth on offline channel. But on online channel, it is more widespread than offline channel.

I would like to recommend open offline Buddha statue store at the same time. The objective of open both online and offline store at the same time is relieve anxiety of people who want to buy a Buddha statue but afraid to be cheated. They can order on online channel, then pay and pick up at offline store, or order and pay on online

store and I send a Buddha statue to them. The place for offline channel is things that I will do for further research

I recommend to do the digital marketing campaign for raise website and Facebook Fanpage awareness, including to do the promotion campaign for gain sales eg. Discount for Birthday, Special price in New Year Festival or Special set for Warming House ceremony.

This research had limitation about a Buddha statue article, the articles were not widespread and did not have a new version, and another limitation is it is very hard to find the interviewees who match with my target. Most of Buddhists in Thailand had ever bought amulets, just only few of Buddhists in Thailand had ever bought a Buddha statue.

For future research I recommend to study about the location for open the offline Buddha statue store and about the Omni Channel of a Buddha statue business 'How to merge offline and online store together'. In order to increase the sales channel and increase the credibility of the business. The last is study about a Buddha statue and celebrated monk.

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APPENDICES

APPENDIX A: Interview Question

No	Questions
1	Have you ever bought a brass Buddha statue?
2	When was the last time you bought a brass Buddha statue?
3	How many of a brass Buddha statue do you bought last time?
4	Which type of a brass Buddha statue do you bought last time?
5	What size of a brass Buddha statue do you bought last time?
6	How much of a brass Buddha statue do you bought last time?
7	Where do you bought a brass Buddha statue last time? And why?
8	Do you like a brass Buddha statue that you bought in last time? Why or why not?
9	Why do you bought a brass Buddha statue in last time?
10	What is important thing that make you decide to buy a brass Buddha statue?
11	Do you think ' <i>Word of Mouth</i> ' can influence you to buy a brass Buddha statue? Why or why not?
12	Do you care about particular styles of a brass Buddha statue? Why or why not?
13	<p>Do you think 'How much of this brass Buddha statue?' why? (Height 170 cm.,76.2 cm. from left knee to right, Weight 100 kg., decorate with Swarovski crystal)</p> 

14	This brass Buddha statue price 35,000 Baht, do you want to buy? Why or why not?
15	Where is the first place to come up in your mind when you want to buy a brass Buddha statue?
16	How often do you use internet?
17	Which online channel do you frequently use?
18	Have you ever been bought something online?
19	Which type of product do you bought in online channel? Which online channel? (Optional)
20	Why you bought it online? (Optional)
21	If brass Buddha statue store is in online channel, what do you think about it?
22	Do you want to buy a brass Buddha statue in online channel? Why or why not?
23	Which the online channel you offer to buy a brass Buddha statue? (Eg. website, Facebook, Instagram) why?