

ANTI-AGING BUSINESS DEVELOPMENT ACCORDING TO INTERNATIONAL STANDARDS FOR ENTREPRENEURS IN BANGKOK AND ITS VICINITY

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ARTICLE HISTORY

Received: 26 May 2023

Revised: 14 June 2023

Published: 26 June 2023

ABSTRACT

The objectives of this research were 1) To study the level of anti-aging business development according to international standards of entrepreneurs in Bangkok and its vicinity. 2) To study factors influencing the development of anti-aging businesses according to international standards of entrepreneurs in Bangkok and its vicinity. A questionnaire was used to collect data from 228 licensed anti-aging health clinic business operators in Bangkok and its vicinity. Statistics were used to analyze the data, including frequency, percentage, mean, standard deviation, and multiple regression analysis. The results of the research showed that the development of anti-aging businesses according to international standards by entrepreneurs in Bangkok and its vicinity overall and each aspect were at a high level in terms of financial management, standardization, and reuse of services. 2) Factors of employee qualifications, entrepreneur qualifications, technology, and service quality affecting the development of anti-aging businesses according to international standards by entrepreneurs in Bangkok at 43.3%.

Keywords: Anti-Aging Business Development, International Standard

CITATION INFORMATION: Sirikururat, V., & Jamjumrus, T. (2023). Anti-Aging Business Development According to International Standards for Entrepreneurs in Bangkok and Its Vicinity. *Procedia of Multidisciplinary Research*, 1(6), 12.

INTRODUCTION

Nowadays, consumers around the world are becoming more aware and conscious of their health care. The trend toward the production and consumption of healthy products has therefore increased significantly. Moreover, there are many consumers who hold the idea that prevention is better than cure. Therefore, the trend toward developing innovations related to healthcare is increasing. added to strengthen the body's functioning systems, such as disease prevention, increased immunity, slowing down the aging of cells in various organs, helping with the excretory system's blood circulation, etc. (A vocational institute pointed out a way to get rich, 2021).

Trends in health in current individuals. People are increasingly observing and paying attention to the behavior of their own bodies. Because usually, the body sends a signal before the disease. Most people will recognize the abnormality of the body system or come for examination; there will be symptoms or problems. Therefore, opening an anti-aging health center is designed to provide care and treatment. Counseling people at work Less rest; choosing the right food; solving problems caused by the way of life of today's people to prevent problems from the beginning. Because of the unstoppable growth of medical innovations, there are more ways to protect and preserve our health. Therefore, it is part of the establishment of an anti-aging health clinic to slow down and stop the occurrence of premature aging, and it has a strong growth trend. Because people in today's era are changing. Well adapted to the times and health situations of the current conditions of living (Kasikorn Research Center, 2021).

Health treatments in anti-aging science have increased the number of users. By believing in access to health care problems before the disease If able to know in advance that there are any risks, you can plan to prevent them first. Which is easier to prevent than to fix. The illness starts at a small point at the cellular level, when our cells malfunction, are injured, or die. If it is a small amount, there will be no symptoms or disease, but if a large number of cells are damaged continuously for a period of time, it will become a disease, which anti-aging treatment is cared for at the cellular level to keep the cells healthy. If there is cell deterioration, hurry to recover before spreading the disease. The treatment is started after the disease. A lot of cells are already damaged. which may be so much that it cannot be restored to normal. In addition, there are several levels of treatment. Sometimes it can only treat the root cause. It's depressing the symptoms. but the cause still exists. Cells have not yet been restored. Treatment in an anti-aging way with cell-level treatment. is restored from the root cause It's not just pressing the symptoms. Let the body be truly healed (Theera Phiromsawat, 2021).

The anti-aging clinic business has grown more than 100% and has played an important role in health care that focuses on holistic health care. Prevention before getting sick and analyzing and taking care of the details of the body. Restore the deterioration of health and adjust the balance of the human body individually so that the mechanisms in the body can work efficiently. Able to check the blood value of various systems in the body at every point and provide accurate analytical results. To measure some holistic health values Emphasis on access to treatment. It is taking care of the body from the inside out, resulting in longevity. There are various treatment methods, such as Access to cellular rejuvenation stem cell therapy is an alternative treatment that takes care down to the cellular level. and treat according to what the body cells say. Focus on preventive treatment (Worachat Tuaycharoen, 2021)

The healthcare business in Thailand has a huge growth opportunity compared to the rate in the Asia-Pacific region. including around the world, which is a highlight in Thailand's ability to develop and expand in the future. Nowadays, the health business has more intense competition. Therefore, health operators Employee qualifications must be prepared. Operator qualifications, technology application, and service quality, especially the standard of service Human development includes expertise, a service mind, and business knowledge. It is a health business that takes care of holistic health with the most efficiency (Wanchai Sirichana, 2022), in line

with the Office of Industrial Economics, which focuses on the development of potential in doing business at a higher level. By developing important potentials such as 1) Standard development (Standard) The development of standards must be carried out systematically, covering all aspects. Production Standards and Standardization Personnel The establishments have introduced various systems to assist in the operation. 2) Service development In order to satisfy the service provider, the service provider should have to create satisfaction. (Satisfaction) for customers and people who use the service to be impressed, use the service repeatedly, and recommend it. 3) Development of financial management (financial management): entrepreneurs must have a financial operation plan related to financing and spending that capital efficiently; and 4) adding business value: creating value for products and services to make them different from the original and more valuable in the eyes of customers (Office of Industrial Economics, 2021). In addition, entrepreneurs must use technology and innovation to increase their potential. Applying technology and innovation to develop the potential of product production and management in the organization is essential. At present, enterprises that apply technology and innovation in the production of products and in business operations often have a competitive advantage over untapped competitors. The use of technology and innovation to increase the potential of award-winning establishments has been implemented from upstream to downstream stages to distribute products to the market and provide after-sales service. In addition to the development of personnel and technological knowledge, enterprises have prepared and implemented personnel development according to the readiness of the organization; for example, a knowledge management plan (KM) and a technology and innovation personnel development plan have been prepared. all levels Including the development of the qualifications of executives to the operational level, both in-house and public on-the-job training has created a training road map as a guideline for enhancing the knowledge of personnel in the organization. Implementation of relevant systems as a development guideline for personnel development standards There is the management of the organization's knowledge base (data center) for employees to receive information that the organization has provided. An innovation center is set up to incubate innovation and be a source of learning for society. Using digital technology to help develop knowledge There are projects to transfer knowledge through mentoring systems, etc. In addition, some establishments also have a cross-functional organizational structure to achieve thorough learning. In the development of personnel knowledge, a team or a working group is established to carry out the development, and the development of service quality to meet the needs of customers is taken to the next level (Office of Industrial Economics, 2021).

From the history and importance of the anti-aging health business, it plays an important role in taking care of the health of today's consumers. which tends to grow more and more businesses and the situation of high business competition The researcher therefore has an interest in studying "Developing an anti-aging business according to international standards of entrepreneurs in Bangkok" in order to use the information from the study as a guideline for formulating policies to develop anti-aging clinic businesses to have more efficient competitiveness.

LITERATURE REVIEWS

Concepts and theories about business development

Entrepreneurship refers to the process of creating or seeking opportunities and making them happen. While it may not be possible to control all available resources, entrepreneurs are concerned with providing meaning, concepts, or new business ideas. and the distribution of benefits and values to individuals, organizations, and societies (Timmons, 2013: 5) and Hisrich (2018: 8) define entrepreneurship from a broader, multidisciplinary perspective. Occupation means a process in which valuable innovation is created through the dedication of time and

effort. and ready to take corporate risks. Therefore, entrepreneurs need to study their internal and external environments, management strategy, marketing strategy, psychological and social factors, as well as receiving rewards in the form of money, personal satisfaction, and the influence of thought.

Business development involves the tasks and processes of developing and utilizing growth opportunities within and between organizations (Davis, CH, & Sun, E., 2016). It is part of the fields of business, commerce, and corporate education. Business development is the creation of long-term value for an organization through customers, marketing, and relationships (Lorenzi, V., & Sørensen, HE., 2014). Give importance to the quality of service in order to satisfy customers to return to use the service again. Focus on solving each customer's problems quickly. Paying attention to after-sales care Follow up with and take care of each customer closely. and special events to attract customers to use the service repeatedly, such as special discounts. Product giveaway 2) Obtaining international standards means using equipment and tools to provide quality customer services that have been certified to international quality standards. Utilizing the services of a manufacturing facility that meets international standards And the sale of every product that has been certified by the relevant agencies. The use of quality production machinery meets the standards of the Department of Industrial Works. 3) Financial management means accounting for the income and expenses of the business. Financial planning for business liquidity in operation Financial risk assessment to prevent liquidity problems, budgeting for cash outflows from the purchase of goods, cash budgeting, and cash flow summary, and 4) increasing the country's economic value means linking well with other business operators for operational flexibility. Having good customer relations, implementing concepts and value chains to add value to the business, and expanding branches to provide services to increase business networks.

Factors affecting the development of entrepreneurs are as follows: (Anderson, Fornell, & Lehmann, 2014) 1) Employee qualifications refer to the characteristics of employees serving customers. Anti-aging business for continuous development. 3) Technology means things created for use in working and solving problems. by applying scientific knowledge to help and 4) Service quality means the ability to respond in service to customers to meet their expectations.

According to the literature review, the following research hypothesis can be formulated: H1 Factors of employee qualifications, entrepreneur qualifications, technology, and service quality affecting the development of anti-aging business according to international standards of entrepreneurs in Bangkok.

From the literature review, the conceptual framework can be drawn as shown in Figure 1.

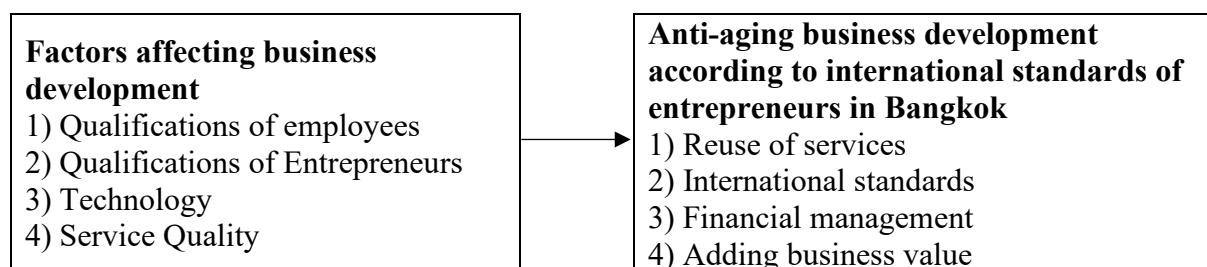


Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

The population in this study consisted of 532 licensed anti-aging health clinic business operators in Bangkok and its vicinity (Ministry of Public Health, 2022) and 228 samples was obtained from the formula for calculating a sample of Yamane (Taro Yamane, 1973). The reliability was obtained at the 95% level with the stratified sampling.

The research tool was a questionnaire consisting of Part 1: The personal factors of the respondents were gender, age, level of education, duration of business operation, average monthly income. The questionnaires are selective questions. Part 2: Factors affecting business development. The nature of the questionnaire is Likert Scale with 5 scoring criteria, namely, the highest equals 5 points, the high equals 4 points, the medium equals 4 points, the least equals 2 points and the least equals 1 point. Part 3: Development of anti-aging business according to international standards of entrepreneurs in Bangkok. The questionnaire is a Likert Scale with 5 scoring criteria with the highest equals 5 points, the high equals 4 points, the medium equals 4 points, the least equals 2 points and the least equals 1 point.

Before using data collection tools, the Index of item objective congruence (IOC) and questionnaire validity test via Cronbach's alpha were performed systematically. The examination found that the IOC was 0.913 and the Cronbach's alpha was 0.925, indicating that the research tool was of sufficient quality (Polit & Beck, 2006; Hair et al., 2012). To obtain this study data, questionnaires were sent to licensed anti-aging health clinic business operators in Bangkok and its vicinity. The descriptive statistics used to analyze the data were frequency, percentage, mean, standard deviation, and multiple regression analysis.

RESEARCH RESULTS

- 1) Most of the respondents were female, 63% aged between 31-40 years old, 58% graduated with a bachelor's degree, 54% had been in business for more than 5 years and had an average monthly income from 1,000,000 – 5,00,000 baht, 49.5%.
- 2) The development of anti-aging business according to international standards of entrepreneurs in Bangkok and its vicinity overall and each aspect was at a high level in terms of financial management, standardization, reuse of services, and increase business value, respectively, as shown in Table 1.

Table 1 Mean and standard deviation of anti-aging business development according to international standards of entrepreneurs in Bangkok and its vicinity

Aspect	Description	\bar{X}	S.D.	Interpretation of results
1)	Reuse of services	3.63	0.52	Much
2)	International standards	3.75	0.62	Much
3)	Financial management	3.82	0.48	Much
4)	Adding business value	3.60	0.48	Much
Total		3.70	0.54	Much

- 3) Employee qualification factor is valuable β equal to 0.106 Entrepreneurial qualities are valuable β equal to 0.251 technology is valuable β equal to 0.185 and service quality is valuable β equal to 0.180 which showed that there was a statistically significant positive influence on the development of anti-aging business according to international standards of entrepreneurs in Bangkok at the level 0.05 By value Sig. equals to 0.038, 0.000, 0.004 and 0.007 which is consistent with the hypothesis set when analyzing the correlation coefficient (R) is equal to 0.673. This indicates that the group of independent variables is highly related to the dependent variable and the forecast coefficient is equal to 0.433 which shows that the group of independent variables affects the development of anti-aging business according to international standards of entrepreneurs in Bangkok in 43.3 %.

In order, the equation can be written as follows.

$$Y = 0.947 + 0.251X_2 + 0.185X_3 + 0.180X_4 + 0.106X_1$$

From the analysis of the regression coefficients, it was found that the factors of employee qualifications, entrepreneurial qualifications, technology, and service quality had the ability to predict the development of anti-aging businesses according to international standards for entrepreneurs in the area of Bangkok. The factor of employee qualifications had the greatest effect on the forecast (Beta = 0.175). Followed by the qualifications of entrepreneurs (Beta = 0.158) technology (Beta = 0.129) and service quality (Beta = 0.124). The details are shown in Table 2.

Table 2 Multiple regression analysis of factors influencing the development of anti-aging business according to international standards of entrepreneurs in Bangkok and its vicinity.

Factors	Unstandardized (b)	SE	Standardized (β)	t	Sig.
(Constant value)	0.947	0.256		3.707	0.000
Qualifications of employees	0.175	0.039	0.106	2.303*	0.038
Qualifications of Entrepreneurs	0.158	0.038	0.251	4.810*	0.000
Technology	0.129	0.044	0.185	2.919*	0.004
Service Quality	0.124	0.046	0.180	2.712*	0.007
R = 0.673			Adjusted R ² = 0.433		
R ² = 0.453			SE = 0.284		

* Statistical significance at the 0.05 level

DISCUSSION & CONCLUSION

Studying the development of anti-aging business according to international standards among entrepreneurs in Bangkok and its vicinity, the researcher brought the important issues to discuss the results according to the research objectives as follows.

- 1) The development of anti-aging businesses according to international standards of entrepreneurs in Bangkok and its vicinity overall and each aspect was at a high level in terms of financial management, standardization, reuse of services, and increasing business value, respectively. This is because the development of the anti-aging business is influenced by the qualifications of employees who are consistent with the service provided and the qualifications of executives. The application of technology in business operations and employees' quality of providing good customer service. As a result, it has resulted in the development of an internationally standardized anti-aging business for entrepreneurs in Bangkok and its vicinity that is more efficient, in line with the research results of Kanlaya Chansai (2021) studying the development of an advantageous model. In the beauty clinic business competition in the Northeast of Thailand. The study found that the development of competitive advantages in the beauty clinic business in the northeastern region of Thailand was at a high level.
- 2) Factors of employee qualifications, entrepreneur qualifications, technology, and service quality affecting the development of anti-aging businesses according to international standards of entrepreneurs in Bangkok at 43.3 percent. Enhancing the characteristics of good employees and entrepreneurs with the use of modern information technology in business operations. And the quality of service has resulted in the development of the business to progress and achieve the objectives of business operations in line with Phastharee Ruangchaipattana's research (2020), which studied organizational management factors that affect the potential development of food supplement business entrepreneurs in Bangkok. The study found that the factors of employee qualifications, entrepreneur qualifications, technology, and service quality affected the potential development of food supplement business entrepreneurs in Bangkok.

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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