

**Dissertation Title** : The Development of Marketing Strategies for Buddhist  
Institutions: Graduate School of Mahachulalongkornrajavidyalaya  
University

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### **ABSTRACT**

The objectives of this dissertation are as follow: (1) to study about marketing strategy of the organization to learn Buddhism (2) to study and analyze the impact of the Buddhist approach to the development of strategic marketing graduate of the Graduate School, Mahachulalongkornrajavidyalaya University (3) to analyze the impact of state education, policy, marketing methods, and search for quality students to study on the development of strategic marketing graduate of the Graduate School, Mahachulalongkornrajavidyalaya University. The researcher used quantitative and qualitative approaches. The researcher reviewed literatures and related researches, then developed a questionnaire. The questionnaire was tested through the process to determine the reliability of the scale prior to collect data from the actual samples used in this study that were graduated student of the Graduate School, Mahachulalongkornrajavidyalaya University in a total of 286, and then the data were analyzed, concluded and recommended.

From the research result, it was found that that the introduction of the concept of marketing strategies are being applied by many Buddhist institutions. An example of the application of the marketing concept is for the propagation of Buddhism. This has been practised since the modern era until the present. Another example of marketing concepts applied to religious institutions is the establishment of buddhist university monasteries or temples. It is considered to be a form of marketing because it provides a better understanding on the main preaching the teachings of the Buddha and buddhism practices for the Buddhists. Buying habits of consumers for services typically occurs when the consumer have needs and

purchasing power, then consumers will get into the process of paying for the acquisition of services related to the religion. This may need faith and belief in the principles of the person in order to participate in the paying process. The findings of the analysis showed that the development of strategic marketing Faculty of Graduate Studies of Mahachulalongkornrajavidyalaya University is for producing masters and doctorates with the knowledge and the ability to apply said knowledge to make a positive contribution to the community, nation, and world peace. Recruiting students with quality education that have an effect on development of strategic marketing for the Faculty of Graduate Studies, Mahachulalongkornrajavidyalaya University. The findings from the analysis show that the students of Mahachulalongkornrajavidyalaya University use Social Media such as Internet, E-mail, etc for the main channel in recruiting the quality students to study with the students of Mahachulalongkornrajavidyalaya University.

Recommendation for the development of marketing strategies for graduated student of Mahachulalongkornrajavidyalaya University is as follow: student's product strategy for Mahachulalongkornrajavidyalaya University should be developed to be versatile and meet the needs of people in today's society is always changing. Strategy should develop a staff of university in various ways such as supporting for higher education, participating in seminars, and present academic researches both domestically and abroad. University's distribution strategy should provide the development of technology and information such as course public relations, recruitment, tuition fee, etc.