

## **GUIDELINES FOR INCREASING THE OPERATIONAL EFFICIENCY OF THE THAI GOVERNMENT LOTTERY OFFICE BY PURCHASING FROM CONSUMERS IN THE BANGKOK METROPOLITAN AREA**

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### **Abstract**

The purpose of this research is to study the operational optimization guidelines of the Thai Government Lottery Office. It focuses on analyzing buying behavior. Satisfaction and factors influencing the decision to buy government lottery tickets of consumers in the Bangkok metropolitan area. The research uses quantitative research methodology by collecting data from a sample of 400 people through a structured questionnaire and using descriptive statistics and multiple regression analysis to analyze the data. The results of the research show that most consumers have increased their behavior of buying tickets through online channels, especially through the "Paotang" application, which is convenient and reliable. Satisfaction with transparency, convenience, and access to information has a significant positive correlation with purchasing decisions. Service factors such as prize money channels, information provision, and system security. It affects consumer confidence and loyalty. Strategic recommendations include modernizing the digital system. Increasing communication and public relations channels, including strengthening the corporate image to be transparent and modern. To improve operational efficiency in a sustainable manner and respond appropriately to the needs of consumers in the digital era.

**Keywords:** Government Lottery, Consumer Behavior, Satisfaction, Strategic Adaptation, Bangkok

### **Introduction**

The Government Lottery Office is a state-owned enterprise whose main mission is to publish and distribute government lottery tickets to the public nationwide in order to raise revenue into the state as well as to support various activities for the public interest in all regions of the country. The Office has continuously developed its operating model to be in line with the rapidly changing economic, social, and technological context. However, changes in consumer behavior Especially in large urban areas such as Bangkok. It has inevitably become a major factor that challenges the efficiency of the office's operations.

In the past, The distribution of government lottery tickets relies on traditional sales channels, which is the allocation of tickets to small traders throughout the country through the form of stalls or peddlers, which is a system that is familiar to the general public. However, such a sales system is starting to face a number of limitations. Whether it is controlling retail prices that are not in accordance with government policies. The lack of transparency in the allocation of lottery quotas to the problem of access to tickets for some groups of people. Especially in an era when information technology has played an important role in the lifestyle of Thai people.

For this reason, the Government Lottery Office has improved the distribution model. By adopting digital technology through the platform. This helps facilitate consumers to buy tickets online with identity verification. Secure, transparent, and verifiable payments. It also reduces the problem of overselling and creates a fairer competition mechanism. However, the success of the platform must also be determined by consumer satisfaction and the Office's

adaptation in terms of management, public relations, and public relations. Responding to complaints and building public confidence.

The Bangkok Metropolitan Area is an area with diverse population characteristics, high access to technology, and different consumption habits from other areas, so it is considered a suitable example area to study the buying behavior of government lottery tickets in the modern era. Data from such areas can reflect consumer trends across the country. It is also useful for designing strategies to optimize the operation of the Office to be modern and respond effectively to consumer needs.

From this issue. Therefore, this research focuses on studying the behavior of consumers in the Bangkok metropolitan area towards the purchase of government lottery tickets. Both in traditional form and through digital platforms, as well as satisfaction analysis and strategic suggestions to optimize the operation of the Government Lottery Office in the long term. The conceptual framework of consumer behavior and strategic management is used as a guide to analyze and develop approaches that can be applied concretely.

### **Research Objectives**

1. Optimizing the Lottery Office's Operations Internal management strategy, government policy, what is the level of external management strategy and marketing strategy?

2. Are there any causal factors that influence the efficiency of the performance of the Government Lottery Office?

3. What are the guidelines for optimizing the performance of the Government Lottery Office?

### **Scope of Research**

This research has defined the scope of the study in 4 areas

#### **1. Content Scope**

The research focuses on studying the purchasing behavior of consumers in the Bangkok metropolitan area. Satisfaction with the operation of the Government Lottery Office Both traditional and digital distribution systems, and in-depth analysis to propose ways to optimize the office's operations.

#### **2. Geographical Scope**

The sample used in the research was consumers living in the Bangkok metropolitan area, which is a densely populated urban area with a variety of consumption habits.

#### **3. Population and Sample Scope**

The sample in the study is consumers who have bought or are likely to buy government lottery tickets. Both in the form of lottery tickets and digital tickets. At least 400 people using the Convenience Sampling method.

#### **4. Time Scope**

Field data collection was conducted between March and May 2025 and data analysis was conducted by June 2025.

### **Literature Review**

1. Consumer Behavior Consumer behavior refers to the process by which individuals choose, buy, use, and sell goods or services to meet their needs. There are many factors that affect such behavior, such as personal factors (age, income, education), psychological factors (motivation, perception, attitude), and social factors (family, friends, reference group) (Kotler & Keller, 2016).

In the case of the government lottery. Consumers are often influenced by psychological factors such as hope, luck, and belief, as well as social factors such as popularity among friends or family, which affect their decision to buy tickets in both traditional and digital formats.

2. Howard–Sheth Theory of Consumer Behavior the Howard–Sheth Model of Buyer Behavior describes the behavior of making purchasing decisions through the Howard–Sheth Model of Buyer Behavior. The 3 main steps are:

2.1 Input variables (stimuli such as price, promotion, sales channel)

2.2 Perceptual and learning constructs

2.3 Output (buying or not buying behavior)

This model can be used to analyze what factors influence consumer behavior in purchasing government lottery tickets in each channel and help to determine management guidelines to promote purchases effectively.

3. The concept of customer satisfaction: Consumer satisfaction is the evaluation of consumers' results after using a product or service to see if it meets expectations (Oliver, 1997).

In the case of the Government Lottery Office. Consumer satisfaction with access, transparency, service delivery and distribution channels plays an important role in corporate image and operational efficiency.

4. New Public Management (NPM) Theory: The NPM concept focuses on results, efficiency, and efficiency. This is very suitable for the development of the management model of government organizations such as the Government Lottery Office, which is facing technological competition and changing consumer behavior.

The application of the NPM concept to the office will help in designing flexible and agile work processes. Respond to consumers and be able to evaluate the results concretely.

5. Related Research

## **Research Methodology**

This study employs a mixed-methods approach to comprehensively examine consumer purchase behavior, satisfaction, and strategic adaptations to enhance the operational efficiency of the Government Lottery Office (GLO) in Bangkok.

### **Research Steps**

1. Literature Review Conduct an extensive review of relevant academic papers, government reports, and industry publications related to consumer behavior, customer satisfaction, and operational efficiency in public enterprises.

2. Research Design Develop a research framework incorporating variables such as consumer purchase behavior, satisfaction levels, and strategic adaptation measures.

3. Data Collection Use surveys and interviews to gather quantitative and qualitative data from lottery consumers and GLO staff.

4. Data Analysis Analyze the collected data using statistical tools and thematic analysis.

5. Findings and Discussion Interpret results to identify key factors affecting operational efficiency and propose actionable recommendations.

6. Conclusion and Recommendations Summarize insights and suggest strategies for GLO to improve service delivery and consumer satisfaction.

### **Data Collection**

Population and Sample the target population includes consumers who purchase lottery tickets in the Bangkok metropolitan area and key personnel within the GLO. A stratified random sampling method is used to ensure representation across different consumer demographics.

### **Instruments**

Questionnaires Structured questionnaires are designed to measure consumer behavior, satisfaction, and preferences. The Likert scale is used to quantify attitudes.

Interviews Semi-structured interviews are conducted with GLO employees and management to explore strategic adaptation and operational challenges.

Procedure Data is collected over a two-month period. Questionnaires are distributed both online and physically at lottery sales points. Interviews are scheduled with selected GLO representatives.

### **Data Analysis**

Quantitative Data Statistical analysis is performed using SPSS software. Descriptive statistics summarize demographic data and response patterns. Inferential statistics, including correlation and regression analysis, explore relationships between consumer behavior, satisfaction, and operational efficiency.

Qualitative Data Interview transcripts are analyzed through thematic content analysis to identify recurring themes and insights related to organizational strategies and challenges.

Validity and Reliability The questionnaire is pilot-tested with a small sample to ensure clarity and reliability. Cronbach's alpha is calculated to assess internal consistency.

### **Discussion**

The findings of this study reveal significant relationships between consumer purchase behavior, satisfaction levels, and the operational efficiency of the Government Lottery Office (GLO) in Bangkok. Consumer purchasing patterns are influenced by various factors, including cultural beliefs, convenience of access to lottery tickets, and the service quality at authorized sales points. These results align with previous studies indicating that convenience and purchasing experience substantially affect the frequency of lottery ticket purchases.

Moreover, consumer satisfaction is significantly correlated with the quality of services provided by the GLO and its sales agents, particularly regarding transaction speed, accuracy of information, and staff friendliness. This finding supports customer-centric service management theories, which emphasize the importance of focusing on customer needs and experiences within public service organizations.

Interviews with GLO employees and management revealed that the organization has implemented several strategic adaptations to enhance operational efficiency. These include integrating technology for data management and ticket distribution, conducting staff training to improve service skills, and fostering continuous communication with consumers. Nevertheless, challenges remain, such as aligning internal systems with dynamic market changes and managing increasing consumer expectations.

The integration of quantitative and qualitative data in this study provides a comprehensive understanding of the factors influencing operational performance and customer satisfaction. These insights can inform the development of targeted strategies to improve service delivery and organizational management within the GLO.

## Data Collection

The researchers collected data according to the following steps:

Steps to collect quantitative data

1. Request for permission and courtesy from the Graduate School, Suan Sunanda Rajabhat University to request courtesy from qualified personnel from private agencies related to the guidelines for optimizing the operation of the Thai Government Lottery Office. By purchasing from consumers in the Bangkok metropolitan area. Data Collection

2. Collect a questionnaire to collect information with qualified personnel from private agencies related to the guidelines for optimizing the operation of the Thai Government Lottery Office. By purchasing from consumers in the Bangkok metropolitan area. The researchers submitted and collected data by themselves on the specified date and time.

Procedures for collecting qualitative data

1. The researcher submits a book issued by the Graduate School, Suan Sunanda Rajabhat University to the main informant to ask for courtesy in answering the interview questions and to make an appointment for the date, time and place of the interview. During the interview, the researcher used the method of recording the informant's words during the interview and recording the details of the interview after the interview.

2. The researcher conducted the interview by himself.

## Results

Based on the analysis of data obtained from questionnaires and interviews. Consumer groups and personnel in the Government Lottery Office The research results can be summarized into 4 important points, as follows:

1. Consumer buying behavior in the Bangkok metropolitan area

- The majority of the respondents bought government lottery tickets on a regular basis, accounting for 67.3 percent, with the main motivation being "hope of winning", followed by "superstition" and "entertainment".

- The most popular purchase channel is from traditional kiosks (74.5%), followed by online platforms (18.6%) and private applications (6.9%).

- The price acceptable to consumers is 80–100 baht per ticket, even if it exceeds the price prescribed by law.

2. Consumer satisfaction level

- Satisfaction with the service of the Government Lottery Office is at the level of "Very Satisfied" (average 4.23).

- Satisfaction with the transparency of the draw was also at the level of "very satisfactory" (average 4.31).

The part that consumers rated the least was the communication channel of the Office with the public (average 3.56), which was considered to be lacking in modernity and insufficient to answer questions or listen to problems.

3. Consumer Expectations for Operational Improvement

- The majority of consumers (81.4 percent) expect the office to expand its online services to include more information. Comprehensive inspection and prize raising

- There are suggestions to increase the variety of products such as digital tickets or new types of prizes with low value but more chances of winning.

- Consumers want the Office to take measures to control prices and reduce the problem of overpriced tickets. seriously and continuously.

#### 4. Guidelines for Optimizing the Efficiency of the Office from the Perspective of Personnel

- From in-depth interviews The personnel of the Office are of the opinion that the organization should focus on development. Information technology and CRM systems to understand and respond to consumer behavior in the digital era.
- There is an opinion that the internal operation still lacks a system to store real-time buyer and retailer data. As a result, it is not possible to accurately analyze market trends.
- Personnel propose organizational development guidelines in the field of "Communication with the public" and "Building Confidence through Public Relations Campaigns"

#### Recommendations

The Doctor of Philosophy program in Development Management should apply the research results so that the service recipients can understand correctly and imprint on the course and have confidence in Suan Sunandha Rajabhat University. The creation of a database for requesting academic services should be organized into a systematic, easily accessible platform that allows for efficient storage and retrieval of data. This ensures that both service providers and recipients can track and access relevant information promptly.

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