

นอกจากนี้ ทำเลที่ตั้งของผู้ประกอบการอาชีพอิสระส่วนใหญ่จะทำแบบพอเพียง อาศัยที่อยู่ของตนเองเป็นที่ทำการ ซึ่งอาจเป็นด้วยเหตุผลแห่งความสะดวกและประหยัดต้นทุน ดังนั้นสภาพทำเลที่ตั้งจะเหมาะสมหรือไม่ขึ้นอยู่กับสภาพธุรกิจที่จะเอื้อหรือด้านเงินลงทุนของผู้ประกอบการที่จะสามารถนำมาใช้เป็นทุนหมุนเวียน การปรับปรุงกิจการให้เจริญก้าวหน้า ผู้ประกอบการไม่มีแนวทางในการหาแหล่งเงินทุน ไม่ทราบถึงวิธีการและขั้นตอนในการขอรับการสนับสนุนในด้านเงินทุน รวมถึงด้านการตลาดที่ผู้ประกอบการอาชีพอิสระยังต้องการความช่วยเหลือจากองค์กรต่าง ๆ มาให้การสนับสนุน และส่งเสริมด้านตลาดให้กับผู้ประกอบการ

Thesis Title Factors Affecting Success of Self-Employed Workers

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Abstract

The purposes of this thesis were to study the success of the self-employed workers and factors affecting such success in Muang district, Lampang province. This study focused on 20 workers. The researcher collected data from the target group by using observations and interviews. The data were, then, analyzed based on the conceptual framework of this study.

The results of the study were as follows:

The success of self-employed, which would be at different degrees, could be measured by their satisfaction level toward their work success. They would take the social and economic capitals or beneficial income into account their business expectation. Various factors were also drawn to support effectively. Seven workers in this study found themselves successful at a high level. While another group of seven workers was positioned at a moderate level and the other six people were at the low level.

The factors affecting the success of the self-employed workers were up to their family backgrounds, which would be a significant support to their current and previous experiences. Those experiences would become a conceptual basis to reinforce their self-employment. Their education, which derived from their learning of vocational skills, came from their direct experience and the period of earning their livings simultaneously. Income appeared to be an indicator of incoming benefit. Another cluster of supporting factors consisted of value, belief, occupational choices, capital mobilization, including

administration and management of information. The workers had to learn and adjust them at an operational level effectively all the time.

Moreover, the location of the workers' business was mostly applied from their residential buildings, and made use of them at a sufficient level. The main reasons could be based on the concepts of security, safety, and cost saving. Therefore, Their locations should be appropriate or not depended very much on their business appearance that might be supportive for financial investment of the workers. They might be able to make use of it as a rotary fund for investment. For the business improvement, the workers had no guideline to get into any source of financial fund, and no idea about steps and procedures to access to such source for financial support. That ignorance included the marketing system that the workers still needed some assistance from concerned agencies to play a guideline role in marketing promotion for the business holders.