

## Integrated communication model for the propagation of Buddhist principles in Thailand

Niphon Pheannak<sup>a</sup>, Dr.Vichit U<sup>b</sup>

<sup>a,b</sup> Faculty of Business Administration (Strategic management) Sripatum University

<sup>b</sup> Assoc. Prof, Graduate College of Management, Sripatum University

<sup>a</sup> niphon1155@gmail.com

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**Abstract:** The objective of this research (1) is to study the factors affecting the integrated communication for the propagation of Buddhist principles and (2) to establish and verify the consistency of a causal relationship model with empirical data, integrative communication that influences Buddhist philanthropy. Using quantitative and qualitative research methods, It starts with the examination of empirical data from real experiences with the theoretical framework established by the researcher from the principles, concepts and theories in order to obtain important findings in the study of the Integrated communication model for the propagation of Buddhist principles in Thailand. Data were collected by questionnaires from 400 Buddhist subjects who practice Dharma at the provincial religious practice bureau. The data were used for structural equation modeling (SEM) analysis and in-depth interviews with 9 experts to confirm the study results. The results show that (1) the results of the study showed that the Brand Orientation, Market Orientation and Consumer Characteristics have a positive influence on integrated communication for the spread of Buddhist principles and the merit making of Buddhists. (2) Integrated communication for the spreading of Buddhist principles has a positive influence on Buddhist merit-making. (3) The model was consistent with empirical data based on the six indexes that met the acceptance criteria:  $\chi^2/df = 1.319$ ,  $P = 0.058$ ,  $RMSEA = 0.028$ ,  $SRMR = 0.017$ ,  $GFI = 0.975$  and  $AGFI = 0.952$ . The model consists of 5 main components and 14 sub-elements as follows: (1) Brand Orientation has 3 components: Shared brand vision, Brand value-adding capability and Shared brand positioning (2) Market Orientation has 3 components: Customer Orientation, Competitive Orientation and Interfunctional Coordination. (3) Consumer Characteristics has 3 components: Motivation, Ability and Opportunity. (4) Integrated communication has 2 components: Traditional media and newer online media and (5) Performance has 3 components: Giving Alms, Precept undertaking and Bhavana.

**Keywords:** communication model, dissemination of principles, Buddhism in Thailand

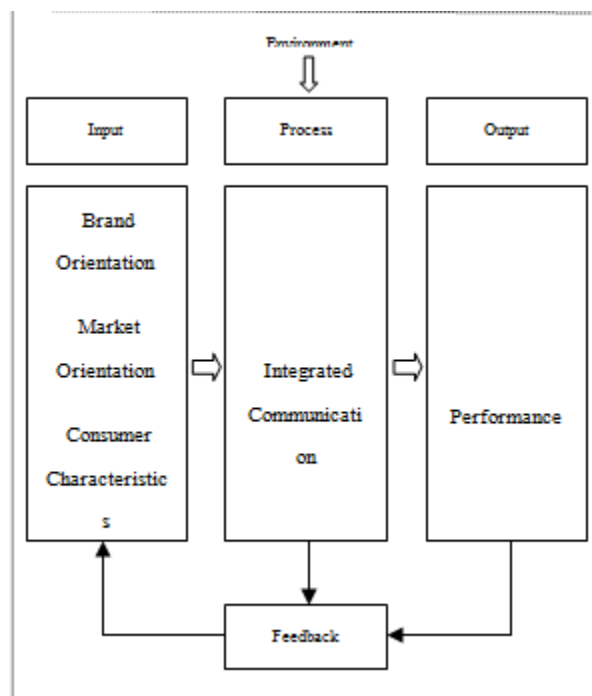
### 1. Introduction

Continued economic and social change, as well as advances in various fields of technology that have evolved to become more efficient, especially in the field of information technology in the late 1980s and early 1990s (Kliatchko, 2008), communication services companies consolidation, media and product consumption behavior change, traditional ad cost increase, global business competition, reduced effectiveness of legacy media, reduction in customer database costs, as well as other factors such as zapping, media fragmentation and message credibility, these changes are the key factors and pressures that have made IMC increasingly play a role in marketing communications (Duncan & Everett, 1993). This is because traditional advertising or public relations alone would not work under the ever-increasing competitive environment and at the same time, consumers are increasingly active in seeking information on brands / services from different sources. In particular, social media sources, both from Facebook and consumer-generated content or opinions after consumers use products and services in various posts on the Internet. It gives consumers more power to choose goods and services than ever before. Integrated marketing communication will be a new method of planning that is driven by technology, customers, consumers and organizations such as giving importance to information and interaction and a customer-centric focus (Eagle, Kitchen, Hyde, Fourie, & Padiseti, 1999). According to the National Statistical Office (2016), in terms of consumer behavior that preferred to be more technology-dependent, it was found that during 2012–2016, there was a 47.5% increase in Internet users, smart phone users rose 50.5 percent and this was the main use of social media networks, accounting for 91.5 percent.

The increasing trend of the use of information media plays an important role in the spread of Buddhism for others to understand and practice. Buddhists are increasingly using technology, the Internet, and social networks. As a result, the Buddhist organization has to adjust the communication style of Dharma to be in line with the changing behavior of Buddhists by integrating various communication methods appropriately. Duncan (2005) states that the marketing model needs to be adjusted according to various environmental factors in order to be appropriate for this change, especially, changes in information technology systems that have transformed the power of marketing channels. Finally, communication will provide entrepreneurs and consumers with the same understanding and help consumers gain trust in the product or service (Xue & Zhou, 2011). Therefore, if you consider that the principles in Buddhism are commodities and Buddhists are consumers, integrated

communication is necessary as a means of bringing messages to Buddhism. Integrated communication, both the traditional and the new online media used by marketers today, are the key drivers for boosting short-term sales and long-term branding (Luo & Donthu, 2006; Osinga et al., 2011; Reid, Luxton & Mavondo, 2015). It is the performance that every organization needs. As with Buddhist organizations, if the propagation of Buddhist principles in an efficient and effective manner, the present method of propagation should be integrated with new communication methods. Factors related to an integrated communication should be considered, including brand focus, marketing focus, and consumer attributes. These factors are directly related to integrated communication, which will determine and influence the future operations of the organization. This will allow Buddhists to develop devotion and faith in the principles. Buddhist teachings received through communication and change the behavior turn to merit by giving alms, observing the precepts and praying, which is a practice that is more in line with the principles of Buddhism. (Phra Sophon Samadkhun, 2016)

From the above problems, researcher was interested in this issue and reviews the literature and presents an integrated communication model for the dissemination of Buddhist principles in Thailand, based on the principles of system theory of Lunenburg & Ornstein (2008) and Coulter & Robbins (2007). In the research study of Figure 1, which, from literature review, the factors affecting the propagation of Buddhist principles in Thailand consisted of Buddhism focus (Baumgarth, Merrilees, & Urde, 2013; Schmidt & Baumgarth, 2014; Spyropoulou, Skarmeeas, & Katsikeas, 2011), propagation of Buddhism (Kitchlew, Bajwa & Shahzad, 2018; Abu-Salih, 2017; Mardiyono, 2018; And Oluwatoyin, Olufunke & Salome, 2018), Buddhist attributes (Maia, C. et al, 2017; Leung & Bai, 2013; Ou-Yang, Aripheongphokin & Trung, 2014) and integrated communication (Schultz & Kitchen, 2000; Duncan, 2005; Oluwafemi & Adebisi, 2018; Luxton, Reid & Mavondo, 2014). From this study, it will help to determine the structural relationship and influence of factors on integrated communication and Buddhist merit-making. It can be used for the improvement / development of various related factors as mentioned above. This will be a guideline for Buddhist organizations, especially places of practice, to spread the Buddhist principles effectively and efficiently.



**Figure 1** Systems theory and applications

## 2. Research Question

What and how do the causal factors lead to integrated communication for the propagation of Buddhist principles and Buddhist philanthropy?

## 3. Research Objectives

1. To study the factors affecting the integrated communication for the propagation of Buddhist principles and Buddhist merit-making.

2. To create a causal relationship model that affects integrated communication for the propagation of Buddhist principles and Buddhist merit-making.

3. To analyze and verify the consistency of the causal relationship model and empirical data in the integrated communication affecting the merit of Buddhism.

#### 4. Benefits

1. It gives knowledge of a linear structural relationship and the influence of integrated communication for the propagation of Buddhist principles and Buddhist merit-making. It can be used to improve / develop relevant factors for the dissemination of Buddhist principles effectively and efficiently.

2. It is a guideline for Buddhist organizations. In particular, Dharma Practice can predict Buddhist merit from the integrated communication model for the propagation of Buddhist principles in Thailand.

#### 5. Research Method

This research is mixed methods research using quantitative research and qualitative research.

##### Population and sampling

1. The population was Buddhists who practice Dharma at the provincial Dharma practice center.

2. The researcher used stratified random sampling as stratified proportional sampling from the provincial religious practice bureaus in each region to obtain a total of 400 representatives of Buddhism from each group.

Tool research and quality verification

##### 1. Quantitative research

The questionnaire was used as a questionnaire that was examined for the quality of the content validity from 9 experts using IOC (Index of Item Objective Congruence) technique. The evaluation results were consistent between 0.78-1.00 and reliability analysis was carried out by using a questionnaire to try out. The validity of the Cronbach method was obtained from the calculation of the alpha coefficient, a confidence factor of 0.972.

##### 2. Qualitative research

Researchers set qualitative target groups to conduct In-depth Interview for 7 persons. It was a request for interviews with those in the positions of administrators and scholars related to the communication of the temple or the Dharma Practice Center and the Buddhists who practice it. The results from the in-depth interviews were then used to write a briefing to confirm the quantitative results.

##### Data analysis

Quantitative research used Structural Equation Modeling (SEM) and qualitative research used content analysis.

##### Research procedure

This research consists of 10 steps:

Step 1: Procedures for the study of concepts, theories and relevant literature reviews from secondary sources.

Step 2: Draft a research questionnaire.

Step 3: Synthesis of research variables.

Step 4: Creating a research tool or questionnaire in a quantitative study.

Step 5: Qualitative testing of the research tool.

Step 6: Reliability testing of questionnaire.

Step 7: Data Collection and Analysis

Step 8: Presentation of the quantitative analysis results.

Step 9: qualitative research

Step 10: Summary and Discussion of Research Results

The research operation process can be shown in figure 2 as the research operation process.

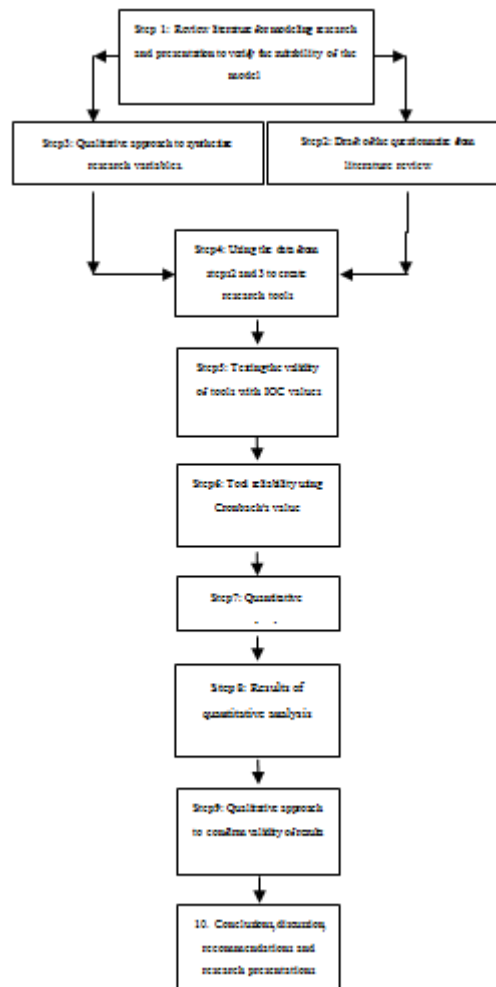


Figure 2 Research procedures

## 6. Related Literature Reviews

In this research, the researcher aimed to study an integrated communication model for the propagation of Buddhist principles in Thailand. The researcher reviewed relevant literature and gained the knowledge gained from the review and developed it as a conceptual framework for the research study. The researcher studied the components of integrated marketing communication and Buddhist merit. Integrated marketing communications included (1) traditional media and (2) new online media ) Trusov, Bucklin & Pauwels, 2009; Katona Zubcsek & Sarvary, 2011; Danaher & Dagger, 2013; Draganska, Hartmann & Stanglein, 2014; Khajeheian, 2015; Batra & Keller, 2016) and Buddhist merit-making included (1) giving alms (2) observing the precepts and (3) prayer (Phra Prayudh Payutto), 2016; Wong, 2017). In addition, the researcher studied the factors that influenced the Buddhist merit which included (1) Buddhism focus (Baumgarth, Merrilees, & Urde, 2013; Schmidt & Baumgarth, 2014; Spyropoulou, Skarmeas, & Katsikeas, 2011) (2) Buddhism propagation focus (Zhou, Brown & Dev, 2009; Ahmed, Kitchlew, Bajwa & Shahzad, 2018; Abu-Salih, 2017; Mardiyono, 2018) (3) Buddhism attributes (Maia, C. et al., 2017; Leung & Bai, 2013; Ou-Yang, Ariphephokin & Trung, 2014) and integrated marketing communication (Schultz & Kitchen, 2000; Duncan, 2005; Oluwafemi & Adebisi, 2018; Luxton, Reid & Mavondo, 2014).

## 7. Research Hypothesis

Hypothesis 1: Buddhism focus influences integrated communication for the propagation of Buddhist principles.

Hypothesis 2: Buddhism focus influences Buddhist merit-making.

Hypothesis 3: Buddhism propagation focus influences integrated communication for the propagation of Buddhist principles.

Hypothesis 4: Buddhism propagation focus influences the merit of Buddhists.

Hypothesis 5: Buddhist characteristics influence integrated communication for the propagation of Buddhist principles

Hypothesis 6: Buddhist attributes influence Buddhist merit-making.

Hypothesis 7: Integrated communication for the propagation of Buddhist principles influences Buddhist philanthropy.

## 8. Research Findings

1. The results of the study of an integrated communication model for the propagation of Buddhist principles in Thailand were found that

1.1 Results of the Buddhism hypothesis test focus has a positive direct influence on integrated communication for the propagation of Buddhist principles, influence size = 0.675, statistically significant at the .01 level

1.2 Buddhism focus has a positive direct influence on Buddhist philanthropy, influence size = 0.460, and indirect influence through integrated communication, influence size = 0.239, statistically significant at the .01 level.

1.3 Buddhism propagation focus has a positive direct influence on integrated communication as for the propagation of Buddhist principles, influence size = 0.522, statistically significant at the .01 level.

1.4 Buddhism propagation focus has a positive direct influence on Buddhist philanthropy, influence size = 0.344, and indirect influence through integrated communication, influence size = 0.185, statistically significant at the .01 level.

1.5 Buddhist characteristics have a positive direct influence on integrated communication for the propagation of Buddhist principles with an influence size of 0.338, statistically significant at the .01 level.

1.6 Characteristics of Buddhists have a positive direct influence on Buddhist philanthropy, influence size = 0.202, and indirect influence through integrated communication, influence size = 0.120, statistically significant at the .05 level.

1.7 Integrated communication for the propagation of Buddhist principles has a positive direct influence on Buddhist philanthropy with influence size = 0.354, statistically significant at the .01 level.

3. The results of the development of an integrated communication model for the propagation of Buddhist principles in Thailand, the researcher developed the model using Confirmatory Factor Analysis (CFA) found that

3.1 Buddhism temple model focus (BRAO) has 3 elements: establishing a vision for the propagation of Buddhist principles (BRAVI), the ability to build faith in Buddhism (BRAVA) and determining the position of Buddhism as a way of living (BRAPO)

3.2 The Buddhism propagation focus (BUDD) measurement model has 3 components: Buddhist focus (CUSO), past Buddhism strategy focus (COMO) and intra-organization coordination (INTC).

3.3 Model for measuring Buddhist characteristics (CHAB) has 3 components: motivation (MOTI), Talent (ABIL), and Opportunity (OPPO)

3.4 Integrated communication measurement model (INTCOM) has 2 components: traditional media (TRAM) and new online media (NEWO)

3.5 Buddhist merit-making measurement model (MERI) has 3 components: giving alms (GIVI), observing the precepts (PREC) and prayer (BHAV).

The analysis of the Goodness of Fit Index of the overall model showed that the model had Goodness of Fit with empirical data, with all 6 Goodness of Fit Indexes that passed the acceptance criteria:  $\chi^2/df=1.319$ ,  $P=0.058$ ,  $RMSEA=0.028$ ,  $SRMR=0.017$ ,  $GFI=0.975$  and  $AGFI=0.952$ , as shown in Figure 3.

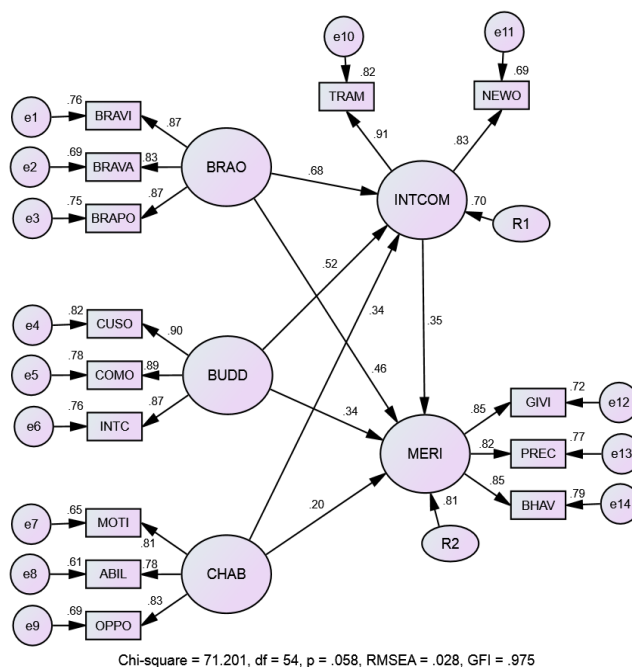


Figure 4 Goodness of fit analysis of the hypothesis model (Hypothesis Model)

4. In-depth interviews

The researcher interviewed experts and was directly involved with the propagation of Buddhism and 7 administrators of the provincial Dharma Practice Center / person. The results of the in-depth interviews can be summarized into 2 issues as follows

- Issue 1: Most of the interviewees agreed with the research framework, explaining that the concept was consistent and appropriate to the current situation and has passed the study and review of the literature according to academic principles

Point 2: Most of the interviewees agreed on the relationship of the variables in the model with the goodness of fit of the research model and the empirical data for each aspect as follows:

(1) Buddhism focus influences integrated communication for the propagation of Buddhist principles: Nowadays, temples and Dharma schools have improved the presentation of Buddhist content via social media to emphasize participation in expressing opinions for Buddhists. It has also improved the presentation of Buddhist content via social media that emphasizes asking, answering questions and presenting the content of principles by the person or information technology without distorting the teachings of Buddhism. It can truly help religion be the way of life of Buddhists.

(2) Buddhism focus has an influence on Buddhist merit making: temples and Dharma practices have organized activities for the propagation of Buddhist principles by trying to use Dhamma media in spreading Buddhism to reach Buddhism through a form and applied method to be consistent with the era. Buddhists are easily accessible.

(3) Buddhism propagation focus influences integrated communication for the propagation of Buddhist principles, whereby the propagation of the principles is based on the principles of benefits and happiness of Buddhists. There is an effective use of social media that makes it reachable and using traditional media such as knowledgeable personnel and monks to present simple content and easy to understand language along with the application of the principles of living more than in the past, Buddhists pay more attention to the principles.

(4) Buddhism propagation focus has an influence on the merit making of Buddhists. This is because temples and Dharma schools support or facilitate the entry of Buddhists to practice by allocating quality Buddhism personnel and have the knowledge and ability to transmit correctly along with providing a dining room, a dharma pavilion, a dormitory, and a bathroom with regard to hygiene and clearly proportionate to facilitate the Buddhists who come to make merit or practice. This makes Buddhists more inclined to follow the "bases of meritorious action3" principle.

(5) Buddhist characteristics influence integrated communication for the propagation of Buddhist principles: the Dharma practice house or the person involved in the propagation of Buddhism must take into

account the characteristics of Buddhism to meet the needs of the production of Dharma media in accordance with the needs and suitable for Buddhists.

(6) In the aspect of Buddhism, it influences Buddhist merit making, issue of motivation and opportunity will be the motivating factor for more Buddhists to visit temples to practice meditation depending on the person's environment such as family, co-worker and Buddhists themselves. However, individual Buddhists have different preferences, such as some people like to give alms, some like to keep precepts, and some people like to pray.

(7) Integrated communication for the propagation of Buddhist principle influences Buddhist merit: regardless of traditional media or new online media, they are all encouraging factors for Buddhists to pursue their "bases of meritorious action" - giving alms, keeping precepts and more prayer.

## 9. Discussion

In a research study on the integrated communication model for the propagation of Buddhist principles in Thailand, the results of the research hypothesis can be discussed as follows:

1. Buddhism focus influences integrated communication for the propagation of Buddhist principles, which can be explained as determination of the vision in the propagation of Buddhism, the ability to build faith in Buddhism and determining the position of Buddhism as a way of life influences integrated communication for the propagation of Buddhist principle, that is, the form and method of propagation of Buddhism at present can be applied and adjusted accordingly to the era. There is an improvement in the presentation of Buddhist content via social media or modern media that emphasizes participation, opinion or response and through traditional media with regular activities for the propagation of Buddhist principles as well as presenting Buddhist content by person or information technology without distorting the teachings of Buddhism. It will help religion to be the way of the life of Buddhists truly. Therefore, a Buddhist focus or a focus on branding, brand identity and internal marketing through the use of integrated communication will lead to the development of a stronger brand in the future (Reid, 2005; Dawar, 2004; Salehi & Ekhlasi, 2017; Selvakumar, 2014).

2. Buddhism focus influences Buddhist merit-making, which can be described as vision of Buddhism, the ability to build faith in Buddhism and the position of Buddhism as a way of life influences the merit of Buddhists, it is expected that this is the result of patterns and methods of propagation of Buddhism that have been adapted appropriately to the era. The content of Buddhism is presented via social media that emphasizes participation and opinions. This allows Buddhists to be able to access and use as a spiritual anchors for a happy life by giving alms, observing precepts and prayer. The Buddhism, or brand focus, is a useful strategy that can ensure corporate growth and profitability (Gromark & Melin, 2011; Rugman & Verbeke, 2001). Therefore, effective brand development and continuous monitoring of the brand has become the most important aspect of management issues (Hirvonen, Laukkanen, & Reijonen, 2013; Rao, Agarwal, & Dahlhoff, 2004).

3. Buddhism propagation focus influences integrated communication for the propagation of Buddhist principles. Buddhist focus, past Buddhism strategy focus and intra-organization coordination influence integrated communication for the propagation of Buddhist principles. At present, integrated communication for the propagation of Buddhist principles, modern media such as social media have been considered to effectively reach Buddhism along with presenting content in a simple and easy to understand language. The traditional media used are staff / monks with knowledge of the principles, capable of transferring and using easy-to-understand language in the spread of Buddhism with the application of the principles in life more than in the past. A missionary focus or a marketing focus is what marketing executives will need to focus on by fostering a market-driven vision, building enterprise cooperation and paying attention to the market to achieve a successful integrated communication strategy (Ngamsutti, Jhundra-indra & Raksong, 2018).

4. Buddhism propagation focus influences the merit of Buddhists, which can be described as Buddhism focus is a past propagation strategy and internal coordination influences Buddhist merit-making. In the propagation of Buddhism based on the principles of Buddhism and happiness, social media can be used effectively to reach Buddhists with content that is simple and use language that is easy to understand including personnel / monks who have knowledge and ability to spread Buddhism by focusing on applying more principles in life. Doing so will help Buddhists gain access to the principles and teachings and use them as an anchor in their lives by giving more alms, observing precepts and prayer. Therefore, the focus on the propagation of Buddhism or a competitive marketing focus must create a market advantage in terms of perceived customer satisfaction. It can provide an opportunity to create value that is superior to competitors and leads to better market performance (Zhou, Brown & Dev, 2009; Ahmed, Kitchlew, Bajwa & Shahzad, 2018; Oluwatoyin, Olufunke & Salome, 2018).

5. Buddhist characteristics influenced integrated communication for the spread of Buddhist principles. Motivation, ability and opportunity all influence integrated communication for the spread of Buddhist principles. Integrated communication is essential to integrate Buddhist characteristics in implementing an integrated

communication strategy. In addition, there must be support for the learning of Buddhist doctrines that will create an understanding of Buddhist doctrines and build the ability to bring that doctrine into life through modern media such as social media and web sites and the original media used are personnel / monks along with creating opportunities for Buddhists to be able to access. However, Buddhist attributes or consumer attributes with incentives, talents and brand sponsorship opportunities will help the organization save costs. It is born from an effective and effective marketing communication message that reaches the target audience as well (Joseph, 2009). Understanding your customers, especially those who are loyal (loyal) and most profitable (buy in large quantities), is covered in terms of attitudes, habits and behaviors that result in greater customer loyalty. Such a database can assist in setting up a communication channel and when to use it without the need for all of the available communication tools (Kitchen & Burgmann, 2004).

6. The characteristics of Buddhists influence the merit making of Buddhists, which can be described as motivation, ability and opportunity influence the merit of Buddhists. Buddhists' faith in the doctrine of the Lord Buddha used in life, the ability to apply the doctrine with modern media will help Buddhists better understand the Buddhist doctrine and regular participation in religious events. The support and encouragement of family members to follow the doctrine and the time to study Dhamma and practice Dharma, these are all factors that support more Buddhism merit. Buddhist attributes or consumer attributes of trust, perception, benefit, and quality of information are key motivators, abilities and opportunities (MAO). These are consumer attributes that influence consumer behavior in social, commercial or corporate performance (Maia, C. et al., 2017; Leung & Bai, 2013).

7. Integrated communication for the spread of Buddhist principles influences Buddhist merit (performance), which can be described as traditional and new online media integrated communication will influence Buddhist merit-making. Spreading the teachings of the Lord Buddha using traditional media such as newspapers, journals, television and radio and communication with new online media via YouTube, Facebook, Instagram and Tweeter, these factors will help support and encourage more Buddhists to make merit. Integrated communication is a strategic tool for setting goals to support and maintain consumer loyalty and support the organization's performance. Therefore, the organization should pay more attention to budget allocation for public relations and integrated advertising (Khizar et al, 2016; Oluwafemi & Adebisi, 2018).

## **10. Recommendation**

### **1. Suggestion**

#### **1.1 Academic suggestion**

Academically, it was found that the context of integrated communication for the dissemination of Buddhist principles in Thailand was not much different from that of foreign contexts. It is the context of integrated communication to strengthen market competitiveness. Creating an integrated communication strategy, executives focus on branding, marketing and consumer attributes to be used in defining and presenting information, public relations and advertising, this makes it able to reach the needs of the target group effectively and the performance of the organization is in good condition. However, academically, there could be some observed variables in terms of integrated communication from traditional media such as television, radio, print and online media and may add observed variables such as Facebook, YouTube, website and Twitter. Management is aware of the weights of the extracted observation variables, which allows for a clear determination of the integrated communication strategy and accurately weight each marketing communication tool within a limited budget.

#### **1.2 Recommendations for implementation**

1) Religious organizations should apply the integrated communication model for the dissemination of Buddhist principles in Thailand and apply it to temple policy formulation or religious practice center. The degree of significance of each component of the variable influencing the formulation of an integrated communication plan for the dissemination of Buddhist principles was also taken into account.

2) Buddhism focus influences integrated communication for the propagation of principles, showing the importance of Buddhism focus. The administrators of the temple or Dharma practice center should set a vision for the propagation of Buddhism by focusing on applying adjustments that are appropriate to the era and emphasizing access to Buddhism as a spiritual anchor in life and to build faith in Buddhism at the same time. However, there must be an improvement in the presentation of the Buddhist content via social media that emphasizes participation, expressions and opinions and asking-answering questions including organizing activities for the propagation of Buddhism according to Buddhist traditions and must be done regularly. It must be based on the teachings of Buddhism to make religion truly the way of life of Buddhists.

3) Buddhism focus has an influence on the merit making of Buddhists. The position of Buddhism is a way of life that emphasizes the presentation of Buddhist content by the person or information technology that does not



distort the teachings of Buddhism. It will help religion to be the way of living and the true spiritual bond of Buddhists. Buddhists have a more careless and philanthropic lifestyle, withholding their stinginess by giving alms, observing the precepts and having more prosperity.

4) Buddhism propagation focus influenced integrated communication for the propagation of Buddhist principles. To enable effective integrated communication and the dissemination of principles, the administrators of the temple or Dharma practice center should adhere to the principles of the benefits and happiness of Buddhists. In addition, social media must be used to reach more Buddhists, including personnel / monks with knowledge of the principles and the ability to spread Buddhism. This requires more emphasis on applying the principles in life than in the past.

5) Buddhism propagation focus has an influence on the merit making of Buddhists. The doctrine should be presented in a simple and easy-to-understand language by using staff / monks who have knowledge of the principles and have an interesting sermon style and changing to use more online media to spread Buddhism to be modern and accessible to Buddhists. Temples / religious establishments must support or facilitate access to Dharma by providing a well-hygienic and well-proportioned cafeteria and toilets. It will be an important part that will help attract Buddhism to the people to make more merit.

6) The characteristics of Buddhists influence the integrated communication for the propagation of Buddhist principles. The researcher found that the administrators of a temple or practice site should set up an integrated communication strategy for the spread of Buddhist principles by focusing on the core doctrines of Buddhism, the application of Buddhist principles in life and the use of modern media helps Buddhists better understand the Buddhist doctrine, this creates motivation, ability and opportunity for Buddhists to reach the essence of the principle and to be able to apply it in their life.

7) Buddhist attributes influence the merit of Buddhists. In order to encourage Buddhists to make more merit by giving alms, observing precepts and prayer, the administrators of the temples or religious centers should emphasize the teachings of the Lord Buddha to build the faith of Buddhists by promoting the learning of the core Buddhist doctrines of Buddhism through modern media and through regular events on religious days.

## 2. Suggestions for further research

2.1 Additional qualitative studies on the issue of integrated communication for the dissemination of Buddhist principles in Thailand should be appropriate and in line with the current situation and able to support the characteristics of Buddhists in the areas of motivation, competence and in-depth opportunities so that the doctrine can be accessed effectively and efficiently. Buddhists will be able to use them as a spiritual anchor in their life in terms of giving alms, keeping the precepts, and increasing their prayers. This will make the society as a whole to live together happily.

2.2 There should be an in-depth study of the content and activities of a temple or Dharma practice center for propagating Buddhism by using personnel / monks. This must be a presentation of content and activities that do not distort the teachings of Buddhism, emphasizing the practical application of principles in life. A combination of both quantitative and qualitative research studies may be used with a focus group to obtain complete data. Religious organizations can use this information as a guideline for teaching practitioners to truly liberate and eliminate desires in accordance with the teachings of the Lord Buddha.

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