Abstract

Title : Efficiency of Logistics Distribution of Automotive Lubricant Products in Thailand

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The purposes of this research are to explore significant factors that affect logistics activities of distribution, to study logistics capabilities of efficient distribution, to analyze the casual relationship between logistics activities and distribution, to analyze internal and external factors that affect logistics efficiency of distribution, and to present models for developmental strategies of effective logistics system which will benefit the distributors by lowering the initial cost.

This study utilized mixed method research including quantitative and qualitative research in order to reveal the findings in terms of broad and deep knowledge. The instruments used in this research consist of questionnaires and in-depth interviews. The quantitative analysis was completed by using both descriptive and inferential statistics. On the other hand, the qualitative analysis was carried out through context analysis and summary.

The findings indicated that factors that affect the efficiency of logistics distribution of automotive lubricant products in Thailand are as follow:

1. Transportation management (X1) The overall positive relationship equals to 0.94
2. Inventory management (X2) The overall positive relationship equals to 0.81
3. External factor (X6) The overall positive relationship equals to 0.61
4. Packaging (X3) The overall positive relationship equals to 0.44
5. Warehouse management (X4) The overall positive relationship equals to 0.36

6. Internal factor (X5) The overall positive relationship equals to 0.34

The casual relationship model of the aforementioned factors can be summarized as the following equation:

Y = 0.94 (Transportation management) + 0.81 (Inventory management) + 0.44 (Packaging) + 0.36 (Warehouse management) + 0.34 (Internal factor) + 0.61 (External factor)