



Participatory Community Learning to Develop a Digital Market Management System for Community Enterprises and Stable Occupation Groups Nam Phrik Kaeng Krua Khanong, Song Khanong Subdistrict, Sam Phran District, Nakhon Pathom Province

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Abstract

Background and Aim: Digital Marketing Management is critical for successfully promoting products and services in the digital age. It allows businesses to reach a larger audience, interact with customers in real-time, and tailor strategies based on data insights to boost growth and brand awareness. This study investigates the digital marketing practices of the Song Khanong Occupation Group in Prik Kaeng Krua Khanong, Nakhon Pathom Province, aiming to enhance customer engagement, brand awareness, and sales outcomes by focusing on Generation Z and Baby Boomers.

Materials and Methods: A mixed-methods approach was utilized, combining surveys of 200 community members on digital media usage, content preferences, brand perception, and customer satisfaction, along with interviews with key stakeholders about marketing strategies. Data analysis involved calculating mean scores to assess satisfaction with digital marketing elements.

Results: Results showed high satisfaction among Generation Z, with Facebook as the preferred platform (mean score: 4.86). Infographics and videos received the highest scores (4.93 and 4.80, respectively), while Baby Boomers valued brand aesthetics (overall score: 4.77). Tools like Chatbots and QR Codes enhanced user experience significantly.

Conclusion: The study underscores the need for effective digital marketing strategies in community enterprises to boost engagement and brand recognition. High satisfaction levels indicate that tailored content and a robust online presence are essential for customer retention. Future efforts should focus on continuous improvement and leveraging technology for better communication, enabling sustainable growth for community enterprises in Song Khanong.

Keywords: Digital Marketing Management, Community Enterprise, Fiery Kitchen Curry Paste

Introduction

As defined by the Curry Paste Industrial Product Standard (TIS. 429/2005), Curry paste refers to a blend of ground chili peppers, medicinal plants, and various seasonings, forming a thick, wet consistency. Worapongpat (2020) It may also be combined with coconut milk or edible oil and heated to preserve its flavor and quality. (Chen, et al, 2024) Used to make a wide range of dishes such as green curry, panning curry, or massaman curry, curry paste is a vital ingredient in Thai cuisine. Its ingredients fresh and dried chilies, lemongrass, kaffir lime skin, onions, garlic, ginger, galangal, and coriander, among others, are largely derived from local herbs and spices, with some ingredients like chili originating from other countries like India and Mexico (Jianyu et al, 2024). While influenced by Indian curry, Thai curry paste has developed its unique flavor by modifying the amount of spice and incorporating local herbs such as lemongrass and kaffir lime. Curry pastes differ in composition and are used for various dishes, including green curry paste, red curry paste, roasted curry paste, and sour curry paste (Zhan et al, 2024).

Aside from its role in cuisine, curry paste provides numerous health benefits. Ingredients like chili and garlic offer medicinal properties such as improving blood circulation, lowering cholesterol, and reducing blood pressure. Other components like lemongrass, shallots, and galangal contain antibacterial, antifungal, and cancer-preventive properties. When freshly pounded, these spices release phytochemicals that enhance each other's effects, boosting their health benefits (Qi et al, 2024). Freshly made curry paste is ideal, but due to modern time constraints, ready-made curry pastes have become a





popular choice, providing convenience without compromising quality. With advancements in food technology, microbial contamination is minimized, and preservatives are unnecessary. Today, Thailand's ready-made curry paste products meet the Community Product Standard (M.P.C.129 / 2003) and Industrial Product Standard (TIS. 429/2005), boosting consumer confidence. Given the rise of ready-made curry paste as an OTOP (One Tambon One Product) product, especially in the Song Khanong Subdistrict Professional Group's Krua Khanong Curry Paste, there remain issues related to management and marketing. The group struggles with product packaging, which lacks uniqueness, and seeks to expand its market by improving its packaging and modernizing its marketing strategy. To address this, digital marketing is becoming increasingly essential. Community enterprises need to adapt to digital marketing practices to remain competitive and reach wider audiences. By leveraging social media, these groups can market their products more effectively, engage directly with consumers, and access new customer segments, providing real-time interaction and feedback (Weiyi et al, 2024).

In today's digital age, community enterprises like the Song Khanong Subdistrict Professional Group must adapt to rapidly evolving marketing landscapes. Digital marketing presents an opportunity to expand reach, enhance brand awareness, and compete on a broader scale (Worapongpat, 2023). By embracing online platforms such as social media, the group can promote its products to diverse customer segments, fostering direct interaction and engagement. Furthermore, digital marketing allows the community to educate consumers about the health benefits of curry paste, building trust and loyalty (Worapongpat et al, 2023). To remain competitive, the group must invest in learning and adopting these digital marketing tools, equipping its members with the skills needed to efficiently manage online campaigns, analyze consumer behavior, and tailor their messaging to different demographics. The focus on digital marketing will enable the community to not only sustain its current market position but also grow and innovate within a global marketplace (Zhan et al, 2024).

Despite the quality of the product, the Song Khanong Subdistrict Professional Group faces challenges related to branding and market expansion. The current packaging lacks distinctiveness, which hinders the product's appeal in a competitive marketplace. Additionally, the group has not fully leveraged digital marketing strategies to broaden its customer base. This study aims to address these issues by developing a unique packaging design for Krua Khanong curry paste and enhancing the group's digital marketing capabilities, thereby creating a competitive advantage and increasing market reach.

Objectives

1. To study about digital marketing strategies and social media development, focusing on understanding the application and effectiveness of digital marketing strategies in promoting community enterprises, and professional groups of Songkhonong Subdistrict, namely, Prik Kaeng Krua Khanong. To explore whether social media can be used to increase brand visibility, customer engagement, and sales of community enterprises in terms of business development and marketing innovation.

2. To synthesize community learning about digital marketing strategies and social media development, Songkhonong Subdistrict community enterprises can receive and integrate digital marketing knowledge to improve their operations. The synthesis will focus on learning processes, challenges, and practices in community education, capacity building, and technology adoption in local enterprises

Literature review

The Concept of Participatory Community Learning

Participatory community learning actively involves members in the learning and decision-making processes, leveraging local knowledge for collective problem-solving and knowledge dissemination. This approach fosters ownership, empowerment, and social cohesion, essential for developing sustainable local economies and social well-being (Worapongpat, 2021).

Key to this concept is experiential and collaborative learning, where community members identify issues, learn from each other, and apply new knowledge to address local challenges. This is particularly relevant for small-scale community enterprises needing digital literacy and online marketing for economic sustainability. Participatory learning enables members to acquire new skills





and share knowledge, building collective capabilities to adapt to rapid technological and market changes.

In the realm of digital marketing and social media, participatory learning empowers community enterprises to effectively use online tools for product promotion. It fosters a collaborative environment for experimentation, experience sharing, and innovation. Community-driven digital marketing strategies derived from this learning approach help enterprises adapt to the fast-evolving digital marketplace, enhancing their competitiveness and survival (Worapongpat, 2023).

Social media marketing involves using electronic platforms for active public participation in creating, sharing, and exchanging opinions and content. Platforms like Facebook, Instagram, and Twitter have revolutionized communication, allowing businesses to connect with potential customers in unprecedented ways (Liu et al, 2023).

Worapongpat (2022) defines social media as technologies enabling the exchange of ideas through virtual networks. These platforms facilitate real-time communication of various content types, fostering deeper connections with consumers. The goal of social media marketing is to promote a business or brand directly to consumers, ultimately increasing sales while enhancing brand awareness, customer relations, and consumer insights. This is particularly advantageous for small community enterprises, which can leverage social media as a cost-effective marketing channel to reach broader audiences.

Integrating digital marketing strategies into community enterprises is essential in today's business environment. Digital marketing enhances visibility, enables direct audience engagement, and expands market reach. Social media offers various marketing tools, such as targeted advertising and real-time feedback, allowing community enterprises to refine their strategies and better meet consumer demands (Saisopa et al, 2024).

Conceptual Framework

This research is quantitative. The researcher defines the research concept according to concepts/theories. The details are as follows:

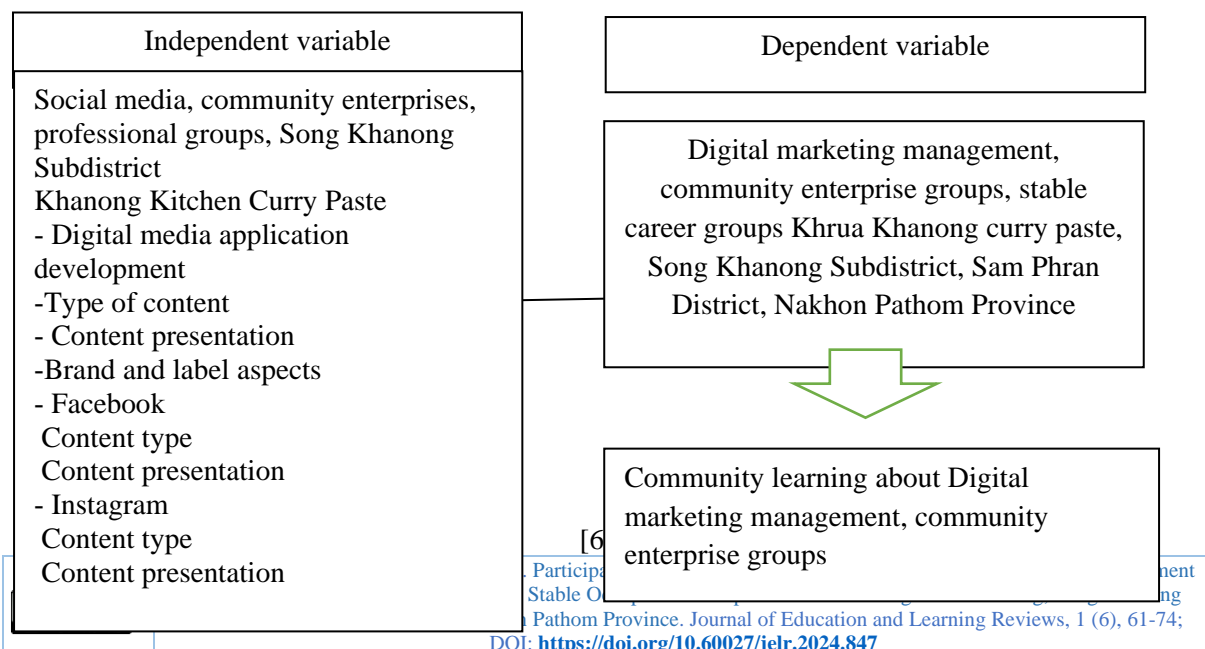


Figure 1 shows the research conceptual framework.

Methodology

This research is a study of research operations on digital marketing management of community enterprises in Song Khanong subdistrict occupational groups, Phrik Kaeng Krua Khanong, Nakhon Pathom province. The details of the study methodology are as follows.

Scope of research study

The development of community enterprises in the Song Khanong subdistrict occupational group, Phrik Kaeng Krua Khanong, is a research that brings together various theories, including 1. Concept of development 2. Theoretical concepts about digital media 3. Concepts and theories related to the production of public relations media. 4. Information system development concepts. 5. Brand concept 6. The theoretical concept of Facebook media 7. The theoretical concept of Instagram media 8. The theoretical concept of QR Code 9. Community enterprise concept 10. Relevant research is a management application. Strategic management marketing organization as a database for area processing Study location Community enterprise group, Song Khanong subdistrict professional group, Phrik Kaeng Krua Khanong 24/24 Village No. 2, Soi Song Khanong 5, Song Khanong Subdistrict, Sam Phran District, Nakhon Pathom Province

Educational scope

1) Transferring knowledge to community enterprises of the Song Khanong Subdistrict Professional Group, Phrik Kaeng Krua Khanong, regarding the preparation of public relations media for the group's activities. For management of sustainability

2) Choosing to use online media Digital media suitable for products and can reach a wider range of target groups

3) To study and create a competitive advantage in Mueang Samut Sakhon District using methodologies.

Quantitative research which has the following related issues

1. Research Resources

1.1 Information sources from research, collecting information, documents, articles, and various related research works, including information published through the internet.

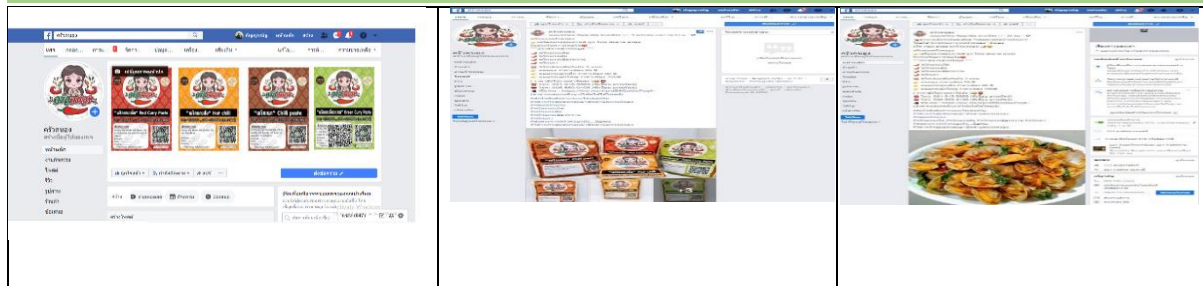
1.2 Data source from the questionnaire specifying the sample group to be a sample group of general consumers (social media) of 200 sets and used to analyze the data.

2. Defining the population and sample Consumer population in Nakhon Pathom province and consumers in online society Sample group using a purposive sampling method. Consumers who found the public relations media of the community enterprise of the Song Khanong subdistrict professional group, 200 sets of Khanong kitchen curry paste in Nakhon Pathom province

3. Creating research tools

This study is a survey research (Survey research) using a questionnaire that the researcher created as a tool for collecting information from a sample group. To study the preparation of public relations media for community enterprises in the Song Khanong subdistrict occupational group, Phrik Kaeng Krua Khanong.

Build PageFacebook was created to publicize and sell community products and to promote people who are interested in following the page on Facebook Fan Page: Krua Khanong and creating posts. Dissemination of information and activities



Instagram account to promote and sell community products and to promote people who are interested in following the Instagram account: khruacanong
Creating a QR Code Link with Page Facebook Instagram and Line to make it more convenient and easier for users to just scan a QR Code.



Line



Facebook



Instagram

Making a chatbot Auto reply message Creating automatic replies via Facebook messenger. Instant reply messages. It is the first message sent automatically. To reply to new messages on the page which we can use to reply immediately To let customers know that we will get back to you as soon as possible or to thank them for contacting our page.



Steps for Creating Tools

Information Collection: The researcher gathered relevant information from articles, research papers, academic documents, and internet media related to the study. Personal experience was also utilized to ensure comprehensive coverage of the research objectives. Based on this information, a questionnaire was developed item by item to align with the research goals.

Advisor Review for Content Validity: The initial questionnaire draft was presented to the research advisor for evaluation of the accuracy and content validity of each question, ensuring alignment with research objectives.

Revision and Finalization: After receiving feedback, the researcher revised the questionnaire, which was then finalized and divided into five sections to gather data for the study:

Part 1: General information of the respondents

Part 2: Brand development and product labeling for community enterprises in the Song Khanong Subdistrict Professional Group, Khrua Khanong curry paste

Part 3: Development of digital marketing media via Facebook for the Community Enterprise Song Khanong Subdistrict Professional Group



Part 4: Development of digital marketing media via Instagram for the Community Enterprise Song Khanong Subdistrict Professional Group

Statistics Used in Research

Percentage: Used to explain the proportion of data (Srisa-at, 1992: 101).

Mean: Calculated to find the central tendency of the data (Srisa-at, 1992: 101).

Standard Deviation: Computed to measure data dispersion around the mean (Srisa-at, 1992: 103).

Timeframe: Data collection was conducted from January to April 2021.

Results

To evaluate the marketing aspects of Khrua Khanong curry paste, the research team utilized two key frameworks: SWOT Analysis and the Marketing Mix (4 P's). The results of the analysis are outlined below:

1. Strengths (S)

Product: The brand is well-recognized and trusted, particularly as the product has been certified as an OTOP 5-star product, which is a mark of excellence in Thailand.

Price: The pricing is considered appropriate for the product, with each bag priced at 25 baht, a fair amount relative to the quantity.

Place: Products are sold at the community enterprise location (40/25 Village No. 4, Khlong Yong Subdistrict, Phutthamonthon District, Nakhon Pathom Province) as well as on the Facebook Page, providing both offline and online availability.

Promotion: For bulk orders, there are attractive promotions such as free shipping on orders of 10 bags or more and a buy 500 baht, get 2 bags free with free shipping offer.

2. Weaknesses (W)

Product: The brand and label design lack visual appeal, which could impact consumer interest and brand identity.

Price: The pricing is fixed, making it difficult to adjust for varying market conditions or promotional opportunities.

Place: The distribution channels are limited, with only local sales and online availability via Facebook, limiting broader market reach.

Promotion: Current promotions are focused on large purchase quantities, which may deter customers who prefer to buy in smaller quantities.

3. Opportunities (O)

Product: Curry paste is a traditional staple in Thai cuisine, and the government actively supports OTOP products, offering opportunities for growth and visibility, particularly in the SME business sector.

Price: There is potential to increase the price during special events or to create premium offerings for certain markets.

Place: The brand has the potential to expand its presence through more diverse online channels, tapping into the rapidly growing online marketplace, especially on Facebook, which continues to experience high user engagement.

Promotion: The opportunity exists to leverage promotional campaigns tied to various festivals, events, and cultural occasions to drive sales and enhance brand visibility.

4. Threats (T)

Product: The market for curry paste is highly competitive, with many alternatives available, creating pressure on maintaining market share.

Price: A potential increase in product prices might discourage consumers from purchasing, especially if competitors offer lower-priced alternatives.

Place: The business is currently restricted to local sales and limited online exposure. As the entrepreneurs belong to the Baby Boomer generation, there may be limitations in adapting to modern e-commerce trends and expanding to new digital platforms.





Business Model Canvas Analysis for Song Khanong Subdistrict Professional Group: Krua Khanong Curry Paste

1. Customer Segments

- Local Community Customers: Consumers within the local area looking to purchase locally produced curry paste.
- Online Customers: Consumers interested in purchasing curry paste through online sales, such as via Facebook or other social media platforms.
- International Customers: Particularly those who are interested in OTOP (One Tambon One Product) products and unique Thai local goods.

2. Value Propositions

- OTOP 5-Star Product: Enhances product credibility and ensures high-quality standards.
- Preservative-Free Curry Paste: Ensures consumer safety by using natural ingredients.
- Authentic Thai Taste: High-quality curry paste with a traditional Thai flavor and, long shelf life without preservatives.

3. Channels

- Local Sales: Sold at local shops or homes within the community.
- Online Sales: Sold through the professional group's Facebook Page and other social media platforms.
- OTOP Markets: Participating in local fairs and exhibitions that promote OTOP products, such as OTOP fairs.

4. Customer Relationships

- Friendly Service: Focus on close and accessible communication with customers within the local community.
- Online Customer Support: Quick responses via Facebook and promotion through social media.
- Building Brand Loyalty: Special promotions to encourage repeat purchases, such as "Buy 500 baht, get 2 bags free."

5. Revenue Streams

- Direct Sales: Revenue generated from selling directly in the community.
- Online Sales: Revenue from selling through Facebook and other social media platforms.
- OTOP Events: Revenue from participating in OTOP fairs to expand the customer base.

6. Key Resources

- High-quality local Ingredients: Fresh chili, spices, and herbs used for curry paste production.
- Skilled Labor from the Community: Members of the professional group with expertise in making curry paste.
- OTOP 5-Star Certification: The certification enhances the credibility of the product.

7. Key Activities

- Curry Paste Production: Sourcing raw materials, production, packaging, and product delivery.
- Online Marketing: Promoting products, content creation on Facebook, and organizing promotional campaigns.
- Brand Development: Improving product labels and enhancing visual appeal to attract more customers.

8. Key Partners

- Local Government Agencies: Support from local government bodies such as the Community Development Department.
- Professional Group Members: Collaboration among members of the Song Khanong professional group.
- Logistics Providers: Partnering with delivery services for local and out-of-area shipping.

9. Cost Structure

- Production Costs: Expenses for raw materials like fresh chili, garlic, shallots, and spices.
- Packaging Costs: Expenses for packaging materials and product labeling.
- Marketing and Shipping Costs: Costs associated with product shipping and advertising on social media.





The analysis of general information regarding the respondents was performed by calculating statistical values, including frequency and percentage, and is presented in table form below.

Table 1: Age Distribution of Respondents

| Age Group | Number of Respondents | Percentage (%) |
|----------------------------|-----------------------|----------------|
| Under 16 years (Gen Z) | 40 | 20 |
| 17 - 36 years (Gen Y) | 100 | 50 |
| 37 - 52 years (Gen X) | 45 | 22.5 |
| 53 years and above (Gen B) | 15 | 7.5 |
| Total | 200 | 100 |

Interpretation of Table 1: Table 1 displays the data classified by age group. The findings reveal that the largest segment of respondents is in the 17 to 36 years age group (Gen Y), comprising 100 individuals, which accounts for 50% of the total sample. Following this, the 37 to 52 years age group (Gen X) includes 45 respondents, representing 22.5%. The under 16 years age group (Gen Z) consists of 40 individuals, or 20% of the total, while the oldest group, 53 years and above (Gen B), includes 15 respondents, accounting for 7.5%.

Table 2: Mean and Standard Deviation in the Development of Digital Media Applications on Facebook (Gen Z: Generation Z)

| Content-Type | Mean (\bar{x}) | Standard Deviation (SD) | Satisfaction Level | Rank |
|--|--------------------|-------------------------|--------------------|------|
| 1. Facebook Page is interesting and reliable. | 4.70 | 0.4583 | Most | 5 |
| 2. Information and various contents are appropriate. | 4.78 | 0.4176 | Most | 2 |
| 3. Managing and developing Facebook pages creates more awareness. | 4.75 | 0.4330 | Most | 3 |
| 4. Convenient to access Facebook Page. | 4.73 | 0.4665 | Most | 4 |
| 5. QR CODE makes it more convenient for users. | 4.68 | 0.4684 | Most | 6 |
| 6. Chatbot makes it convenient and fast to communicate between users and the page. | 4.80 | 0.4000 | Most | 1 |
| Overall Satisfaction | 4.74 | 0.4373 | Most | |

Interpretation of Table 2: Table 2 illustrates the mean scores and standard deviations regarding various aspects of the development of digital media applications on Facebook for Generation Z (Gen Z). The data indicates a high level of satisfaction across all content types, with means ranging from 4.68 to 4.80. These results suggest that Gen Z values engaging, convenient, and informative content on Facebook, with innovative features such as chatbots enhancing their experience.

Table 3: Mean and Standard Deviation in the Development of Digital Media Applications on Facebook (Gen Z: Generation Z)

| Content Presentation Format | Mean (\bar{x}) | Standard Deviation (SD) | Satisfaction Level | Rank |
|---|--------------------|-------------------------|--------------------|------|
| 1. Single photo presentation format | 4.83 | 0.3800 | Most | 3 |
| 2. Decorative image presentation format | 4.88 | 0.3307 | Most | 2 |
| 3. Infographic presentation format | 4.93 | 0.2634 | Most | 1 |
| 4. Video presentation format | 4.80 | 0.4000 | Most | 4 |
| Overall Satisfaction | 4.86 | 0.3435 | Most | |

Interpretation of Table 3: Table 3 presents the mean scores and standard deviations for various content presentation formats on Facebook, specifically targeting Generation Z (Gen Z). The results





reflect a high level of satisfaction across all formats, with means ranging from 4.80 to 4.93. These findings indicate a strong preference among Gen Z for innovative and visually appealing content on Facebook, highlighting the importance of leveraging infographics and decorative images in digital media strategies.

Table 4: Mean and Standard Deviation Regarding the Development of Digital Media Applications on Instagram (Gen Z: Generation Z)

| Content-Type | Mean (\bar{x}) | Standard Deviation (SD) | Satisfaction Level | Rank |
|---|--------------------|-------------------------|--------------------|------|
| 1. Instagram is attractive and trustworthy | 4.78 | 0.4176 | Most | 4 |
| 2. Information and various contents are appropriate | 4.73 | 0.4465 | Most | 6 |
| 3. Managing and developing Instagram creates more awareness | 4.83 | 0.3800 | Most | 3 |
| 4. Convenient to access Instagram | 4.88 | 0.3307 | Most | 1 |
| 5. QR CODE makes it more convenient for users | 4.75 | 0.4330 | Most | 5 |
| 6. Creating name tags makes it more convenient for users | 4.85 | 0.3571 | Most | 2 |
| 7. Sending messages is convenient and quick to contact | 4.70 | 0.4583 | Most | 7 |
| Overall Satisfaction | 4.79 | 0.4033 | Most | |

Interpretation of Table 4: Table 4 provides an analysis of the mean scores and standard deviations for various content types on Instagram, focusing on Generation Z (Gen Z). The results show a generally high level of satisfaction across all content types, with means ranging from 4.70 to 4.88. These findings suggest that Gen Z users prioritize accessibility, personalization, and trustworthiness in their Instagram experience, highlighting the need for businesses to focus on these aspects when developing their digital media strategies.

Table 5: Mean and Standard Deviation Regarding the Development of Digital Media Applications on Instagram (Gen Z: Generation Z)

| Content Presentation Format | Mean (\bar{x}) | Standard Deviation (SD) | Satisfaction Level | Rank |
|---|--------------------|-------------------------|--------------------|------|
| 1. Single photo presentation format | 4.85 | 0.4465 | Most | 1 |
| 2. Infographic presentation format | 4.83 | 0.3307 | Most | 2 |
| 3. Video presentation format | 4.75 | 0.4330 | Most | 3 |
| 4. Decorative image presentation format | 4.73 | 0.3800 | Most | 4 |
| Overall Satisfaction | 4.79 | 0.3976 | Most | |

Interpretation of Table 5: Table 5 presents an analysis of the mean scores and standard deviations for different content presentation formats on Instagram, focusing on Generation Z (Gen Z). The findings indicate a high level of satisfaction across all formats, with means ranging from 4.73 to 4.85. These results emphasize the importance of using various content presentation formats to capture the attention of Gen Z and maintain their engagement on social media platforms like Instagram.





Table 6: Mean and Standard Deviation of Digital Media Development in Each Application (Gen Z: Generation Z)

| Application | Content Type Mean (\bar{x}) | Content Presentation Mean (\bar{x}) | Standard Deviation (SD) | Satisfaction Level | Rank |
|-------------|------------------------------------|--|----------------------------|-----------------------|------|
| Facebook | 4.74 | 4.86 | 0.4373 | Most | 3 |
| Instagram | 4.79 | 4.79 | 0.4033 | Most | 2 |
| Overall | 4.79 | - | 0.0388 | Most | |

Interpretation of Table 6: Table 6 summarizes the mean scores and standard deviations for the development of digital media applications on Facebook and Instagram, specifically focusing on Generation Z (Gen Z). The findings suggest that both Facebook and Instagram are effective platforms for engaging Generation Z, with Instagram slightly outperforming Facebook in overall user satisfaction. This highlights the importance of focusing on high-quality content presentation to enhance user engagement on social media.

Table 7: Mean and Standard Deviation in Brand and Label Development (Gen B: Baby Boomer)

| Brand and Label Aspect | Mean (\bar{x}) | Standard Deviation (SD) | Satisfaction Level | Rank |
|---|-----------------------|----------------------------|-----------------------|------|
| 1. Brands are beautiful and memorable. | 4.67 | 0.5963 | Most | 4 |
| 2. The brand stands out and creates more awareness. | 4.73 | 0.5735 | Most | 2 |
| 3. Product labels have complete details and are attractive. | 4.73 | 0.5735 | Most | 3 |
| 4. Product labels are both Offline & Online. | 4.93 | 0.2494 | Most | 1 |
| Overall | 4.77 | 0.4982 | Most | |

Table 7 presents the mean scores and standard deviations for various aspects of brand and label development, specifically for Generation B (Baby Boomers). The findings suggest that for Generation B, the effectiveness of brand and label development is crucial for attracting and retaining consumer interest, with particular emphasis on the accessibility of labels and overall brand aesthetics.

Discussion

The study of digital marketing management within community enterprises in Song Khanong Subdistrict, Nakhon Pathom Province, has revealed crucial insights regarding demographics and consumer behavior. These insights can effectively inform future marketing strategies.

The findings indicate that the majority of respondents are female, totaling 151 individuals, representing 75.5% of the sample. Most respondents are aged between 17 and 36 years, classified as Generation Y (Gen Y), with 100 individuals (50%) engaged as students. Additionally, 63 individuals (31.5%) reported an income range of 10,001 to 20,000 baht. These statistics highlight the need for digital marketing strategies that resonate with the interests and behaviors of the target demographic, particularly younger generations who prefer interactive and visually appealing content.

In terms of brand satisfaction and content types, it was found that Generation Z (Gen Z) expressed a high level of satisfaction with digital content on Facebook, especially with tools like chatbots that facilitate quick and convenient communication between users and pages. The respondents also indicated a preference for accurate and relevant information, effective Facebook page management that raises awareness, and easy access to the page. However, the use of QR codes, while beneficial, garnered less attention compared to other content types.

Conversely, the Baby Boomer generation (Gen B) showed a preference for video presentations on Instagram, followed by single photo presentations and decorative images, with infographic presentations receiving the least satisfaction. This distinction emphasizes the need to tailor marketing strategies to engage older demographics effectively, acknowledging their different content preferences compared to younger consumers.





Moreover, other studies, such as those conducted by Worapongpat et al. (2024) and Liu et al. (2023), further emphasize various factors influencing consumer behavior. These factors include marketing elements such as distribution channels, service speed, product quality, pricing, and promotional strategies.

The synthesis of community learning about digital marketing management underscores the significance of demographic awareness, effective engagement strategies, content diversity, and ongoing investment in digital literacy and marketing training. Collaboration among community enterprises will facilitate knowledge exchange and the sharing of best practices, ultimately strengthening the community's market presence.

In conclusion, digital marketing management in community enterprises in Song Khanong Subdistrict not only emphasizes the use of digital platforms to reach target audiences but also stresses the importance of tailoring strategies to accommodate diverse demographics. By leveraging these insights, community enterprises can enhance their competitive capabilities and achieve sustainable growth in the digital marketplace.

Knowledge Contribution

Digital Marketing Management of the Community Enterprise Group in Song Khanong Subdistrict, Nakhon Pathom Province

The study of digital marketing management for the community enterprise group in Song Khanong Subdistrict, Nakhon Pathom Province, focuses on developing effective marketing strategies in an increasingly digital world. This is particularly relevant for younger generations who rely on social media for information and purchasing decisions.

Building strong customer relationships is crucial for successful marketing. Community enterprises should prioritize fostering trust and loyalty, which not only promotes sustainable connections but also encourages community engagement through partnerships with local businesses and initiatives.

Leveraging digital media to present content in diverse formats—such as infographics, short videos, and photos—can enhance engagement. Instagram serves as an effective platform for visually appealing content and convenient communication, while Facebook is ideal for sharing reliable information.

Creating a memorable brand is essential. A distinctive identity increases consumer awareness and engagement, and product labels should be informative and visually appealing to strengthen brand recognition both online and offline.

Utilizing digital tools like chatbots facilitates quick communication between users and the brand, while QR codes provide easy access to product information. Implementing name tags can also enhance user convenience and encourage participation in brand activities.

Delivering quality content in engaging formats significantly influences customer perception and decision-making. Effective marketing strategies ensure consumers have the information needed to make informed purchasing choices.

In summary, the digital marketing management of the community enterprise group in Song Khanong Subdistrict emphasizes building strong customer relationships, employing effective digital media strategies, developing attractive brands and labels, utilizing customer engagement tools, and creating awareness to enhance consumer decision-making. By adopting these strategies, community enterprises can thrive in the digital marketplace.



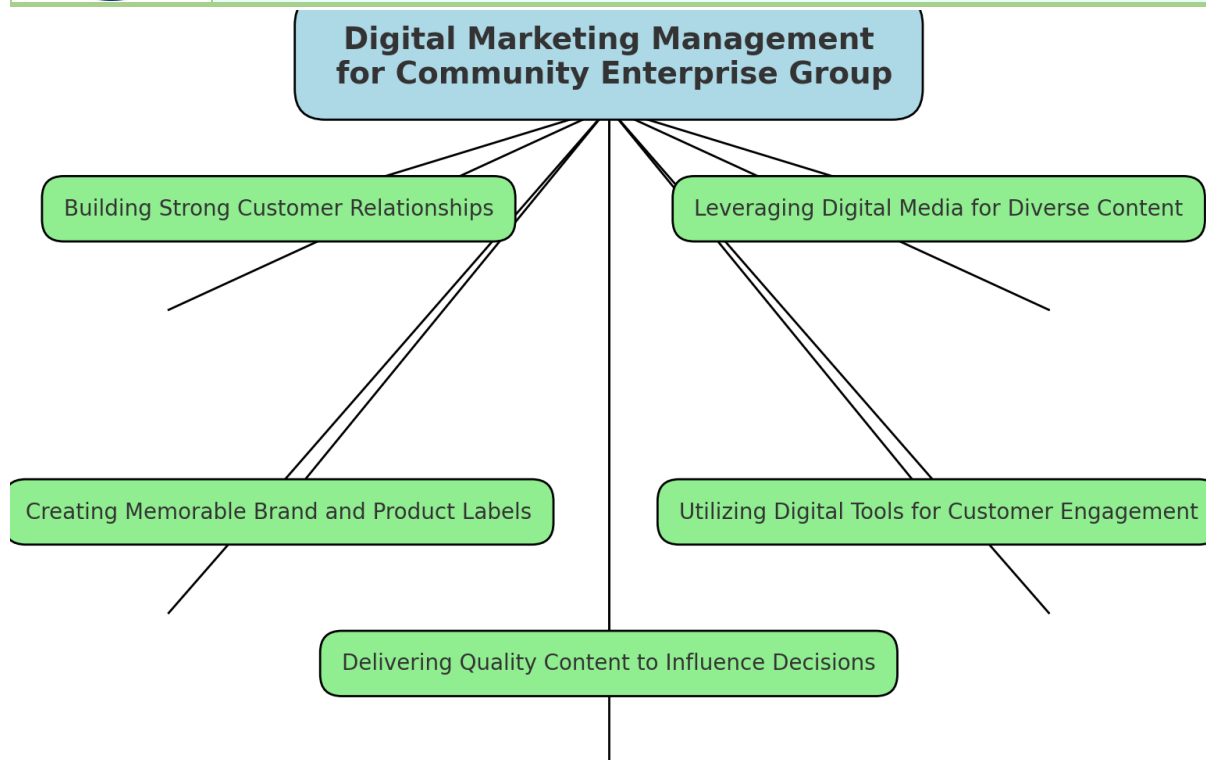


Figure 2 Digital Marketing Management of the Community Enterprise Group

Recommendation

From the research results, The researcher has suggestions as follows:

1. Suggestions for applying research results

1.1 Making and developing a Facebook page. It was found that creating a Facebook page had content and was appropriate for making public relations media for curry paste and creating a page. This creates more awareness but the Facebook page should be updated regularly to attract attention.

1.2 Creating a QR code for the Facebook and Line pages about Krua Curry Paste. Khanong found that creating a QR code And the web content from the QR code is appropriate and creates more awareness. The website provides information about products of Khrua Khanong curry paste. However, the Facebook page information should be updated regularly.

1.3 Creating video media about providing information about Khanong Kitchen curry paste is suitable for creating video media. Make consumers more aware But video media should be updated to keep up with the times in the future.

1.4 Overview of the use of public relations media Including creating and developing Facebook pages, creating QR codes, and creating video media, which are interesting and are increasingly being used to modernize media, and the public relations media that have been created can be further developed. Can benefit the community But there should always be improvement and development.

2. Suggestions for next research

2.1 There should be more study of information about curry paste, such as sour curry paste, red curry paste, and green curry paste. Chili paste can be further developed to create more creative and modern media to raise the efficiency of curry paste which is an OTOP product in Thailand. Enough to compete with foreign countries

2.2 You should communicate additional variables that may affect the development of KNonong Krua Phrik Kaeng public relations media by using other variables besides this research to conduct additional studies that will be very beneficial.



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