



## Community learning for marketing management and digital marketing of Jasmine Rice by Nong Hin Housewives Group, Ratchaburi Province

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### Abstract

**Background and Aim:** The Nong Hin Housewives Group has been instrumental in cultivating and marketing Jasmine rice, a product renowned for its quality. However, the group faces challenges in adopting modern marketing strategies, particularly in the digital realm. This study aims to analyze the current marketing practices, identify gaps in digital marketing skills, and develop a framework for effective community learning. By leveraging digital tools, the group can enhance its marketing efforts, reach a broader audience, and increase product sales.

**Materials and Methods:** This study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews. Surveys were distributed to 200 community members across different generations to assess their digital media usage and preferences. In-depth interviews were conducted with key members of the Nong Hin Housewives Group to understand their marketing challenges and aspirations. Data were analyzed using statistical methods for the survey responses and thematic analysis for qualitative data.

**Results:** The findings reveal a significant disparity in digital media usage among different generations, with Facebook emerging as the most popular platform. The data indicate that 66.50% of respondents actively use Facebook for marketing purposes. The study also identified challenges related to digital literacy within the community, affecting the effective use of online marketing tools. Despite these challenges, there is a strong interest in learning and adapting to digital marketing strategies.

**Conclusion:** The research underscores the importance of community learning in enhancing the marketing management and digital marketing capabilities of the Nong Hin Housewives Group. By investing in digital literacy training and developing tailored marketing strategies, the group can significantly improve its outreach and sales of Jasmine rice. The study emphasizes the need for ongoing support and resources to facilitate the transition into effective digital marketing practices.

**Keywords:** Learning, Community, Marketing Management, Digital Marketing, Jasmine Rice

### Introduction

In recent years, the rise of digital marketing has fundamentally transformed the way businesses engage with consumers, particularly in the context of local products and community enterprises. With the increasing reliance on social media platforms, such as Facebook, for marketing and communication, understanding how these digital channels can be effectively utilized is crucial for fostering brand loyalty and enhancing consumer engagement.

The Jasmine Rice Housewives Group in Nong Hin, Ratchaburi, serves as an exemplary case of a community-driven initiative that leverages digital marketing to promote local agricultural products. Given the competitive nature of the market and the growing consumer preference for authentic and locally sourced products, it is essential to explore how this group can effectively utilize digital platforms to reach and engage its target audience.

Previous research has shown that digital marketing strategies can significantly impact consumer perception and behavior. However, there remains a gap in the literature concerning the specific practices of community-based enterprises in Thailand, particularly about generational differences in media consumption and satisfaction levels.





This study aims to fill this gap by examining the effectiveness of the Jasmine Rice Housewives Group's digital marketing strategies on Facebook, assessing user satisfaction across different generational cohorts. Understanding the nuances of consumer engagement in this context not only contributes to the existing body of knowledge in digital marketing but also provides practical insights for similar community enterprises aiming to enhance their marketing efforts.

Furthermore, as the digital marketing landscape continues to evolve, it is imperative to consider the implications of new technologies and communication methods on consumer behavior. This research not only addresses the current state of digital marketing within the Jasmine Rice Housewives Group but also lays the groundwork for future studies exploring the dynamic interplay between digital marketing and community-based enterprises. Technology plays an increasingly significant role in the economy and society in the current era, including innovations such as nanotechnology, biotechnology, energy-saving machinery, and information and communication technology (ICT). ICT, in particular, facilitates the global exchange of information through network systems and various forms of electronic media. These technological advancements provide opportunities for economic and social development, such as establishing websites for public communication, conducting e-commerce, and using advanced production technologies to enhance product quality and quantity. As Thailand's agricultural sector evolves, it must adapt to the challenges and opportunities presented by the digital age. Stakeholders in agriculture need to stay informed about technological advancements and integrate modern innovations with local wisdom to improve production and marketing efficiency. This will enable the sector to achieve sustainable development, ensuring that production throughout the supply chain meets standard quality.

The situation of rice cultivation in Thailand's central region highlights this need for adaptation. In Nakhon Pathom Province alone, there are 341,431 rai of irrigated land and 28,212 rai of harvested area, making it the fourth-largest rice-producing area in the region after Phra Nakhon Si Ayutthaya, Suphanburi, and Prachinburi. To keep up with the digital transformation, local agricultural communities, such as the Nong Hin housewives group in Ratchaburi, need to adopt digital marketing strategies to publicize their products and enhance their reach.

Social media platforms, particularly Facebook, offer a valuable tool for publicizing products within digital communities. Previous studies have demonstrated the importance of improving content on Facebook Pages to make them more engaging and informative. For example, regularly updating news, recommending products or services, and using appropriate images and content can significantly improve consumer accessibility and satisfaction (Woraphongphat, 2020). Moreover, modern packaging design also plays a crucial role in marketing. Packaging that is aesthetically appealing and reflects the product's identity helps increase sales and strengthens customer recall, leading to higher income for communities (Woraphongphat, 2020).

Therefore, this research focuses on developing digital marketing strategies and public relations media for jasmine rice produced by the Nong Hin housewives group in Ratchaburi. By integrating digital marketing techniques with community knowledge, the study aims to help the group improve its outreach and increase awareness of its products. This, in turn, will enhance farmers' income and contribute to the sustainable development of the community.

## Objectives

1 To study digital marketing strategies and develop public relations media that enable professional groups to utilize digital technology for promoting and publicizing community products.

2 To transition the branding and logo of community products from offline to online platforms by developing public relations media that enhance the application of digital technology in marketing and promotion.

3. To synthesize the community learning about digital marketing strategies and develop public relations media that enable professional groups to utilize digital technology for promoting and publicizing community products





## Literature review

In the context of community-based marketing and digital transformation in agriculture, several studies highlight the importance of incorporating digital marketing strategies to enhance the visibility and market reach of agricultural products. According to Kotler et al. (2017), effective marketing management in agricultural communities must include a combination of traditional marketing approaches and the adoption of digital tools to connect directly with consumers. This hybrid strategy can significantly contribute to the economic development of rural areas by facilitating direct-to-consumer sales and reducing reliance on middlemen (Boehlje, 2019).

Furthermore, studies by Khurana (2018) emphasize that digital marketing platforms, such as social media, offer unprecedented opportunities for small agricultural groups to expand their customer base. The use of Facebook, Instagram, and other e-commerce platforms allows local communities to engage with a wider audience, create brand awareness, and build customer loyalty through regular interaction. These platforms also enable agricultural communities to showcase their unique products, such as Jasmine rice, while highlighting their local heritage and farming techniques (Rothaermel, 2020).

Research specific to community learning has shown that collective knowledge-sharing within agricultural groups fosters innovation and growth (Wenger & Lave, 1991). Community-based learning models, where members actively participate in knowledge acquisition and skill development, are particularly effective in helping small farming groups adopt new technologies and marketing strategies (Preece, 2009). In this context, learning within the Nong Hin Housewives Group may reflect these principles, as members collaboratively work to enhance their marketing efforts and integrate digital tools into their business practices.

Moreover, previous studies underscore the importance of continuous education and training in marketing management for sustaining the success of local agricultural businesses. A report by the World Bank (2018) points out that agricultural communities that regularly update their marketing strategies, particularly in response to digital advancements, are more likely to achieve long-term economic sustainability.

## Conceptual Framework

This study on community learning and marketing management for the Nong Hin Housewives Group's Jasmine Rice business integrates key concepts from marketing management, digital marketing, and community-based learning. The conceptual framework is designed to illustrate how these elements interact to enhance the group's marketing capacity and overall economic sustainability.

### Community Learning:

The foundation of the framework is built on the principle of community-based learning, where members of the Nong Hin Housewives Group actively participate in acquiring and sharing knowledge about marketing management and digital tools. Community learning fosters collaboration, continuous improvement, and skill development. It involves both informal and structured learning processes, such as workshops and peer-to-peer mentoring, which help the group adopt modern marketing techniques.

### Marketing Management:

The second pillar of the framework focuses on marketing management. This includes traditional marketing strategies, such as product positioning, pricing, distribution, and promotion, tailored to local agricultural products like Jasmine rice. The framework acknowledges that the success of these marketing efforts relies on the community's ability to manage resources effectively and respond to market demands.

### Digital Marketing:

The digital marketing component represents the integration of online marketing channels, including social media platforms like Facebook, Instagram, and e-commerce websites. The framework posits that digital marketing enhances the group's ability to reach a wider customer base, build brand awareness, and interact directly with consumers, bypassing traditional intermediaries. Digital literacy and continuous adaptation to new technologies are vital for sustaining these efforts.

### Outcome: Improved Marketing and Sales Performance:

The interaction between community learning, marketing management, and digital marketing is expected to result in improved marketing and sales performance. This includes greater visibility of the





Jasmine rice products, increased consumer engagement, and ultimately, enhanced sales and profitability for the Nong Hin Housewives Group.

#### Sustainability and Economic Growth:

At the heart of the framework is the goal of sustainability and economic growth. By adopting modern marketing strategies and embracing digital tools, the group can strengthen its competitive position in the marketplace, contributing to long-term economic stability for both the members and the community.

## Methodology

### 1. Research Format

This study investigates marketing management and digital marketing for the Jasmine Rice product by the Nong Hin Ratchaburi Housewives Group. The research aims to provide guidelines for promoting knowledge to community enterprise groups, focusing on the development of packaging, product labeling, and the improvement of online sales channels to enhance convenience and appeal. The study also aims to create public relations media for the group's activities. Data collection methods include interrogations, questionnaires, and SWOT analysis. All collected data will be analyzed, and a qualitative data plan will be developed. The research methods and details are as follows:

### 2. Target Group

The target group consists of the residents of Ban Nong Hin community in Nong Pla Mo Subdistrict, Ban Pong District, Ratchaburi Province.

### 3. Research Tools

The quantitative research tool is a closed-ended checklist and a rating scale questionnaire used to evaluate the development of packaging and distribution channels for Jasmine Rice by the Nong Hin Ratchaburi Housewives Group through social media. The qualitative research tool is a semi-structured in-depth interview, with data collected between January and March 2022.

#### Instrument Quality Assessment

The researcher tested the questionnaire for construct and content reliability by consulting five experts. Items with a consistency index of .5 or higher were selected. The overall questionnaire's reliability was tested using Cronbach's alpha coefficient and the discriminant power of each item was measured using the Item Total Correlation value. The reliability of the entire questionnaire was found to be .981.

### 4. Data Collection

Step 1 A questionnaire was distributed to experts for their opinions and an extensive analysis of issues regarding the development of packaging and distribution channels for Jasmine Rice by the Nong Hin Ratchaburi Housewives Group. Informal interviews with leading questions were conducted, and questionnaires were sent to experts to gather feedback relevant to the research objectives.

Step 2 Data was collected using a new questionnaire. This closed-ended question format was developed based on expert opinions gathered in Step 1, summarizing frequently repeated issues to create a new rating scale questionnaire. The link to the questionnaire was then sent to respondents.

Step 3: The questionnaire results were analyzed to determine the median and interquartile range for each question. Questions with a median value of 3.5 or higher and an interquartile range of 1.5 or less were selected. A new questionnaire was created by increasing the interquartile range, and experts were informed of the results to provide additional review for a third round of feedback.

Step 4: In the third round of data collection, the median and interquartile range for each question were presented to the experts, who were asked to compare their answers with those of the group. They were then asked to confirm or modify their responses. Experts who wished to confirm their original answers were required to provide reasoning. The final analysis was based on this feedback.

#### Data Collection Methods

A questionnaire with a 5-level rating scale was distributed via a link, and the results were analyzed using a statistical package to evaluate the model.

Expert-based seminars were conducted with seven individuals directly involved with or experienced in the Jasmine Rice product from the Nong Hin Ratchaburi Housewives Group. The data from these discussions were analyzed using thematic analysis, and the elements and indicators were confirmed.

[60]

Citation:



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### Action Steps

Conduct site visits and interviews to understand the group's challenges.

Process data and develop opinion surveys for both offline and online participants.

Study packaging designs and original product labels of the Jasmine Rice from the Nong Hin Ratchaburi Housewives Group.

Design contemporary packaging labels for chemical-free rice using Photoshop and Illustrator.

Study the group's original online sales channels for Jasmine Rice.

### Tool Quality Inspection

The researcher created an in-depth interview questionnaire and sought advice from qualified experts with expertise in public relations media. The experts reviewed the questionnaire to ensure it was appropriate for this project. Based on their feedback, necessary improvements and corrections were made to complete and refine the questionnaire for data collection.

### 5. Statistics Used in Research

#### 5.1 Statistics for Tool Quality Assessment

The researcher presented the questionnaire to a supervising professor to check and provide feedback on the content. Based on these suggestions, the questions were improved and revised to ensure accuracy, appropriateness, and coverage of all necessary content.

The finalized questionnaire was tested with consumers who had interacted with media promoting Jasmine Rice by the Nong Hin Ratchaburi Housewives Group. Data were collected from 200 respondents for analysis.

The research team used statistical software to analyze the data as follows:

Part 1 Preliminary data from respondents were analyzed using numbers and percentages.

Part 2 Data on satisfaction levels regarding the development of digital marketing media via Facebook were analyzed.

Part 3 Comments and suggestions from respondents were summarized and presented descriptively. Satisfaction Level Criteria

## Results

From the objectives 1. Study digital marketing strategies and develop public relations media that help professional groups use digital technology to promote and publicize community products.

### Digital Marketing Strategy Study

This section focuses on the development of public relations media for professional groups to apply digital technology in promoting products within the community.

## SWOT Analysis

### Strengths:

The products are 100% high-quality, as they are directly grown by local rice farmers.

The quality of the rice is widely recognized and trusted by consumers.

The product price is highly attractive to consumers.

### Weaknesses:

Lack of technological infrastructure to support digital marketing.

Limited financial resources for marketing efforts.

### Opportunities:

Changes in consumer behavior towards increased social media usage create more opportunities for product sales.

The government's support for agricultural products, such as the "One Tambon, One Product" (OTOP) policy, provides opportunities for greater market access.

### Threats:

The product is still relatively unknown to a broad audience.

Rice can only be harvested once a year, which may lead to stock shortages and unavailability for customers at certain times. High competition in the market.

Community personnel have limited skills or familiarity with technology, which hinders efficient digital marketing efforts.

[61]

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From Objective 2. Change the branding and logo creation of community products from offline platforms to online platforms by developing public relations media that promote the application of digital technology in marketing and sales promotion

Table 1: Most Commonly Used Online Media

Most Commonly Used Online Media	Gen X (People)	Gen Y (People)	Gen Z (People)	Gen B (People)	Average ( $\bar{x}$ )	Percentage (%)
Facebook	45	101	66.5	20	66.50	50.50
Line	25	55	19.5	27.5	54.50	26.62
Instagram	80	38	38	19	53.75	29.25
Twitter	50	6	22.5	3	25.25	12.13
Total	200	200	200	200	50.00	100.00

From the data, we can see distinct preferences for different online media platforms across generations.

- Facebook is the most commonly used platform across all generations, with an average of 66.50% usage. Gen Y has the highest engagement, accounting for 80%, followed by Gen X at 45%, Gen Z at 66.5%, and Gen B at 17.5%.
- Line follows, with an average of 54.50% usage across generations. Gen B has the highest percentage at 49.5%, with Gen X at 25%, Gen Y at 39%, and Gen Z at 19.5%.
- Instagram sees significant popularity with Gen X and Gen Z, with 80% and 38% usage, respectively. However, its overall average usage is 53.75%.
- Twitter is the least used platform, particularly underutilized by Gen B and Gen Z, with an overall average of 25.25%. Only Gen X and Gen Y show some degree of usage.

Table 2: Time to Use the Internet

Time to Use the Internet	Gen X	Gen Y	Gen Z	Gen B	Average ( $\bar{x}$ )	Percentage (%)
Morning (05:00 - 11:00)	0	0	0	0	0	0.0
Lunch Time (11:01 - 13:00)	0	0	0	0	0	0.0
Afternoon (13:01 - 15:00)	0	0	0	0	0	0.0
Evening (15:01 - 19:00)	0	0	0	0	0	0.0
All Day Long	200	200	200	200	200	100.0
Total	200	200	200	200		100.0

From Table 2, it is evident that all respondents, totaling 200 individuals, utilize the Internet all day long, accounting for 100.0% of the surveyed population.

- There is no reported internet usage during the specified morning, lunch, afternoon, or evening time slots for any generation (Gen X, Gen Y, Gen Z, Gen B), indicating that respondents are likely engaged with the internet continuously rather than at specific times throughout the day.
- This finding suggests a trend toward constant connectivity among the respondents, reflecting a lifestyle where internet access is integrated into daily activities without regard to traditional time segments.





Table 3: Frequency of Using the Internet

Frequency of Using the Internet	Gen X	Gen Y	Gen Z	Gen B	Average ( $\bar{x}$ )	Percentage (%)
1-2 hrs./day	0	0	0	0	0	0.0
3-4 hrs./day	0	0	0	0	0	0.0
4-5 hrs./day	0	0	0	0	0	0.0
6 hrs./day or more	200	0	0	0	200	100.0
Total	200	200	200	200		100.0

From Table 3, it is evident that all 200 respondents from Gen X reported using the internet for 6 hours or more per day, which constitutes 100.0% of that group.

- There is no recorded usage in the lower time brackets (1-2 hours, 3-4 hours, or 4-5 hours per day) for any generation, indicating a significant engagement with online activities, particularly among Gen X.
- This finding highlights a clear trend of intensive internet use, suggesting that this demographic dedicates substantial time to online activities, which may include work, social media, and entertainment.

Table 4: Means and Standard Deviations in Brand and Label Development

Satisfaction Items	Gen X ( $\bar{x}$ )	Gen Y ( $\bar{x}$ )	Gen Z ( $\bar{x}$ )	Gen B ( $\bar{x}$ )	Average ( $\bar{x}$ )	Gen X (SD)	Gen Y (SD)	Gen Z (SD)	Gen B (SD)	Average (SD)
Labels and brands are more beautiful.	4.56	4.70	4.77	4.80	4.70	0.65	0.66	0.69	0.79	0.70
Memorable labels and brands.	4.51	4.66	4.69	4.70	4.64	0.60	0.65	0.68	0.78	0.68
Labels and brands are more prominent.	4.60	4.65	4.68	4.68	4.65	0.74	0.65	0.68	0.68	0.69
OR CORD makes it more convenient for service users.	4.67	4.68	4.70	4.75	4.70	0.78	0.66	0.68	0.78	0.72
Overall Satisfaction	4.45	4.60	4.65	4.65	4.67	0.62	0.66	0.68	0.76	0.70

From Table 4, the data reveals the following insights into the satisfaction levels regarding brand and label development across different generations:

1. High Satisfaction Across All Items: All generations expressed high satisfaction with the various aspects of brand and label development, with average scores consistently above 4.5.
2. Gen B's Notable Preferences:
  - Most Convenient: Gen B rated the item "OR CORD makes it more convenient for service users" with an average score of 4.70, indicating it was the highest-rated satisfaction aspect among all groups.
  - Aesthetic Appeal: They also rated "Labels and brands are more beautiful" at 4.70, suggesting a strong appreciation for the visual aspects of branding.
  - Prominence and Memorability: Gen B had an average score of 4.65 for "Labels and brands are more prominent" and 4.64 for "Memorable labels and brands," reflecting a comprehensive satisfaction with brand visibility and recall.
3. Standard Deviations: The standard deviations (SD) across the items suggest a relatively consistent level of satisfaction within each group, with Gen B showing slightly higher variability in their responses regarding the beauty of labels and brands (SD = 0.795).

Chapter 5: Satisfaction with Content on the Jasmine Rice Facebook Page, Nong Hin Housewives Group, Ratchaburi





Table 5: Satisfaction Levels for Facebook Content

Satisfaction Items	Gen X ( $\bar{x}$ )	Gen Y ( $\bar{x}$ )	Gen Z ( $\bar{x}$ )	Gen B ( $\bar{x}$ )	Average ( $\bar{x}$ )	Gen X (SD)	Gen Y (SD)	Gen Z (SD)	Gen B (SD)	Average (SD)	Interpretation
Providing academic information	3.98	3.88	3.89	3.89	3.91	0.78	0.89	0.89	0.89	0.86	A lot
Providing product information	3.67	3.69	3.79	3.78	3.73	0.83	0.83	0.83	0.83	0.83	A lot
Product reviews	3.80	3.80	3.84	3.85	3.82	0.98	0.98	0.98	0.98	0.98	A lot
Product introduction video	4.18	4.10	4.00	4.00	4.07	0.77	0.97	0.97	0.97	0.92	A lot
Pictures used in the post	4.00	4.01	4.01	4.05	4.01	0.91	0.91	0.91	0.91	0.91	A lot
Various captions posted	3.80	3.84	4.40	4.39	4.10	0.98	0.98	0.98	0.98	0.98	A lot
Overall Satisfaction	4.45	4.45	4.44	4.41	4.44	0.62	0.62	0.82	0.82	0.91	A lot

The data presented in Table 5 reflects the satisfaction levels of different generations regarding the content shared on the Jasmine Rice Facebook page for the Nong Hin Housewives Group. The findings indicate the following:

1. High Satisfaction Across Content Types: The overall satisfaction ratings for the various types of content are notably high, with average scores mostly above 3.7, indicating strong approval from respondents.
2. Top Rated Content:
  - o Product Introduction Videos: Received the highest satisfaction rating of 4.07 on average, indicating a preference for this content type among all generations.
  - o Pictures Used in Posts: With an average score of 4.01, visuals play a crucial role in engaging the audience.
  - o Providing Academic Information: This item also scored favorably with an average of 3.91, suggesting that educational content is valued by users.
3. Generational Insights:
  - o Gen Z particularly rated "Various captions posted" highly, with an average of 4.40, indicating a preference for engaging and varied text alongside visuals.
  - o Gen X demonstrated slightly lower satisfaction in categories like "Providing product information" (3.67), suggesting a potential area for improvement in how information is communicated to this generation.
4. Standard Deviations: The standard deviations are relatively low (ranging from 0.627 to 0.983), indicating a consistent level of satisfaction across different generations, with less variability in responses.

#### Part 6: Satisfaction Data Regarding the Development of Digital Marketing Media on Facebook

Table 6: Mean and Standard Deviation of Satisfaction Data

Satisfaction Items	Gen X ( $\bar{x}$ )	Gen Y ( $\bar{x}$ )	Gen Z ( $\bar{x}$ )	Gen B ( $\bar{x}$ )	Average ( $\bar{x}$ )	Gen X (SD)	Gen Y (SD)	Gen Z (SD)	Gen B (SD)	Average (SD)	Interpretation
Facebook Page is interesting and reliable	4.56	4.55	4.56	4.56	4.55	0.65	0.62	0.63	0.65	0.64	The most

[64]

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Satisfaction Items	Gen X ( $\bar{x}$ )	Gen Y ( $\bar{x}$ )	Gen Z ( $\bar{x}$ )	Gen B ( $\bar{x}$ )	Average ( $\bar{x}$ )	Gen X (SD)	Gen Y (SD)	Gen Z (SD)	Gen B (SD)	Average (SD)	Interpretation
Various information contents are appropriate and useful	4.51	4.54	4.55	4.51	4.52	0.60	0.62	0.63	0.60	0.61	The most
Creating a Facebook page creates a lot of awareness	4.28	4.20	4.30	4.28	4.26	0.75	0.55	0.55	0.75	0.65	A lot
The product images and videos are interesting	4.27	4.25	4.27	4.27	4.26	0.74	0.54	0.55	0.74	0.64	A lot
It is convenient to access the Facebook page	3.98	3.97	4.15	3.98	4.02	0.78	0.58	0.55	0.78	0.67	A lot
QR Code makes it more convenient for users	3.67	3.68	4.25	3.67	3.81	0.83	0.53	0.53	0.83	0.68	A lot
Chatbot makes communication convenient	3.80	3.90	4.20	3.80	3.92	0.98	0.58	0.51	0.98	0.76	A lot
Brands are beautiful and memorable	4.18	4.19	4.00	4.18	4.04	0.77	0.61	0.51	0.77	0.66	A lot
The brand stands out and creates more awareness	4.00	4.10	3.90	4.00	4.00	0.91	0.60	0.50	0.91	0.73	A lot
Updates are posted all the time	3.80	3.90	3.87	3.80	3.84	0.98	0.57	0.50	0.98	0.76	A lot
Overall Satisfaction	4.45	4.35	3.80	4.45	4.12	0.62	0.59	0.59	0.62	0.68	A lot

The data presented in Table 6 summarizes the satisfaction levels of different generations regarding the development of digital marketing materials on Facebook. The findings reveal the following insights:

1. High Satisfaction Across Categories: The average satisfaction scores for various aspects of digital marketing on Facebook are high, with most averages above 4.0, reflecting a positive reception from respondents.
2. Top Rated Items:
  - Facebook Page Reliability: The highest average score of 4.55 was reported for the statement that the Facebook page is interesting and reliable, indicating strong trust in the content presented.
  - Content Appropriateness: The average score of 4.52 for the statement that various information contents are appropriate and useful highlights the value users place on relevant and helpful information.
3. Awareness and Engagement:
  - The statement that creating a Facebook page generates awareness scored an average of 4.26, demonstrating its effectiveness in increasing visibility and engagement within the community.
  - Product images and videos also received positive feedback, with an average score of 4.26, indicating that visual content plays a crucial role in user engagement.
4. Convenience Factors:
  - While scores for convenience factors like accessing the Facebook page (4.02) and using QR codes (3.81) are positive, they are comparatively lower than content satisfaction scores. This suggests room for improvement in enhancing user convenience and accessibility.
5. Standard Deviations: The standard deviations range from 0.538 to 0.983, showing that responses are generally consistent across different generations, although some categories (e.g., "Chatbot makes communication convenient") demonstrate more variability, particularly among Gen Z.

[65]

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From Objective 3 . Synthesize community learning about digital marketing strategies and develop public relations media that help professional groups use digital technology to promote and publicize community products.

Synthesizing community learning about digital marketing strategies and the development of public relations media is crucial in helping professional groups within communities adapt and leverage digital technology to promote and publicize their products more effectively. The key components are as follows:

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#### 1. Utilizing Digital Technology to Promote Community Products

The use of digital media for promoting community products is an effective way to increase reach to a wider customer base. Studies show that social media platforms such as Facebook, Instagram, and LINE are essential tools for raising consumer awareness across different demographics.

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#### 2. Digital Marketing Strategies for Communities

Communities can apply the SWOT Analysis to assess their situation and define effective digital marketing strategies as follows:

**Strengths:** The Jasmine rice produced by the community is of high quality and trusted by local consumers.

**Weaknesses:** There is a lack of technological infrastructure and limited financial resources for marketing efforts.

**Opportunities:** Government support for agricultural products, such as the OTOP program, and the increasing use of social media by consumers present opportunities for expanding market access.

**Threats:** High competition and the community's limited technological skills hinder efficient digital marketing efforts.

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#### 3. Development of Public Relations Media

Creating and developing effective public relations media, such as branding and logos, is essential for building the image and appeal of community products. Transitioning from offline promotion to online platforms like Facebook and Instagram will help increase product visibility to a broader audience.

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#### 4. Consumer Satisfaction Evaluation

Research indicates that different generations use online media differently, with Gen Y and Gen Z being particularly active on digital platforms throughout the day. This data suggests that digital marketing should target platforms and times that align with each generation's behavior.

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#### 5. Suggestions for Improvement

Lessons learned from the study of digital marketing strategies can be applied to other communities by focusing on educating members on digital technology usage and fostering collaboration between government and private sectors to improve technological infrastructure.

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### Conclusion

Leveraging digital technology for community product promotion is an effective strategy for market expansion. Developing online public relations media will help professional groups increase their product visibility. At the same time, communities should prioritize technological skill development to reduce weaknesses and enhance their competitiveness in the digital market.





To analyze the community's digital marketing strategies for promoting their Jasmine rice products using the Business Model Canvas, we can break it down into the following nine elements:

#### 1. Customer Segments

- Target Audience: Focus on different generations such as Gen X, Gen Y, Gen Z, and Baby Boomers (Gen B). Each generation has distinct online media preferences, so the marketing strategy should be tailored accordingly.
- Local and National Customers: Primary consumers are local, but through digital marketing, there is potential to reach national or even international markets.

#### 2. Value Propositions

- High-Quality Jasmine Rice: The rice is 100% natural and grown by local farmers, ensuring freshness and high quality.
- Cultural Heritage: The rice is linked to the local traditions and culture of Ratchaburi Province, adding unique value for consumers who appreciate authentic, locally-produced goods.

#### 3. Channels

- Digital Platforms: Social media platforms such as Facebook, Instagram, and LINE are used to promote products and interact with customers.
- Online Marketplaces: E-commerce platforms or partnerships with existing online marketplaces could expand product reach.
- Community Events and Farmer Markets: Offline events to promote products while utilizing online channels for broader publicity.

#### 4. Customer Relationships

- Social Media Engagement: Build strong relationships by consistently interacting with customers on social media platforms (e.g., sharing stories about the rice production process, recipes, and customer testimonials).
- Direct Feedback and Customer Support: Create a feedback loop by responding promptly to customer inquiries and addressing concerns through both digital channels and traditional customer service.

#### 5. Revenue Streams

- Direct Sales of Jasmine Rice: The primary source of revenue comes from the direct sale of Jasmine rice, both through offline (local markets) and online platforms.
- Subscriptions or Pre-orders: Offering a subscription model where customers can pre-order rice in bulk or set up monthly deliveries.
- Partnerships with Retailers: Collaboration with retailers for selling products in their stores, allowing for increased reach and revenue diversification.

#### 6. Key Resources

- Digital Infrastructure: A reliable website or online sales portal, social media presence, and access to technology (computers, internet, etc.).
- Human Resources: Skilled personnel who manage digital marketing efforts, create content for public relations, and handle customer service.
- Brand and Reputation: The trust and loyalty that the community has built around the quality of its Jasmine rice and the connection to its cultural heritage.

#### 7. Key Activities

- Social Media Campaigns: Launch and manage campaigns across platforms like Facebook and Instagram to promote the rice, highlighting its unique qualities and cultural significance.
- Brand Development: Update branding elements such as logos and packaging to make them suitable for online presentation, enhancing visual appeal to digital consumers.
- Content Creation: Develop engaging content, such as videos, infographics, and customer testimonials, to attract online audiences.
- Digital Marketing Training: Continuously train community members to improve their skills in managing online marketing strategies and digital tools.

#### 8. Key Partnerships

- Local Farmers and Suppliers: Strengthen relationships with local farmers to ensure consistent supply and maintain product quality.
- Government and NGO Support: Collaborate with government programs like OTOP (One Tambon, One Product) for support in branding, marketing, and distribution.
- Technology Partners: Work with digital marketing consultants or IT service providers to maintain digital platforms and optimize online marketing efforts.

#### 9. Cost Structure

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Citation:



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- Digital Marketing Expenses: Costs related to advertising on social media platforms, maintaining a website, and producing high-quality content (photography, videos).
- Product Packaging and Distribution: Expenses related to packaging the rice for sale and shipping products to customers.
- Human Resources and Training: Costs associated with hiring skilled personnel or training community members to manage digital marketing strategies effectively.
- Technology Investments: Ongoing costs for software, tools, or platforms that support online sales and marketing efforts.

#### Summary of Business Model Canvas for Jasmine Rice Digital Marketing

- Customer Segments: Local and national consumers, targeting Gen X, Gen Y, Gen Z, and Gen B.
- Value Propositions: High-quality, locally grown Jasmine rice with cultural significance.
- Channels: Social media, online marketplaces, and community events.
- Customer Relationships: Engagement through social media and direct feedback mechanisms.
- Revenue Streams: Direct sales, pre-orders, and retailer partnerships.
- Key Resources: Digital infrastructure, skilled personnel, and brand reputation.
- Key Activities: Social media campaigns, content creation, and digital marketing training.
- Key Partnerships: Local farmers, government programs, and technology partners.
- Cost Structure: Digital marketing, packaging, distribution, and technology investments.

This Business Model Canvas approach provides a comprehensive view of how the community can apply digital marketing strategies to promote their Jasmine Rice products effectively while addressing their internal strengths and weaknesses.

#### Discussion

Finding from Objective 1: The research findings related to the first objective revealed that the Facebook page was perceived as both interesting and reliable, with an average satisfaction score of 4.55. This indicates a strong trust in the content presented on the platform. Such a high level of satisfaction likely stems from the relevance and quality of the information shared, which aligns with the expectations of users across different generations. Trust in digital platforms is crucial for effective engagement, as it fosters a positive perception of the brand and encourages interaction. Analyzing the general information of the 200 respondents revealed that the majority were female (124 individuals), with ages ranging from 21 to 30 years. Many were professional students, and 73 respondents reported a monthly income of 10,000 baht or less. Among Generation Z (Gen Z), 49.5% primarily used Instagram as their online media of choice, with all respondents indicating they accessed the internet throughout the day, averaging 6 hours/day or more. In Generation Y (Gen Y), 38% also favored Instagram, while Generation X (Gen X) reported using online media Line most frequently. Meanwhile, the Baby Boomers (Gen B) showed a significant preference for Line, with 49.5% usage, and also averaged 6 hours/day or more online.

Finding from Objective 2: Regarding the second objective, the study found that the variety of information content provided on the Facebook page was deemed appropriate and useful, achieving an average score of 4.52. This high rating suggests that users find the shared information relevant and beneficial, contributing to their overall satisfaction with the digital marketing efforts. From the analysis of data regarding satisfaction with brand development and product labels, it was revealed that respondents from Generation Z were particularly satisfied with the QR Code feature, which enhanced convenience for users. In Generation Y, satisfaction levels were highest for labels and brands that were visually appealing. Similarly, Generation X and Baby Boomers also indicated high satisfaction levels regarding the aesthetics of labels and brands. Regarding content satisfaction on the Facebook page, Generation Z respondents expressed the highest satisfaction with product introduction videos. Generation Y also reported high satisfaction with these videos, while Generation X rated the images used in posts favorably. In the analysis of satisfaction with public relations media development, it was found that all generations, including Generation Z, Generation Y, Generation X, and Baby Boomers, rated the Facebook page as the most interesting and reliable at the highest satisfaction levels.

Findings from Objective 3 of this study focus on the development of digital public relations media to empower professional groups to utilize digital technology in promoting community products, specifically Jasmine rice from the Nong Hin Housewives Group in Ratchaburi Province. The findings indicate that implementing digital public relations media, such as social media platforms (Facebook, Instagram, Line), significantly enhances product visibility and consumer engagement. The survey results reveal that Facebook is the most widely used platform across all demographics, with an average

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Citation:



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usage rate of 66.50%, particularly among Generation Y, underscoring the importance of selecting appropriate communication channels that resonate with target audiences. Additionally, the development of a new brand and logo tailored for online platforms contributes to establishing a clear identity that attracts consumer interest. The study highlights the need for high-quality content and storytelling related to the products and their production processes, further enhancing brand appeal.

Utilizing digital technology in public relations not only reduces traditional marketing costs but also allows for rapid feedback measurement, enabling quick adjustments to marketing strategies based on market trends and consumer preferences. However, the success of digital public relations development is contingent on the digital literacy of the housewives in the community. Some members face challenges in using technology effectively. Therefore, training and technical support are essential to build confidence and competence in utilizing digital tools for marketing.

### Knowledge Contribution

The research on "Digital Marketing Management of the Jasmine Rice Housewives Group in Nong Hin, Ratchaburi" has presented significant new knowledge for developing digital marketing strategies for local products, as follows:

1. Importance of Platform Reliability The research findings indicate that users have a high level of satisfaction with the use of Facebook in creating awareness about products, confirming the importance of establishing trust in digital platforms to enhance engagement and interaction among consumers across diverse demographics.
2. Benefits of Diverse Content The study found that the variety of content on Facebook is perceived as appropriate and useful, highlighting the necessity of developing content strategies that can meet the varying needs of users and effectively promote engagement.
3. Development of Branding and Product Labeling The satisfaction with the aesthetics and design of product labels underscores the significance of presenting a strong brand image in digital media. Investment in quality design can enhance attractiveness and memorability among consumers.
4. Impact of New Technology on Information Access The utilization of QR codes and new technologies for accessing information demonstrates the opportunity to provide users with convenient and rapid access to data, which can lead to the development of marketing strategies focused on delivering effective and responsive customer service.
5. Adjusting Marketing Strategies Based on Demographics The research findings highlight that satisfaction and engagement levels vary among demographic groups, emphasizing the need to tailor marketing strategies to the specific characteristics of target audiences to effectively reach and meet consumer needs.



Figure 1 Knowledge Contribution



## Recommendation

From the research findings, the researcher presents the following recommendations:

### 1. Recommendations for Utilizing Research Findings

1.1 The results from Objective 1 revealed that the Facebook page was perceived as interesting and reliable, with an average satisfaction score of 4.55. Therefore, relevant organizations should take the following actions:

Enhance the quality and relevance of content on the Facebook page by incorporating user feedback to ensure the information shared aligns with the expectations of diverse demographic groups. This could involve regular surveys or polls to gather insights from users.

Invest in training for content creators to improve the presentation and reliability of information, fostering trust and encouraging engagement among users.

1.2 The results from Objective 2 indicated that the variety of information content on the Facebook page was deemed appropriate and useful, achieving an average score of 4.52. Consequently, relevant organizations should implement the following actions:

Develop a comprehensive content strategy that emphasizes diverse formats (such as videos, infographics, and articles) to cater to different preferences and enhance user engagement.

Regularly update product labels and marketing materials based on user preferences, particularly focusing on aesthetics, to ensure they are visually appealing and informative.

2. Recommendations for Future Research This study has yielded significant findings, specifically regarding the effective digital marketing strategies employed by Jasmine Rice, and Nong Hin Ratchaburi Housewives Group. These insights can be applied to other community-based marketing initiatives. Future research should focus on:

Exploring the impact of demographic factors on digital marketing effectiveness, particularly how different age groups engage with online content.

Investigating emerging social media platforms and their potential influence on community marketing efforts, as well as how these platforms can be effectively integrated into existing strategies.

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