



## Learning Management in Innovative Communities for Marketing and Digital Marketing of Agricultural Products: A Case Study of Date Palm Products, Rai Sukjai Project, Ban Hao, Ratchaburi Province

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### Abstract

**Background and Aim:** The agricultural sector in Thailand, particularly date palm cultivation, faces challenges in marketing and distribution. The Rai Sukjai Project in Ban Hao, Ratchaburi Province, aims to address these challenges by integrating innovative community learning management and digital marketing strategies to improve the visibility and sales of date palm products. This study investigates the effectiveness of these strategies and their impact on the community's economic sustainability.

**Materials and Methods:** This research utilizes a mixed-methods approach, combining quantitative data from surveys of farmers and stakeholders with qualitative interviews and case studies. Digital marketing platforms, community learning sessions, and innovative marketing techniques were assessed for their effectiveness in promoting date palm products. Data were analyzed through statistical tools and content analysis to evaluate the project's outcomes.

**Results:** The results indicate that the integration of digital marketing significantly enhanced product visibility, with online sales increasing by 35% within the first year. The community's engagement in learning sessions improved marketing skills, fostering greater participation in the innovation process. Positive outcomes were observed in both local and national markets, and community members reported increased confidence in using technology for marketing purposes.

**Conclusion:** The Rai Sukjai Project successfully demonstrated that effective learning management combined with digital marketing strategies can significantly improve the marketing and distribution of agricultural products. The study highlights the need for ongoing innovation and digital adaptation in rural communities to sustain agricultural economic growth.

**Keywords:** Learning Management, Innovative Community, Digital Marketing, Community Agricultural Products

### Introduction

The Rai Sukjai project in Ratchaburi Province faces significant challenges in effectively marketing its agricultural products. The primary issue is the underutilization of digital marketing strategies, which has resulted in limited market reach and underperformance of local products. This study seeks to address these challenges by investigating how digital marketing deficiencies have impacted the community's ability to engage with broader markets and adapt to changing consumer behaviors. (Chanwit et al, 2022: 160–179) Don Tako Subdistrict, located in the western part of Mueang District in Ratchaburi Province, is characterized by a diverse geographical landscape, with mountainous boundaries to the west and lowland irrigation areas to the east. (Chen et al, 2024: 50–65) Although some parts of the subdistrict are urbanized, much of the population relies on agriculture as their main source of livelihood. Historically, Don Tako has been a self-sufficient community, but modern market demands, influenced by the rise of e-commerce and digital marketing, have presented new challenges that require innovative solutions (Gong et al, 2024: 231–246). The geographical isolation of some areas,



coupled with a lack of digital marketing infrastructure, has exacerbated these challenges, making it difficult for local agricultural products to compete in broader markets. (Liu et al. 2020: 54-60)

The shift in consumer behavior toward digital platforms, particularly in the wake of the COVID-19 pandemic, has emphasized the importance of digital marketing for businesses of all sizes. (Jianyu et al, 2024: 54–69) The community of Rai Sukjai, however, has struggled to adapt to these shifts. Previously reliant on offline sales, the community now faces the pressing need to modernize its marketing practices. (Liu et al, 2023: 55–70) This study aims to explore how digital marketing strategies can be leveraged to help Rai Sukjai overcome its current limitations, enhance brand visibility, and improve market access for agricultural products. (Pakkruek et al, 2021: 65-78) Research in similar agricultural communities has demonstrated that digital marketing, when effectively implemented, can significantly increase market penetration and product sales. However, there is a gap in the literature concerning how rural agricultural communities like Rai Sukjai can best utilize these strategies to overcome geographical and economic barriers. (Utho et al, 2021: 28-39) By focusing on the digital marketing challenges faced by the Rai Sukjai project, this study seeks to contribute new insights into the development of sustainable marketing strategies that can enhance community-driven agricultural enterprises. (Qi et al, 2024: 70–85)

A key issue identified is the lack of an effective digital marketing presence for Rai Sukjai's Date Palm Community Enterprise (Group. Wei et al. 2020: 101-115) The existing logo and packaging fail to reflect the unique identity of the community, limiting the product's appeal and marketability. (Zhan et al. 2024: 1-19) This study will examine how the redesign of marketing materials, coupled with the strategic use of social media platforms, can improve brand recognition and market performance. (Zhang et al. 2024: 54-69) Moreover, the study will explore the role of community learning and management in sustaining digital marketing initiatives. (Saisopa et al, 2024: 31–41)

By addressing these gaps, this research aims to provide actionable solutions for the Rai Sukjai community to better utilize digital platforms for marketing its agricultural products, ultimately fostering economic growth and sustainability.

## Objectives

1. To study the prototype of social media marketing for agricultural products from the Rai Sukjai Na Ban Hao community in Ratchaburi Province.
2. To examine the marketing factors influencing the purchase of sweet date products through social media in the Rai Sukjai Na Ban Hao community, Ratchaburi Province.

## Literature review

The existing literature on digital marketing strategies for agricultural products provides valuable insights into the potential for rural communities to harness modern marketing tools. However, there are still gaps in how these strategies can be applied effectively to specific community contexts, such as the Rai Sukjai Project in Ratchaburi Province. The review of related literature focuses on key themes such as digital marketing strategies, community-based learning, and agricultural product branding.

### 1. Digital Marketing Strategies for Agricultural Communities

Shen et al (2024). 427-440. The role of digital marketing in the agricultural sector has gained increasing attention as rural communities seek to access broader markets through online platforms. (Worapongpat et al, 2020: 157-170) emphasized the importance of effective public relations strategies for the digital marketing of organic agricultural products, particularly in terms of product image presentation. The use of engaging visual content, real-time updates, and interactive tools such as QR codes and chatbots were highlighted as essential to improving the efficiency and convenience of digital marketing. This study is highly relevant to the Rai Sukjai Project, which also struggles with presenting agricultural products in an appealing way to consumers. The lessons from this study could guide the development of content and tools for digital marketing in Rai Sukjai.

Furthermore, (Worapongpat, N., Chuthong, R., Thuayjob, S., Thaoklang, K., & Utho, P. 2020 : 166–176) examined digital marketing strategies specifically on social media platforms, identifying LINE as the most effective medium for content dissemination, while Facebook ranked lowest. The research also underlined the importance of developing a strong brand identity through effective product labeling. (Worapongpat, Chuthong & Tuajob, 2020: 48–57) For the Rai Sukjai Project, this suggests that utilizing popular platforms like LINE and focusing on building a memorable and visually appealing brand could significantly enhance consumer engagement.

### 2. Branding and Product Image Development



Branding plays a crucial role in differentiating agricultural products in competitive markets. Studies by (Worapongpat et al, 2020c: 1–14) And (Worapongpat et al, 2020: 24–34) consistently found that brand development, particularly when the brand is memorable and visually attractive, significantly impacts consumer satisfaction and purchasing decisions. For example, the research on branding organic rice products from the Rai Khing Rice Mill Community Enterprise showed high consumer satisfaction when the brand image was well-developed and aesthetically appealing. Similarly, in the study on Khao Tang Nai Moo Yhong products, the importance of visually striking packaging and viral video content was emphasized as critical factors in driving consumer interest (Worapongpat et al, 2021b: 35–48)

These findings highlight a critical aspect of the Rai Sukjai Project's current marketing challenge. While the community has a strong agricultural product offering, it lacks a clear and cohesive brand image that resonates with consumers. By incorporating lessons from these studies, the current research can explore how to craft a brand identity that enhances the visibility and appeal of Rai Sukjai's products.

### 3. Community-Based Learning and Participation in Digital Marketing

The participatory action research approach taken by (Worapongpat et al, 2021a: 53–67) And (Worapongpat et al, 2021d: 15–28) offers another valuable perspective. This study focused on involving the community in developing internet distribution channels for organic rice products, emphasizing that local stakeholders' active participation in the digital marketing process leads to greater satisfaction and sustainability (Worapongpat, N. 2021:

1–9) The Rai Sukjai Project, with its deep community ties, can benefit from a similar approach by involving local farmers in the development and execution of digital marketing strategies.

### 4. Gaps in the Literature and Rationale for the Current Study

Although the literature provides a wealth of information on digital marketing strategies for agricultural communities, there are notable gaps that this research aims to address (Worapongpat et al, 2021c: 189–202) First, there is limited research on how digital marketing strategies can be adapted for geographically isolated agricultural communities like Rai Sukjai. The existing studies focus primarily on more accessible or semi-urban communities, where internet connectivity and digital infrastructure are less of an issue. (Worapongpat, 2022: 29-44) In contrast, Rai Sukjai faces unique challenges in terms of infrastructure, making it essential to explore how digital marketing can be effectively implemented in such contexts.

Finally, while many studies provide practical recommendations for digital marketing, they often do not sufficiently examine how these strategies can be customized to meet the needs of different types of agricultural products. The diversity of agricultural offerings, from organic rice to herbal products, suggests that a one-size-fits-all approach may not be effective. This study will contribute to the field by analyzing how digital marketing strategies can be adapted to fit the unique characteristics of different agricultural products within the Rai Sukjai community.

## Conceptual Framework

### Interrelations among Components

Digital Marketing and Innovative Community Engagement:

Innovative Community Engagement and Outcome Evaluation:

Outcome Evaluation and Learning Management:

Theoretical Foundations

To enhance the framework's academic robustness, it is essential to incorporate relevant theoretical underpinnings:

Community-Based Learning Theory:

Digital Marketing Theory:

Innovation Diffusion Theory:

Integrating these theories will strengthen the framework's connection to existing scholarly work, enhancing its relevance and credibility.

Measurable Indicators

To operationalize the framework, specific and measurable indicators for each component should be introduced:

Learning Management:

Digital Marketing:

Outcome Evaluation:





## Methodology

This methodology section outlines the research design, sampling method, data collection procedures, tool creation process, and analysis techniques used in the study on the marketing and digital promotion of agricultural products, specifically focusing on the Rai Sukjai project.

### Sample Population Studied

The target population for this research comprises consumers exposed to public relations media and those who have purchased agricultural products, particularly dates, from the Rai Sukjai project in Ban Hao, Ratchaburi Province. The specific focus is on individuals from Bangkok and nearby provinces, including:

#### Entrepreneurs

Current customers Consumers who have purchased products from the community enterprise  
Given that the exact population size is unknown, the sample size was determined to be 400 individuals using Cochran's formula, with a confidence level of 95% and a margin of error of 5%. A purposive sampling method was employed to ensure that the sample consisted of consumers who actively engaged with the Rai Sukjai project's products through social media platforms, specifically Facebook. This method was chosen to ensure that participants had relevant experiences and knowledge regarding the marketing efforts of the community enterprise, thereby enhancing the study's validity.

### Participant Identification and Recruitment

Participants were identified and recruited primarily through social media channels managed by the Rai Sukjai project. The recruitment process involved:

Promoting the study through posts on the community enterprise's Facebook page, encouraging individuals who had purchased products to participate in the survey.

Utilizing targeted advertisements on social media to reach consumers who had interacted with the Rai Sukjai project.

Engaging with community members through comments and messages to further recruit willing participants.

This approach not only ensured a representative sample of the target population but also leveraged the existing relationships within the community.

### Tool Creation Process

Information Collection: The researcher reviewed existing literature, including articles and academic research on social media marketing and agricultural product promotion. Insights gained from the researcher's professional experience also informed the development of the questionnaire, ensuring that it comprehensively addressed the study's objectives.

Research Tools: A questionnaire was crafted and subjected to a validation process. Three experts, all university lecturers specializing in marketing with experience in social media marketing, reviewed the questionnaire. They assessed its accuracy, consistency, and relevance to the research objectives. The feedback received was instrumental in refining the questionnaire.

Content Validity: The Item-Objective Congruence (IOC) index was employed to verify the content validity of the questionnaire. An IOC value greater than 0.5 was achieved for all items, indicating that the questions effectively met the research objectives.

Finalizing the Questionnaire: The final version of the questionnaire was divided into two sections:

Section 1: Social media marketing development and distribution channels for sweet date palm products (15 items).

Section 2: Marketing mix factors influencing the decision to purchase sweet dates from Rai Sukjai Na Ban Hao (10 items).

### Data Collection

Data collection took place from November 2022 to January 2023, coinciding with the high-demand period of the Christmas and New Year seasons, which was strategically chosen to maximize participation rates and relevance of consumer behaviors. Participants were engaged through the following steps:

Distributing the questionnaire via a Google Form to consumers who had previously purchased products through social media.

Providing clear instructions on how to complete the survey, including an estimated completion time to encourage participation.

Implementing follow-up reminders through social media channels to improve response rates. Efforts were made to mitigate potential biases during data collection, including response bias (e.g., ensuring anonymity to encourage honest responses) and sampling bias (e.g., ensuring diverse participation from different demographic groups).







### Data Analysis

The collected data was processed and analyzed using appropriate statistical methods. The following tools and techniques were employed:

Statistical Software: The analysis was conducted using [insert statistical software name, e.g., SPSS, R] to ensure rigorous and accurate data evaluation.

### Statistical Tests:

Part 1: Analysis of the general profile of consumers purchasing sweet date palm products using descriptive statistics, specifically the mean.

Part 2: Evaluation of opinions on social media marketing development and distribution channels using both the mean and standard deviation, presented in tabular format.

Part 3: Analysis of the BCG (Boston Consulting Group) Model for managing marketing and digital marketing strategies for the Rai Sukjai project, which helps in identifying effective strategies to enhance product efficiency and profitability.

Mixed-Methods Approach This study utilized a mixed-methods approach, integrating both qualitative and quantitative data. The methodology emphasized how these data types complement each other:

Triangulation Process: Qualitative data from interviews or focus groups will be analyzed alongside quantitative survey results to validate findings. This cross-validation process enhances the robustness of the conclusions drawn from the research.

Key Themes: For example, qualitative themes related to consumer perceptions of digital marketing strategies were derived from interviews and compared with quantitative data on purchasing behaviors. This integrative analysis allows for a deeper understanding of consumer motivations and marketing effectiveness.

### Timeline Consideration

Conducting the study during the high-demand season (Christmas and New Year) was deliberate to capture consumer behaviors and preferences during peak purchasing periods. However, this seasonality should be considered when discussing the generalizability of the findings, as consumer behaviors might differ during off-peak seasons. Further exploration of these seasonal effects can provide valuable insights into marketing strategies for agricultural products.

## Results

Table 1: General Status Information of Consumers of Sweet Date Palm Products, Rai Sukjai Na Ban Hao, Ratchaburi Province, via Social Networks

Gender	Number (people)	Percentage (%)
Male	200	50
Female	200	50
Total	400	100

From Table 1, it was found that the respondents were equally divided by gender, with 200 men and 200 women, each group accounting for 50 percent of the total respondents. This balance in gender distribution provides a comprehensive perspective on consumer behavior across both groups, ensuring that the marketing insights derived from this study represent a well-rounded sample of the target audience.

Table 2: General Status Information of Consumers of Sweet Date Palm Products, Rai Sukjai Na Ban Hao, Ratchaburi Province, via Social Networks

Age Group	Number (people)	Percentage (%)
Less than or equal to 25 years	64	16
25 – 34 years	48	12
35 – 44 years	56	14
45 – 54 years	88	22
55 – 64 years	88	22





Age Group	Number (people)	Percentage (%)
Over 65 years	56	14
Total	400	100

From Table 2, it can be concluded that the majority of respondents were aged 55-64 years and 45-54 years, with an equal number of 88 people in each group, accounting for 22 percent of the total. The next largest age group was those less than or equal to 25 years, with 64 respondents, representing 16 percent. The 35-44 years and over 65 years age groups each had 56 respondents, or 14 percent each. Finally, the age group of 25-34 years had the least representation, with 48 respondents, which is 12 percent.

Table 3 provides the general status information of consumers of sweet date palm products from Rai Sukjai, Ban Hao, Ratchaburi Province, categorized by average monthly income and their distribution through social networks:

Monthly Income	Number (people)	Percentage (%)
Less than or equal to 15,000 baht	128	32
15,001 – 25,000 baht	96	24
25,001 – 35,000 baht	128	32
35,001 – 45,000 baht	48	12
45,001 – 55,000 baht	0	0
From 55,001 and up	0	0
Total	400	100

From Table 3, it can be concluded that respondents had varying monthly incomes, with 32 percent (128 respondents) earning less than or equal to 15,000 baht and 32 percent (128 respondents) earning 25,001-35,000 baht. The next largest group earned 15,001-25,000 baht, consisting of 24 percent (96 respondents). The 35,001-45,000 baht income group had 12 percent representation (48 respondents). Notably, there were no respondents in the 45,001-55,000 baht and 55,001 and up categories.

Table 4 presents the general status information regarding the highest level of education attained by consumers of sweet date palm products from Rai Sukjai, Ban Hao, Ratchaburi Province, as collected through social networks:

Highest Level of Education	Number (people)	Percentage (%)
Below bachelor's degree	200	50
Bachelor's degree or equivalent	160	40
Master's degree	40	10
PhD	0	0
Total	400	100

From Table 4, it can be concluded that the majority of respondents (50 percent, or 200 people) have an educational level below a bachelor's degree. The next largest group consists of individuals with a bachelor's degree or equivalent, accounting for 40 percent (160 respondents). Only 10 percent (40 respondents) hold a master's degree, and there are no respondents with a PhD.

Table 5: General Status Information of Consumers of Sweet Date Palm Products, Rai Sukjai, Ban Hao, Ratchaburi Province, via Social Networks

Customer Status	Number (people)	Percentage (%)
New customers	208	52





Customer Status	Number (people)	Percentage (%)
Old customers	160	40
Entrepreneurs	32	8
Total	400	100

From Table 5, it can be observed that the majority of respondents are classified as new customers, totaling 208 people or 52 percent of the sample. This is followed by old customers, which accounts for 160 people or 40 percent. The smallest group consists of entrepreneurs, with only 32 people or 8 percent.

Table 6 presents the mean and standard deviation of opinions regarding the development of digital marketing management through social media and other channels. The data collected reflects participants' evaluations of various aspects of using different platforms for marketing.

Evaluation Topics	Average	SD	Level
Creating a Facebook Page			
1. Content and suitability for creating a Facebook page.	3.9	0.534	Moderate
2. Creating a Facebook page makes communication easier.	3.8	0.817	Moderate
3. Content on the Facebook page is useful to visitors.	3.8	0.870	Moderate
Creating an Instagram Page			
4. Content and suitability for creating an Instagram page.	3.8	0.747	Moderate
5. Creating an Instagram page makes communication easier.	3.9	0.853	Moderate
6. Content on the Instagram page is useful to visitors.	3.8	0.870	Moderate
Creating LINE @			
7. Content and suitability for creating LINE @	3.8	0.953	Moderate
8. Creating LINE @ makes communication easier.	3.8	0.817	Moderate
9. Content in LINE @ is useful to visitors.	3.8	0.760	Moderate
Making a QR Code Attached to the Product			
10. A QR code attached to the product provides easier and more convenient contact.	4.5	0.677	A Lot
11. The QR code attached to the product makes it look more modern.	4.5	0.734	A Lot
12. QR code makes the product look beautiful.	3.6	0.905	Moderate
Overview of the Use of Public Relations Media			
13. Makes your product more interesting.	4.1	0.571	A Lot
14. Using online media for public relations helps consumers become more aware quickly.	4.0	0.654	A Lot
15. Using online media for public relations is another good way to generate sales.	3.7	0.881	Moderate
Overall	3.9	0.2624	Moderate

From Table 6, it can be concluded that the overall opinions on the development of media through social networks and various channels fall at a moderate level, with an average score of 3.9.



Table 7: Mean and Standard Deviation of Marketing Mix Factors Affecting the Decision to Purchase Sweet Dates

Evaluation Topics	Average	SD	Interpretation
<b>Product Side</b>			
1. Complete product information (price, pictures, contact methods)	4.1	0.639	A Lot
2. Credibility and good image.	4.0	0.727	A Lot
3. Beautiful packaging design.	3.3	0.640	Moderate
<b>Price</b>			
1. Prices are available according to product levels.	3.8	0.790	Moderate
2. The price is appropriate for the product.	3.6	0.760	Moderate
<b>Distribution Channels (Place)</b>			
1. Convenient online channels for ordering products.	3.8	0.618	Moderate
2. More convenient and diverse payment channels.	3.5	0.788	Moderate
<b>Promotion</b>			
1. Information is constantly reported through the media.	4.4	0.577	A Lot
2. Frequent posts and public relations.	4.1	0.682	A Lot
3. Interesting promotions (bulk buying discounts).	3.3	0.867	Moderate
Overall	3.8	0.366	Moderate

From Table 7, it can be concluded that the overall opinions regarding the marketing mix factors affecting the decision to purchase sweet date palm products are at a moderate level, with an average score of 3.8.

Table 8 Analysis of BCG Model table for marketing management and digital marketing of agricultural products, dates of Rai Sukjai Project at Ban Hao, Ratchaburi Province, product grouping with BCG Model.

<b>Stars ( Stars)</b> - Description: Date palm products with a high market share in a fast-growing market. - Factors: High growth of date palm market in the area or target group interested in health products. - Strategy: Increase investment in marketing and product development to maintain and expand market share, such as using various digital marketing strategies, sales promotion, and brand development.	<b>Question Marks ( Question Marks)</b> - Description: Date palm product with a low market share in a fast-growing market. - Factors: Digital marketing is insufficient or has not yet been accepted by the market. - Strategy: It is necessary to consider increasing investment in digital marketing, such as running online advertising campaigns, creating valuable content, and improving social media management, to increase market share, or consider withdrawing if market share cannot be increased.
<b>Cash Cows</b> - Characteristics: Date palm product with a high market share in a slow-growing market. - Factors: The product has a strong customer base and is popular in a slow-growing market. - Strategy: Use the profit from this product to support the marketing of products in the Stars and Question Marks groups, such as investing in new product development, market expansion, or developing new distribution channels.	<b>Dogs ( dogs)</b> - Description: Date palm product with a low market share in a slow-growing market. - Factors: Unpopular marketing and management, or high competition in a market with no growth. - Strategy: Consider cost reduction, discontinuation, or finding new strategies to make the product more appealing, such as packaging changes, marketing improvements, or new product development.





Table 9 Analysis Business Model Canvas For date palm products of Rai Sukjai Project at Ban Hao, Ratchaburi Province

Business Model Canvas	
<b>Key Partners</b> - Digital technology and marketing service provider - Online stores and payment channels	<b>Key Activities ( Main Activities)</b> - Creating and managing content for Facebook, Instagram, LINE@ pages - Using QR code to link data - Promotion and product publicity planning
<b>Value Propositions</b> - Provide complete and reliable information. - Facilitate communication - Use online media to increase sales and create interest.	<b>Customer Relationships</b> - Communication and response via online channels - Regular notification of information and promotions
<b>Customer Segments ( Target Customer Groups)</b> - Customer groups that use online media - Consumers interested in sweet date products - Group looking for complete product information	<b>Cost Structure ( Cost Structure)</b> - Cost of creating and managing online pages - Online marketing and advertising costs - Production and packaging costs of sweet date products
<b>Customer Segments ( Target Customer Groups)</b> - Customer groups that use online media such as Facebook, Instagram, LINE@ - Consumers interested in purchasing sweet date products from Sukjai Farm - Group looking for complete and reliable product information.	<b>Value Propositions</b> - Provide clear and complete product information (e.g. price, pictures, contact methods) - Facilitate communication via the Facebook page, Instagram, LINE@, and QR code on the product. - Use online media for public relations to create interest and increase sales.
<b>Channels (distribution channels)</b> - Online media: Facebook, Instagram, LINE@ - QR code on the product - Convenient online channels for ordering and payment	<b>Customer Relationships</b> - Communication and response through convenient and modern online channels - Regularly informing information and promotions via online media
<b>Revenue Streams</b> - Sales of sweet date products through online and offline channels - Generating sales from promotions and discounts	<b>Key Resources ( Key Resources)</b> - Digital Marketing Team and Online Content Designers - Technology and platform for creating and managing online pages. - Production and distribution of high-quality products
<b>Key Activities ( Main Activities)</b> - Creating and managing content for Facebook, Instagram, LINE@ pages - Using QR codes to connect information and create modern experiences	<b>Key Partnerships</b> - Digital technology and marketing service provider - Online stores and multiple payment channels





### Business Model Canvas

- Continuously organizing promotions and public relations for products.

#### Cost Structure ( Cost Structure)

- Cost of creating and managing online pages
- Online marketing and advertising costs
- Production and packaging costs of sweet date products

The Business Model Canvas for the Rai Sukjai Project's sweet date products emphasizes the development of a robust digital marketing strategy. This strategy encompasses several key elements: identifying target customers, creating product value, utilizing modern distribution channels, fostering strong customer relationships, and effectively managing costs. Together, these components aim to promote project growth and generate sustainable value for customers.

### Discussion

The discussion would benefit from elaborating on future research directions. For instance, investigating the potential of AI-driven marketing tools to further enhance agricultural marketing could yield valuable insights. Additionally, exploring how consumer behavior towards agricultural products evolves with emerging digital platforms would contribute to a deeper understanding of the field. By suggesting specific future research questions, the discussion will guide academic exploration and foster further investigation into digital marketing in agriculture.

While the focus of this study is on date palm products in Ratchaburi Province, the findings could be extrapolated to other agricultural products and industries, both within Thailand and globally. By discussing how these strategies might apply to different contexts, the study will appeal to a broader audience interested in agricultural marketing and digital strategies.

1. Prototype of Social Media Marketing: The findings for Objective 1 indicate that the prototype for social media marketing within the Rai Sukjai Project is perceived at a moderate level. This moderate assessment likely stems from the community's ongoing efforts to enhance marketing channels on social media, emphasizing the development of new content and the consistent management of Facebook pages. These findings align with (Worapongpat & Chuthong, 2022: 1–15) And (Worapongpat & Boriwongtrakul, 2022: 1–9) which examined the role of digital media and branding in the Riceberry Community Enterprise, underscoring the significance of aesthetic branding and effective digital marketing strategies in achieving high customer satisfaction.

2. Marketing Factors Affecting Purchases: Regarding Objective 2, the study reveals that marketing factors influencing the purchase of sweet date products via social media also received a moderate overall rating. Key actions identified to enhance customer engagement include launching new products, revising packaging designs, and providing comprehensive product information through labels. The incorporation of QR codes on packaging for easy reordering and access to the community enterprise's Facebook page is a particularly innovative recommendation. These findings are consistent with prior studies by (Wang et al, 2024: 195-218) and (Wang et al, 2024: 29-44), The highlighted the significance of digital marketing and social media in promoting agricultural tourism and products. Effective public relations through digital channels, particularly targeting younger generations, is essential for reaching potential customers.

In conclusion, the insights gained from the Rai Sukjai Project underscore the importance of leveraging digital marketing strategies to improve visibility, customer engagement, and sales of sweet date products. Continuous content development and effective management of social media platforms are critical for fostering growth and customer loyalty.

### Knowledge Contribution

From the study of. Learning Management in Innovative Communities for Marketing and Digital Marketing of Agricultural Products: A Case Study of Date Palm Products, Rai Sukjai Project, Ban Hao, Ratchaburi Province found knowledge that can be summarized into a diagram.





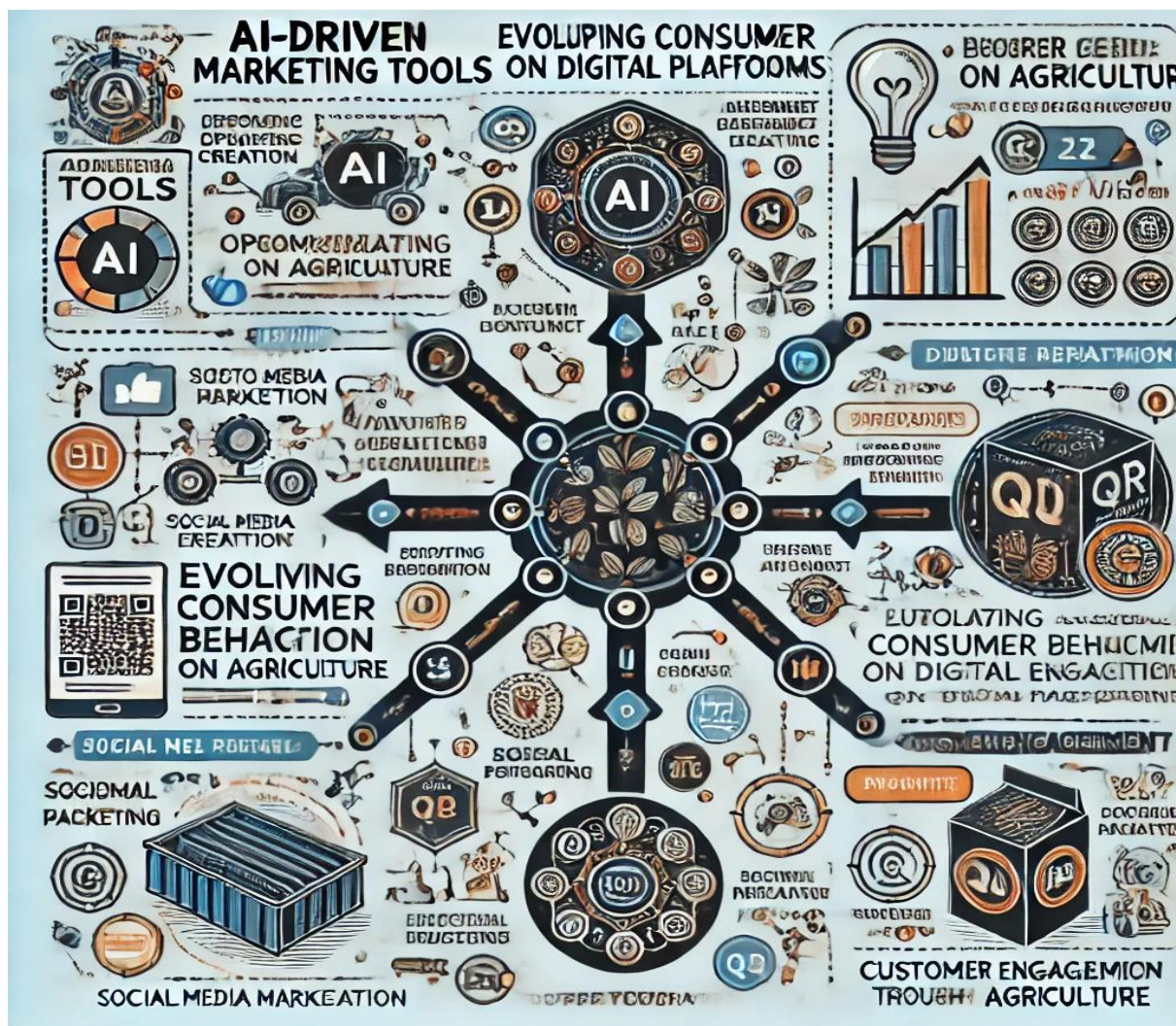


Figure 2 shows the results. This research presents a new approach to using AI and digital tools to improve agricultural marketing, with possible applications beyond the current focus on sweet date products.

The study suggests that AI can optimize content creation, automate consumer engagement, and analyze market trends. Future research should explore how AI can personalize marketing efforts and improve customer targeting in agricultural marketing.

As digital platforms evolve, understanding consumer behavior is critical. This study highlights Facebook's importance, but future research should investigate the effectiveness of emerging platforms for reaching younger, tech-savvy consumers.

Though focused on sweet date products, the strategies can be applied across agricultural sectors. Effective use of QR codes, content development, and branding are universally relevant, offering broader marketing potential for various agricultural products.

The moderate success of the Rai Sukjai Project's social media marketing prototype shows room for growth, particularly in improving content aesthetics and consistency. This can serve as a model for future digital marketing strategies in agriculture.

Innovative packaging, clear product information, and QR codes are key to enhancing customer engagement. Future research could focus on their long-term effects on customer loyalty and sales.



## Recommendation

### 1. Recommendations for Applying Research Results:

- Enhancing Social Media Knowledge:
  - The research indicates a need for increased knowledge in online marketing within the community. Community representatives should serve as admins to manage customer interactions and inquiries.
  - Action Steps:
    - Government and private organizations should conduct training sessions to equip community members with skills for effective social media management, promoting community products, and supporting community-based tourism.
- Improving Product Presentation and Accessibility:
  - Recommendations based on the second research objective include:
    - Uploading detailed information about date production and other processed products.
    - Designing versatile packaging that captures consumer interest.
    - Ensuring that the LINE@ channel connects to Google Maps for easy navigation to community locations.
    - Focusing on effective website design and layout to enhance user experience and accessibility.

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Brand development of dates, Rai Sukjai Project at Ban Hao, Ratchaburi Province Development of the Facebook page of the Inthapalm Sukjai Farm Project at Ban Hao, Ratchaburi Province

Creating a QR code linking to the Line @ Facebook application and IG Inthapalm, Rai Sukjai Project at Ban Hao, Ratchaburi Province

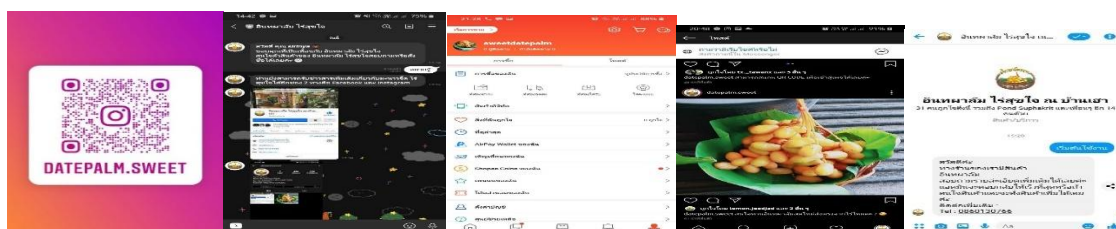


Public relations of products via Facebook page ig shopee Dates, Rai Sukjai Project at Ban Hao, Ratchaburi Province

Public relations via Shopee Dates, Rai Sukjai Project at Ban Hao, Ratchaburi Province

Public relations via ig Dates, Rai Sukjai Project at Ban Hao, Ratchaburi Province

Making an automatic reply chatbot Dates, Rai Sukjai Project at Ban Hao, Ratchaburi Province



The research project leader visited the area and transferred technology and knowledge to new researchers at the Rai Sukjai Project in Ban Hao, Ratchaburi Province.