

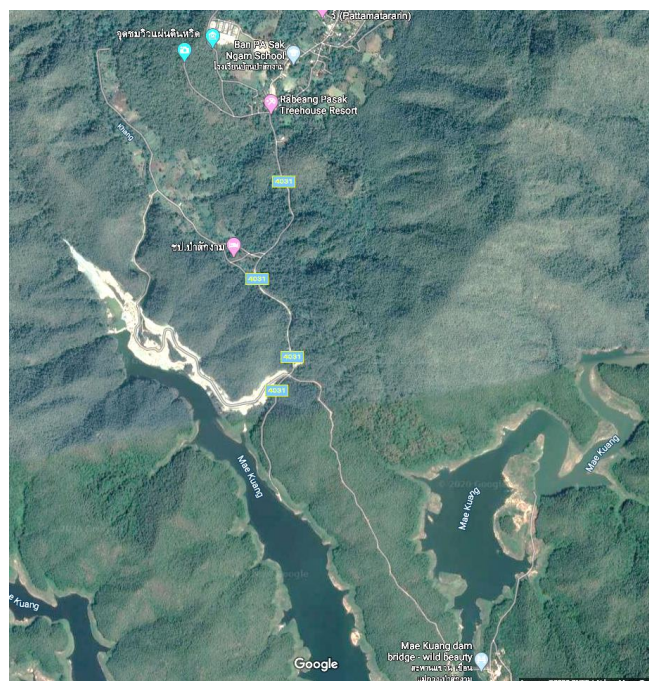
Chapter 1

Introduction

1.1 Rationale

Due to the epidemic COVID-19 situation, Thailand has to face the economic downturn, causing the government to recognize the need to increase life and opportunity for the people to be able to live with quality and durability. This is a way to build strength to all public sector and local business to be able to stand and to be able to hold on their own business and to restore the competitiveness abilities to all kind of business.

Pasakngam Village is a village in Tambol Luangneua, Ampur Doi-Saket, Chiang Mai Province. It is located in the area of Mae Kuang Udom Tara where was a part of the deforestation projects of King Bhumibol Adulyadej. The Pasakngam Village has the area of around 51 square kilometers or around 5,920 hectares. It is about 520 meters above the sea level. Therefore, Pasakngam is an important community to safe the water source to Mae-Kuang Udom Tara Dam.



Pictures from Google Map (2020)

Due to the creation of Mae Kuang Udom Tara Dam, Pasakngam Village was isolated at the backside of the dam causing the difficulties in travelling to Luangneua Office that villagers had to travel more than 90 kilometers by car. In 2016, the

project of building suspension bridge was approved. The bridge project started to be built and completely finished on 18th May, 2018. The Chueam-Jai suspension bridge from Mae-Kuang Udom Tara Dam to Pasakngam village was officially opened with the grand opening of OTOP Nawat-Withee Tourism of Loungnuae, Doi-Saket, Chiang Mai, which would be opportunity for Pasakngam community to open up for more tourists (Loungnuae, 2018).



Pictures from Luangnuae.go.th (2020)

According to the presentation of Boonchangpuak (2011) in Pacific Neighborhood Consortium (2018), Pasakngam is the location where is the example of many project case studies such as self-reliance occupation group, community water resource management, and the capacity development for community water resource management. From the Self-Reliance Occupation Group project, the Occupation Revolving Fund of the village was established along with that, the Pasakngam villagers started to create their occupation groups such as Orchid group, Bee Farming, Integrated Agriculture group, and Handicraft group in order to extend benefit to Pasakngam community. Therefore, the village can produce many kinds of local products such as honey from bee farming, handicraft products such as bamboo cups, bottle holders, blooms, etc. (Loung Nuae, 2018).

	
1) Natural Honey (Loung Nuae, 2018)	2) Bottle Holders
	
3) Bamboo cups	4) Blooms

Pictures of products from Pasakngam Village (Pictures 2-4 taken in the academic service project by the International College, Chiang Mai Rajabhat University, 2016)

By surveying local needs, it found that community enterprises in Pasukngam Community have a problem that the look of the product is not outstanding. Some products are not practical definitely in the packing. Therefore, in this research, the product development will be based on the original product of the community to have better quality in line with brand design and packaging. And focus on development that can meet the behavioral of the community to maximize the benefits of sustainable research.

The participatory workshop by Peerapongdecha and Arsarkij (2019) was held in March 2020 at the pavilion of Wat Pasakngam. It was a project that brought together community members to organize a forum for villagers to propose their opinions through group discussions and listen to speakers. This could lead to the creation local product development regarding the needs of Pasakngam villagers. The results obtained from the participatory workshop included.

Product Brand : Group members and research teams jointly define the brand components of the Pasakngam community as follows:

1.1 Brand name : The group has jointly assigned the name or brand of souvenirs of the community. By agreeing that it was the name of the community Pasakngam to indicate a clear destination





1.2 Logo and Trade Mark : Logos and trademarks were defined by the group. The Teak Tree was chosen to be the trademark of Pasakngam Village since it could represent a community with teak trees and directly related to the name Pasakngam.

1.3 Products : Product development that the selection group were keychains, T-shirts, bags and caps with could be painted through a plastic block of teak trees patterns with the text written "Pasakngam".

1.4 Brand Personality : The group defined the brand personality as global friendly products since the logo or trade mark included the tree image. Therefore, global-friendly cotton bags and teak trees would be trade mark image painted on souvenirs of the community in a way that that any of the villagers could produce these local product samplings. The tourists who visit the village can easily make their own souvenirs with short period of time. The price is inexpensive, can be used as a souvenir. Moreover, it reflects the image of Pasakngam community.

1.5 Brand Identity : The brand identity emphasizes the uniqueness of the Pasakngam community. And focus on craftsmanship

Based on the composition of the above 5 products factors, there were 4 types of local products developed as Pasakngam local souvenirs including global friendly bags, caps, shirts, and keychains. Pasakngam local products were developed by highlighting as handcrafted souvenirs and were symbolized the local identity of Pasakngam to promote the image of the global friendly product.

	
Pasakngam local community products (Peerapongdecha and Arsarkij, 2019)	
	
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Boonchangpuak (2017) determined that even though there were many organizations, that tried to give some support to local Pasakngam community, many projects were not successful regarding many factors such as internal household or family problems and external factors such as economy or environmental factors. Therefore, the effective project or studies are required to enhance local economy of Pasakngam villagers and community.

According to the information gathered from the interview, a Facebook business page was created as a platform connecting Pasakngam village to the outside world. However, due to the inadequate of people who could look after the technology support of the social network platforms, the local community products

were not promoted well. Moreover, COVID-19 epidemic situation have made all the travel related industries facing difficulties in running business and created the enormous effects to all the tourists or travel attractions. The local community products of Pasakngam have been affected that less visitors came to Pasakngam and it could lead to the decrease in general income of the local products group.

The addition of digital marketing distribution channels such as social media marketing, online platforms and the workshop on digital marketing strategies could be provided in order to give knowledge about digital marketing strategies to the villagers.

Therefore the need of the application of digital marketing strategies should be analyzed synthesized and applied to Pasakngam local community products.

1.2 Research Objectives

1. To study the marketing management system and the need of local community products of Pasakngam Village, Luang Nuea Subdistrict, Doi Saket District, Chiang Mai.

- 2 . To analyze and develop a community product digital marketing strategy model of Pasakngam Village, Luang Nuea Sub-district, Doi Saket District, Chiang Mai

1.3 Scope of Research

1. Area of Research

Local businesses in Pasakngam community, Loung Nuae, Doi-Saket, Chiang Mai

2. Population

The population of this study were:

- 2.1 The leaders of Pasakngam village, villagers of Pasakngam community who do local business including around 30 people.

- 2.2 Tourists and customers who came to travel and buy products in Pasakngam village. This was approximately around 150-200 people visiting the village each month (Boonchangpeuak, 2019).

3. Area of Content

This research is the study of the development of local products and businesses in Pasakngam Village, aims to use value-added creation such as branding, market positioning to promote creative industries for local products and businesses.

3.1 Area of research : Local businesses in Pasakngam community, Loung Nuae, Doi-Saket, Chiang Mai

The population of this study is the villagers of Pasakngam community who do local business including around 30 people.

3.2 Population and sampling group: the villagers of Pasakngam community who do local business including around 30 people and the tourists who travel to Pasakngam village which will use the sampling of 400 tourists or 200 tourists regarding the number of tourists visiting the village per month during COVID-19 situation.

3.3 Area of content: this research is the study of the development of marketing strategies management of local community products and businesses in Pasakngam Village, Luang Nuae, Doi Kaket, Chiang Mai. This study aims to investigate the marketing system and the demand of local community products, buying behavior and factors influencing decision making of consumers to develop the marketing strategies management for local community products of Pasakngam Village.

1.4 Research Benefits

The benefits of research to Academic, Policy, Economic, Social and Community

1. Knowledge

Pasakngam community gains the knowledge of Digital Marketing and they can integrate all the skills for their community in the future.

2. Development

(1) Community Business

Pasakngam Community will develop the knowledge that is help create new economic value through community awareness and market competition to prepare and create new market opportunities. These will lead to the development of a marketing strategies planning system of local product management and local community. It contributes to the analysis and development of digital strategies of Pasakngam community and local products. And it also develops the communication of community products, services, of local tourist attractions as well as to promote other kinds of business such as homestay and other cultural capital as a community's signature using content marketing to emphasize the positioning in the market to plan the digital marketing strategies.

(2) Consumers and tourists

They will get advantages from both functional value and emotional value. For the functional value, they will have wide variety of community products reflect the

identity of the community that are anchored in ancient culture and wisdom. And for the Emotional Value they will experience the culture that reflects the way of living from the ancestors with local wisdom resources and homestay with homemade food.

(3) Chiang Mai Rajabhat University

Research projects that can respond to research strategies. The academic and professional services are based on the philosophy of the institution as a higher education institution for local development.

(4) Government agencies

There is a prototype of a creative industry village that brings sufficiency economy together with international science for community development and sustainable income generation.

3. Benefits

(1) Community products

Community product can be combined with homestay and attractions and local culture as a signature of the district. These can generate creative marketing that is distributed and valued to the community.

(2) Creative Marketing Model

To create marketing opportunities for the community.

(3) Marketing Position

The Community Business Group and government agencies such as TAT, Tambon Municipality and Industrial Promotion Center will be leading in communication and business operations. The information is used to determine the strategy or policy of the agency.

(4) The marketing story of local identity

To emphasize the marketing position by using Digital Marketing to integrate brand communication for access. In addition, it can create awareness and the superiority.

(5) Networking and tourism relations

Networking and tourism relations in the community will reinforce the local brand as a fully creative village on the basis of identity with culture and self-sufficiency

4. Publicity

The output of the research will lead to the community business and government agencies in the area. In addition, the output of the research will be a model for further local business expansion. Moreover, creation of creative industries

villages will inspire other districts in Chiang Mai. The research results will be published in research journals and the agencies involved in the near future.

1.5 Definition of Terms

The definition of terms are defined as follow:

Product Development means the products that used for the business can be products, goods and services with new ideas or some changes in product. It must be effective. Consumers should be more satisfied. Consumption of the original product can offer in new markets.

Value added means considered to be the best value measure available for comparing the relative economic importance of manufacturing among industries and geographic areas". The following equation explains the Census definition of value added: Value added by firm = Value of shipments - cost of purchased inputs and services.

Branding means the idea or image people have in mind when thinking about specific products, services and activities of a company, both in a practical (e.g. "the shoe is light-weight") and emotional way

Creative marketing means a set of activities developed to promote products/services for selective or full target markets to achieve commercial aims.

Market positioning means the explanation of what the products represent for the consumers. In markets where competition and competitors are influential, customers have more options and are more questioning about products.

Local products means Local assets and wisdom to develop the quality of products and services within community.

1.6 Research Framework

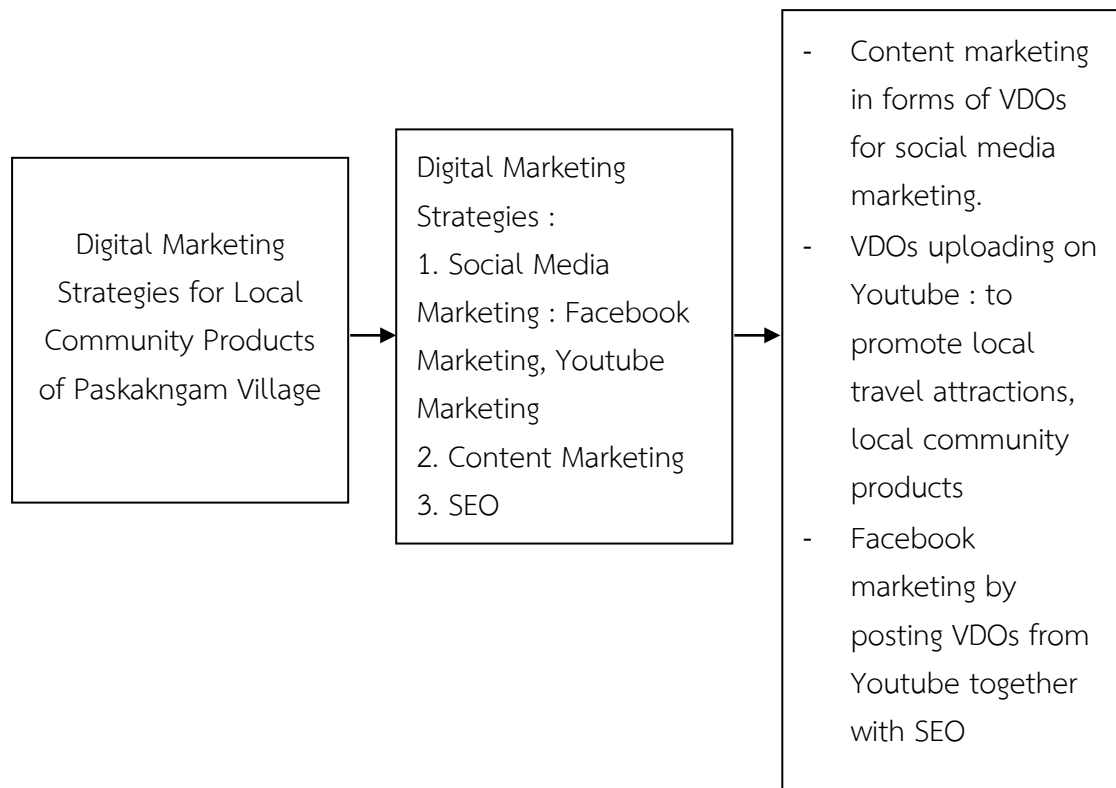


Figure 1.4 Research Framework