

Chapter 3

Methodology

This research, “Development of Digital Marketing Strategies for Local Community Products of Pasakngam Village T. Luangneua A. Doi Saket Chiang Mai” aimed to find the results to the 2 objectives:

Objective 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.

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

Therefore, the methodology of is described as following.

3.1 Research Design

The methods of this research includes the data collection of both quantitative and qualitative data along with the practical workshops in the area of Pasakngam Village, Ampur Doi Saket, Chiang Mai in order to develop the local products. The research design was used to analyze the data collected. Data were mainly gathered by the researchers who are in the Innovative Business Management Department at the International College, Chiang Mai Rajabhat University, who taught business subjects.

3.2 Research Methodology

Research methodology of this study was mixed methods that will use the phenomenological study to collect both qualitative and quantitative data, including in-depth interview, focus group discussion, and questionnaires. Moreover, the local community participated in the practical seminar or workshops providing useful knowledge and new business strategies for Pasakngam community.

There were 9 main activities in this research:

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

The local community people from Pasakngam will participate in this study. The phenomenological study will be performed to collect both qualitative and quantitative data, including in-depth interview, focus group discussion, and questionnaires. Moreover, the local community will participate in the practical seminar or workshops providing useful knowledge and digital marketing strategies for Pasakngam community.

There will be 9 main activities in this research:

(1) Prepare a research project plan and set up a system to conduct and collect both primary and secondary data for analysis. Develop research instruments such as questionnaires interviews and others. Public hearing from local community and villagers about current problems and situations of digital marketing and marketing management of local community products.

(2) In-depth interview of the leaders of community and the leaders of the local business about current problems and situations of digital marketing and marketing management of local community products.

(3) The focus group and in-depth interview of Pasakngam local businesses and local authorities will be conducted in order to analyze SWOT which include strengths, weaknesses, opportunities, and threats to be information to set product positioning and segmentation and in order to draft the digital marketing strategies.

(4) Survey will be conducted using questionnaires with customers and tourists who come to Doi Saket area to analyse the information about the buying behavior and factors influencing decision making in buying local community products and online channels in order to plan the digital marketing strategies.

(5) The focus group of experts in digital marketing strategies will be conducted to analyze and develop the digital marketing strategies for the local community products using the data collection from objective one.

(6) The workshop about digital marketing strategies will be conducted and the use of digital marketing strategy will be tested and operated. Digital marketing strategies for Pasakngam local products and community will be planned with the participation of local community products groups such as handicrafts and souvenir groups.

(7) The use of digital marketing strategy will be tested and operated. The video of local products will be produced and promoted.

(8) The local conference will be set up to report the result of the digital marketing strategies created in the study as well as to summarize the results of the activities that will be performed. Moreover, the knowledge and information gained from this study will be published and to be the able to apply in other communities.

(9) Summarize and gather information in form of full research report.

3.3 Research Action Plan

Table 3.1 : Research Action Plan

Research Objectives	Activities	Place/Time	Participants	Key Performance Indicator
To study the marketing management system and the need of local community products of Pasakngam Village, Luang Nuea Subdistrict, Doi Saket District, Chiang Mai.	(1) Prepare a research project plan and set up a system to conduct and collect both primary and secondary data for analysis. Develop research instruments such as questionnaires interviews and others. Public hearing from local community and villagers about current problems and situations of digital marketing and marketing management of local community products.	Pasukngam Village Jan-Feb	Researcher and Villager	Basic Information
	(2) In-depth interview of the leaders of community and the leaders of the local business about current problems and situations of digital marketing and marketing management of local community products.	Pasukngam Village Jan-Feb	Leader of the village, Community and Researcher	In depth information
	(3) The focus group and in-depth interview of Pasakngam local businesses and local authorities.	Pasakngam Village Mar-April	Leader of the village, Community and Researcher	Information about digital marketing background.
	(4) Survey will be	Pasakngam	Community	Numbers of

Table 3.1 : Research Action Plan

Research Objectives	Activities	Place/Time	Participants	Key Performance Indicator
	conducted using questionnaires with customers and tourists who come to Doi Saket area to analyse the information about the buying behavior and factors influencing decision making in buying local community products and online channels in order to plan the digital marketing strategies.	Village Apr-May	and Researcher	response are enough.
To analyze and develop a community product digital marketing strategy model of Pasakngam Village, Luang Nuea Sub-district, Doi Saket District, Chiang Mai	(5) The focus group of experts in digital marketing strategies will be conducted to analyze and develop the digital marketing strategies for the local community products using the data collection from objective one.	Pasakngam Community May-July	Pasakngam local products and business groups.	The participant join 80% and could get knowledge and can plan the digital marketing strategies.
	(6) The workshop about digital marketing strategies will be conducted and the use of digital marketing strategy was tested and operated. Digital marketing strategies for Pasakngam local products and community was planned.	Pasakngam Community July-Aug	Pasakngam local products and business groups.	The participants joined the workshops 80%.

Table 3.1 : Research Action Plan

Research Objectives	Activities	Place/Time	Participants	Key Performance Indicator
	(7) The use of digital marketing strategy will be tested and operated. The video of local products will be produced and promoted.	Online platform Sep-Oct	Pasakngam leaders, local products and business who are interested in.	The numbers of 2 videos are uploaded and shared on Facebook.
	(8) The local conference will be set up to report the result of the digital marketing strategies created in the study as well as to summarize the results of the activities that will be performed.	A resort in Pasakngam village. Oct-Nov	Pasakngam leaders, local products and business groups and other people who are interested in.	The participant join the conference at 80%.
	(9) Summarize and gather information in form of full research report.	CMRU Oct-Dec	The researchers.	A complete research.

3.4 Research Population and Sampling

The population and sampling for this research consisted of:

1.1 Pasakngam villagers community who joined local product groups including around 34 people.

1.2 Leaders of Pasakngam village and the leaders of local products group consisting of 4 people.

1.3 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).

Therefore, the sampling number of tourists and customers who came to travel and buy products in Pasakngam village was calculated using the result of Taro Yamane (Yamane, 1973) the sampling number.

$$\text{Yamane's Formula} = \left(n = \frac{N}{1 + N(e)^2} \right) = \left(n = \frac{200}{1 + 200(0.05)^2} = \right) = 133$$

n = number of sample size

N = population size

e = level of precision (Allowable error)

At 95% confidence level and precision = .5 were assumed.

The data collection of the questionnaires were collected by asking the owners of the local shops in Pasakngam area to hand out questionnaires for all tourists and customers who visited and bought local products from the shops for the duration of one month. There were 400 sets of questionnaires providing at the shops around Pasakngam area in order to ensure that data from most of the tourists would be gathered. There were 368 sets of questionnaires were collected and 215 sets were completely filled.

Resources

The resources of this study consists of two types of resources.

Primary Data

The primary data is the data collection of field survey, in-depth interview, focus group, data from activities, questionnaires and practical seminar.

Secondary Data

The secondary data is from the study of the related theories consisting of marketing strategies, digital marketing strategies, and local community products as well as the literature review from books, research, journals, statistic information, e-resources and websites.

3.5 Research Instrument

The research instruments consisted of 2 kinds of instrument:

1. The semi-structured interview questions were used in order to conduct the in-depth interview of leaders of Pasakngam community and the focus group of the leaders of Pasakngam local products group and the local authorities.

2. Questionnaires about factors influencing decision of travelers in travelling and buying local products using digital platform. Each set included four parts;

Part 1: general information about participants.

Part 2: factors influencing travelers in travelling to Pasakngam Village using the Likert five rating scale.

Part 3: factors influencing travelers in buying local products online using the Likert five rating scale. In this part, the 4Ps' marketing mixed was used as the main factors including: products, price, place, and promotion.

The Likert five rating scale (Likert, 1932) was used to ask tourists who visited Pasakngam Village about factors that could influence their opinions towards local products in Pasakngam area. Participants rated their opinions on a scale of 1 to 5, with 5 meaning as following:

5	means	Strongly agree/Strongly impact
4	means	Agree/A lot of impact
3	means	Neutral/Medium impact
2	means	Disagree/Less impact
1	means	Strongly disagree/Least or no impact

Part 4: open-ended questions about travelers' opinions towards factors influencing decision of travelers in travelling and buying online products in Pasakngam Village in the study.

1) Focus group

The focus group consisted of the leaders of Pasakngam Village and the leaders of the local product groups in order to brainstorm ideas to plan the digital marketing strategies of Pasakngam community.

2) Participatory Work-Shop

To set up the practical workshops and give the knowledge of how to plan the digital marketing for local community and products.

3.6 Research Instrument Validity and Reliability

Since this study used the participatory research approach including qualitative and quantitative information. The instruments used in this research included questionnaires and semi-structured interview questions for the in-depth interviews and the focus group.

The validity and reliability of the instruments were verified as follows. Prior to administering the questionnaire and interview, the questionnaire and the interview questions were examined and proved by experts in the field of digital marketing research. The questionnaire and interview questions were then corrected, improved, and revised regarding the comments and recommendations of the experts.

The content validity of the questionnaires was analyzed and approved by three experts using the standards of the Item Objective Congruence (IOC). Then the approved questionnaires were trialed with 20 travelers to evaluate the reliability using Cronbach's alpha coefficient. Items that were not significant at 0.05 levels were removed. Then the questionnaires were adjusted by eliminating certain questions according to the experts' comments and the results of Cronbach's alpha coefficient.

3.7 Research Ethics

After the validity was analyzed and approved, the research instruments were gathered and proposed to the CMRU Ethics Committee on Human Research to ensure that this research was conducted regarding the laws and regulations of the international human research ethics principles.

3.8 Data Collection

The qualitative and quantitative data were collected using questionnaire and semi-structured interview questions. The questionnaire was designed as the instrument collecting quantitative data to measure factors influencing decision of travelers in travelling and buying local products using digital platform. The five-point Likert scale was implemented in the questionnaire (Likert, 1932). The questionnaire included four parts: part one was the general demographic information about the participants. Part two was the survey using the five-point Likert scale about factors influencing travelers in travelling to Pasakngam Village. Part three consisted of items

about factors influencing travelers in buying local products online using the Likert five rating scale. In this part, the 4Ps' marketing mixed was applied as the main factors including: products, price, place, and promotion. Part four included three open-ended questions asking travelers' opinions towards factors influencing decision of travelers in travelling and buying local products online. The questionnaires were gathered by the collaboration of the owners of Pasakngam local shops in duration of two months. The travelers were asked to complete the questionnaires at the local shops in Pasakngam Village.

3.9 Data Analysis

All data was gathered from the questionnaire and interviews. The questionnaires were analyzed using the SPSS software program. We analyzed the open-ended questions and interview scripts using content analysis.

The survey was conducted for data collection, and the results were analyzed by frequency, percentage, mean, and standard deviation.

The implementation of five-point Likert scale (Likert, 1932) in the survey about factors influencing visitors' opinions toward decision in buying local products online was analyzed in forms of means, modes and standard deviation. The meaning was interpreted using Srisaad (2002) as follows:

4.51 - 5.00	means	strong impact
3.51 - 4.50	means	a lot of impact
2.51 - 3.50	means	medium impact
1.51 - 2.50	means	less impact
1.00 -1.50	means	least or no impact

The data analysis consisted of three parts using the SPSS program to analyze the statistical description. Part one of the data analysis included the general information about the participants using percentage and means on a descriptive form. Part two consisted of the results from questionnaires asking tourists and customers who spent their money buying online products and their opinions about their decision in buying online products. Data analysis included the use of the

statistical mode, mean, and standard deviation to describe the results. Additionally, part three consisted of the community leaders' opinions about the products development.