Chapter 4
The result of the research

The results of this project research are presented regarding the research process of data collecting activities and workshops that aimed to answer the research objectives consisting of:

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.

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.

The result of the study of marketing management system and the need of local community products of Pasakngam Village, Luang Nuea Subdistrict, Doi Saket District, Chiang Mai. The research team conducted the interviews and focus group with the leaders of Pasakngam Village

1.1. Marketing management system

It was found that there was no marketing management system to promote both Pasakngam community and local products of Pasakngam. The information retrieved from leaders of community and leaders of local product groups revealed that there has never been marketing plan or strategy to promote the community or local products. In the past, there were sometimes that the local products of Pasakngam village were gathered to display in some of the special events organized by Amphor Doi-Saket District which could be considered as a part of marketing operation. However, there was none of the marketing plan or system regarding Pasakngam village and local products of Pasakngam.

Digital marketing strategies

It was found that there was no digital marketing strategies or digital marketing management system to promote both Pasakngam community and local products of Pasakngam. However, there were two Facebook pages created by some of the members of Pasakngam village which have not been taking care of for long time. The content shared on these Facebook pages were old and not updated.

1.2 The need of local community products of Pasakngam Village

The leader of the community group summarizes the main problem that arises with the public work of the Pasakngam community is that the working-age members go to work in the city mainly, therefore, in the community there are only children and the elderly who do not have creativity to initiate new products of the community. They are doing how they do it in the past, such as a large bottle of honey or a craft made from bamboo. Since then, the main laborers were older, so little by little could not make them enough to sell throughout the year or doing large quantities. Even though, there were around 10 – 13 members of wood carving group. Each of the members has different skills in producing different products. For example, there were only 4-5 people who could produce the bamboo mug and bottle holders which are the most popular products of Pasakngam while some others could make baskets, wooden fan, or blooms.

Moreover, the villagers felt that the local products of Pasakngam village were not really represent the village identity of "Pasakngam" which means "Beautiful teak forest". The local products or that could consider to be the souvenirs of the village of the "Beautiful teak forest" did not have anything related to teak trees or teak wood.

Most of the craft works of Pasakngam Village were bamboo products, where villagers came together to share and sell in the community. There were sometimes orders from customers in the city. Tourists come to buy the bamboo crafts back as a souvenir, but sometimes things are not enough for tourists to buy because it takes time and needs skillful people to make the products. In other cases, some tourists come to visit and see villagers doing it, they were interested in sitting and watching, and wanted to join in making their own souvenirs, but they cannot do it because it takes long time to finish one small product. Bamboo crafts are the time consuming job and need expertise skills to do. So, the villagers would like to invent products that have a simple way to make which would be easy for tourists or visitors to make.

The bamboo mug was a product that does not take long time to make, which was very popular with visitors.

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 analysis and development of community product was conducted in order to form the digital marketing strategies. The SWOT analysis was conducted during the workshops in regards with 4Ps marketing mixed including 34 villagers to study the marketing management system and the need of local community products of Pasakngam Village, Luang Nuea Subdistrict, Doi Saket District, Chiang Mai. The information was gathered into these following categories:

Strengths

Pasakngam village has its natural resource in forms of location for tourist attractions, and natural products. Since there are natural places where people can visit, Pasakngam village has the potential in term of tourist destination. For example, Luang Cave which is a large limestone cave with no stalactites, Baan Pasakngam Waterfall in the valley of the route from the village to Mae-Kuang Dam habor, Pan-Din-Vid (Landslide) which is the high mountain area with a missing part of the land where could be the place to see the scenery view of the mountain, Kad Pee (ghost market) which is the dry forest with red-orange soil on the high-low hill, the water source of the forest where is the trail of water absorbed forest that leads to Baan Pasakngam Waterfall, and the teak forest that lies along the 13 kilometer long road into the village. The richness of natural resources also provide some materials that could be used to create products of Pasakngam, for example; selling bottles of wild honey, or creating bamboo weaving products. Moreover, the members of Pasakngam village are friendly. Most of the villagers are willing to welcome all the visitors to the village.

Weaknesses

The skills of the villagers were not in the good level. Bamboo handicraft were the major products of the community. It needed the expertise of an individual person or small group of people. And it is also a time consuming job. The people in the community cannot respond to the orders, if there are many orders. The problem of improper product pricing should be considered. The villagers saw that the handicrafts were made from bamboo in the village where the villagers thought it

was not high cost. They set the low price and is not expensive, however, they did not calculate the cost of labour design and time they spent. Bamboo products are popular in the community because they are handcrafted, designed and shaped like no other. It has many advantages like the product is not too big, light in weight, can be carried. But in the bamboo products there is no community identity. There was no logo or packaging indicating the community of Pasakngam. There were two main problems for bamboo products: first, it took long time to work on bamboo product per piece and required skilled person with expertise to produce them. As a result, there were not enough products in their storageto meet the needs of tourists. In addition, there is a lack of product promotion and standard pricing.

The quality of other community products also seemed to have problems such as the bottles of honey that they produced to sale by themselves. There were no label, brand, logo on the packaging. These bottles of honey were not sold every day. According to the interviews they would go to the forest to find honey when someone ordered. Therefore, these cannot be the stable resources for main income of the villagers. Other problems such as the problem of people in the community what live without a regular jobs.

Opportunities

Due to the COVID-19 situation, people seemed to spend their money online more than ever. There were also lots of digital technologies which were developed and created to serve the businesses during the pandemic. If the businesses could manage their own business with the situation and learn to adjust themselves with the new digital technologies, it could create opportunities for businesses including local community business to be able to survive during the Corona virus.

Threads

The COVID-19 pandemic situation turned down the economic as a whole. There were less All businesses had effect from this pandemic.

3. The focus group of Pasakngam

The focus group of Pasakngam local businesses and local authorities will be conducted in order to get information to find local identity, and create value added for product development for creative marketing as well as to find product positioning for Pasakngam community.

4. Questionnaires survey conducted with customers and tourists who came to travel and buy products in Pasakngam village.

The study of marketing mix information by using questionnaires.

From the survey of data of customers and tourists who participated in answering the questionnaire. There were a total of 400 respondents and 215 were completed all the parts in the survey. The survey presented:

4.1 Results obtained from the basic information study of the respondents.

Table 4.1 Gender of the respondents

Gender	Number	Percentage
Male	82	38.14
Female	129	60.00
Other	4	1.86
Total	215	100

From the survey of study and current situation and problems of the local products and businesses for product development to enhance the development of the local products and creative tourist using identity of Pasakngam Village, Doi Saket, Chiang Mai.

From the table 4.1 Gender of the respondents were female 60.00%, male 38.14% and others 1.86%.

Table 4.2 Age range of respondents

Age range	Number	Percentage
Under 20 years old	25	1.16
20-29 years old	87	40.65
30-39 years old	68	31.62
40-49 years old	21	9.77
50-59 years old	11	5.12
More than 60	1	0.47
Total	215	100

From the survey of study and current situation and problems of the local products and businesses for product development to enhance the development of the local products and creative tourist using identity of Pasakngam Village, Doi Saket, Chiang Mai.

According to the table 4.2 the majority of the respondents is 20-29 years old 40.65 % Followed by the 30-39 years old respondent 31.62%. Next is a 40-49 years old respondents 9.77% These present that majority is a working ages.

Table 4.3 Country of Resident

Country	Number	Percentage
Thailand	211	98.14
Others	4	1.86
Total	215	100

According to the table 4.3 the majority of the respondents is Thai 98.14% Followed by the others nationality 1.86 %. During COVID-19 situation it seemed that Pasakngam was visited by Thai people more than foreigners.

Table 4.4 Education level of the respondents

Education Level	Number	Percentage
Under Grad	84	39.0
Bachelor	119	55.35
Master	9	4.19
Doctor	4	1.86
Total	215	100

From the survey of study and current situation and problems of the local products and businesses for product development to enhance the development of the local products and creative tourist using identity of Pasakngam Village, Doi Saket, Chiang Mai.

From table 4.4 the majority of the respondents is finished their study at Bachelor 55.35% Followed by Under Grad 39.0% and next is Master degree 4.19%

Table 4.5 Income per month

Income	Number	Percentage
Less than 10,000 baht/month	22	10.23
10,001-20,000 baht/month	65	30.23
20,001-30,000 baht/month	113	52.56
30,001-40,000 baht /month	10	4.65
40,001-50,000 baht/month	4	1.86
More than 60,000 baht/month	1	0.46
Total	215	100

From the survey of study and current situation and problems of the local products and businesses for product development to enhance the development of the local products and creative tourist using identity of Pasakngam Village, Doi Saket, Chiang Mai.

From table 4.5 the majority of the respondents is 20,001-30,000 bath/month 52.56% Followed by 10,001-20,000 baht/month 30.23% and next was Less than 10,000 baht/month 10.23%.

Table 4.6 Experience of Visiting Pasakngam Village

Visiting Pasakngam	Number	Percentage
First Time	59	27.44
Used to visit	156	70.56
Total	215	100

From the survey of study and current situation and problems of the local products and businesses for product development to enhance the development of the local products and creative tourist using identity of Pasakngam Village, Doi Saket, Chiang Mai.

From table 4.6 the majority of the respondents have visited Pasak Ngam for before 70.56% and 27.44 % visited the village for the first time.

Table 4.7 Technology usage

Technology usage	Number	Percentage
Always	185	86.05
Often	25	11.63
Moderate	5	2.33
Little	0	0
Very little	0	0
Total	215	100

From the survey of study and current situation and problems of the local products and businesses for product development to enhance the development of the local products and creative tourist using identity of Pasakngam Village, Doi Saket, Chiang Mai.

From table 4.7 the majority of the respondents showed always use technology 86.05% Followed by using technology moderate 11.63 % and next is often use technology 2.33%. Interestingly, there were no respondent indicating the little or very little use of technology.

Table 4.8 Channel for finding travel destinations

Channel	Number	Percentage
Family and Friends	57	26.51
Travel review	68	31.63
Facebook pages	77	35.81
Email Address	0	0
Others	13	0.60

From the survey of study and current situation and problems of the local products and businesses for product development to enhance the development of the local products and creative tourist using identity of Pasakngam Village, Doi Saket, Chiang Mai.

From table 4.8 the majority of the respondents found the travel destination from Facebook pages 35.81 % followed by travel reviews 31.63% and next is Family and Friends 26.51%.

Table 4.9 People they buy souvenirs for

People they buy souvenirs for	Number	Percentage
Family and relatives	69	32.09
Friends	48	22.33
Colleagues	45	20.93
Boyfriend/ Girlfriend	34	15.81
Others	19	8.84
Total	215	100

From the survey of study and current situation and problems of the local products and businesses for product development to enhance the development of the local products and creative tourist using identity of Pasakngam Village, Doi Saket, Chiang Mai.

From table 4.9 the majority of the respondents buy souvenir for their family and relatives 32.09% Followed by friends 22.33% and next is colleagues 20.93%.

Table 4.10 Spending of this trip

Spending of this trip	Number	Percentage
0-100 baht	18	8.37
101-500 baht	152	70.70
501-1000 baht	33	15.35
More than 1,000 baht	12	5.58
Total	215	100

The questionnaire also asked the level of decision to evaluate Factors Influencing Tourism in Pasakngam Community. Marketing mix factors influencing decision making in buying community products at Pasakngam.

Table 4.11 Marketing mix factors influencing decision making in buying community products at Pasakngam.

Factors	Mean	Mode	Std. Deviation
Product	3.85	3	0.677
1. There are many online products to choose from.	3.89	4	0.777
2. Online products and products have quality standards.	3.30	3	0.897
3. Online products provide detailed and enough information,	3.55	3	0.863
Price	**3.92**	**4**	**0.463**
4. Online products are cheap.	3.88	4	0.602
5. Online products show clear price list.	3.70	4	0.846
6. Online products have convenient and safe payment.	3.89	4	1.046
Place	**3.43**	**4**	**1.371**
7. Online stores and the community tourist attractions in the village are recommended, reviewed and popular.	3.98	4	0.768
8. Platforms that are searched as top list.	3.49	3	0.823
9. Platforms have fast and accurate operation with clear details and easy to use.	3.51	4	0.866
Promotion	**4.23**	**4**	**0.598**
10. There is a price reduction or discount coupons.	3.98	4	0.844
11. There is a complementary.	3.69	4	1.033
12. There usually be promotion and special offers for members.	3.85	4	0.821

Factors Influencing the Purchase of Pasakngam Community Products:

Table 4.12 Factors Influencing the Purchase of Pasakngam Community Products

Factors	Mean	Mode	Std Deviation
13. Product design and aesthetics	3.76	3	0.864
14. Price of the product	3.87	4	0.715
15. Product weight	3.22	3	0.771
16. Identity of Pasakngam community.	3.71	4	0.768
17. Clear labels of products.	3.42	3	0.805
18. Product display	3.77	4	0.711
19. Product size and weight	3.43	3	0.944
20. Product variety	3.59	3	0.915
21. Product material	3.44	3	0.747
22. Products produced in the community by people in the community	3.46	4	0.976

Table 4.13 Evaluation of Factors Influencing Tourism in Pasakngam Community

Factors	Mean	Mode	Std. Deviation
1. Distance of Pasakngam community from Muang District, Chiang Mai Province.	3.16	3	1.482
2. Road, access road to Pasakngam community	3.34	3	1.046
3. There is public transport from the city to the Pasakngam community.	3.18	3	0.602
4. Tourist attractions in Pasakngam community	3.81	4	0.913

Table 4.13 (continued)

Factors	Mean	Mode	Std. Deviation
5. Nearby attractions, Pasakngam Community	3.44	3	1.098
6. Activities that can be done in Pasakngam community	3.41	3	1.211
7. The beautiful landscape of Pasakngam Community	3.76	4	0.844
8. Distinctive culture of Pasakngam community	3.47	3	0.732
9. Local products of Pasakngam community	3.35	3	0.898
10. Goodwill of people in Pasakngam community	3.58	4	0.560
11. Near other interesting attractions	3.69	4	0.932
12. Cleanliness and safety of Pasakngam community	3.66	3	0.833
13. Tourism safety in Pasakngam community	3.76	4	0.877
14. Public relations from the website source	3.76	4	0.861
15. Public Relations from Social Media	3.87	4	0.974

5. Organizing activities and workshops

To study problems and current situation of the local products and businesses for product development to enhance the development of the local products and creative tourist using identity of Pasakngam Village, Doi Saket, Chiang Mai

6. The workshop about digital marketing strategies to analyze and develop the suitable digital strategies for Pasakngam community and local products of Pasakngam village.

The participatory workshop was held in July 2021 at the pavilion of Wat Pasakngam. It was a project that brings together community members to organize a forum for villagers to propose their opinions through group discussions and listen to speakers. The objective of this project was to enable members of the Pasakngam community to realize the importance and necessity of building a brand for community products and souvenir design ideas as well as to design activities for tourists following the correct branding process. This could lead to the creation of competitiveness and added value to the community products.

After the in-depth interview and the focus group were conducted, the researchers had planned and prepared the digital marketing strategies according to Saylor Academy, (2012) components of marketing strategy process should be considered and designed carefully as follows:

6.1 Planning Phase

The planning phase is the most important as it analyzes internal strengths and weaknesses, external competition, changes in technology, industry culture shifts and provides an overall picture of the state of the organization. This phase has four key components that will provide a clear diagram of where your company is and what it is doing.

SWOT Analysis – Defines the strengths, weaknesses, opportunities and threats of your business and reveal your company's position in respect to the market. To maximizes strengths and minimize weaknesses an organization must perform the following:

Analyze competitors

Research company's current and prospective customers

Assess company

Identifying trends in the company's industry

Once this analysis is complete the results should be used as a basis for developing the company's marketing plan, which should be measurable and attainable.

Marketing program – Once the needs of the customers have been determined, and the decisions have been made about which products will satisfy those needs, a marketing program or mix must be developed. This marketing program is the how aspect of the planning phase, which focuses on the 4Ps and the budget needed for each element of the mix.

Set marketing and product goals

Once the customer needs are understood, goals can be set to meet them, thus increasing the chances of success with new products.

Find points of difference: like your company's unique selling point, each product should also have a certain set of traits or characteristics that makes it superior to the competitive substitute. For example, your product could be longer lasting, more accessible, more reliable or very user-friendly so the buyers will choose it over the competition each time.

Position the product: market so that in people's minds your product is the "go to" for their problem. Through emotional and mental marketing customers will associate your brand with their solution and eliminate choice. For example, many mothers use "Pampers," when referring to diapers, as this brand has been positioned as the go to in baby diapering needs.

Select target markets: based on the research and their commonalities, that way needs and goals are both met.

Market-Product focus and Goal Setting – Once the questions of where the company stands and what it wants to achieve are answered, the next step in the planning process is determining where the resources will be allocated, and how to turn plans into focused action. To do this, customers should be divided into segments to determine what specific marketing technique will reach each targeted group and what each group needs. Next measurable goals should be set to get the needed products to the various groups, thus fulfilling the marketing objectives. For example, if customers are divided into groups of common needs it's easier to market them and provide what they have proven to need at the time. And as well, if customers are grouped by their common response to marketing, then the cooperation will know the right decisions to make to reach that specific market segment.

Price strategy: focuses on the list price, price allowances (reductions), discounts, payment periods, and credit contracts.

Place (Distribution) Strategy: the final 'P' in the marketing mix should focus on distribution channels, outlets and transportation to get the product to the customer when they need it.

Promotion Strategy: this element of the program should focus on direct marketing, advertising, public relations and sales promotions that create brand awareness.

Product Strategy: this element focuses on the features, packaging, branding and warranty of the product.

6.2 Implementation Phase

The implementation phase is the action portion of the process. If the firm cannot carry out the plan that was determined in the early stages, then the hours spent planning were wasted. However, if the planning was adequately and competently structured, then the program can be put into effect through a sales forecast and a budget, using the following four components.

Obtaining Resources – sums of cash to develop and market new products.

Designing marketing organization – there should be put in place a marketing hierarchy to properly see the plans to fruition.

Developing planning schedules – time needs to be allocated to specific tasks so they can be accomplished.

Executing the marketing plan – effectively executing the marketing plan will take attention to detail, and focus on the strategy and tactics defined in your marketing plan.

6.3 Evaluation or Control Phase

The evaluation phase is the checking phase. This process involves ensuring that the results of the program are in line with the goals set. The marketing team, especially the manager will need to observe any deviations in the plan and quickly correct negative deviations to get back on course; for example fluctuations of the dollar creates a lesser need for the product than in the past, then the production of said product should be repurposed for a new more desired item. And they should exploit the positive divergences as well, for example if sales are better than predicted for certain products then there could be more resources allocated to greater production or distribution of the same item.

A few ways to evaluate the effectiveness of your marketing strategy include paying attention to:

Strategy versus tactic – strategy defines goals and tactic defines actions to achieve goals.

Measurable versus vague – have milestones that define when you've achieved your goals.

Actionable versus Contingent – According to Inc.com: "A strategic goal should be achievable through the tactics that support it, rather than dependent upon uncontrollable outside forces."

Marketing strategy should be backed by a business plan with tactical moves to accomplish goals, or it is useless.

All types of local products that would became local souvenirs and making equipment to give knowledge and provided them for villagers as their initial investment before using them to produce souvenirs and expanded as one of the welcoming activities for tourists.

Figure 4.1 : Photos of interview and focus group

Figure 4.2 *:* Photos of workshops

Marketing communication

Marketing communication, researchers can be divided into 2 methods:

1) Offline communication

2) Online communication (digital marketing)

The souvenir products of Pasakngam community will use both types of marketing communication to be effective and effective in sales as follows:

1) Offline communication

Souvenirs of the Pasakngam Community, marketing communication with the objective of communicating to create product perception with 3 communication tools:

1.1) Communication by product labels, the details of product development, labels and packaging

1.2) The renovation of the point-of purchase or the area to display local community products, which communicates the display of the souvenirs.

Figure 4.3 : The renovation of point of purchase

        1.3) Communication by product information via brochure of the village.

This is because the research team planned to have pamphlets detailing the commemorative souvenirs of the community so that buyers or tourists can read all information by themselves or to promote it at other places. As in the *Figure 4.12* : Point of Purchase.
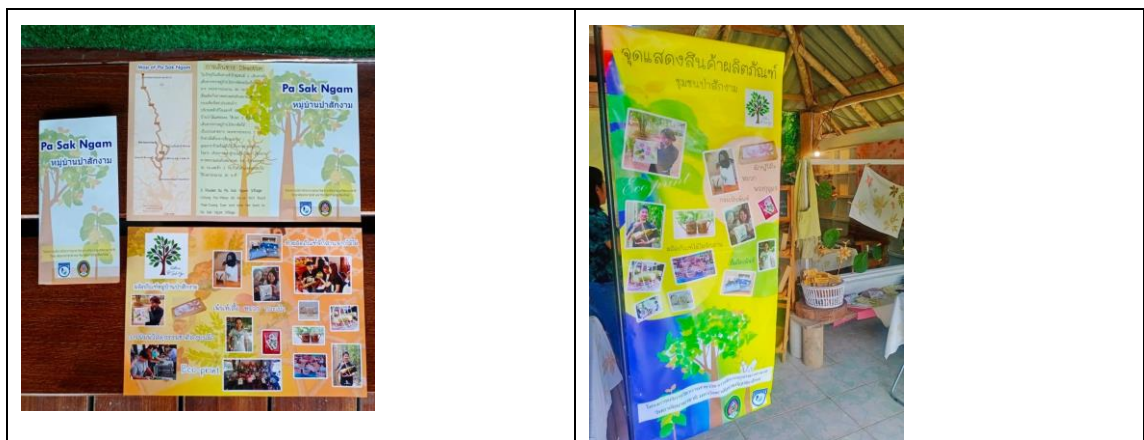

Figure 4.4 : Label and brochure

2) Online Communication : Social Media Marketing

Social media that people in the world can interact with, such as Facebook, Instagram, Youtube, , and many more are great tools in announcing our business to the world. The researchers therefore need to establish an initial understanding of what these channels are designed for and how to use it to make the most of the community.

From the discussion the villagers and researchers agreed to use Facebook business page at the beginning. Facebook business page ; A Facebook page on the online media platform which was created to represent brands. Moreover, Facebook page is suitable for activities like giving people the opportunity to express their opinions and also a way to publicize products to people to know. It is not an area for sale only. This should be given to the website rather than Facebook, which is a widely used social media platform, so it should build brand awareness of the existence of a brand (Brand Awareness) and be suitable for managing brand relationships. With customers (Customer relationship management) because they are easily accessible. People can follow the news at any time. Therefore, it is imperative that this channel be updated regularly. After product development was finished, this Facebook Page could be the platform that villagers could post the products to sell online.
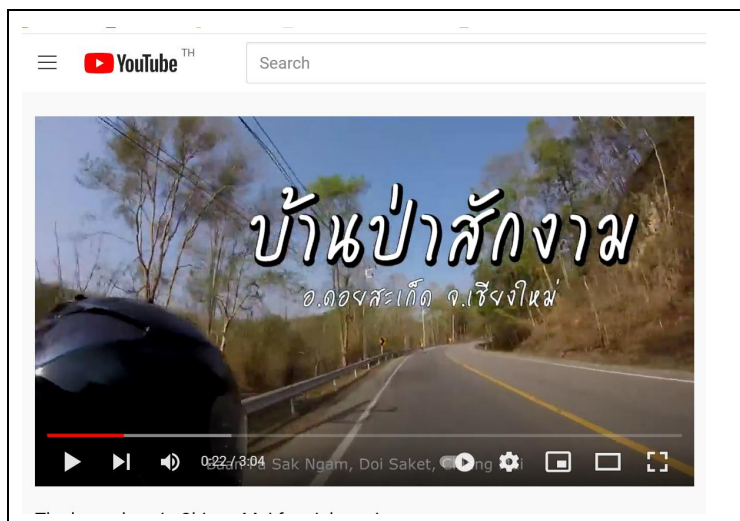
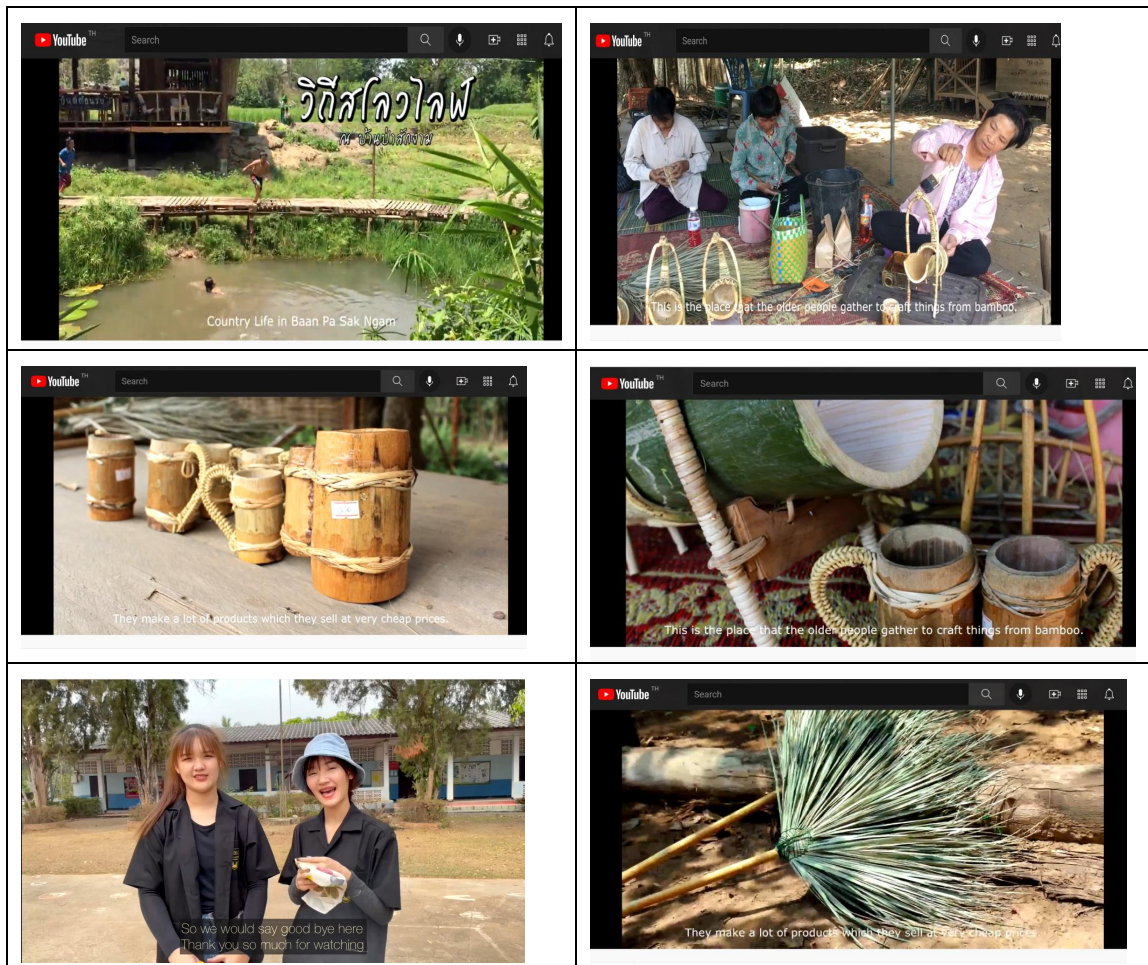*Figure 4.5* : Pasakgnam video from Youtube

Figure 4.6 : Pasakgnam video from Youtube

8 The local conference

The local conference was set up to report the result of the study as well as to control, follow, and summarize the results of the activities that was performed. Moreover, the knowledge and information gained from this study was published and to be the able to apply in other communities.

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

From activities 1-8 to the process of making a complete research report, data obtained from all activities were analyzed and compiled to make a complete report.