

Chapter 5

Conclusion and Recommendation

The conclusion and recommendation of this research is summarized regarding the research objectives as follows:

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.

The conclusion of this research is divided into 6 parts:

Part 1 : Conclusion from interviews and focus group with the leaders of Pasakngam Village, and the leader of the local product group.

Part 2 : Conclusion from questionnaires

Part 3 : Conclusion from participatory work-shop

Part 4 : Discussion about the results of the study

Part 5 : Recommendation and Research benefits and value of the study

The first three parts of the conclusion are related to the research objectives. Part four is the explanation of research results. Part five is the recommendation from the research that could be beneficial for the further research study in similar context and further research theories.

Part 1: Conclusion from interviews and focus group with the leaders of Pasakngam Village, and the leader of the local product group concluded as follows:

Due to the COVID-19 pandemic, the interviews and focus groups had to be done in small groups and divided into different times. The interviews and focus groups were conducted in May and June 2021 at Pasakngam Temple and Pasakngam Primary School to find information, problems and local comments on the marketing management system and the need of local community products of Pasakngam community. There were 34 people including Pasakngam villagers, the members of

local product group, the leaders of the village, and the leaders of local product group.

The conclusion of the discussion will be lead the research to analyse the marketing strategies of Pasakngam Village and to develop the digital marketing strategy for Pasakngam community and local products of Pasakngam Village, Doi Saket, Chiang Mai.

1.1 The conclusion from interviews and focus group with the leaders of Pasakngam Village, and the leader of the local product groups.

1.1.1 The conclusion regarding marketing system

There were no marketing strategies or digital strategies regarding the promotion of the local products.

Some of the bamboo craft products stated to be the most popular products of Pasakngam village were once promoted online through Facebook page that the students of International College created for them. There were workshops on using online platform in 2018 and 2019, however, the local villagers were not familiar with the internet and mobile phone system. The leader of the village has mentioned that there was actually someone who as assigned to take care of the Facebook page, but there were not enough motivation to continue. Therefore, they still used the same method as before such as when there were product orders from customers from other area, the villagers would start doing and working on their products. In 2018, the community service project of the International College, CMRU, had given the bamboo carving group to set up some easy bamboo carving workshop for tourists which could attract tourists who wanted to try to make their own souvenirs. By doing this, the bamboo mug that costs 20 baht could become 50-100 baht per one or two mugs (Peerapongdecha & Arsarkij, 2018). Moreover, the research project also provided more workshops on local product development to portray the clearer identity of Pasakngam Village including: keychain, eco-friendly bag, t-shirt, and hats, however, the COVID-19 was the major intervention for the villagers to continue making their new local products.

Some opinions from some villagers indicated that the local products of Pasakngam village were not really be in the operation process because of the pandemic situation, however, the villagers hoped there would be some methods that could help to motivate people to come to the community and to generate the demand for local community products and to encourage the villagers to create the local products for sell.

1.1.2 The conclusion regarding digital marketing

There were workshops on using online platform in 2018 and 2019, however, the local villagers were not familiar with the internet and mobile phone system. The leader of the village has mentioned that there was actually someone who as assigned to take care of the Facebook page, but there were not enough motivation to continue. Moreover, the pandemic situation has paused the villagers from creating more products since they were afraid that the products that have been produced would not be bought because there were not many tourists visited the village.

Part 2 : The conclusion from questionnaires

The data collected from questionnaires that asked tourists and customers who visited and bought products from Pasakngam Village during February 2021 – March 2021. This period of time was the very beginning of the spread of COVID-19, therefore the data of tourists collected in this study might not present the normal situation. The participants consisted of 138 people with the age ranged from under 20 to older than 60 years old. There were mostly Thai tourists with 135 Thai visitors and 3 foreigners participated in responding the questionnaires. This might be the cause of the COVID-19 situation that limited the numbers of foreign tourists since it could correspond to the information from Boonchangpeuak (2020) that the numbers of foreigners declined after the spread of COVID-19. There were many foreign tourists around 30-40% visiting Pasakngam Village before the COVID-19 situation. There were 138 people who had visited the village and 10 of them indicated that it was their first time visited this village. It can be seen that there were not many new tourists visiting this village. Their educational levels were from undergraduate to doctorate levels with monthly income of less than 10,000 baht to more than 60,000 baht per month. All participants identified that they have digital technology devices and more than half of them added that they always used the technology particularly their mobile phone devices all the time. Most of the tourists indicated that they found travel destinations from social media channels, and a lot of them have searched from Facebook pages, and travel review blogs or Vlogs such as Youtube channels. In the COVID-19 situation, many of the tourists pointed that they would buy souvenirs for colleagues, family and relatives, friends, and their boyfriends or girlfriends. Interestingly, more than half of the visitors mentioned that they spent around 500 to more than 1,000 baht per trip, however, that was gasoline included.

The questionnaires also included the marketing mix factors that influenced their decision making in buying local products at Pasakngam Village.

2.1 The conclusion regarding products

In general, the factor regarding products had a lot of impact on visitors' decision making in buying local products including the variety of products, quality of products, and the image or aesthetics of products.

The results of the questionnaires revealed that the local products of Pasakngam Village were not various. Some of the tourists mentioned that there were mostly food and drinks available at the area near the suspension bridge. This could be due to the COVID-19 situation that the villagers were afraid of the Corona Virus spreading, and they would not create many of the local products including the bamboo weaving products and wild honey that were produced as the main local products. Therefore, when the tourists visited Pasakngam village, there were no, or not many local community products available for sale.

2.2 The conclusion regarding price

The factors regarding price did not appear to have much of an impact on decision making. It showed a medium impact on the factors regarding price.

This could be the cause that Pasakngam local products that were not much and the price of the products were not expensive such as the wild honey costed around 100-150 baht per bottle, the bamboo carving products costed from 20 – 200 baht per piece. Even though the new products were created, the price of the local products would still be cheap since it should be the price that it could attract tourists to buy local products.

2.3 The conclusion regarding place or distribution channel

The factors regarding distribution channels showed to have some impact on tourists' decision making to buy souvenirs included the attractiveness of stores in the community, the availability of the online platform stores, the beauty of product display, and the availability of different online channels. The factor of the online channels had a lot of impact on tourists' attitude since the COVID-19 situation had played an important role in changing the customer behaviour to surf internet more and to buy things online more than ever. However, the local community products of Pasakngam Village were just displayed at the community product display area. None of the new products had been displayed or sold online. Therefore, there were limitations of the capacity of distribution channels of Pasakngam's local products on the online platforms which could not attract the netizens to become online customers. Moreover, the distribution channels of Pasakngam's local products were mostly offline. There were some of the online platforms created for promoting Pasakngam local products and local attractions, but the platforms were not used regularly.

2.4 The conclusion regarding promotion

Finally, the factors related to promotion seemed to have a lot of impact on customers' decision making comprised of price reduction, complementary products, and the simply of bargaining. The local products of Pasakngam Village had only offline marketing promotion which was the discount at the buying point. However, they did not give much of the discount since the price was already cheap. Therefore, there were not the general marketing promotion offline as well as no online channels promotion. The overall distribution channels of local products of Pasakngam village were still limitation of online or digital marketing channels due to the small numbers of products that were made and the members who were elderly and there were not many people who could handle with the knowledge of online channels.

Part 3 : The conclusion from the participatory workshops about digital marketing strategy model using social media marketing of Pasakngam Village, Luang Nuea Chiang Mai.

After the public hearing, in-depth interview and the focus group were conducted, the researchers had planned and prepared the information and equipment such as the design of digital marketing strategies along with the plan for creating the local products.

The participatory workshops on digital marketing implementing content marketing which including the use of keywords or search engine optimization (SEO) when posting content on digital or social media platforms. The strategies of using social media marketing were implemented including Youtube marketing and Facebook marketing.

The VDO content about local products and local attractions of Pasakngam village were produced and uploaded on Youtube channels using SEO keyword for tourists who search for local products of Pasakngam and local tourist attractions. This was one of the distribution channels that promoted Pasakngam village and the local community product of Pasakngam. Moreover, the two VDOs on Youtube were then shared on Facebook Page of Pasakngam using important keywords as SEO marketing to help attracting internet users who search for tourist attraction in Chiang Mai and people who search for local community products.

The result of digital marketing management system and the need of local community products of Pasakngam Village:

1. Digital marketing management system

1.1 Content marketing was used to deliver the content of information about the local community products of Pasakngam village that were created by the local villagers that the products represented the identity of Pasakngam. Moreover, the content about the local tourist attractions that located in Pasakngam area could attract tourists who would like to visit a village where there were many tourist attractions within the area.

1.2 Search engine optimization (SEO) marketing was used as the crucial keywords that people who use internet for searching for information about tourist attractions and who search to buy local community product would use those keywords to search such as “tourist attractions in Chiang Mai”, “Chiang Mai local product”, “Chiang Mai local community product”, “Eco-friendly products”, ect. These words were used as a part of content or hiding content within digital platform which would help with the appearance on search engine such as Google.

1.3 Social Media marketing was defined as the ultimate marketing tools in this COVID-19 situation. The use of social media marketing strategies were implemented in this study including Youtube marketing and Facebook marketing.

1.3.1 Youtube marketing strategies

The integration of content marketing in form of VDO content marketing was implemented. The production of two VDOs was employed: 1) the VDO about local community products was produced during the workshop of local product development to promote the new local community products of Pasakngam village as well as to promote the original local products such as bamboo weaving, brooms, and wild honey products; 2) the VDO promoting the local tourist attractions was produced in form of Vlogs. This could be the VDO showing new way of travel using young generation as the lead in the VDO.

These two VDOs were uploaded to Youtube channels which was considered as one of the distribution channels to promote local community products and local tourist attractions of Pasakngam village.

1.3.2 Facebook Marketing

Facebook marketing was chosen as one of the digital marketing strategies since there were millions of internet users who had Facebook accounts especially Thai people. Facebook was one of the popular platforms used by Thai people as well as by people who did online business. Therefore, Facebook marketing was considered to be one of the great digital marketing distribution channels to promote local community products and local tourist attractions of Pasakngam village. The two VDOs contents posted on Youtube channels were also posted on

Facebook page of Pasakngam to promote the local community products as well as the local tourist attractions. The integration of SEO keywords were implemented on Facebook page to enhance the search engine to be able to find the important keywords used on Facebook page. The VDO contained the information and contents about local community products as well as workshops on new local community products which would be produced as the new local products. The VDO about local tourist attraction was also posted as one of the tourist attraction choices that people could come to visit Pasakngam village would experience many different types of tourist attraction within Pasakngam village such as waterfall, red sand dune, the cliff, temple, and Mae Kuang Dam,

2. Online communication in digital marketing strategies

The initial comprehension about digital marketing was a part of the participatory workshop. Many of the online platforms were discussed. Facebook page was seen to be the most accessible, costless, and platform that was the easy to be created. Moreover, the existing Facebook page should be used for promotion and digital marketing purposes. Therefore, content marketing using VDOs posted on Youtube and Facebook page would be the appropriate strategies for activities like giving people the opportunity to express their opinions and also a way to publicize products to people to know. The leaders of the village were assigned as the administrators who could monitor this Facebook page.

Part 4 : Discussion about the results of the study

From the research study operation, the problems and barriers were found in the process of digital marketing plan, VDO production process, and digital marketing strategies operation, as well as opportunities in developing and improving the efficacy of digital marketing strategies for local community products of Pasakngam village could be discussed as follows:

1. The problems and barriers were found in the process of digital marketing plan revealed the lack of understanding and the lack of the knowledge about digital marketing strategies among the villagers. It was found that there were only a few villagers who knew about the process of how to promote local products online. However, most of the villagers did not have the knowledge of the concept and the overall process of how to promote the local community products on the online platforms. The villagers did know that selling products or things online could be the alternative choice in helping to boost the numbers of products online, but they did not know the process in depth. Moreover, most of the villagers who produced the

local community products were elderly, thus it was difficult for them to understand the technology related process. Therefore, there were only a few people who could learn to understand and to operate and to continue the digital marketing operation.

2. The problems and barriers found in VDO production process were the limitation of content marketing knowledge of the villagers. Although, there were workshops about digital marketing strategies explaining and doing workshops on digital marketing with the villagers. It was found to be difficulties at the initial process of VDO content production, since the villagers had limitation of understanding about how to portray the content to the viewers in digital age. Therefore, the decision making about the content were made by the leaders and the researcher.

3. The problems and barriers found in digital marketing strategies operation was the limitation of the understanding of villagers since a lot of members and participants were elderly and had low ability in dealing with technology devices. Therefore, online marketing platform could only be operated by some of the young people who could understand how to use Facebook page. The two of the leaders and one of the local community product members were asked to perform as the Facebook page admins. The explanation of how to manage the page was explained. In addition, the researcher and the expert performed as the consultant that they could discuss or ask for help at any time that they need advice.

Part 5 : Recommendation

1. The digital marketing strategies plan: workshops related to content marketing such as video production of local tourist attractions or video productions could be provided in further study. These new digital content marketing could be the continue project to promote local community products and local tourist attractions.

2. The digital marketing management: the extension of knowledge on digital marketing communication and content marketing operation such as the promotion on local identity could be expanded and provided for the villagers, particularly, by using the existing digital marketing or other online platforms in order to promote their local community products in the broader sense of digital marketing.

3. Digital Marketing Management: digital marketing strategies could be expanded for local business management such as to other kinds of business such as local food catering, or homestay.

Part 6 : Research benefits and value of the study

The benefits and value of this study were: the villagers in Pasakngam village gained the knowledge of digital marketing strategies, digital marketing operation, and digital marketing communication that could benefit local community products as a whole. The new knowledge of digital marketing strategies and workshops were transferred. Therefore, the villagers had new knowledge of digital technology and digital marketing skills that they would need more practical trainings and practicing of how to operate social media marketing in order to operate their own digital marketing in the future.