

# STRATEGIC LOGISTICS MARKET MANAGEMENT OF PROCESSED AGRICULTURE PRODUCT: A CASE STUDY OF A KLONGYONG ORGANIC AGRICULTURE COMMUNITY ENTERPRISE GROUP IN NAKORN PATHOM PROVINCE, THAILAND

Phutthiwat Waiyawuththanapoom<sup>\*</sup>, Weerachet Mangwane<sup>\*\*</sup>, Patsara Sirikamonsin<sup>\*\*\*</sup>,  
Pimploi Tirastittam<sup>\*\*\*\*</sup>

<sup>\*</sup>*Department of Logistics and Supply Chain Management, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand*

<sup>\*\*</sup>*Department of Maritime Business, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand*

<sup>\*\*\*</sup>*Department of Digital Technology Management Innovation, College of Innovation and Management, Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand*

<sup>\*\*\*\*</sup>*Department of Digital Technology Management Innovation, College of Innovation and Management, Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand*

E-mail: <sup>\*</sup>Phutthiwat.wa@ssru.ac.th (Corresponding Author), <sup>\*\*</sup>weerachet.ma@ssru.ac.th,  
<sup>\*\*\*</sup>patsara.si@ssru.ac.th, <sup>\*\*\*\*</sup>pimploi.ti@ssru.ac.th

## ABSTRACT

This research is aimed at: 1) the study of strategic product marketing management in agricultural processing. 2) to compare demographic characteristics that affect strategic logistics marketing management. of processed agricultural products. and 3) to study guidelines for developing strategic logistics marketing management for processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province. The study sample comprised a manufacturer of processed agricultural products, Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province, with a total of 400 cases. The instruments used in the research were questionnaires, which were used to analyze the data. The statistics include the percentage, arithmetic mean, standard deviation, and one-way ANOVA.

The results were as follows: Processed agricultural product entrepreneurs Khlong Yong Organic Farming Community Enterprise Group Nakhon Pathom Province. Most were female, 308 cases, accounting for 77.00 percent, aged 35 years and over, 186 cases, accounting for 63.00 percent, with an average monthly income. 10,001–15,000 baht; 83 people, accounting for 32.00 percent; processed agricultural products; 168 people, accounting for 51.00 percent; processed agricultural product entrepreneurs. Opinions regarding strategic logistics marketing management of processed agricultural products were overall at a very important level, with an average of 4.93 when considering each aspect of the variable. They are arranged from highest to lowest average as follows: Information has an average of 4.52. Packaging has an average of 4.57. Material control management in production has an average of 4.51. Product demand has an average of 4.39. Warehouse management has an average of 4.51. Average 4.36, inventory management had an average of 4.30, finance had an average of 4.28, transportation system had an average of 4.34, ordering process had an average of 4.26, and purchasing process had an average of 4.19.

Hypothesis testing results Processed agricultural product entrepreneurs, Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province, with gender, age, education level, status, and monthly income Different product levels There is strategic logistics marketing management for processed agricultural products. Overall, they differed at a statistical significance of .05. As for processed agricultural product entrepreneurs with

different types of products, there is strategic logistics marketing management for processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province Overall, there is no significant difference at the .05 level.

**Keywords :** Marketing management, strategic logistics, processed agricultural products, agricultural community enterprises Organic Khlong Yong

## INTRODUCTION

In an era where the agricultural sector is highly competitive and is experiencing a problem of oversupply in the market, including the problem of falling production prices, Farmers cannot be complacent. You must plan and develop your own products in order to survive. Farmers cannot determine the marketing mechanism themselves. But farmers can choose consumers. In this case, it means all farmers must compete in terms of producing quality products. more than quantity. Janjira.P.,& Anantanathon.A.R.(2022) Because of changing consumption, people are increasingly paying attention to quality and choosing safe food. Therefore, entrepreneurs, including farmers, must adapt, market, or produce products to meet market demand. As for the agricultural sector, it may be necessary to pay more attention to the quality of product production according to GAP (good agriculture appropriate) safety standards. If possible, all farmers should become aware and turn to producing products that meet standards. to survive in the changing era. Chattrarat, H.(2022).

Processed agricultural products It is a part of creating the OTOP products, which is a government project for each community to use local wisdom to develop products, with the government ready to help with modern knowledge. and management to connect products from the community to markets both domestically and abroad through network store systems and the internet. To promote and support the local development process. Build a strong community. Self-reliance allows people to participate in generating income by using local wisdom resources to develop quality products and services. Has outstanding features and added value. It is in demand in the market. Both inside and abroad. Strategic logistics marketing management of processed agricultural products Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province It is one of the guidelines. that will create prosperity for the community. To be able to improve the living status of people in the community. By producing or managing resources available in the local area to become a quality product It has its own unique features that are consistent with the culture of each locality. Kittichai., J.(2015)

From the above problems that affect the creation of a community economy, that is, studying data on the production of processed agricultural products, Khlong Yong Organic Farming Community Enterprise Group in Nakhon Pathom Province found that there were many problems, including: 1) Products or products from rural industrial businesses had distribution channels within the country. I am still unable to access domestic and international distribution channels. 2) Products or products from rural industrial businesses are competed with or beaten in the market by products in the factory industry system. These are often products that use production technology or use brands (brand names) from foreign countries. This is a result of the influence of advertising or the value of foreign products. 3) The people or groups of rural people lack the knowledge and understanding to develop product styles and packaging in line with market tastes. 4) People or community enterprises still lack knowledge about technical techniques to produce products of consistent quality. It is standard and hygienic. 5) The people or community enterprises still lack process skills in systematic management in business, including entrepreneurial skills. 6) The people or groups of citizens

somewhat lack financial resources to come. Support business operations, including improving business efficiency.

“Klong Yong Organic Farming Community Enterprise Group” is a community enterprise group in the area of Klong Yong Subdistrict Municipality, Phutthamonthon District, Nakhon Pathom Province. It has a total area of approximately 31.63 square kilometers, or equivalent to 19,768 rai. The topography is lowland. There are many natural canals and water canals flowing through it. As a result, the area of Klong Yong Subdistrict Municipality is a fertile area suitable for cultivation and agriculture. Therefore, the researcher is interested in studying important problems, namely, how to create a logistics management system of processed agricultural products to be effective. As a result, the researcher studied the strategic logistics and marketing management of processed agricultural products. To lead to the creation of development guidelines and strategies for processed agricultural products. Klong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province.

## **OBJECTIVE**

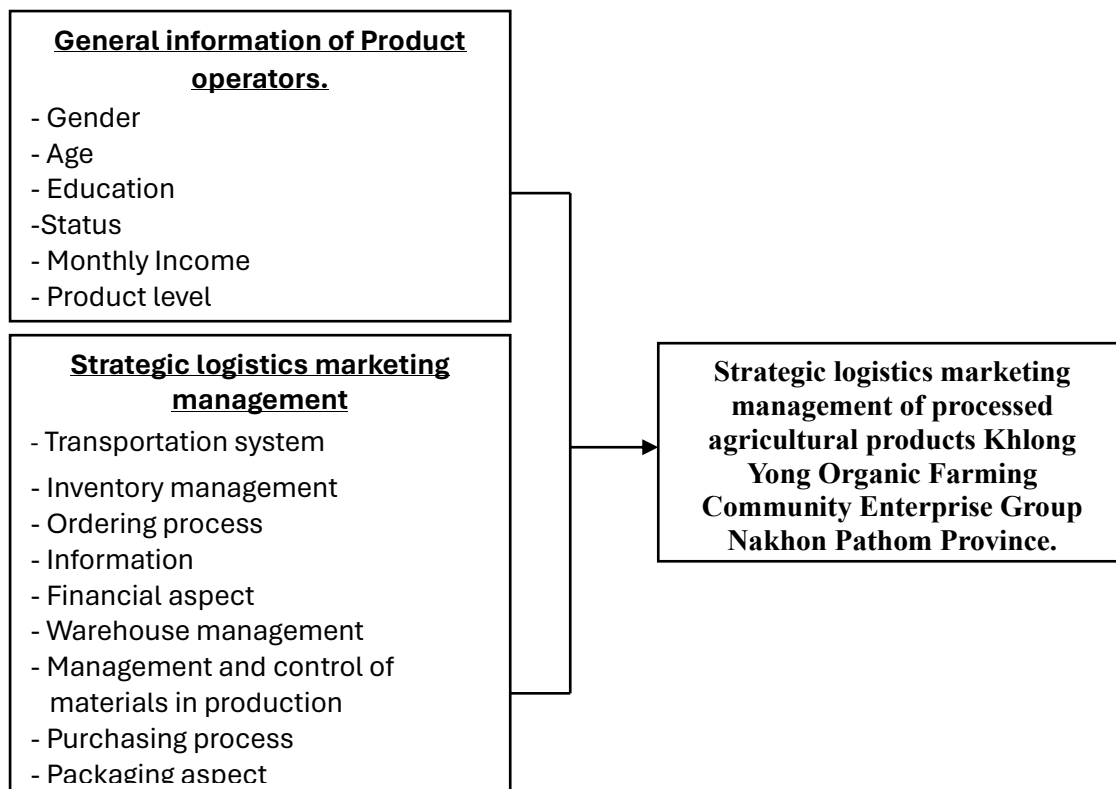
1.1 To study strategic logistics marketing management of processed agricultural products. Klong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province.

1.2 To compare demographic characteristics that affect strategic logistics marketing management of processed agricultural products. Klong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province.

1.3 To study guidelines for developing strategic logistics marketing management for processed agricultural products. Klong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province.

### **Research hypothesis**

Entrepreneurs of processed agricultural products (Klong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province) with different genders, ages, education levels, statuses, monthly incomes, product levels, and product types. There is strategic logistics marketing management for processed agricultural products. Klong Yong Organic Farming Community Enterprise Group in Nakhon Pathom Province is different.



**Figure 1 : Research Conceptual Framework**

## **RESEARCH METHODOLOGY**

The researcher has determined the guidelines used in conducting the research. To obtain findings that answer the objectives of this research using two research methods: quantitative research and qualitative research, the details are as follows:

The sample group is selected by multi-stage random sampling (multi-stage sampling), starting with selecting the sample group and dividing it randomly by quota sampling (quota sampling). The researcher has set the sample size to be 400 people. 6.2 Tools used in research The researcher has determined the characteristics of the research tools. and created research tools.

Research tools It's a questionnaire. Which is divided into 3 parts: Part 1 is a general information questionnaire for entrepreneurs of processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province The nature of the questionnaire is a check-list where each question has answer options, and only one option can be chosen. Part 2 is a questionnaire regarding the strategic logistics marketing management of processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province The nature of the questionnaire is a scale to estimate the value of the answers. Part 3 is a questionnaire regarding opinions about suggestions and needs for promotion and support from government agencies. The nature of the questionnaire was open-ended. The researcher will allow respondents to express their opinions freely. which the researcher aims To give respondents the opportunity to freely express their opinions in addition to answering the questionnaire only according to the predetermined guidelines. resulting in broad opinions. The researcher will then proceed to collect answers to the open-ended questions. to be analyzed further.

### **Method of data collection**

The researcher collected data by doing the following:

1) This research study will use the research tool, which is a questionnaire that has been checked for quality. The researcher went to conduct a data survey to collect information from processed agricultural product operators. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province There is a method for collecting data.

2) Survey of the names and addresses of processed agricultural product operators. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province

3) Bring a list of entrepreneurs in processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province Let's select the sample using the simple sample selection method.

4) Write a letter requesting cooperation in answering the questionnaire. from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University To request data collection with entrepreneurs of processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province, was selected as a sample group.

5) The researcher brought a letter asking for cooperation in answering the questionnaire. from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University Go to request permission from entrepreneurs of processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province To request data collection with agricultural processing operators, Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province, was selected as a sample group.

6) The researcher and five research assistants carried out the data collection. By asking entrepreneurs of processed agricultural products, Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province, orally in tandem.

### **Data Collection**

It is a collection of data from questionnaires with entrepreneurs about processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province, numbers 400 people. The researcher assessed the quality of the questionnaire. By taking the draft questionnaire to the experts, who have knowledge and experience in logistics, conduct an index check for consistency between the questions and the research objectives. (Index of Item-Objective Congruence: IOC) Results of checking the index for consistency between the questions and the research objectives. The value is between 0.60 and 1.00; the appropriate value is 0.50 and above. Turner & Carlson (2003) Then the researcher took the questionnaire and tried it out with a population that had similar characteristics to the population intended for this study, numbering 30 people, to be analyzed to find discriminatory power values. The discriminatory power value was between 0.58 and 1.93 for the questions that were in the form of a checklist. and the questions that were in the form of a rating scale. Find the confidence value of the questionnaire. Using the alpha coefficient analysis method. Which must have a value greater than 0.8, so confidence is considered to be at a very good level (George & Mallery, 2003). Then use the tool to collect data by asking for help answering questionnaires from the sample group.

Statistics used to analyze data This research study The researcher will use the data obtained from the data collection method. Follow the steps mentioned above. Let's analyze the data. The researcher analyzed the confidence of the questionnaire using Cronbach's alpha coefficient. And when the researcher has checked the questionnaire's scale, they will begin collecting real data from processed agricultural product operators. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province And after collecting the

actual data, the researcher will process the data with a computer. Using the package SPSS for Windows as follows: General data were analyzed using descriptive statistics. Presented in terms of percentage, mean, and standard deviation. The following statistical analyses were used: t-test and one-way analysis of variance.

## RESEARCH RESULTS

1) General information on producers of processed agricultural products Khlong Yong Organic Farming Community Enterprise Group Nakhon Pathom Province Entrepreneurs of Processed Agricultural Products Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province Most were female, 308 cases, accounting for 77.00 percent, aged 35 years and over, 186 cases, accounting for 63.00 percent, with an average monthly income. 10,001–15,000 baht, 83 people, accounting for 32.00 percent. Processed agricultural products, 168 people, accounting for 51.00 percent.

2) Strategic logistics marketing management of processed agricultural products Khlong Yong Organic Farming Community Enterprise Group Nakhon Pathom Province Entrepreneurs of Processed Agricultural Products Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province There are opinions about the strategic logistics, marketing, and management of processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group Nakhon Pathom Province as a whole is at a very important level with an average of 4.93. When considering each aspect of the variable, they are arranged from highest to lowest average as follows: Information has an average of 4.52. Packaging has an average of 4.57. Material control management in production has an average of 4.51. Product demand has an average of 4.39. Warehouse management has an average of 4.51. Average 4.36, inventory management had an average of 4.30, finance had an average of 4.28, transportation system had an average of 4.34, ordering process had an average of 4.26, and purchasing process had an average of 4.19.

3) Assumptions: Processed agricultural product entrepreneurs Khlong Yong Organic Farming Community Enterprise Group Nakhon Pathom Province with gender, age, education level, status, and monthly income Different product levels There is strategic logistics marketing management for processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province Overall, they differed at a statistical significance of .05. As for processed agricultural product entrepreneurs, Khlong Yong Organic Farming Community Enterprise Group Nakhon Pathom Province, there are different types of products. There is strategic logistics marketing management for processed agricultural products. Khlong Yong Organic Farming Community Enterprise Group, Nakhon Pathom Province Overall, there is no significant difference at the .05 level.

## REFERENCE

- Chattrarat, H.(2022).Development of Manual on Utilization of Online Marketing Channels in the Form of e-Book for Safe Vegetables Farmers in Nakhon Pathom Province.Journal of Logistics and Supply Chain College,7(2), 111-121.
- Janjira.P.,& Anantanathon.A.R.(2022).The Security-Approach for Enhancing Agriculturalist Surviving in Industrial Area of Thailand.JOURNAL OF LOCAL GOVERNANCE AND INNOVATION ,4(1), 199-216.
- Kittichai., J.(2015).The Strategic Management of Logistics Marketing of One Tambon One Product of Roi Kan San Sin Provincial Cluster.Faculty of Management Science, Rajabhat Maha Sarakham University.Fiscal year 2013.

- Nimit., S.(2011).Factors affecting the efficiency of logistics management of entrepreneurs. Transport goods By truck, transportation routes for the central and eastern regions.Faculty of Management Science, Phranakhon Si Ayutthaya Rajabhat University.
- Wichai ., P.M.(2012).Factors affecting the efficiency of logistics management of entrepreneurs Transportation of goods by river along the transportation route along the coast of the Gulf of Thailand Chao Phraya River and Mae Nam Pa Sak Charin.Faculty of Management Science, Phranakhon Si Ayutthaya Rajabhat University.
- Nisarot., C.(2011).Strategic marketing management of One Tambon products One product in the sector Northeast of Thailand.FMaha Sarakham Rajabhat University.