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# PROCESS FOR IMPROVING THE QUALITY OF LOGISTICS MARKETING MANAGEMENT OF AGRICULTURAL PRODUCTS (VEGETABLES AND FRUITS) EXPORTED ABROAD

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## ABSTRACT

This study has the objectives 1. To study logistics marketing management of agricultural products. (Exported fruits and vegetables) to be exported abroad and 2. To propose guidelines for logistics marketing management of agricultural products. (Exported fruits and vegetables) to foreign countries. This study is a quantitative research. The sample group is entrepreneurs who deliver agricultural products. ( Exported fruits and vegetables) to foreign countries, totaling 400 people, purposive sampling. The tools used were questionnaires and analyzed using descriptive statistics and hypothesis testing using t-test statistics and one- way analysis of variance (One-way ANOVA). The results of the study found that Most entrepreneurs are male, aged 31 - 40 years, operate a wholesale business, have an investment of 5,000,001 - 10,000,000 baht, use truck transportation. The period of operation is 5 - 10 years and most have an average monthly income of 3,000,001 - 6,000,000 baht per month.

Results of data analysis of opinions regarding the logistics marketing management process of agricultural products. (Exported fruits and vegetables) Exported abroad (overall) had opinions at a high level ( $\bar{x} = 3.86$ , S.D. = 0.14 ), including inventory management. There were opinions at the highest level ( $\bar{x} = 4.01$ , S.D. = 0.21) and the packaging aspect. There was a high level of opinion ( $\bar{x} = 3.77$ , S.D. = 0.20), with the least opinion, respectively.

The results of the hypothesis analysis found that factors related to the characteristics of agricultural product entrepreneurs (Exported fruits and vegetables) affect the overall logistics marketing management process, significantly different at the .05 level.

Guidelines for managing logistics marketing of agricultural products (Exporting fruits and vegetables) to foreign countries found that there has been development in the infrastructure of the logistics process. By measuring the quality of logistics Able to transport agricultural products as required with quality control, timeliness, warehouse management that focuses on maintaining product quality strictly according to orders. In addition, there are differences among entrepreneurs in terms of finances. And inventory management still needs to increase the administrative efficiency of entrepreneurs, including the use of information technology to make it faster and easier to inspect products. In addition, the control of cold- controlled transportation must maintain management standards to ensure quality throughout transportation.

**Keywords:** Logistics management, Agricultural products, Exporting products abroad

## INTRODUCTION

The global economic slowdown will affect the overall product export expansion at a slower rate than in 2022. However, there are still opportunities for agricultural product entrepreneurs to expand potential secondary markets. However, Thai agricultural and food exporters must still pay attention to product safety and quality to meet the standards set by trading partners. This causes operators to have increased administrative costs. ( Krungsri Ayutthaya, 2023)

In this regard, entrepreneurs encounter problems in sending agricultural products to foreign markets in many ways as follows (Logistics viewpoint, 2023) 1. Agricultural products Processed food or industrial products, etc. It was found that Thai exporters have identified problems and obstacles encountered and want the Thai government to help solve these problems in order for trade between Thailand and foreign countries to grow and expand further.

2. Thai product exporters say that foreign import taxes are quite high, which is a major problem for Thai entrepreneurs. Because in addition to paying customs taxes, Thai exporters must also pay VAT, which will be collected immediately. 3. Most Thai product exporters stated that Many rules and regulations will act as barriers to trade, increasing operating costs, which will make Thai exporters less competitive. 4. The development of the transportation infrastructure system still lacks effective integration of the logistics system. As a result, the transportation network and logistics system are not connected throughout the country and there are still limitations in the use of information technology systems. 5. Has relatively high production costs. including labor costs Technology In addition, there is a complex transportation and logistics system. This causes Thai export products to lack competitive ability compared to other competitors, especially putting Thai products at a disadvantage in price competition both directly and indirectly. 6. International trade capabilities of Thai importers- exporters Most entrepreneurs still have no understanding of the mechanisms and internal trading systems of the market. They also do not understand the business culture and have different management systems. 7. Marketing and logistics management are strict regarding quality and standard storage. Due to distribution to different cities, consumers are more inclined to spend and maintain the highest quality standards. 8. Warehouse management and market demand. The operator has control over production throughout the order period in order to ensure that the product standards are as desired, but there are still obstacles in the form of an unfavorable environment. Manage

From the importance of the above, various problems in sending agricultural products to foreign markets require knowledge and understanding of various requirements. Therefore, the researcher studied the logistics marketing management of agricultural products. (Exported fruits and vegetables) Export consisting of 1. Transportation system 2. Inventory management 3. Ordering process 4. Information 5. Financial aspects 6. Warehouse management 7. Management and control of materials in production 8. Purchasing process 9. Packaging aspect 10. Product demand side From various elements that are part of logistics market management that have an impact in many ways on the delivery of goods due to both internal and external environments being unfavorable. In addition, in order to achieve better management, the researcher has studied with entrepreneurs in order to be able to analyze them as guidelines for exporting to be more efficient and more responsive to market needs.

## OBJECTIVES

- 1 . To study logistics marketing management of agricultural products. (Exported fruits and vegetables) to be exported abroad
2. 2. To propose guidelines for logistics marketing management of agricultural products. (Exported fruits and vegetables) to foreign countries.

## LITERATURE REVIEWS

### Efficiency Carry out logistics work

Currently, there is business competition and operations. Business has become more complex, skills and expertise Occupation has become necessary for efficiency. Carry out logistics work Performance evaluation Refers to the decision-making process of the evaluator in order to The value of being able to use existing resources efficiently Value for achieving the goals of operations in the dimension of the management process (Process), including work that is standardized, fast, accurate, and the dimension of productivity and results. The Cost or amount of resources used compared to work or output, such as cost, time, reliability (Aunyawong et al., 2020)

Service means any activity or benefit that one person can offer to another. which is something that cannot be touched and does not cause problems is not owned by anyone. This service may involve or may not be related to the production of the product. The reaction or action that one side offers to the other side, even if The process is related to the product but the operation. It is something that cannot be captured and owned (Kotler & Bloom, 1984). Service is a process. activities that The service provider offers it to the service recipient or responds to

the needs of the service recipient, which may or may not include a product. It also creates value that service recipients recognize and accept willingly. that the service has an impact on the quality of the service Different needs of customers Make the service provider The service format and presentation format must be improved, which makes the quality of service difficult to maintain. Can be measured and inspected (Setthachotsombut & Aunyawong, 2020)

(Marketing logistics strategic)

Where Piyachat Jaruthirasan (2017) stated that (Marketing logistics strategic) refers to the process of planning, operating, and controlling movement both to and from. Storage of service products and related information efficiently and effectively From the beginning of production to the end of consumption. To meet the needs of customers which can be explained as follows

1. Transportation system (Transportation)
2. Inventory management
3. Order processing
4. Data side (Database)
5. Financial aspect (Finance) means
6. Warehouse Management
7. Material control in production (Production control)
8. PURCHASING PROCESS
9. PACKAGING (PACKAGING)
10. PRODUCT DEMAND

## METHODS

This research is a quantitative research. The population and sample include entrepreneurs who deliver agricultural products. There were 3,941 exporters (exports of fruits and vegetables) to China. The sample used in this study was entrepreneurs who export agricultural products. (Exported fruits and vegetables) to foreign countries from the Yamane formula calculation of 400 people. Selecting a specific sample (Purposive Sampling). Tools used include questionnaires using descriptive statistics (Descriptive Analysis) and hypothesis testing using t statistics. -test and one-way analysis of variance (One-way ANOVA)

## RESULTS

The results of the study found that Most entrepreneurs are male, aged 31 - 40 years, operate a wholesale business, have an investment of 5,000,001 - 10,000,000 baht, use truck transportation. The period of operation is 5 - 10 years and most have an average monthly income of 3,000,001 - 6,000,000 baht per month.

Table 1 : Level of opinions regarding logistics marketing management of agricultural products (Vegetables and fruits exported) Foreign exports (overall)

| Logistics marketing management<br>(Overall)       | Level of Opinion |             |               |
|---|------------------|-------------|---------------|
|   | $\bar{x}$        | S.D.        | Comment Order |
| Transportation system                             | 3.98             | 0.23        | high          |
| Inventory management                              | 4.01             | 0.21        | high          |
| Ordering process                                  | 4.00             | 0.20        | high          |
| Information aspect                                | 3.82             | 0.27        | high          |
| Financial aspect                                  | 3.76             | 0.17        | high          |
| Warehouse management                              | 3.97             | 0.28        | high          |
| Management and control of materials in production | 4.02             | 0.33        | high          |
| Packaging aspect                                  | 3.77             | 0.20        | high          |
| Purchasing process                                | 3.86             | 0.22        | high          |
| Product demand side                               | 4.01             | 0.39        | high          |
| Total   | <b>3.86</b>      | <b>0.14</b> | high          |

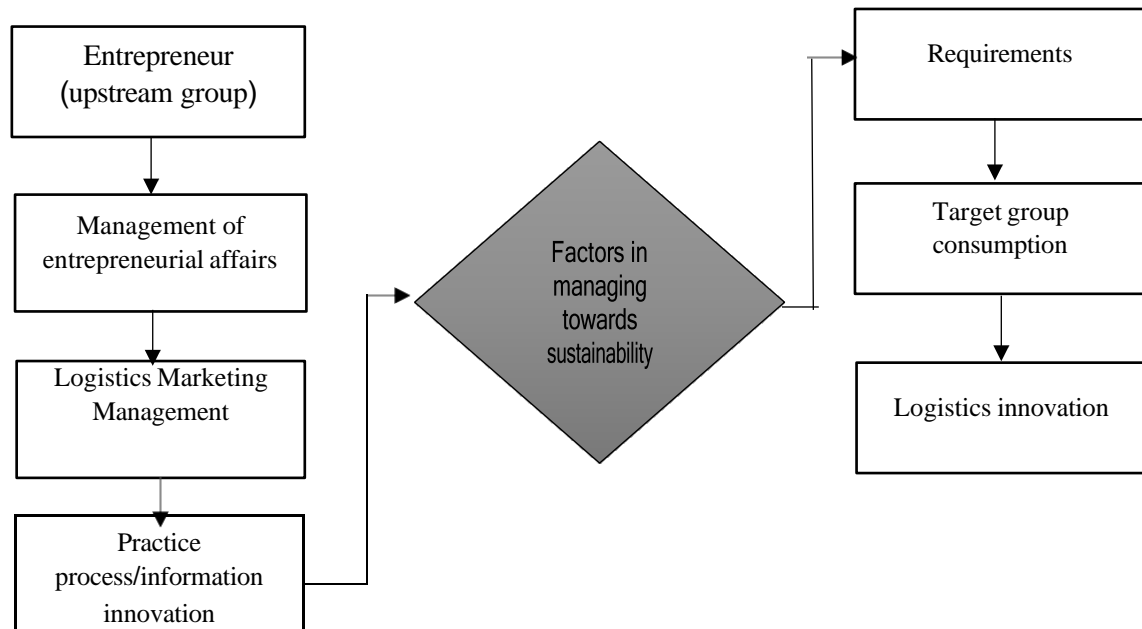
Results of data analysis of opinions regarding the agricultural logistics marketing management process. (Exported fruits and vegetables) Exports abroad (overall) had a high level of opinion ( $\bar{x}$  = 4 .11 , S. D. = 0 .14 ), including inventory management. has the highest level of opinion (  $\bar{x}$  = 4 . 01 , S. D. = 0 . 21 ) and packaging There were high levels of opinions ( $\bar{x}$  = 3.77, S.D. = 0.20) with the least opinions, respectively.

The results of the hypothesis analysis found that factors related to the characteristics of agricultural product entrepreneurs (Exported fruits and vegetables) affects the overall logistics marketing management process. They are significantly different at the .05 level.

Guidelines for managing agricultural logistics marketing (Exporting fruits and vegetables) to foreign countries, it was found that the infrastructure of the logistics process has been developed. By measuring logistics quality Agricultural products can be transported as needed with quality control. punctuality Warehouse management that emphasizes strictly

maintaining the quality of products according to orders Moreover, entrepreneurs differ in their finances. And inventory management still needs to increase management efficiency of operators, including using information technology to make product inspection faster and easier. In addition, cold chain transportation controls must maintain management standards to ensure quality throughout transportation.

Guidelines for managing logistics marketing of agricultural products (Exported fruits and vegetables)



Picture 1 : Guidelines for managing logistics marketing of agricultural products (Exported fruits and vegetables)

## CONCLUSION AND FUTURE WORK

The results of the analysis according to objective 1 found that the majority of entrepreneurs are male, aged 31 - 40 years, operating a wholesale business. Have an investment of 5,000,001 - 10,000,000 baht, use truck transportation. They have a period of operation of 5 - 10 years and most have an average monthly income of 3,000,001 - 6,000,000 baht per month.

This study was based on being an entrepreneur who does transportation business to the consumer market and can be used in this study. It is consistent with the research of Denny Bernardus (2023) Do Entrepreneurial Characteristics Moderate the Relationship between Experiential Learning and Entrepreneurial Mindset?

The results of the analysis according to objective 2 found that logistics marketing management of agricultural products (Exported fruits and vegetables) Exported to China (overall) has a high level of opinion ( $\bar{x} = 4.04$ , S.D. = 0.23), consistent with the research of Lamay Bin Sabir (2023) MANAGING FRUITS AND VEGETABLES INVENTORY: A STUDY OF RETAIL STORES. This study is consistent with logistics market management in terms of warehouse management. Packaging Inventory management, etc. , in order to increase the efficiency of fruits and vegetables in exporting them to foreign markets.

## Research Suggestions

Suggestions for this research

1. Logistics market management Most of the operators are ready to operate but are concerned in terms of exporting products due to changes in documents and management at many steps. Entrepreneurs must have knowledge and understanding of the document preparation process from upstream to destination along with strict policy measures for sending agricultural products.

2. Inventory management Because it is easily perishable In this regard, when moving or storing inventory, it must be controlled using appropriate temperatures or the operator must distribute according to orders quickly to reduce the problem of spoilage of fruits and vegetables.

Suggestions for next research

1. Study logistics market management that affects the continuous management of land transport in sending agricultural products to the country.

2. Study the supply chain management that influences the logistics market management of transporting fruits and vegetables abroad.

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