

DIGITAL MARKETING AFFECTING THE OPERATION PERFORMANCE OF FOOD INDUSTRY IN THAILAND

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ABSTRACT

Thailand's food and beverage industry is vital to the country's economy and is interconnected with many other industries, from agriculture and trade to transportation and services, both domestically and internationally. And is under the national strategic plan to promote and develop entrepreneurs to be able to integrate Modern digital technology to manage all aspects of business Therefore, studying the concept of digital organization transformation digital marketing and operational efficiency. This is the key to upgrading the ability to use digital technology intelligently and to its full potential in operations, including proactive marketing plans with modern digital technology, transforming them into operations that create an advantage in compete internationally to be a digital and innovation leader organization powered by real-time big data. Generate additional income and marketing value with a technology platform that is convenient and quick to respond to customer needs and can grow with quality and sustainably.

Keywords : Digital Transformation, Operational Performance, Food and Beverage Industry

INTRODUCTION

Digital transformation refers to the process of using digital technologies to fundamentally change or enhance how businesses operate, deliver value to customers, and compete in the modern digital economy. It involves the integration of digital technology into all aspects of an organization, resulting in significant changes to how it operates and delivers value to its stakeholders. This transformation often includes changes in business processes, culture, customer experiences, and more. Organizations may need to rethink and redesign their existing business processes to leverage the capabilities of digital technology. This often leads to increased efficiency and agility, with data driven decision-making, collect and analyze data to gain insights and inform their decisions. Big data analytics and business intelligence tools are often part of the transformation to improving the customer experience. This can involve creating digital channels for customer interaction, personalization, and enhanced communication.

From the perspective of demand and supply in market development, the traditional industrial chain layout and manufacturing method can no longer meet the enterprise's needs of small-scale customization and high-quality delivery. Enterprises urgently need to use digital transformation to improve productivity. The application of digital technology has greatly stimulated the market potential. Enterprises use digital technology to analyze customers, improve the matching efficiency of demand and supply using algorithms, and significantly reduce transaction costs. At the same time, enterprises can have many potential customers through accurate portraits of customers, and the product schemes in the database can be recombined to provide feasible marketing schemes. On the other hand, to resolve the inconsistency in demand and supply of personalized products, companies must plan to supply small units of a product. We can see that enterprises not only need to solve the problem of

producing and selling products; they also need to meet the needs of consumers faster and more comprehensively.

Therefore, digital transformation is good for enterprises to accurately match demand and supply in their respective market segments and solve a series of problems such as low efficiency in resource allocation, insufficient profitability, weak core competency, and so on. Improving performance is the substantial goal of all enterprises, and therefore, factors related to improvement of performance have become core issues in management. Enterprises are committed to growth to ensure survival. Performance is the evaluation of an enterprise's operations, either from the results it has achieved or through the potential for future achievements (Tseng & Lee, 2014). The performance from a digital transformation can be judged by various factors, such as operational performance. Digital transformation is an ongoing process rather than a one-time event. It requires continuous adaptation to keep pace with evolving technologies and market dynamics. Organizations that successfully navigate digital transformation can achieve greater efficiency, innovation, and competitiveness in today's digital landscape (Dubey et al., 2020)

From the above information, there is an awareness of the importance of education. A well-executed digital transformation strategy can provide the tools and capabilities necessary for a resilient supply chain, while a resilient supply chain can safeguard operational performance, even in the face of unexpected disruptions. Together, they can lead to improved efficiency, reduced risk, and a competitive edge in today's fast-paced business environment.

OBJECTIVE

The research aims to propose the conceptual framework based on a theories and concepts of digital transformation organization, digital marketing and operation performance.

METHODS

This research is based on a theory elaboration approach is the study of concepts and theories by using the existing descriptive methods and presenting a conceptual framework derived from the synthesis of theoretical variables discovered with logical and theoretical explanations together with the discovery of empirical data. Theoretical elaboration method for supporting the idea. The proposed framework is based on deductive reasoning. To lead development of the model to study the causal relationship between the latent variable, the observed variable, as well as the direct effect and the indirect effect of the Digital Transformation Strategy and Supply Chain Resilient Influencing on Operation Performance of Food and Beverage Industry in Thailand.

RESULTS

The conceptual framework developed in this research is based on a combination of the concept of the operation performance with variables that are driving factors digital transformation strategy and supply chain resilience which is developed from Yuyangyuen and Aunyawong (2023).

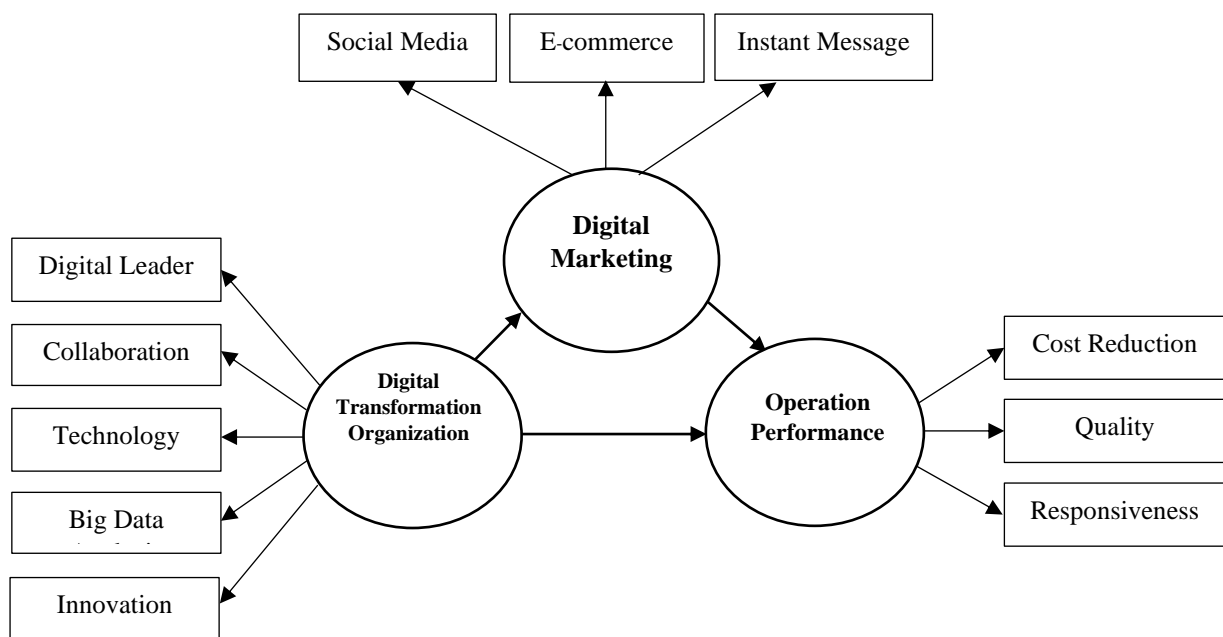


Figure 1 Research Conceptual Framework

CONCLUSION

Digital organizational transformation can have a profound impact on digital marketing performance. When an organization undergoes a digital transformation, it is essentially reimagining and reengineering its business processes, strategies, and technologies to leverage digital tools and technologies to improve its overall efficiency, customer experience, and competitive advantage. Digital organizational transformation can have a huge impact on digital marketing performance. When an organization enters digital transformation business processes, strategies, and technology must be reviewed and restructured. To leverage digital tools and technology to improve overall efficiency, customer experience and competitive advantage It involves combining different data sources and systems, throughout the organization This can help digital marketers have a comprehensive view of customer data and can leverage improved customer insights to help create more targeted and personalized marketing campaigns. They, in addition, are able to provide a consistent and seamless customer experience across digital channels. Integrate these channels to instantly reach customers and strengthen relationships and increase engagement with marketing automation. Reduce manual work with analytics and make decisions based on real-time data. These channels can be leveraged to attract customers more effectively. The analysis reduces losses according to the lean concept application of risk assessment and analysis study of management ability under crisis conditions.

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