

# **A WAY TO MORE EFFECTIVE MARKETING STRATEGIES FOR COMMUNITY ENTERPRISES IN NONTHABURI PROVINCE, THAILAND**

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## **ABSTRACT**

Abstract—The research aims to investigate the situations of market competition and marketing service strategy of community enterprises, Nonthaburi province and analyzing market services strategy that affect the decision-making to purchase the products at community enterprises, Nonthaburi province. The population for this study was the executive or those associated with the business operations of community enterprises and also store employees, leaders in the community and people in the community around 40 people for the purpose of collecting information by group interviews. This study was using data analysis technique to determine a group of important topics and the important concept of research issues.

The study results from the marketing strategy analysis of community enterprises, Nonthaburi province found that the important factors that community enterprises have to consider are the cleaning of the product, control the production and an expiration date clearly. Together with the product have many types to choose according to their needs. It was affecting their decision to buy the product. However, the expansion of new style modern shops was the barrier to the business. Therefore, community enterprises should increase the efficiency of business management in order to develop the modern shops. The design of the store and the product placement organized into categories for the sake of convenience to buy for customer. Also, there should consider having the product price clearly, together with the pricing of goods should be based on the quality and services to meet the needs of expectations of the target customers of all levels. In addition, if the community enterprises could publicize by promoting sales activities, providing a discount on the price of goods will help stimulate sales, more than ever before.

Keywords—marketing service strategy, marketing competition, community enterprises, Nonthaburi province

## **INTRODUCTION**

The government has set a policy to strengthen the foundations of the economy according to the state guidelines. Using the cooperation of government agencies, private sector, private development organization, network of development partners and community society driving economic development foundation by doing this, the co-operation of building of the goods will be done by using space as the foundation for a sustainable economic foundation. SME collaboration and cooperation for sustainable community development and promotion of agricultural products. The long-term development of the country under the 12th National Economic and Social Development Plan (2017-2021) has resulted in the development of an improved mechanism for the operation of the public sector. It can effectively promote the production process and services of the private sector. And in line with the country's long-term development direction by using governmental mechanisms to support the link between research that can meet the needs of consumers. Funding or budgeting for entrepreneurs including rules that do not impede or facilitate business. It also supports the mechanisms of cooperation between the state, the private, the public and the community society. In the state as a link to the development of the country completely and push for public participation mechanisms to drive the 12th National Development Plan. Therefore, the transformation of a national development plan into practice requires a synergy between the various sectors. In the form of development networks, the government, the private sector, educational institutions, professional

associations, and independent organizations such as the Federation of Thai Farmers Council The Federation of Thai Industries, the Federation of Reformers, through the process of networking at the regional level. To create an alliance to define and implement a joint strategy. (Office of the National Economic and Social Development Board, 2016).

Ministry of Agriculture and Cooperatives and Ministry of Commerce has participated in supporting the project to raise community enterprises of village and community funds. To develop the country according to the policy of the state to accelerate the foundation of the economy. In the context of economic and social change. It has challenged many markets and community outlets such as 1) Competition from the market and modern convenience stores with the power of bargaining and the advantage of size which makes consumers opt to shop for less 2) Transition to the digital age, competition by the use of advanced technology at the market and community stores are still inaccessible and used 3) The market and community stores lacked the means to bring a wide range of products and quality to customers 4) Marketers and merchants lack of knowledge and understanding of effective management. It is necessary to have the support of the government to survive and grow. It is an option for people to access products at fair prices. Maintaining a balance of market forces against the monopoly of large capital businesses and build a strong community development mechanism (Siam Business, 2017). Furthermore, the big data in the success of the business, most of community enterprises are still lacking in the decision-making and advantage to achieve the competitive advantage of their organization (Panichayakorn, 2020).

The social environment and consumer behaviour change. The community enterprises need to be aware of the problems or needs of consumers. This makes the consumer more product to meet the needs. Nowadays, entrepreneurs in the public knowledge shop. In marketing planning, the competition is intense and continuous. As a result, community enterprises in Nonthaburi Province strategic marketing services need to be adjusted. For the advantage and for the sake of future business survival. Because service marketing strategies are important factors influencing decision making (Lovelock and Wirtz, 2011), consumers are more likely to shop and add a new customer base.

For the reasons mentioned above. The researcher is interested to study the development strategy of marketing management of community enterprises in Nonthaburi province too be useful to other public sector merchants. To increase competitiveness in the current business. It will bring revenue. The economic development and quality of life of the executives of community enterprises can ultimately be self-reliant.

## LITERATURE REVIEWS

This study investigated the concepts, theories and research related to the variables in the research framework.

1. Factors influencing the purchasing decision of community enterprises in Nonthaburi province Province. The concepts used in the study include the concept of service marketing strategy of Lovelock and Wirtz (2011) discuss marketing tools to reach consumer demand and create competitive advantage. The service market, also known as 7 P's, is product, price, location and time. Marketing and customer education, personnel, processes and physical environment of Dess and Miller's SWOT Analysis (1993) includes the analysis of strengths, weaknesses, opportunities and barriers as a tool for analysing external and internal environmental situations. This helps managers determine weaknesses (from internal environment), opportunities and obstacles (from external environment). It will help to understand the factors that influence the work. The strength of an organization is the ability to be used to achieve goals. While weaknesses are a must to fix. Opportunity is a potential situation that helps the organization achieve its goals. Barriers are obstacles that prevent the business from achieving its goals. SWOT analysis must assess both the internal and external environment.

2. Research results from the research of Prasit (2007), Sangkhasuk et al. (2017), Wararat and Thaksaya (2017), Kowit and Lampang (2015). Levy and Weitz (2007) found that the decision to buy in a community enterprises in Nonthaburi province as a result of effective service marketing strategies integrated services marketing management or integration. The seven service marketing strategies are key to reaching consumer demand and generating business profits and competitive advantage in the service market. This is a marketing factor that can be controlled. The entrepreneur or the company can apply together to meet the satisfaction of target consumers.

## RESEARCH OBJECTIVES

1. To analyse the competitive market and marketing strategies of community enterprises in Nonthaburi province.
2. To analyse the service marketing strategies that affect the purchasing decision of community enterprises in Nonthaburi province.

## METHODS

This research was conducted using qualitative research. The researcher used questionnaire as a tool to collect data. A focus group interview was conducted with the key questions in the interview. The tools used in interviewing people involved in the operation of the community enterprises were 4 structured interviews, consisting of 1) community enterprises information, 2) Communication, Marketing, Personnel, Service Processes and the Physical Environment. 3) Factors affecting the purchase decision of community enterprises. 4) Recommendations for data collection. The researcher conducted the study by explaining the purpose of this research. Focus group interviews and observation, emotional interviews as well as feelings of tone and expression. To analyze the data in depth. In addition, the researcher would like to ask the sample group to record the interview tape to collect as much information in the interview as possible. Record raw data and verify the completeness of the data. A qualitative data analysis uses the content analysis techniques to define topic / category ,patterns / themes and analysis of the environment both inside and outside the organization (SWOT analysis).

## RESULTS

### **Part 1: Analyzing the potential of a community enterprises in Nonthaburi province with SWOT analysis tool.**

Analysis of the potential of community enterprises in Nonthaburi province. An analysis of community enterprises in Nonthaburi province using SWOT analysis technique by analyzing the internal and external environment. To lead the way to plan the marketing of community enterprises in Nonthaburi province in table 1.

**Table 1  
Analysis of Community Enterprises Situation in Nonthaburi Province**

Strengths	Weakness
<ol style="list-style-type: none"> <li>1. The community enterprises has a variety of products. Can meet the needs of customers adequately.</li> <li>2. The community enterprises is different orderly. With customer service</li> <li>3. The community enterprises located in the right community. Easy to use.</li> <li>4. The nature of the work of the community enterprises is working every day without a break. Continuous service within the community.</li> <li>5. The community enterprises is a tourist attraction Can see the local community and culture.</li> <li>6. The community enterprises has surveyed the needs of customers.</li> <li>7. The community enterprises has public relations about the product to the community.</li> <li>8. The community enterprises has special events. To stimulate marketing at various festivals. The price will start selling lower than normal. For people to buy souvenirs or gifts.</li> </ol>	<ol style="list-style-type: none"> <li>1. The community enterprises cannot have as many products as malls. Because of limited space.</li> <li>2. The community enterprises cannot advise customers about some products as well.</li> <li>3. The community enterprises lacks of the personnel to provide services quickly and conveniently.</li> <li>4. The community enterprises are still lacking in strategy. Marketing Planning To meet the needs of customers properly.</li> <li>5. The community enterprises still lacks of inspection, control and safety in the shop.</li> <li>6. The community enterprises lacks of public relations that can impress the customer regularly.</li> <li>7. The community enterprises lacks of a variety of marketing promotions, such as the accumulation of coupons to redeem prizes. And special sweepstakes.</li> <li>8. Focus on the product in the community, lack of vision in marketing.</li> <li>9. Some items lack of clear price tags.</li> </ol>

Opportunities	Threats
<p>1. The market of community enterprises is likely to continue to grow. Because some groups of farmers have high income. From higher agricultural output. I turned to the product.</p> <p>2. Investing in the community enterprises do not need to invest a lot. Because of the community's support for the operation.</p> <p>3. The community enterprises can reach customers easily. It is close to the community.</p> <p>4. Consumer goods is a necessity for everyday life. The growth of this type of market has increased as the population increases.</p> <p>5. The government provides training and marketing to shop managers and networks.</p> <p>6. People in the community can group together to effectively manage resources and productivity. To create a bargaining power to not be exploited by middlemen. And can be self-reliant.</p>	<p>1. The economy is in a slowdown. Oil prices continue to rise. The impact on the cost of goods. Resulting in higher product prices. Allow customers to control expenses that may be more. The focus is to buy a lot. Do not go out to buy often. Choose a multinational retailer that can meet your needs or go to a place that has everything you need, such as Big C or Lotus Department Store.</p> <p>2. Current consumer behaviour that emphasizes safety. Make quality control And quality improvement Is essential So technology And this news is what the community enterprises face inevitably.</p> <p>3. In a slow economy Multinational Retailers There are ways to scare customers with strategies. Whether it is a promotion, buy 1 get 1, or buy 2 pieces cheaper or to reduce redemption. Unlike the community enterprises.</p>

Source: Survey

## Part 2: Service marketing strategies that affect purchasing decisions of community enterprises in Nonthaburi province

Service Marketing Strategies. There are 7 main components of Service Marketing: (1) Product (2) Price (3) Place (4) Marketing Communication (Promotion) 5) People; (6) Process and (7) Physical environment. In analysis of service marketing strategies of community enterprises in Nonthaburi province. All seven elements were analysed from the interviews.

2.1 Product, the quality of products sold is a key factor for our customers of community enterprises in Nonthaburi province. The product must be clean. Daytime production control and the expiration date is clear. There are several types of products to choose from by community enterprises in Nonthaburi province will not target buyers. It will focus on selling products that use resources and produce from the community. It is necessary to use in everyday life, including various kinds of consumer goods. The customer is satisfied and re-use the service. Will focus to choose a good quality product. The packaging is clean and beautiful. The shop will have to design the product to align the product back into the convenient. The public shop. Still a way of life as a local community shop. The good relationship between the seller and the buyer is the same. As a result, the product trend is a must for our customers. Also, community enterprises can sell products within the community and neighbouring communities for sale. It creates a community network that helps to increase economic value.

2.2. Price, community enterprises in Nonthaburi province have a price, the cost, shipping, tax and profit are calculated together with the factors inside and outside the shop to consider together. To set prices to suit the quantity and quality of goods. It will be sold at standard prices or slightly lower. And regardless of the competition. To sell products at the general market price and focus on services that attract buyers. By selling quality goods at a cheap price to the community. However, the closing price tag is unclear and thorough. Still need to ask some prices from the service provider.

2.3 Distribution Channels, community enterprises in Nonthaburi province set in the right location to travel. The interior is very eye-catching and attractive. The product is tidy. And light well ventilated and open at the right time.

2.4 Marketing Communication, community enterprises in Nonthaburi province have public relations to solve community or service users. Get news or events at participating stores. Can provide information to customers to make a decision. Through the channels of government agencies.

2.5 People, community enterprises in Nonthaburi province mostly in the community, the training methodology and work in the service. The reception staff is friendly. Employees are rehearsing for service. Can provide fast service. And to meet the needs of customers who use the service.

2.6. Service Process, community enterprises in Nonthaburi province give people the opportunity to participate in the community. The service will be available in both pre and post order. Price is accurate and fast.

2.7 Physical Environment, community enterprises in Nonthaburi province, the shop management has staffing and cleaning equipment. As a result, the shop is clean, tidy and good atmosphere.

## DISCUSSION

The interviews and analysis of the marketing strategy of the public It was found that the product price distribution channels. Communication, marketing, personnel, service processes, and physical environment. This is an important element that the shop managers need to plan from the start. In order to make the community enterprises competitive and successful. The results of the study can be summarized as follows.

1. Executives of community enterprises who have good or successful performance in the market will be executives who have a clear view on strategic marketing. Daytime production control And the expiration date of the product. Focus on selling products that are needed in daily life. And the output of the community. It is a community network that helps to increase economic value, which is in line with the research results of Wararat and Thaksaya (2017). Manufacturers should focus on the application in everyday life. And create a product identity with emphasis on beauty and sophistication. Prasit (2007) has found that the product strategy was an important factor in the study of demand for cooperative shop services. There are a variety of products to choose from. And the needs of users.

2. The community enterprises sells products at reasonable prices. There are a variety of prices. The price tag clearly. Procurement of low-cost products. To lower the price. It will not focus on price reduction, but will focus on fair prices. Be honest and do not deceive customers about price. This is consistent with the findings of Wararat and Thaksaya (2017) who found that the quality determinant was appropriate to the set price. By the quality of the product is already high, the price is higher

3. The community enterprises in Nonthaburi province set in the right location. To travel Available at the right time By providing convenient and fast service. To create customer satisfaction. This is consistent with the results of the study conducted by Prasit (2007) found that the distribution. Should arrange the goods to order. It also provides a well-rounded entrance hall, as well as full day service.

4. Successful the community enterprises need to promote marketing during key festivals. Or the sales decline. To motivate the purchase. According to research by Kowit and Lampang (2015), distribution channels are a feature that has a significant influence on the customer's affection. In addition, if the sales of the store is likely to decline, such as public relations on the radio. In line with the research conducted by Sangkhasuk, et al (2017) found that the strategy of access to online distribution channels. As a result, consumers are more interested in purchasing community enterprise products through e-commerce, so changes in marketing strategies for publicly-owned consumer goods located in highly competitive markets from other stores. Offering the same mix of products to customers and in less competitive markets will not have a positive impact on the sales of the store and the number of customers entering the store. It may be necessary to conduct additional research to find out. Does the store management have a positive impact on sales from promotional campaigns?

5. The community enterprises requires a receptionist. Services must be accurate to meet the needs of customers who use the service. In line with Lovelock and Wirtz's (2011) theory, services must be directly relevant to both providers and recipients. The People's Procurement Business must be prepared for the personnel process. From recruiting, training, motivating staff. To make the service provider deliver value to customers. Personnel are an important part of the success of a business because the staff can be satisfied. Pull the customer back. Or to expel customers from the interaction. With a single customer.

6. Strategic marketing services that bring about successful marketing operations. It is important that the management of community enterprises pay attention to the speed of service. And to provide services to customers such as picking goods to customers, customers do not need to walk. Or home delivery service. In line with Lovelock and Wirtz (2011), it is stated that in order to create and deliver product elements to the customer, the process must be designed and managed effectively. Can be explained. It is the method and sequence of steps that the service system needs to perform. The poorly designed production process often creates customer dissatisfaction. Because there may be a delay. There are many steps and effective in low service. At the same time, the production process is not good. It affects the employees who serve customers in the work. These will result in quality-of-service output and service failure.

7. The community enterprises must determine the location of goods within the store, the management of exhibits within the store and the front or outside of the store in a manner that is effective and contributes to stimulating motivation to buy. This is in line with Levy and Weitz (2007) found that storefront displays increase shop interest and lead to unplanned shop visits. Including customer service in the parking area, etc. to impress. Affecting Satisfaction and re-use.

## CONCLUSION AND RECOMMENDATIONS

Development of marketing strategies for community enterprises. In this phase, the marketing strategy of the shop is determined by analyzing the service marketing strategy. There are 6 main components: (1) product (2) price (3) Place (4) Marketing Communications (Promotion) (5) Personnel (6) Process (7) Physical Environment (Physical) Group to Design Strategies Market Development Nonthaburi Province:

1. The community enterprises in Nonthaburi province should improve the service. To build loyalty for customers to return to service in the future. There should be a variety of products to meet the needs of target customers. And should have set the target customers of the store that the customer group is what kind of product. It can be purchased to meet the needs of the consumer. It should also consider the variety of products because the product must have a variety of forms. Each style is unique. Therefore, the pricing depends on the quality of the goods and services. And expectations from customers if the store has problems with money. Government should support credit. And supply cheap source.

2. The community enterprises in Nonthaburi province should develop the shop to be up-to-date with the arrangement of goods into organized into categories. Convenience and ease of purchase. The price tag clearly. The shop should study the modern retail stores such as Seven Eleven. The space is limited, but it can also be used to store the space within the store. Therefore, the design factor of the store and its layout. As well as customer service. This is a major factor affecting the purchase decision of community enterprises customers in Nonthaburi Province

3. The community enterprises in Nonthaburi province, Modern technology should be used to help manage more, such as automatic cash registers. Or a barcode scanner, etc. to facilitate the payment of customers.

4. The community enterprises in Nonthaburi province focus on selling resources and products only within the community. Product is not widespread. Marketing promotion is therefore an important factor. Should be developed in the advertising. If it is found that the sale of the store is likely to decline, such as public relations on the radio. Or through the Internet and so on. Public relations through public TV. To help spread the ability to market in the province. Focus on service with knowledgeable staff. And have a fast service.

5. The community enterprises in Nonthaburi province should sell products that match the lifestyle of the customer and the packaging needs to be different. To pull the highlight of the product out by promoting packaging.

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