

# DEVELOPING DISTRIBUTION CHANNELS THROUGH SOCIAL MEDIA, POMELO PRODUCT, NAKHON PATHOM PROVINCE, THAILAND

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## ABSTRACT

Abstract—The objectives of this research were to 1.) study and analyze value chain of Pomelo Product, Nakhon Pathom Province 2.) study use of social media for distribution of Pomelo Product, Nakhon Pathom Province such as Facebook Fan Page 3.) develop distribution channels through social media such as Facebook Fan Page for Pomelo Product, Nakhon Pathom Province. This research was designed as action research and mixed methodology research. The sample was 400 consumers of Pomelo Product and accidental sampling was employed. Key informants were 30 members, leaders, and partners of Pomelo Product. Descriptive Analysis was conducted using Percentage, Mean and Standard Deviation in data analysis.

The research findings revealed that overall Value Chain Activities is at a high level ( $\bar{X}=4.09$ ,  $SD.=0.55$ ). Inbound Logistics is the highest ( $\bar{X}=4.12$ ,  $SD.=0.57$ ), followed by Basic Infrastructure ( $\bar{X}=4.09$ ,  $SD.=0.55$ ). Development of Prototype of Distribution Channels through social media and Content Market is also at a high level ( $\bar{X}=4.09$ ,  $SD.=0.55$ ). Implementation of Distribution Channels through social media is the highest ( $\bar{X}=4.25$ ,  $SD.=0.46$ ), followed by Pictures used in social media ( $\bar{X}=4.22$ ,  $SD.=0.47$ ).

Keywords—distribution channel, social media, Marketing value chain activities, Pomelo Product

## INTRODUCTION

In a society where the online world is becoming an important factor in the lifestyle of the younger generation. Online media has come to influence every now and then. From waking up in the morning to going to bed, the speed and convenience of the online world is also exploited by people from all walks of life. Online marketing, which is marketing in online media such as Facebook ads, Google ads, YouTube ads, Instagram ads, is primarily aimed at making our products more recognizable. It can reach customers quickly and reach customers around the world. Online marketing also saves money. In terms of salespeople, advertising, public relations in the form of media, and the volume of buying and selling increases all the time. The seller must study the subject of the product and clearly define the target audience. To make the use of social media effective. (ทมนัน สุขใส และวิศวะ อุณชวงค์, 2563)

The technique that helps to better market online is the presence of key words in content marketing. Content marketing on social media is a collection and storage of important information that is interesting to the som-o farmers, such as naming products that are more unusual than other stores and having stories to tell. In addition, there should be a picture of the product, consisting of calling attention and attractiveness of the product, adding a video, and explaining its properties in detail, and advertising or reviewing the product with a well-known person on the Internet.

Content marketing is a marketing process with a focus on creating and disseminating useful content to the target audience to attract attention and create interactions. And brand loyalty leads to creating opportunities, and content marketing is not primarily sales-oriented, but giving. The importance of content is to build brand trust by providing new forms of marketing that offer content on the spot. Create content that stands out, differentiates itself

from the competition, and, importantly, adds value, interest, and value. This gives consumers a positive attitude towards the brand and motivates them to make purchasing decisions, which is a concept that is in line with the development of marketing 3.0 (Kotler & Armstrong, 2010)

Nakhon Pathom province formulated the Nakhon Pathom Provincial Development Plan 2018-2021, which sets out the province's vision to be a safe agricultural and industrial city. Historical sites Religion, culture, society of knowledge, and people have a good quality of life, focusing on spatial development by promoting important economic crops that can generate income for farmers, including quality vegetables and fruits to meet the needs of consumers. In line with the National Economic and Social Development Plan No. 12, it focuses on the development of the agricultural sector by strengthening the agricultural production base to be strong and sustainable, upgrading the production of agricultural products and food into the system, standards and safety can meet the needs of the market to be internationally recognized. This is in line with Thailand 4.0 policy that seeks to restructure the economy towards a "value-based economy" or innovation-driven economy. There needs to be a shift from traditional farming to modern agriculture that focuses on management and technology (Smart Farming), where farmers need to become richer and become entrepreneurs. The distribution of grapefruit products on online channels, suitable for the driven by the grapefruit suppliers, contributes to meeting the needs and maximizing consumer satisfaction. Generate revenue and reduce costs sustainably. By applying digital business innovations in conjunction with information technology, the development into agriculture in the 4.0 era is truly a reality.

## LITERATURE REVIEWS

### **Supply chain management concept)**

Thanit Sorat (2550) The definitions and meanings related to "supply chain management" have been compiled as follows: Strategic management that considers the affiliation or integrated relationship of departments or departments in the organization and related partners, whether customers or suppliers in the supply chain, with the aim of delivering goods or services according to the needs of consumers. It manages information related to the organization's and its partners' operations efficiently and efficiently. Eliminate delays in transactions, as well as eliminate problems in sending or receiving goods and services resulting from inefficient financial management systems. It can be said to be upstream management or raw material source in the production of parts. Feed into factories downstream or consumer hands (Pongchai Adhikomrattanakul, 2007) The integration of supply chains refers to the integration of business processes that start from the final consumer through to the earliest distributors who are responsible for supplying the goods. It encompasses customer relationship management, customer service management, order and sourcing management, procurement, etc. (Lambert, et al., 2005). It also leads to the mutual benefit of all parties.

### **Value chain concept**

Value chain is a concept of Michael E. Porter (2001) that illustrates the serial component of activities in the supply chain that add value to the goods, products, services that need to be sold, by adding value from the raw material conversion activity to feed into the production stage and sell at a price higher than the cost of raw materials. Having carefully considered the cost of the activity. It is called Value Chain Analysis to determine which processes add value and which do not add value, with the main goal being to try to redesign processes and eliminate or minimize non-value-added processes (Assoc. Prof. Dr. Yarong Srisom, 2012).

Value chains, based on Michael E. Porter (2001), are concepts that help to understand the role each agency plays in helping businesses create value for their customers.

This concept divides the organization into 2 activities: primary activities and support activities, whereby all kinds of activities contribute to adding value to the company's products or services.

#### **Content Marketing Concepts**

Paugsoopathai (2014) presents five approaches to content marketing that are beneficial to customers, easy to share and practically beneficial. (Content Marketing) to please and create a sense for consumers to recognize the difference and reshare. This includes the following characteristics:

1) Inspiring Content is content that producers must focus on communicating in order to be inspired in different ways in order to reach customers of all genders. This may be presented in image form. Messages that resonate with customers, messages that empower customers.

2) Content to give ideas is content that helps create ideas for customers in certain ways by presenting good examples in pictures and videos, for example, Wedding Planner collects wedding theme ideas for couples to use as ideas to design their own weddings, etc.

3) Content is content in which the manufacturer or the owner organization recommends solutions to various problems for customers who use the product, which may be a real problem that the customer is experiencing or a problem that is currently in the social trend for customers and social media users to share and disseminate.

4) Advice or knowledge content is content that advises how to use knowledge products or events that are trending or are in the interest of customers or consumers in order to share and share with a group of friends on social media, such as AIS telling you how to "5 things to do when the mobile phone is lost?" etc.

5) Content creates emotions/entertainment is content that creates fun, funny, or sad emotions with images, characters such as Thai Life Assurance Company advertising the series "Who do we live for?" to elicit tears from consumers.

### **Social Media Concepts**

Phisek Chai Niran (2010) discusses six categories of social networks as they appear in Thai society as follows:

1) Blog, which is a deformation from weblog, which is considered a form of content management system (CMS) that allows users to write articles called post and publish them easily. The birth of blogs opened up opportunities for anyone with talent in various fields to disseminate such knowledge by writing freely, without limiting the technical aspects of the past. In addition, an important tool that contributes to the appearance of social media is to allow friends to express their opinions.

2) Twitter and other microblogs are a form of blog that limits the size of each post to 140 characters. Businesses, whether it's creating referrals, increasing sales. Create a brand or as a tool for customer relationship management (CRM).

3) Social Networking from the name can be interpreted as a network that connects us and friends to become a society, but users will start to create their own identity in the Profile section, consisting of personal information (Info ), photo, note taking or video. Marketers Social networking may be used to interact with customers, perhaps in the form of branding through It can be used as a CRM tool through Pages, and the customer, if they like the product or service, can form a group .

4) Media Sharing is a website that allows us to upload photos or videos to share them with family, friends or even to make them public. Marketers as of today do not. It's necessary to invest. To create a high-cost advertising movie, you may use a cheap digital camera to convey your ideas in video format and then take them to media sharing sites like YouTube. If the business sells products that emphasize beautiful design, they may take a photo and take it to a website like Flickr for customers to see. The working atmosphere of the entity, etc.

5) Social News and Bookmarking is a website that links to articles or content on the Internet by the user as the sender and gives the opportunity to vote and vote. Help sift through which articles or content are most interesting in the Social Bookmarking section, giving you the opportunity to bookmark your favorite content or websites independent of a particular computer. 5) Social News and Bookmarking is a website that links to articles or content on the Internet by the user as the sender and allows for votes and votes. Help sift through which articles or content are most interesting in the Social Bookmarking section, giving you the opportunity to bookmark your favorite content or websites independent of a particular computer. One can only do it online, and the content in the bookmark can be shared with others.

6) Online Forums are considered the oldest form of social media as a place for people to talk about topics they are interested in, maybe music, and more. Exchange of opinions, information, information, and recommendations for products or services. Marketers should be interested in content discussed in Forums because sometimes it can be a criticism of the products and services themselves. Exchange ideas with each other specifically, or perhaps as part of it. On content sites as well.

### **METHODS**

This research is action research, mixed methodology research consisting of qualitative research and quantitative research. The details and procedures for the research consist of 3 steps as follows:

Step 1: Study and analyze the context of the value chain activities of grapefruit products in Nakhon Pathom province by exploring, in-depth interviews, and studying the factors affecting the marketing of grapefruit value chains in Nakhon Pathom province. Operating with value chain concept

Step 2 Develop marketing value chains by analyzing social media prototypes, disseminating the marketing content of grapefruit products. Nakhon Pathom Province

Step 3: Develop a social media prototype to disseminate marketing content of grapefruit products in Nakhon Pathom Province.

The sample used in this research, as the population used to consume grapefruit is unknown. Therefore, the researchers used the method of determining the size of the sample using an unknown population calculation formula, using the sample size formula of the W.G. Cochran (1953) formula as follows:

$$n = \frac{P(1-P)Z^2}{e^2}$$

n represents the required number of samples.

P Instead, the proportion of the population that the researcher wants is random.

Z instead, the confidence set by the researchers at a statistical significance level of 0.05.

e represents the proportion of discrepancies that allow it to occur.

The panel wanted to sample 50 percent of the total population, believed it 95 percent, and accepted a discrepancy of 0.05 percent sampling. P = .50 (50%) Z = 1.96 (95%) e = 0.05 (5%)

$$n = (.50)(1-.50)(1.96)^2 / (0.05)^2$$

$$n = (.50)(.50)(3.8416) / .0025$$

$$n = 384.16 \text{ or } 384 \text{ examples.}$$

for the accuracy of the data in sampling. The panel then collected 400 samples.

The panel used accidental sampling based on non-probability sampling, which used questionnaires as a tool to collect data from samples. Key contributors are participants in this research. The panel used a specific selection method. The population studied were 30 presidents, members, leaders, and related networks.

The analysis of the data in this research uses descriptive statistics using 1) descriptive statistics, percentages, etc. Mean standard deviation and analyze the data obtained from the study of documents by capturing the main aspects of the subject (traits) and classifying the main events by separating the issues, and then developing a social media prototype to disseminate marketing content.

## RESEARCH RESULTS

Analyze the basic data of respondents by finding frequency and percentage values by enumerating frequency and percentages. Nakhon Pathom Province as follows.

The value chain activities using mean and standard deviation, displaying the analysis results with Table 1.

**Table 1: analyzes market value chain activities.**

Value Chain Activities	$\bar{x}$	S.D.	Level
Inbound Logistics	4.12	0.57	More
perform	4.02	0.61	More
Outbound Logistics	3.97	0.54	More
Marketing & Sales	3.94	0.56	More
service	3.97	0.52	More
Enterprise Infrastructure	4.09	0.55	More
Human Resource Management	3.91	0.55	More
Technology development	3.82	0.48	More
Purchasing	3.63	0.61	More
Obstacles and limitations	3.77	0.53	More
Total	3.98	0.51	More

From Table 1, The value chain activity showed that the level of disposition ( $\bar{X}= 3.98$ ,  $SD. = 0.26$ ) when considered on a per-side basis, was found to be very high in all aspects, sorted from the highest to the least average. Inbound logistics, opinions are at a very high level ( $\bar{X}= 4.12$ ,  $SD. = 0.57$ ), followed by infrastructure, opinions are at a very high level ( $\bar{X}= 4.09$ ,  $SD. = 0.55$ ), the comments are at a very high level ( $\bar{X}= 4.02$ ,  $SD. = 0.61$ ) Service Reviews are very level ( $\bar{X}= 3.97$   $SD. = 0.52$ ) Outgoing logistics, opinions are very level ( $\bar{X}= 3.97$ ,  $SD. = 0.54$ ) Marketing and sales, reviews are very level ( $\bar{X}= 3.94$ ,  $SD. = 0.56$ ) Human resource management, opinions are very level ( $\bar{X}= 3.91$ ,  $SD. = 0.55$ ) Technology development, opinions are very low ( $\bar{X}= 3.82$ ,  $SD. = 0.48$ ) On issues of obstacles and limitations, opinions are at a very high level ( $\bar{X}= 3.77$ ,  $SD. = 0.53$ ) and procurement reviews are very low ( $\bar{X}= 3.63$ ,  $SD. = 0.61$ ), respectively.

Analyze the development of social media prototypes. Publish marketing content Using mean and standard deviation, the analysis results are displayed in Table 2.

**Table 2: Analyze the development of social media prototypes. Publish marketing content.**

Analyze the development of social media prototypes. Publish marketing content	$\bar{x}$	S.D.	Level
Social Media Preparation	4.25	0.46	More
Target audience	4.00	0.51	More
Social Media Outreach	4.09	0.41	More
Font content	4.10	0.36	More
image	4.22	0.47	More
Video	4.08	0.45	More
Uncontrolled factors	4.00	0.45	More
Controllable factors	3.98	0.52	More
Total	4.11	0.41	More

From Table 2, Analysis of the development of social media prototypes When considered on a case-by-side basis, it was found that the level of commentary was very high ( $\bar{X}= 4.11$ ,  $SD. = 0.41$ ). Social media comments are at a very high level ( $\bar{X}= 4.25$ ,  $SD. = 0.46$ ), followed by images, comments are very level ( $\bar{X}= 4.22$ ,  $SD. = 0.47$ ), character content, comments are very level ( $\bar{X}= 4.10$ ,  $SD. = 0.36$ ). The comments are very high ( $\bar{X}= 4.08$ ,  $SD. = 0.45$ ) uncontrollable factors. Comments are very high ( $\bar{X}= 4.00$   $SD. = 0.45$ ). Opinions are very high ( $\bar{X}= 4.00$   $SD. = 0.51$ ) and controlling factors. The comments are very high ( $\bar{X}= 3.98$   $SD. = 0.52$ ) respectively.

## CONCLUSION AND FUTURE WORK

Market Value Chain Activity Analysis (Value Chain) see the level of distancing is very high. ( $\bar{X}= 3.98$ ,  $SD. = 0.26$ ) as follows Inbound Logistics Followed by infrastructure perform service Outbound Logistics Marketing & Sales Human Resource Management Technology Development Obstacles and limitations and procurement. respectively This is consistent with the research of Yalisath Early Teaching (2559) see The guidelines for developing value chains to enhance the management capacity of Thai travel agencies to support trade liberalization in accordance with the ASEAN Cooperation Framework are as follows: 1. There should be a correlation between the main activity and the supporting activity. Considering the value that customers can share information and information technology with access to a shared database with relevant agencies, the company employees know the process of working on both support activities and the company's core activities and working in connection with both support activities and core activities. 2. Using customer needs by applying the cooperation and mutual experience of each party to set goals, working to reduce mistakes and losses. The continued promotion of the necessary skills to employees on the basis of the core competencies of the employees leads to lower working costs. reducing the amount of time, it takes to work or provide services; Having a continuous operation system Be connected and flexible and increase the quality of service too. Continuity and linkage management from upstream to downstream 3. Value-based innovation the principle of using customer needs to define the work that must be done to make the company's unique service reflect the quality, reliability, safety of the customer and aim to create a positive image for the company and deliver something that exceeds the expectations of the customer. Support Activities what necessary company investments respectively. It is an investment in information technology systems, both for the management of activities/jobs and for investment in e-commerce systems. 4. Excellent service and always deliver service that exceeds customer's expectations. It has a flexible management policy and responds quickly to satisfy customers. Offering different services to create a different experience and always feeling like an important customer (VIP). Participation, planning and design of travel programs. 5. Improving the productivity of the tour business, including reducing the amount of time spent working or providing services and increasing the quality of service by managing continuity and linkage from upstream to downstream activities.

Analyze the development of social media prototypes. The level of commentary ( $\bar{X}$  = 4.11, SD. = 0.41) was the highest level of social media comments ( $\bar{X}$  = 4.25, SD. = 0.46). Image Reviews are very level ( $\bar{X}$  = 4.22, SD. = 0.47). Comments are very high ( $\bar{X}$  = 4.10, SD. = 0.36). ( $\bar{X}$  = 4.09 SD. = 0.41) Opinions are very high ( $\bar{X}$  = 4.08, SD. = 0.45) uncontrollable factors. Comments are very high ( $\bar{X}$  = 4.00 SD. = 0.45). Opinions are very high ( $\bar{X}$  = 4.00 SD. = 0.51) and controlling factors. The comments are very high ( $\bar{X}$  = 3.98 SD. = 0.52), respectively, which is consistent with the research of just a limp. Bornsomsri and Wise Breed (2020) The results showed that 1. Clear: Good communication must be clear, simple, when the media is out to the target audience. 2. Consider: Reliable communication of information presented in terms of content. 3. Consistency: Good communication requires consistency. 4. Confidence: Good communication requires confidence. 5. Continue: Good communication requires consistency. 6. Content Communication: Good communication requires a concentration of content. 7. Communication Tools: Good communication requires the designation of communication tools. 8. Communication Tactic: Good communication requires a communication tactic. 9. Corporate Social Responsibility (CSR): Good communication requires social and environmental responsibility. 10. Comparison: Good communication requires comparative communication. 11. Concrete: Good communication requires creativity. 12. Competition: Good communication requires creating good information to compete. 13. Collaborate with influencers: Communication must build partnerships with influential thinkers, and 14. Concise: Good communication requires conciseness, the strategy of conducting public relations through social media is: In addition, this research is in line with the research of Thanakrit Wong mahasert (2018). Exposure to content marketing of online consumers in Bangkok, the sample was found to be between 20 and 26 years old. Earn between 20,001 – 30,000 baht and use the most frequent online media exposure periods between 20.01 – 00.00 hrs. It also found that awareness of content marketing. High levels of content marketing consumption habits Pearson's correlation coefficient are statistically significantly 0.917 at the level of 0.05.

#### **suggestion**

Suggestions in this research

1) This study found that market value chain activities also have incomplete support or implementation of management systems as management through the system still requires an unfavorable amount of time for transportation.

2) The target audience for using online services is also diverse or not very prominent in the presentation through the media, and the communication process has not been stable and lacks interest in photos and videos of the product.

Suggestions for further research

1.) Social media development patterns should be studied for their use in adding value to citrus transfer products. Nakhon Pathom Province

2) The mechanism for developing the dissemination of online content for marketing of grapefruit products should be studied in Nakhon Pathom Province.

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