

A GUIDELINE OF CAPACITY'S DEVELOPMENT FOR CHANNELS OF DISTRIBUTION : A CASE STUDY OF SIMMERED PICKLED FISH OF NIKHOM SONGKROH'S COMMUNITY ENTERPRISE, UDON THANI

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ABSTRACT

Abstract— This research aims to 1) to study the problems and methodology of development the community enterprise Plara Lon (simmered fermented fish) Nikom Songkroh 2) to develop the distribution channel of the community enterprise Plara Lon (simmered fermented fish) Nikom Songkroh's products which was a quantitative research. The research population were 399.89 participants so that the sample of 400 participants were collected by Multi-stage Sampling and determined by the population data of 2021. The reliability was 95 percent and the Standard Deviation was 5 percent. The related demographic findings were: The majority were females with 44 – 55 years of age, graduated from high school or equivalent, being general employees, and earning 10,001 – 15,000 Baht. They generally purchased via E-commerce channel such as Facebook, 1 – 2 times a month, a In consequence, the researchers had discussed with the community enterprise Plara Lon (simmered fermented fish) Nikom Songkroh, which was a small community enterprise, found that the distribution during Covid-19 pandemic struggled for relying on attractive channel. The researchers aimed at the marketing channel development to extend the market and the distribution channel including the community enterprise system's development for better performance, up-to-date technology, the latest marketing situation to further the products' value and incomes of suppliers

Keywords— Capacity's Development 1, Distribution 2, Marketing 3

INTRODUCTION

Simmered pickled fish a product that brings fermented through the process of simmering. popularly produced in the Northeast Central and Northern Nowadays, it is a widely popular food in all regions of Thailand. Each area has a different production process. The production of fermented fish has expanded from the household level to the business level. Simmered pickled fish trade is expanding greatly and what attracts consumers to buy it as a regular customer is the taste, but that doesn't mean that Just delicious taste will result in smooth business operations because there are still many important factors that traders should not overlook, including cleanliness, service, and raw materials used to prepare should meet standards. Store location or distribution channel to reach the target group which point of sale will be picked up. and able to win the hearts of customers and current.

Simmered pickled fish is considered a food that producers sell to consumers to choose from a variety of products and Simmered pickled fish is an interesting product as an option for people like to eat Simmered pickled fish which is produced at Plara Lon (simmered fermented fish) Nikhom Songkroh's Community Enterprise Locates at 224/1 mue 5 tambon Kok Sa-ard Muang Udon Thani is a manufacturer of fermented fish under the brand. "Mae Tae fermented fish" and exhibited at the OTOP fair both in Udon Thani and other provinces. The research team therefore realized the need to study development guidelines. Plara Lon (simmered fermented fish) Nikhom songkroh's community enterprise.to unique local products and generate sustainable income for the community and designing a development plan for (simmered fermented fish) Nikhom Songkroh's Community Enterprise to develop the community economy at the grassroots level towards sustainable development

In this situation, the researcher was consulted with the Simmered pickled fish of Nikhom songkroh's community enterprise. Which is one of the small community enterprises found that in the sale of fermented fish

during COVID-19 is in trouble from having to rely on distribution to be able to attract the attention of the product. Therefore, there is an idea to improve the efficiency of product distribution. to expand the market as well as developing the management system of community enterprises to increase efficiency and adapt to keep up with technological changes and current market conditions in order to create added value to the product and increase the income for the manufacturer of such product

LITERATURE REVIEWS

1. Distribution

Distribution refers to activities related to Move raw materials or products to consumers or users industrial or may mean transportation and storage Maintain product within a particular business and channel system The distribution of that business movement of raw materials and products in Logistics systems rely on distribution management. product, which is the part that makes the operation of the system efficiency and effectiveness as specified due to distribution It is the part that connects between organizations. customers in product presentation Service and value to customers while still adhering to reasonable cost targets and having operational efficiency and comprehensive coverage customer

2. Consumer Behavior

Consumer behavior It will make it possible to create marketing strategies that satisfy consumers and the ability to find solutions. Behaviors in making purchase decisions of consumers in society are more accurate and in line with the ability to respond to businesses. More importantly, it will help in market development and product development. In today's market, the consumer is at the forefront. and is the most important businessman It is essential that marketing executives must study the consumer groups in detail to the reason for the purchase purchase change Buying decisions, etc., will help executives guess or guess the consumer group of the business correctly what those consumer groups want. What is your buying behavior? What is the incentive to buy? What is the source of information that consumers use to make purchasing decisions? Including the decision-making process to purchase various information These are useful for marketing planning. which will be described in stages as follows

Thanakrit Wantamail (2011) Consumer behavior means the expression behavior in

Finding, purchasing, using, evaluating and disposing of consumer goods, services and ideas.

Chuchai Smittikrai (2011) Consumer behavior refers to the actions of individuals involved in

Decide (Select), purchase (Purchase), use (Use) and dispose of the remainder (Dispose) of products or services to meet their needs.

consumer behavior research about the buying behavior and use of consumers. both as a person group or organization to know the nature of the needs and buying behavior, use, selection, service and ideas or experiences that will satisfy consumers. The answers will help marketers to Determine marketing strategies (Marketing Strategies) that can respond to the needs and satisfaction of consumers appropriately.

3. Marketing Management Concept

Dr. Chadayaporn Samerjai (2013) Due to the environment and market dynamics of continuous change. Causing the need to adapt and develop new concepts of marketing management all the time, as can be seen from the current marketing management concepts that have evolved and are noticeably different from the past beat which we divide and rank the concepts of marketing management as follows

1. Concept of production (Production Concept) because in the past there were only a few manufacturers. There are no product variations yet. and the competition is not so intense Executives with this mindset believe that consumers will like the products they produce. Businesses therefore pay attention to the efficiency of production to be able to produce a lot. and thoroughly transported only There is no focus on product development and consumer needs.

2. Product Concept (Product Concept) Executives who adhere to this concept in management will hold the principle that Consumers will prefer products that are of good quality, high performance, and have the right

variations in appearance. Therefore, the company is always focusing on developing its own products without focusing on studying the behavior and needs of real customers.

3. The concept of sales (Selling Concept). Executives who adhere to this concept will have the belief that Consumers will not buy any product without sufficient stimulation. Therefore, the management is mainly focused on sales. Use marketing promotions to help drive purchases.

4. Concept of Marketing (Marketing Concept) Executives who hold this concept in management will consider the satisfaction of the market. Then use it as a guideline to develop and respond to market needs to satisfy. with a focus on achieving marketing goals By relying on integrated marketing activities (Integrated Marketing) is the use of all marketing tools together with the objective to create satisfaction of the target market to be more efficient than competitors.

5. The concept of social marketing (Societal Marketing Concept) Executives who adhere to this concept in management will hold the principles in responding to the needs and needs of the present. to satisfy the target market by making it more efficient than competitors By providing services in terms of maintaining or enhancing the quality of life of consumers and society.

Definition of Consumer Behavior

Godey, et al., (2016) conducted a study titled Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior to explore social media tools through activities that influence expensive branding and consumer behavior. Consumers through five expensive brands: Burberry, Dior, Gucci, Hermes, and Louis Vuitton. The study found social media tools Online shopping had a significant positive influence on brand loyalty (0.876), brand demand (0.739), and high prices (0.648). Using social media has the potential to build a brand. which has the same goals as marketing activities and found that the entertainment dimension Interaction, popularity, word of mouth marketing Incentivize consumers through social media tools. especially with consumers mainly through online media

Gorla, Somers & Wong (2010) conducted a study on Organizational Impact of System Quality, Information Quality, and Service Quality, which is a study of the relationship between information system quality and organizational impact. which the hypothesis established to study the impact of the organization in various situations, which uses a form of data consistency survey The results showed that The quality of service is the most influential variable in the structure of an information system. Followed by data quality and system quality, respectively.

Prasit Rattanaphan et al. (2018). The purpose of this research was to study product capability and distribution channel of community food products in Songkhla Province. and determine guidelines for the development of marketing channels and creating added value for community food products in Songkhla Province It is a qualitative research. By in-depth interviews, there were 16 community entrepreneurs who received community product quality certification (MCU) in Songkhla Province. The results showed that the strengths of most entrepreneurs were quality products. certified Emphasis on the selection of quality raw materials production potential is constantly evolving and is ready for development in various areas. The weakness is the distribution channel is not yet diverse. Labor for production is not enough. Lack of serious branding Sales channels are uncertain. Opportunities are promotion and support from government agencies. The trend of online channels has become more popular. And the main obstacle is higher competition both directly and indirectly. Raw material prices are constantly changing.

Phitphisut Thitart, Srayut Kuanmuang & Surapong Intarapak (2019) A construction material store received complaints about customer dissatisfaction to service staff. This study aims to address this issue, and to quantify whether the measures taken were effective. We studied a sample of 25 sale staff, using random tests to measure initial service performance. Buddy system concept and Knowledge Sharing Training were then implemented to facilitate under-performers. We used the time spent locating an inventory as a measurement of working efficiency. After the training, it was found that the average time spent finding a product reduced from 3.49minutes to 1.57minutes –a 54per cent improvement.

METHODS

Research model data analysis of the research on Product distribution channel development, case study Udon Thani Province is presented in the form of tables and diagrams. It is divided into 4 parts as follows:

Part 1 General information of respondents

Part 2 Behavior in choosing to buy products via online media

Part 3 Decision to buy products from Plara Lon (simmered fermented fish) Nikhom Songkroh's Community Enterprise Udon Thani Province via electronic commerce system

Part 4: Recommendations for the development of distribution channels for Plara Lon (simmered fermented fish) Nikhom Songkroh community enterprise products

Population and sample 1. The population used in the research The population used for this research were consumers who used to buy products and lived in Udon Thani Province. In this research, the researcher knows the size of the population of Udon Thani in 2021, of 1,560,921 people, referring to the population data from the Registration Administration Center Region 4, Udon Thani Province. Determined from the sampling size by using the calculation formula of Taro Yamane's ready-made table (Yamane, 1973) is a 95% confidence level and a 5% error level (Thanin Siljaru, 2012, page 46), which is calculated to obtain a sample size of at least 399.89. In order to prevent incompleteness of the data obtained from the sample, which caused the number of studies to decrease, the sample size for this study was increased to 400 samples.

research tools This research study is a Quantitative Research Method by Survey Method and using Questionnaire is a data collection tool. By choosing a Convenience Sampling collected from the population willing to cooperate in answering the questionnaire. The questionnaire was distributed to the population living in Udon Thani province. until the predetermined amount is reached

RESULTS

1. Hypothesis testing results

Part 1 analysis the opinion questionnaire on distribution demand, found that the size of the purchase Overall, it was at a high level, giving importance to the volume of purchases per time. The overall waiting period was at a high level. Important to the process of distributing products quickly and accurately. In terms of purchasing convenience, the overall level was at a moderate level, focusing on the number of stores or product distribution sites. product variety Overall, it was at a high level, giving importance to the variety of products from products organized by government agencies. Overall after-sales service was at a high level with emphasis on product warranty and delivery.

Part 2 analysis of primary activity data or baseline activity. Overall inbound transport was at a moderate level, giving importance to receiving raw materials or transporting, overall operations were at a high level, giving importance to packaging. out of transport Overall, it was at a high level. Give priority to convenient and fast transportation. Overall marketing and sales were at a low level. Give importance to public relations from government agencies or private sectors. service the overall level is low, paying attention to follow-up after-sales service users.

Part 3 Analysis of corporate strategy data overall at a high level The importance of the organization focuses on quality products and services. organizational structure Overall, it was at a high level, giving importance to the suitability of the work. operational system Overall, it was at a high level. Emphasizes on customer-oriented operating systems and personnel services. The overall level is at a high level. Emphasizes on employees performing their duties with honesty and ethics. In terms of skills, knowledge and abilities, the overall level was at a moderate level, with emphasis on continuous training and development. The overall management style was moderate. Give importance to effective resource management. common values Overall, it was at a high level. It is important that all personnel embrace the same beliefs and values.

1. Distribution is the development of the strength of the potential within the organization. and a variety of modern distribution channels by determining the organization's strategy by setting a vision of doing business for society for the community and to increase income for people in the community, mission Operations focus on good quality products and services. Roles and responsibilities are defined. The operating system is simple and uncomplicated. Personnel are trained and exchanged knowledge, acting with integrity and values in working together. in line with consumer demand for quality products Easy, accurate, fast process. and concepts about service business will be successful Able to create loyal customer groups in both attitudes and behaviors. It was found that the key factors were service quality, value, and satisfaction. Relationship marketing found that brand

trust is an important indicator of loyalty, product storage, distribution center, convenient and fast logistics capability, which is in line with consumer needs for convenience. purchase A large number of distribution sources, adaptation of products to develop modern styles, standards and quality in product processing. to be able to compete with modern times This is in line with the design of the package, which is important to the market today, allowing consumers to know the type, characteristics of the product and helping to create a unique identity for the product, helping to expand the market and maintain the market share. market share

2. Taking care of personnel and sellers of factors of production It is a supervision and training to develop personnel in various areas, including procurement and purchase of raw materials and supervision of suppliers of production factors. To make personnel and suppliers feel good about the organization in accordance with the most effective integration of knowledge, skills, attitudes and personal characteristics. behavior Means to analyze what is the main behavior of the responsibility or the characteristics of the job. Ability in the dimension of work. Refers to the ability to work or practicable works and knowledge management means raising the level of scientific knowledge of an organization to generate benefits from intellectual costs, including 1) collecting, storing, and accessing data to create knowledge with technology. Information and computers as aids. 2) Knowledge management. Associated with the exchange of knowledge, behavior in organizations related to society, culture and practices affecting the exchange of knowledge. 3) Knowledge management requires knowledgeable people to interpret and apply knowledge related to human development. Attracting knowledgeable people to an organization is key. part of knowledge management.

3. The analysis of the decision to purchase products from Plara Lon (simmered fermented fish) Nikhom Songkroh's community enterprise. Udon Thani Province via electronic commerce system Overall Product Rating The respondents agreed the most. Considering individually, it was found that consumers place great importance on bringing a variety of information about products purchased through online media. Overall opinion level on price The respondents agreed the most. Considering individually, it was found that consumers pay attention when buying products through online media, there will be a reasonable shipping price. The overall level of opinion on distribution channels. The respondents agreed the most. Considering individually, it was found that consumers place great importance on the convenience of purchasing products. Can order products anytime, anywhere Overall opinion level in marketing promotion The respondents agreed the most. When considered individually, it was found that consumers focused on public relations, advertisements for consumers to know thoroughly.

4. Meticulousness in production related to production and Storage of raw materials was found on the production side of the product. And is supported by government and private organizations in packaging design, product quality testing. Including a budget to support production costs. Entrepreneurs should therefore give importance to attending training or seminars, including providing knowledge and advice from government agencies or the private sector. Storage of raw materials before processing, which raw materials will be processed, most entrepreneurs can produce by themselves or have a large number of suppliers. Therefore, the storage of raw materials or warehouses, entrepreneurs prefer to keep them at home, which will help in saving storage costs. Conforms to the concept of lean production. Lean Manufacturing, a system that minimizes waste and focuses on high efficiency with low cost and flexibility, is the prototype of just-in-time or lean manufacturing.

CONCLUSION AND FUTURE WORK

Efficient product distribution guidelines for product groups with standards and quality but in order for the product to be strong and competitive, it should be developed. in terms of distribution channels and marketing promotion media to be modern and more diverse using electronic marketing Come to help with marketing promotion media in advertising. promotion direct marketing public relations Including adding channels for distributing products through online media.

1. Social media marketing through commerce It is the development of product distribution channels. Plara Lon (simmered fermented fish) Nikhom Songkroh's community enterprise. Udon Thani Province It is a sample group in the area where most of the occupations in the group of enterprises should be studied in the next time but the sample group should be expanded to other areas.

2. Behavior and demand for using online media through commercial systems should be studied. To understand more clearly the influence of social networks that affect the behavior of purchasing goods and services online for business operators to sell products online the information was used for further marketing planning.

3. Conduct business with efficiency, quality and product standards can be sold domestically and internationally by studying important processes the needs of consumers in distribution and entrepreneurs with expertise and knowledge leading to guidelines for the development and improvement of food types for community enterprise groups. To be a body of knowledge for business operations in the distribution of products to various activities that are important. and to enhance business operations to be more efficient

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