

MARKETING ANALYSIS OF COMMUNITY ENTERPRISE GROUP IN OF UDON THANI PROVINCE

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ABSTRACT

Marketing Analysis of Community Enterprise Group in Udon Thani province the objective of this study was to collect information on marketing, analysis, and assessment of the business environment. There are 2 groups of community enterprises in Udon Thani province; Ban Tha Tum community enterprise and Bai Fern rice cracker with watermelon juice community enterprise. Analyzing community enterprise groups in marketing assess the general condition and problems.

Ban Tha Tum Community Enterprise The results showed that. Products: there are certified by FDA and OTOP. Price: selling price is like other dealers. Place: there are distribution channels throughout the storefront, Exhibitions and online. Promotion: There is a government policy to promote community enterprises. Product: Products are packaged in sets, e.g., 5 pieces per package and other sizes.

Bai Fern rice cracker with watermelon juice Community Enterprise. There are a variety of products and packaging at affordable prices. There are promotions, if purchased in large quantities, meet OTOP standards, can receive support from the government. Distribution by selling both at the production site, trade shows, telephone, and online channels.

Keywords—Community Enterprise Group, Marketing, The 4Ps of Marketing.

INTRODUCTION

In developing the country, government and private organizations have given importance to the use of local wisdom and potential for development, especially the development of communities to be strong and self-sustaining. The Ministry of Agriculture and Cooperatives has set up the Community Enterprise Promotion Act of 2005 to support the promotion of community enterprises with knowledge and local wisdom, income generation. Mutual assistance, development of management capacity and development of the model of community enterprises. As a result, the community is self-reliant. and develop the community's economic system to be strong and ready for future competition

Udon Thani is an agricultural city. The main products are rice, rubber, cassava, sugar cane, bananas, dates, which are quality raw materials. Nowadays, local raw materials are used to transform into products. It creates jobs, creates careers, and adds value through innovation. Making beautiful, eye-catching packaging and online trading Increasing sales requires increasing the value of the product and improving the marketing of the product.

Therefore, to increase the value of the product and product market expansion, especially online marketing must be considered as the top priority. The researcher is interested in collecting marketing data, analyzing, evaluating marketing problems, and searching for online marketing channels and is a guideline for increasing online marketing channels by creating online marketing media for community enterprises

LITERATURE REVIEWS

Observation Theory

Observation is watching what is happening carefully and methodically to analyze or find the relationship of what is happening to other things (Chandawanich S., 2018).

There are two types of observations used in qualitative research:

1. Participant Observation

It is an observation that the observer lives with a group of people being educated. have joint activities Until the practitioner accepts that the observer has the same status as himself. The observer must adapt to the study group which may be embedded in the event, to live in the community for a long time until people in the community feel that it is normal for researchers to live. Advantages of Participatory Observation Methods This allows the researcher to be accepted and intimate with the group to be studied, without the observer being unaware of being observed or watching, therefore behaving naturally, resulting in factual data, giving an overview of various events as naturally as possible, make information easy to access, can check information repeatedly. A limitation of the participatory observation method is that it is often applicable to small cohort studies Researchers must be careful not to engage in emotional involvement and attachment to the point of lack of fidelity, which may lead to prejudice or bias towards the group being studied. while participating in group activities

2. Non-participatory observation

It is an observation that the researcher observes outside the circle and does not participate in the activity. Advantages of non-participatory observation methods are often used to initiate data collection. It is easy to do and does not take time to gain acceptance from the study group because of its role as an outsider. The duration is shorter and less costly than the participatory observation method. Limitations of the non-participant observation method if the observer knows it is being observed, it may not produce natural behavior and the information is not as detailed or complete as the participant observation method.

In summary, both participant observation and non-participatory observation have different objectives to observe behaviors and events to bring about the relationship and meaning of the phenomenon that occurs.

Marketing Mix 4Ps

A marketing mix is a collection of marketing tools that are used together and consistently to achieve marketing goals to add value to a product or service. It consists of 4 key factors (4Ps): product, price, place, and promotion (Aksarapak C, 2022).

Product

The first factor is product, where the word product here does not refer to the product that will be exported to the market alone, but refers to the business's goods or services, whether tangible or intangible, such as applications. Chan, etc., anything that a business produces to sell to customers. All of them are products or all products.

Price

The second factor is price. Price, which is a very important factor for business because this factor determines the price of goods and services that should be exported to the market in what price range. The important thing that makes this factor important is that it helps generate profits for businesses and is another factor that consumers decide to buy or use that product or service as well.

Place

The third factor is where businesses can showcase or export their goods and services as close as possible to consumers. The first thing you might think of would be a department store or a local market where people walk and shop, which is one of the best places to showcase products. But nowadays, trade show venues are inevitably changing, moving to mobile screens that customers can easily access, such as an app or a company's website, or may rely on large marketplaces that collect multiple products and services together such as Shopee or Lazada etc.

Promotion

The last factor is Promotion, which is communicating and spreading the brand's voice to reach customers. It is a very important factor for business because brands know how to communicate, how to communicate with customers, and what communication tools are used. Whether it's using a digital marketing strategy or hiring an influencer or even thinking about promotions, discounts, exchanges, giveaways, or give a premium. That helps to make brand communication more effective.

METHODS

The population used in this research were two groups of community enterprises in Udon Thani province, namely Ban Tha Tum community Enterprise: and Bai Fern rice cracker with watermelon juice Community Enterprise. Data collection was done by using unstructured interviews, with questions about the general

condition of the business, i.e., strengths, weaknesses, opportunities, and obstacles, business marketing topics, i.e. products, prices, places, promotions. The researcher used interviews. Chairman of the community enterprise group and members of the community enterprise group, 6 people, divided into 3 people from Ban Tha Tum Community Enterprise and 3 people from Bai Fern rice cracker with watermelon juice Community Enterprise. Analyzing the status of the establishment by using the analysis of marketing problems using Marketing Mix 4Ps, then the analysis results are used to find possible marketing channels to help solve the problem.

RESULTS

An analysis marketing mix 4Ps

1. Ban Tha Tum Community Enterprise (Mae Tui fermented fish paste)

Product: It was found that there are processed foods from fermented fish by processing the raw materials into a variety of products with a variety of formulas. These are 5-star products that have passed community product standards and FDA standards. A unique cross-year fermented fish, using clean and chemical-free ingredients, without preservatives, making the taste delicious.

Price: It was found that members of the group had clearly set the selling price and the price was standard without fluctuation. The group has set the product price into 2 forms, which are sold separately in a large jar and in a set of 5 jars. Pricing is mainly based on cost, which may be higher than the market because of using quality raw materials, resulting in high costs, causing the selling price of the product to be high as well without comparing or considering the price of competitors in the market.

Place: There are distribution locations at production sites, trade shows, shops, events, and distribution through social media. The group has its own Facebook Page and Line Application. The production site has been set up as a learning center to make it known to the public and to come to study and learn the process of making herbal fermented fish paste as well.

Promotion: There is a branding and a logo for specific products of the group. To make the product stand out and use marketing promotion by using sales promotions as a set of 5 products and selling through social media by using Facebook and Line applications to sell products. There is also an insertion of knowledge about food on the Facebook page, and on the food packaging there will be stickers with the name of the shop and contact.

2. Bai Fern rice cracker with watermelon juice Community Enterprise

Products: Products are available in a variety of ready-to-eat and raw formats for customers to fry later. Rice cracker with watermelon juice has a variety of toppings. There are many colors using natural colors. As for the packaging, there are various forms of rice cracker with watermelon juice, such as ready-to-eat sachets with 8 pieces, paper envelopes with zip locks, cans, zip lock foil envelopes, wrapped in one piece, and paper bags with handles for souvenirs.

Price: Products are priced that are easy to sell. The price varies according to the size, the larger the size, the higher the price per kilogram. In some periods, the price will be adjusted according to the cost of each season about 5% - 15%. Such price changes may cause confusion for customers and affect the costing and price setting if reselling.

Place: There are places to sell and consign in stores, in department stores and trade fairs, and online sales using Facebook pages.

Promotion: there is a promotion, for example, if buying in large quantities, there will be a discount, such as bite-size raw sheets The price is 230 baht per kilogram. If you buy 3 kilograms, the price is 220 baht per kilogram. If you buy 5 kilograms, the price is 210 baht per kilogram. If you buy 10 kilograms, the price is 200 baht per kilogram.

CONCLUSION AND FUTURE WORK

1. Ban Tha Tum Community Enterprise (Mae Tui fermented fish paste)

From the analysis of general information and marketing information to find ways to develop marketing promotion. can be summarized as follows

1) Organize sales promotion activities for the outstanding products of the group's best-selling products. Should design packaging and develop packaging that is beautiful, modern and emphasizes information on the product label and displays the FDA symbol, specifying the production date and date. The logo of the group was designed to be outstanding, beautiful, and modern. Consistent with (Nunchaiyapruet R., 2017) that most target groups will consider the packaging to be colorful, attractive, tasteful, strong, durable, with cushioning inside, as well as having a waterproofing coating and able to maintain the quality of the cake.

2) Improve the Facebook Page, develop marketing plans such as creating attractive media, brochures, and online marketing materials to attract customers. Placing road signs or billboards to allow people to visit the production site and buy products. Consistent with (Taboonjai R., 2019). it was found that the overall online marketing promotion strategy factors were related to purchasing behavior in terms of the main reasons for purchasing decisions. But there was no relationship with purchase frequency.

3) Increase distribution channels In other applications such as Line official Account, Lazada and Shopee, create a membership system for the store.

2. Bai Fern rice cracker with watermelon juice Community Enterprise

From the analysis of general information and marketing information to find ways to develop marketing promotion. can be summarized as follows

1) Select outstanding products and increase product value, set a stable selling price, and maintain the same standard of product quality in every piece. It is consistent with (Ketanon R, 2017) that creative product development based on the concept of the creative economy is designing new products that are different from the original by using creativity to add value and value to products and groups and consistent with Kuanmuang S. , Meunjitnoy A. , and Kumklong N. (2022) that the standard of food taste must be maintained consistently, like the reputation and quality that must be maintained in order for the same customers to come back. While new customers come from the referrals of customers.

2) Develop marketing plans such as creating attractive media, brochures, and online marketing materials to attract customers. Placing road signs or billboards to allow people to visit the production site and buy products. Consistent with Weeranant Khamnuengwut and Anchana Klinthian (2019) suggesting that entrepreneurs should have knowledge about public relations and online marketing and should be presented to Product quality and building consumer confidence.

From the research, the researcher has proposed a way to develop marketing channels by using Line Official Account to increase product distribution channels and communication channels with customers. At present, both groups of enterprises already use the Line media to communicate with customers, making adding a Line Official Account easy to adapt with communication between enterprises and customers with a method. It works like a personal Line account and can use basic features.

Future work, suggestions for further research may be to compare the results with the same products or compare costs and benefit before and after if using Line official Account.

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