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# Approaches to Increasing Sales of Community Products in Ranong Province, Thailand.

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## Abstract

This article aims to examine the factors, approaches, and strategies that contribute to increasing sales of community products in Ranong Province, Thailand. Ranong is a coastal province along the Andaman Sea with considerable potential in terms of natural resources, cultural heritage, and a wide range of community-based products, including local coffee products, processed fruits, health-related products, and traditional handicrafts. At present, some community products in Ranong have been promoted through various development initiatives, such as the registration of Geographical Indication (GI) for “Ranong Coffee,” which serves to enhance product value and strengthen market recognition. This study employs a mixed-methods research design, integrating both qualitative and quantitative approaches. Data were collected from community entrepreneurs, marketing promotion officers, and consumers. The analysis focuses on key factors influencing sales performance, including brand development, packaging improvement, the use of online marketing channels, collaboration between the public and private sectors, and participation in marketing activities at the local, regional, and international levels. The findings reveal that “the creation of a strong product identity” and “access to diverse market channels” are critical factors in increasing sales of community products. Successful entrepreneurs tend to leverage digital tools to expand their distribution channels and continuously develop products that align with consumer needs and preferences. Furthermore, the expansion of commercial networks—such as participation in trade exhibitions like Ranong Trade Town and the application of the GI system—significantly enhances product credibility and facilitates access to international markets.

The results of this study provide practical implications for relevant stakeholders and policymakers in designing integrated support mechanisms to strengthen community product development, increase sales performance, and promote long-term sustainability.

**Keywords:** community products, creative marketing, sales growth, ranong province, geographical indication

## 1. Introduction

Ranong Province, located in southern Thailand, is endowed with abundant and diverse natural resources, including coastal ecosystems, mountainous terrain, and forested areas. The province is also characterized by local communities possessing indigenous knowledge and capabilities in producing a wide range of community-based products and services, such as value-added agricultural products, handicrafts, and tourism-related services. Despite their

substantial potential, these communities face persistent challenges in marketing and distribution, including limitations in packaging development, brand positioning, and access to international markets. Such constraints significantly impede sales growth and the ability to generate sustainable income at the community level.

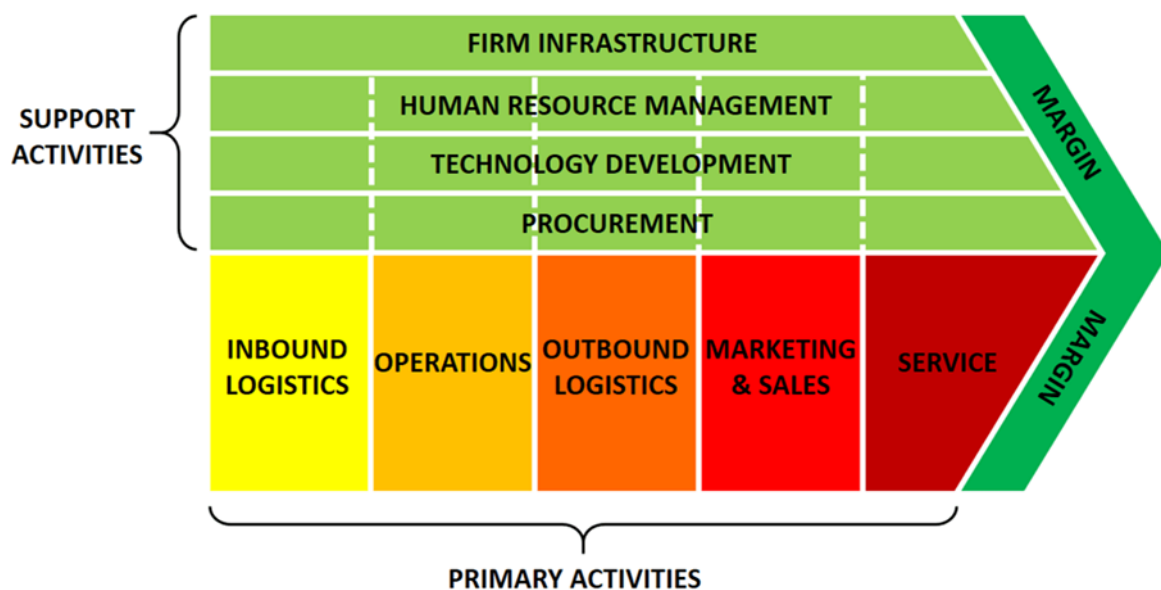
Consequently, research on strategies to enhance the sales performance of community-based products is of paramount importance, as it can provide context-specific insights relevant to Ranong Province and inform the design of effective marketing strategies that support sustainable grassroots economic development.

### 1.1 Research Objective

1. To analyze the factors influencing the sales performance of community-based products in Ranong Province.
2. To examine marketing strategies and approaches for enhancing sales through various marketing channels.

### Research Conceptual Framework

Figure 2: Research conceptual Framework of Value Chain (Porter's Value Chain)



Source: business-to-you, (2025)

One company's value chain is embedded in a larger stream of activities that can be considered the supply chain or as Porter mentions it: the Value System. Suppliers have a value chain (upstream value) that create and deliver the purchased inputs. In addition, many products pass through the value chain of channels (channel value) on their way to the buyer. A company's product eventually becomes part of its buyer's value chain. This article will not go into the entire supply chain (from suppliers all the way to the end-consumer), but rather focuses on one organization's value chain. The value chain activities can be divided into two broader types: primary activities and support activities

Primary activities : The first are primary activities which include the five main activities. All five activities are directly involved in the production and selling of the actual product. They cover the physical creation of the product, its sales, transfer to the buyer as well as after sale assistance. The five primary activities are inbound logistics, operations, outbound logistics, marketing & sales and service. Even though the importance of each category may vary from industry to industry, all of these activities will be present to some degree in each organization and play at least some role in competitive advantage.

## 2. Literature Review

A review of the literature on strategies for enhancing the sales of community-based products can be categorized into five key themes: (1) The concept of grassroots economy and community-based products, (2) Value creation through local identity and indigenous knowledge, (3) Marketing and packaging development, (4) The utilization of digital technologies and online channels, and (5) The role of government and collaborative networks.

2.1 The Concept of Grassroots Economy and Community-Based Products : Several scholars have highlighted that community-based products serve as a critical mechanism for promoting grassroots economic development, as they help distribute income, reduce inequality, and strengthen community resilience (Office of the National Economic and Social Development Council, 2019). This concept aligns with participatory development policies, which emphasize leveraging local resources and knowledge as a foundation for generating economic value. In the context of Ranong Province, community-based products are closely linked to natural resources and geographical characteristics, such as locally grown coffee, herbal products, and processed seafood. These products reflect the area's inherent potential and can be commercially scaled if appropriate marketing strategies are implemented.

2.2 Value Creation through Local Identity and Indigenous Knowledge : Research on community-based product development has indicated that local identity and community-based knowledge are key factors in differentiating products in the marketplace (Kotler, 2017). Storytelling that connects products to local culture, lifestyle, and community history can enhance the psychological value of the product and influence consumers' willingness to pay. In the context of Ranong, The application of Geographical Indication (GI) serves as a tool to certify the origin and quality of products, such as Ranong coffee. This approach not only enhances credibility but also elevates the product's image in both national and international markets.

2.3 Marketing and Packaging Development : Packaging design is a critical component of community-based product marketing. Multiple studies have shown that aesthetically appealing, modern packaging that reflects local identity significantly influences consumer purchase decisions (Siriwan Serirat, 2017), particularly in tourist markets and souvenir sectors. Additionally, appropriate pricing strategies, careful selection of distribution channels, and continuous promotional activities are crucial factors for long-term sales growth. Support in marketing knowledge and skills for community entrepreneurs further strengthens the effectiveness of these strategies, The development of packaging and branding has been shown to significantly enhance consumer acceptance. Design elements that reflect local wisdom and community identity contribute to stronger brand recognition and foster greater customer loyalty. In addition, studies on innovative product design incorporating indigenous

knowledge and cultural capital indicate that the creation of distinctive and aesthetically appealing products increases the potential to attract tourists and penetrate niche markets.

**2.4 Utilization of Digital Technologies and Online Channels :** In the digital economy era, online platforms and social media have become essential tools for enhancing the sales of community-based products. Chaffey (2020) notes that digital marketing reduces spatial and cost constraints, enabling small-scale entrepreneurs to reach new customer segments more effectively. In the context of Ranong Province, the use of online media, such as Facebook, Line Official Account, and e-commerce platforms, can help expand markets from the local to the national level. However, studies have also identified limitations in digital skills and order management, which require further development to maximize the benefits of digital marketing. Research in marketing management further highlights the strategic importance of leveraging online networks and social media platforms to expand distribution channels, particularly for small- and medium-sized community-based enterprises, as such approaches help reduce marketing costs while significantly increasing brand visibility and market reach.

**2.5 The Role of Government and Collaborative Networks :** A substantial body of literature emphasizes that sustainable development of community-based products necessitates multi-sector collaboration, particularly involving government agencies, educational institutions, and the private sector (Porter, 1998). Financial support, training programs, marketing promotion activities, and the establishment of commercial networks all play crucial roles in enhancing sales. In the context of Ranong Province, trade promotion projects, exhibitions, and initiatives to integrate community products into the tourism market serve as important mechanisms for connecting producers with consumers in a tangible and effective manner.

### **3. Methods**

This study employed a mixed-methods approach consisting of four components. First, a quantitative survey was conducted using questionnaires administered to 12 community product entrepreneurs in Ranong Province to collect data on marketing practices, distribution channels, product development approaches, and sales performance over the past year. Second, qualitative interviews were carried out with five key informants, including community marketing experts, marketing promotion officers, and representatives of local organizations, to gather in-depth insights into challenges, best practices, and strategic approaches. Third, document analysis and secondary data review were undertaken using relevant research studies, government reports, and online media related to community-based products in Ranong. Finally, the collected data were analyzed using descriptive statistics and content analysis to synthesize consistent and actionable operational-level strategies.

### **4. Results and Discussion**

**4.1. To analyze the factors influencing the sales performance of community-based products in Ranong Province :** The questionnaire results indicate that a substantial proportion of entrepreneurs (75%) reported that the use of social media and online platforms has significantly contributed to increased sales, particularly among digitally oriented consumers. Nevertheless, entrepreneurs continue to encounter constraints related to limited resources for the production of high-quality content and effective inventory management. Furthermore, the findings reveal that the establishment of products under Geographical Indication (GI)

branding—such as coffee officially certified by the Ministry of Commerce—plays a critical role in enhancing product credibility and expanding access to wider markets.

4.2. To examine marketing strategies and approaches for enhancing sales through various marketing channels : In addition, qualitative interview data suggest that collaboration between public and private sector stakeholders, including participation in initiatives such as the Ranong Trade Town and the organization of product exhibition and sales events, constitutes a strategic mechanism for strengthening market linkages and attracting consumers at both regional and international levels. With respect to product design, the results further demonstrate that the development of packaging that effectively communicates community identity has a significant influence on consumer purchasing decisions, with consumers placing considerable emphasis on perceived product quality and the narrative or storytelling associated with the products.

## 5. Conclusion

The study indicates that key strategies for increasing sales of community-based products in Ranong Province include the development of distinctive branding and packaging, the utilization of digital channels to access contemporary markets, and the promotion and expansion of marketing networks through commercial activities at both domestic and international levels. In addition, strengthening linkages with support initiatives—such as Geographical Indication (GI) schemes and government policy-driven programs—plays a vital role in enhancing commercial value. The implementation of these strategies contributes to building a strong foundation for the grassroots economy, supporting sustainable development, and elevating Ranong’s community-based products to compete effectively at both national and international levels.

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