

# Guidelines for Improvement of Herbal Products and Marketing Value-Added of the Phatphat Community Enterprise, Dusit, Bangkok, Thailand

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## Abstract

The project of upgrading products and marketing value-added of Herbal Products of the Phatphat Community Enterprise, Dusit, Bangkok, Thailand aims at search the guidelines for improvement for upgrading herbal product standards to increase the economic value of the Phatphat Occupational Group in Dusit District, Bangkok. Additionally, it aims to find approaches to create competitive advantages for community enterprises, leading to enhanced entrepreneurship of business units.

Guidelines for Improvement of Herbal Products and Marketing Value-Added of the Phatphat Community Enterprise, Dusit, Bangkok, Thailand using the marketing mix theory. There are 1) consumer wants and needs 2) cost of appreciation 3) convenience to buy 4) communication that connects) It was found that consumers were satisfied that the product was unique and distinctive, the suitability in price is suitable for the style and appearance received, ease of purchase arranged in a suitable location, and product form and packaging can communicate with consumers. In terms of development to raise product standards should establish guidelines for development that must be accelerated. In terms of product development to ensure quality and response to consumer needs Should develop the style of packaging to be modern, product development to be certified for production standards, knowledge development in technology and innovation and networking to exchange, share management skills and experiences.

**Keywords:** cultural product, cultural added value, Thai soft power, Thai wisdom

## 1. Introduction

1) "Phatphat" is a learning center for urban community lifestyles, located in the multipurpose building of Wat Pracharabuedham, Rama V Road, Nakhon Chai Si Subdistrict, Dusit District, Bangkok. It was officially opened on March 18, 2014. The learning center's activities include transferring knowledge about career enhancement to generate income for urban communities by establishing community occupational groups. This was a result of surveying community problems and needs, and knowledge transfer from professors of Allied Health Sciences, Department of Applied Thai Traditional Medicine, Suan Sunandha Rajabhat University. Currently, it is open for service every day. Moreover, within the learning center, there is a collection of knowledge on occupational group management, accounting, fund management,

welfare, and material and equipment management. Additionally, the occupational group produces herbal compress balls and "Phaya Wan" balm under the name "Dusit Rabuetham" for use in their own point massage and for sale as souvenirs to interested parties.

2) In the past, the Wat Pracharabuedham community faced social inequality issues in accessing the education system, youth development, community physical development, unfair treatment by state power, access to state resources, and participation in expressing opinions at a level that was not too severe. These problems could be solved or addressed in the long term. Overall, these issues still exist but are not prominent enough to require immediate action. The area that people prioritize and want to be urgently addressed is poverty alleviation and community strengthening. People want supplementary income for unemployed or elderly community members and improved community health. When the foot reflexology occupational group of Wat Pracharabuedham was established under the research and academic services of Suan Sunandha Rajabhat University, it helped raise community income to some extent. However, the current economic conditions have made community income insufficient or some households are in a tight financial situation, especially the low-income elderly group who need supplementary income from producing and selling community products (Phusit Phukamchanoad, 2023). From these problems, the idea arose to elevate existing cultural capital products to appropriate standards to improve community members' income.

3) Therefore, research to upgrade products to increase income for the Phatphat occupational group in Dusit District, Bangkok, is crucial in creating and developing new things to help products meet accepted standards while maintaining the community's unique identity. This aligns with government policies. Moreover, upgrading products as goods can compete in marketing and increase distribution channels, which will lead to increased income for the community and its members in the near future.

## **2. Research Objective**

The study aims to find ways to upgrade herbal products to add value for the Phatphat occupational group in Dusit District, Bangkok.

## **3. Methodology**

This study used a quality and quantitative as follows.

### **3.1 Population**

The population used in this research is divided into 2 groups according to the research methods:

Quantitative research: The population group consists of 50 consumers who are survey respondents.

Qualitative research: This group includes community leaders and herbal product business entrepreneurs aiming to add value for the Phatphat occupational group in Dusit District, Bangkok.

### **3.2 Data Collection Tools**

The tool used for quantitative data collection is a questionnaire to develop marketing strategies and product standards for "Phaya Wan" herbal balm, Dusit Rabuetham, which is used with 50 randomly sampled product consumers.

Tools used for qualitative data collection include:

- 1) In-depth Interview Technique
- 2) Focused Group Discussion
- 3) Observation
- 4) Participatory Meeting

## 5) Results

The guidelines for upgrading herbal products to increase income for the Phatphat occupational group in Dusit District, Bangkok, are based on the analysis of marketing mix and product upgrade strategies for "Phaya Wan Herbal Balm, Dusit Rabuetham" using the 4C's strategy, as detailed below:

Statistics and analysis results of consumer opinions on the herbal product "Phaya Wan Herbal Balm, Dusit Rabuetham" in Dusit District, Bangkok

Table 1: Statistics and analysis results of consumer opinions on the marketing mix of the herbal product "Phaya Wan Herbal Balm, Dusit Rabuetham" using the 4C's strategy (n=50)

Consumer wants and needs	X	S.D
1. Product, the fragrance, refreshing quality, and ability to reduce dizziness	3.40	0.80
2. The product's suitability as a gift was rated at a moderate level	3.42	0.78
3. The product's uniqueness and distinctiveness were rated at a moderate level	3.44	0.82
Cost of appreciation		
1. The price appropriateness for the form and characteristics received was rated at a high level	3.70	0.75
2. The price appropriateness for the quantity was rated at a high level	3.66	0.85
3. The price appropriateness for the quality was rated at a high level	3.60	0.80

4. The price being within the expected budget was rated at a high level	3.64	0.82
Convenience to buy		
1. The suitability of the sales location was rated at a moderate level	3.16	0.75
2. The convenience and variety of purchasing channels were rated at a low level	2.95	0.80
3. The convenience of online purchasing channels was rated at a low level	2.86	0.82
Communication that connects		
1. The attractiveness of promotional activities was rated at a very low level	2.49	0.85
2. The ability of promotional media to create awareness and stimulate interest was rated at a very low level	2.48	0.80
3. The ability of the product and packaging design to communicate with consumers was rated at a high level	3.60	0.82

Table 1 shows that for Consumer Wants and Needs, in terms of product, the fragrance, refreshing quality, and ability to reduce dizziness were rated at a moderate level (3.40). The product's suitability as a gift was rated at a moderate level (3.42). The product's uniqueness and distinctiveness were rated at a moderate level (3.44). For Cost of Appreciation, the price appropriateness for the form and characteristics received was rated at a high level (3.70). The price appropriateness for the quantity was rated at a high level (3.66). The price appropriateness for the quality was rated at a high level (3.60). The price being within the expected budget was rated at a high level (3.64). For Convenience to Buy, the suitability of the sales location was rated at a moderate level (3.16). The convenience and variety of purchasing channels were rated at a low level (2.95). The convenience of online purchasing channels was rated at a low level (2.86). For Communication that Connects, the attractiveness of promotional activities was rated at a very low level (2.49). The ability of promotional media to create awareness and stimulate interest was rated at a very low level (2.48). The ability of the product and packaging design to communicate with consumers was rated at a high level (3.60).

2) Summary of results from in-depth interviews and focus group discussions regarding the management and distribution of the herbal product "Phaya Wan Herbal Balm, Dusit Rabuetham" in Dusit District, Bangkok

The Phaya Wan Herbal Balm, Dusit Rabuetham, is currently the only product of the Phatphat occupational group community. It has been produced for sale since 2015, totaling 9 years. This product resulted from knowledge transfer from researchers at Suan Sunandha Rajabhat University, enabling the community to produce liquid balm for use in foot reflexology massage

at Wat Pracharabuedham and for sale as souvenirs to generate supplementary income for the occupational group. The knowledge-based process includes promoting membership recruitment, registering group members, holding group meetings to understand supplementary income generation, producing Phaya Wan liquid balm according to the formula, accounting for income and expenses, managing materials and equipment, and managing funds and welfare for group members.

Product distribution uses the Phatphat occupational group's storefront system, where members sell directly, allowing them to effectively explain the product's background, usage, and benefits. However, the product is not well-known in the general market due to limited promotional methods, mainly relying on word-of-mouth from foot reflexology massage customers. Although the product meets standards and is usable, the lack of registration in the standard system may be another issue preventing confidence-building among other customer groups. Additionally, product promotion or marketing communication is limited to small groups using basic methods, resulting in limited widespread recognition.

Regarding product diversity, since the Phatphat occupational group has only one product, the Phaya Wan Herbal Balm, Dusit Rabuetham, product diversity is an important marketing strategy that can create options for customers to support the product. Therefore, the occupational group wants to produce a wider variety of products within the same product group, such as gel balms and inhalers. A more diverse product range would expand market opportunities.

## 6) Discussion

The guidelines for upgrading herbal products to increase income for the Phatphat occupational group in Dusit District, Bangkok can be summarized as follows:

The approach to elevating herbal products to increase income for the Phatphat occupational group in Dusit District, Bangkok, which has its main product as Phaya Wan Herbal Liquid Balm, Dusit Rabuetham, can be achieved by using the marketing mix theory from the consumer's perspective in four areas: consumer wants and needs, cost appropriateness, convenience to buy, and communication and presentation.

Considering each aspect of the marketing mix, we find that regarding consumer wants and needs, consumers are satisfied with the product's uniqueness and distinctiveness, its suitability for personal use or as a gift, and its fragrant smell that increases freshness and reduces dizziness, respectively, at similar satisfaction levels. In terms of convenience to buy, consumers believe that the sales location is appropriate, but the purchasing channels, variety of purchasing options, including online shopping systems, are not as satisfactory as they should be. Regarding communication and product presentation, the product and packaging design can effectively communicate with consumers, meaning consumers can understand the product without needing explanation. However, the product lacks awareness creation and interest stimulation through innovative promotional media. Moreover, there is a lack of interesting, systematic, and modern sales promotion activities.

For development to upgrade product standards, urgent development guidelines should be established. In terms of product development to meet quality standards and consumer needs, these include modernizing packaging design, developing products to obtain production standard certifications, enhancing knowledge and capabilities in technology and innovation, linking and

integrating marketing efforts, and creating networks to exchange, share skills, and management experiences.

## 7) Conclusion

Guidelines for Upgrading Herbal Products to Increase Income for the Phat Pattana Occupational Group, Dusit District, Bangkok

The main product is the herbal balm oil "Phaya Wan Dusit Rabue Tham". This research study analyzes development approaches to upgrade the product using the 4C's strategy, which includes Consumer Needs, Cost to the Consumer, Convenience to Buy, and Communication. This demonstrates that consumer importance significantly affects product sales and development, aligning with Burim Othakanon (2012), who stated that in the current era, selling products requires a greater understanding of consumers than before, resulting in a shift of primary interest towards consumers.

Additionally, this study found that the Phat Pattana Occupational Group has not yet developed their product in terms of obtaining the Community Product Standard (CPS) mark. This mark is a quality requirement suitable for community products to build credibility, acceptance, and consumer confidence in product selection, focusing on sustainable development to elevate the quality of community products to meet specified standards and align with OTOP policy.

The CPS mark is beneficial for brand building and marketing activities, especially those relying on storefronts. Large, established producers tend to benefit more from obtaining the CPS mark than new or small producers. For consumers, although the CPS mark is not widely recognized or of interest, as consumers of community products often choose based on the product's unique identity rather than looking at marks, some consumers believe the CPS mark helps them make better purchasing decisions (Thanaphum Krueangtip, 2020). It is necessary to prioritize this to ensure consumer confidence in product quality and user safety.

However, using multi-level network partnerships, including government, academic, private, and civil society sectors, will be another process to support and promote the Phat Pattana Occupational Group in fostering community cooperation (Pennapa Palapin, 2023). In addition to economic success in the community, what will sustainably occur in the community in the future is unity for joint development and expansion into all aspects of society.

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