

DEVELOPING POTENTIAL OF ENTREPRENEURS IN MARKETING TO BUILD STRENGTH OF COMMUNITY ENTERPRISES, NAKHON PATHOM PROVINCE

Wareeya Khlungsaeng¹, Suwita Prugsarporn², Ekgnarong vorasiha³, Jiraporn Boonying⁴,
Yenjit Kongpan⁵, Vimolsri sansuk⁶

^{1,2,3,4,5,6}College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand,

E-Mail: wareeya.kh@ssru.ac.th¹, suwita.pr@ssru.ac.th², ekgnarong.vo@ssru.ac.th³,
jiraporn.bo@ssru.ac.th⁴, yenjit.ko@ssru.ac.th⁵, vimolsri.sa@ssru.ac.th⁶

ABSTRACT

The purpose of this research is to: 1. Study and analyze the current situation in marketing and 2. To propose marketing guidelines for community enterprises in Nakhon Pathom province. This research was conducted through interviews or group discussions with community enterprise entrepreneurs and quantitative research by asking consumers about the marketing satisfaction of community enterprises. By simple sampling method, the statistics used in the analysis are also analyzed : Basic Statistics: Percentage, Average. The results of the research show that the problems of community enterprises in marketing this makes it an obstacle to the development of strong community enterprises. Therefore, it is necessary to accelerate the development and upgrading of community enterprises in marketing. Adapt the strategy to the current and consumer behavior to strengthen community enterprises. It consists of : 1) Products or services , 2) Price , 3) Place, 4) Promotion, 5) Personnel , 6) Process , 7) Physical Environment . This is a guideline for determining the marketing strategy of community enterprises.

Keywords: Developing Potential, Entrepreneurs, Marketing

INTRODUCTION

In order to elevate Thailand out of the middle-income trap, it is necessary to focus on building entrepreneurs in small and medium-sized enterprises at the local level (Piriya Porpirulah, 2020) ^[1]. The main government policy to generate income for the country. It is to enhance the competitiveness and expand the marketing channels of industrial businesses. Domestic service business and community enterprise business.

It strengthens the process of creating careers. Create quality jobs so that people can earn higher incomes comprehensively. Community enterprises are community businesses related to the production of products service for the management of community funds by people in the community creatively, bringing income to income and self-reliance of the family and community. In addition, community enterprises are also a stable and sustainable economic foundation of the economic system. Over the years . (Krishna Dararuang, 2017) ^[2]. However, most community enterprises lack systematic thinking skills and logical connections lack of understanding of customers, the target audience is not known. Lack of understanding of information, facts, statistics. When a business is conducted, there will be a lack of data collection, analyze customer and market data this affects community businesses. (Sammalife Foundation, 2018) ^[3]. Community enterprise groups are considered to be the ones who drive the community's business by focusing on the self-reliance of the people in the community. This will lead to the development of the economy at the grassroots level. From the 20-year National Strategic Framework

(2018- 2037) . Essence of the National Strategy on Building Competitiveness. There are development goals that focus on enhancing the country's potential in various dimensions. The development of community enterprises is an important mechanism to strengthen the economy and improving the quality of life of people at the community level to have a stable career and income. Reduce disparities in the community.

At present, there are a large number of community enterprises that have emerged in Thailand. Many places are strong and sustainable. However, many places are facing business competition problems. Whether it is the problem of raw materials. Product or packaging issues. Problems of market competition (Noppawan,2563) ^[4]. As can be seen from the results of the research on : Enhancing the Distribution of Community Enterprise Entrepreneurs through Product and Packaging Development of Klong Kone Shrimp Paste (Mesopodopsis) in the Post-Pandemic Era of Samut Songkhram Province. The research findings indicate that the existing packaging for local products encounters various challenges that need to be addressed. Manufacturers recognize the need for packaging development as the current labels fail to reflect the community's identity. The unattractive design has deterred potential customers from making a purchase .Additionally, they intend to incorporate information about the community's key raw materials and cultural heritage through the utilization of local wisdom in production. (Panida Ninaroon,2023) ^[5] Therefore, with the changing environment affecting the business operations of the community. Both the income of the community has decreased and the sales of products of the community enterprise group have decreased. Therefore, the community should push the selling point of the product : Creating Story Telling , use of quality raw materials. Care for the environment. So that it can make consumers interested and order products continuously. Sustainable development of local communities and achieve the goal of self-reliance to achieve success. There are many factors that affect. The important thing in the development of community enterprises is good management. To create a conceptual framework for setting goals. objective need (Tatsaporn Kaewkwankrai,2017) ^[6]. From this importance, Therefore, the researcher is interested in researching the topic of Developing Potential of Entrepreneurs in Marketing to Build Strength of Community Enterprises, Nakhon Pathom Province. To develop the potential of marketing entrepreneurs. Access to marketing strategies or channels. This is a sustainable income generation for entrepreneurs

OBJECTIVE

1. To study and analyze the current situation in marketing
2. To propose marketing guidelines for community enterprises

METHODOLOGY

Space Scope: This study aims to study community enterprise groups in Nakhon Pathom Province.

Data Scope: In the first stage, the researcher used secondary data studies from the relevant textbooks and survey of basic community information and Observation. The sample groups are community enterprises and tourists.

Content Scope: Study on the marketing of community enterprises

Benefits: 1. know the current situation in the marketing of community enterprises in Nakhon Pathom Province and 2. able to present marketing guidelines of community enterprises in Nakhon Pathom Province

Principal informant in quality research: The main contributors to this qualitative research are community-based enterprise entrepreneurs in Nakhon Pathom province.

Population used in quantitative research: tourist

sampling: The number of samples of this study is 400 samples. Tourists are required to be respondents to the survey

RESULTS

Results of Demographic Analysis

The basic information of the test takers shows that : Most of them were 216 females (54.00%), and 174 males (43.50%) . In terms of age, it was found that the majority of consumers of community products were 21-30 years old (44.75%), followed by 31 - 40 years old (30.25%), 41 - 50 years old (17.75%), 4.75 percent were under or equal to 20 years old (4.75%), and over 50 years old (2.50%) respectively. In terms of education level, it was found that bachelor's degree (60.75%), below a bachelor's degree (33.75%) , and a postgraduate degree or higher (5.50%) respectively. In terms of occupation, most of them were students (35.75%) , Employees of private companies (33.50%), Self-employment (13.25%) ,Private Business: 9.00%, Civil servants / State Enterprises (8.50%) respectively. Average monthly income found that income 20,001 - 30,000 Baht (46.50%) , Income not exceeding 10,000 baht (22.25%) , income 10,001 - 20,000 Baht (20.25%) , income 30,001 - 40,000 Baht (4.25%), Income over 50,000 baht (3.50%) and income 40,001 - 50,000 Baht (3.25%) . Status It was found that single (86.75%) , Marriage (11.75%) , Divorce (1. %) and Not specified (0.50%)

Table 1
Tourists' Attitude to Marketing Strategies

ทัศนคติ	Mean	SD	Comment Level
Products or services	3.86	0.86	High
Price	3.84	0.80	High
Place	3.89	0.83	High
Promotion	4.11	0.79	High
Personnel	3.92	0.81	High
Process	3.96	0.82	High
Physical Environment	3.97	0.84	High

From Table 1 It was found that tourists' attitudes towards marketing strategies They are as follows : The level of opinion is very high in all aspects Promotion is ranked first ($\bar{x}$ = 4.11) , Physical Environment ($\bar{x}$ = 3.97), Process ($\bar{x}$ = 3.96) , Personnel ($\bar{x}$ = 3.92) , Place ($\bar{x}$ = 3.89) , Products or services ($\bar{x}$ = 3.86) and Price ($\bar{x}$ = 3.84)

Picture of the study of the problem conditions of community enterprises

In-depth interviews from key informants is a community enterprise entrepreneur The overview is as follows Strengths: Delicious products , People in the community help each other. Have a good leader. weakness Advertising is not yet comprehensive. Opportunities: The number of tourists began to increase due to the Covid period And it will come during the festival. Threats : Many tourists but few things to buy. Products or services : The products are delicious, but some may not be to the liking. The seller must have knowledge of the details or have insight into the product. Price : The price tag is clearly visible , discount , Set the right price. Place : Use more social media. Promotion : Focus on selling bundles. Personnel : People in the community are sellers therefore, you don't need to prepare much because you already know the product. Process : Wide range of payments , Prompt service , honest ,

Reduce complex procedures. Physical Environment : Keep it clean , must be shady , focus on safety , and the bathroom must be clean

CONCLUSION AND FUTURE WORK

1. Most of them are female, between 21 and 30 years old. The level of education is at the undergraduate level. Average monthly income of 20,000 - 30,000 baht. Have a single status

2. Perspective from the entrepreneur : 1. The community has a point of cooperation and cooperation ,2. The weakness is related to products that may not be very diverse yet.3. The opportunity is that there will be tourists. There will be a lot of people during festivals or holidays 4. In terms of barriers, members who focus on general sales may not have much knowledge in marketing. 5. Strategy for product presentation using Facebook, web booths, pages, etc.6. 6. In terms of how to present prices, focus on fixed prices. Focus on word-of-mouth7. Sales funnel access strategy Focus on websites selling various things, sometimes line Facebook 8. More online marketing promotion strategies 9. Personnel preparation most of the staff focus on service, smiling and ready to introduce when customers have questions. 10. Readiness in the service process as well as safety. The community emphasizes honesty. Less steps and closed-circuit installation. 11. Environmental Management Focus on improving the store to be pleasant to enter, clean and tidy. all the time

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Piriya, Pirulah(2020). Thailand's Development. Journal of Economics Periscope. Journal of Economics Periscope, Institute of Development Sciences, 7(1), Pp 1-70. ^[1]
- Krishna Dararuang. (2 0 1 7) . Product Development and Marketing Strategy of Ban Khao Laem Community Enterprise, Nakhon Sawan Province
from: <https://www.right-livelihoods.org> (in Thai) Bangkok . (2018). Provincial Information [online]. <https://www.right-livelihoods.org> ^[3].
- from: <https://smce.doe.go.th/> (in Thai) Bangkok. (2 0 1 8) . Provincial Information [online]. : <https://smce.doe.go.th/> ^[4].
- Panida Ninaroon.(2023). Enhancing the Distribution of Community Enterprise Entrepreneurs through Product and Packaging Development of Klong Kone Shrimp Paste (Mesopodopsis) in the Post-Pandemic Era of Samut Songkhram Province. Journal of Distribution Science (KoreaScience). Vol. 21(10) Pp.21-29 ^[5]
- Todsaporn Kaewhankrai (2017) . Survive The Economic Crisis by Implementing Community Enterprise. Academic Journal, Buriram Rajabhat University. Vol. 9 No. 2 July - December 2017. Pp. 33-50 ^[6].