Development of a digital market management system for community enterprise and professional groups

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ARTICLE INFO

ABSTRACT

This research aims to 1) study the digital marketing strategies and social media development of the community enterprise group in Song Khanong Subdistrict, focusing on the Krua Kanong curry paste professional group. A purposive sampling method was employed, targeting 200 consumers who encountered the promotional media of this community enterprise group. The statistical analysis involved the calculation of frequencies and percentages. The results indicate that the majority of respondents were aged between 17 and 30 years (Gen Y), accounting for 50 percent (n=100), followed by those aged 37 to 52 years (Gen X), representing 22.5 percent (n=45). Overall, satisfaction with digital media across various platforms was found to be at the highest level ($\bar{x}$ = 4.79, SD = 0.388). Specifically, Gen Y respondents demonstrated the highest level of satisfaction with digital media on Instagram ($\bar{x}$ = 4.62, SD = 0.621). Additionally, Gen B (Baby Boomers) exhibited the highest satisfaction with Facebook, particularly in relation to content type ($\bar{x}$ = 4.62, SD = 0.273). Furthermore, the study revealed that the chatbot feature significantly enhanced user communication and was rated at the highest satisfaction level, followed closely by the quality of information and content provided.

Origin and significance of the issue

Curry paste, as defined by the Curry Paste Industrial Product Standard (TIS. 429/2005), refers to a product made from a blend of various seasonings, with chili peppers and medicinal plants serving as the primary ingredients. These ingredients are ground together to create a thick, wet consistency. The paste may include coconut milk or edible oil, which is then heated to preserve the quality and flavor. Curry paste is versatile and can be used immediately to prepare various types of curry, such as green curry, panang curry, or massaman curry. (Worapongpat, 2022);Worapongpat, 2021).

The ingredients used in curry paste or its seasonings are derived from a variety of herbs and spices, including fresh and dried chili peppers, lemongrass, kaffir lime peel, onions, garlic, ginger, galangal, coriander root, coriander seeds, cumin, and pepper. Additional ingredients may include shrimp paste, coconut milk, edible oil, or other components. Curry paste is one of the most essential elements in Thai

cuisine, serving as the foundation for numerous dishes, such as stir-fried curries and others where chili is a key ingredient. Chen YongMing, Ntapat Worapongpat, Tachakorn Wongkumchai. (2024)

While chili peppers, the main component of curry paste, originally came from India and Mexico, Thai curry paste has been heavily influenced by Indian curry. However, Thailand has developed its own distinct recipes and flavors, characterized by the reduction of certain spices and the addition of herbs such as lemongrass, galangal, kaffir lime, and shrimp paste. Thai curry pastes, which are commonly used in cooking, vary widely in terms of the raw materials used and the intended purpose in culinary applications. These include green curry paste, roasted curry paste, red curry paste, and sour curry paste, among others. (Gongjing, Ntapat Worapongpat, Tachakorn Wongkumchai, 2024)

As discussed, curry paste offers numerous health benefits due to the properties of its ingredients. In addition to providing dietary fiber, curry paste is rich in vitamins and minerals, and possesses medicinal qualities that can help prevent various diseases. For instance, chili peppers aid in blood circulation and slow the rise of blood sugar levels, potentially helping in cancer prevention. Garlic is known for its ability to lower cholesterol and blood sugar levels, as well as reduce blood pressure. Lemongrass exhibits antibacterial properties, helps lower blood pressure, and may inhibit cancer development. Shallots contribute to lowering cholesterol levels in the blood. Galangal has antifungal, antibacterial, and anti-yeast properties, and may also inhibit cancerous tumor growth. Kaffir lime peel offers antibacterial properties and helps reduce blood pressure. Liu Yanga, Tachakorn Wongkumchaib, Ntapat Worapongpat, (2023)

The process of pounding these herbs and spices together releases various phytochemicals, or biologically active compounds, which interact to enhance or counteract each other's effects, resulting in significant health benefits. Freshly pounded curry paste, when used immediately in cooking, not only provides these health benefits but also imparts a pleasant aroma. However, due to time constraints in modern life, ready-made curry pastes available in the market have become a convenient alternative. Qi Tao, Tachakorn Wongkumchai, Ntapat Worapongpat. (2024)

Some consumers may be concerned about the cleanliness or the use of preservatives in commercially available curry pastes. However, advancements in modern technology in Thailand have made it possible to significantly reduce microbial contamination in curry pastes, ensuring that they meet or exceed safety standards. The current production methods yield curry pastes free from harmful contaminants, such as aflatoxins, with a shelf life of 9-10 days at room temperature without the need for added preservatives. Consequently, many curry pastes produced today have earned certifications such as the Chili Curry Community Product Standard (M.P.C. 129/2003) and the Chili Industry Product Standard (TIS. 429/2005), which have greatly enhanced consumer confidence. Ntapat Worapongpat. (2023), Ntapat Worapongpat. (2024).

Moreover, ready-made curry paste is recognized as an important One Tambon One Product (OTOP) in Thailand, available in all regions. However, for consumers who prefer to purchase curry paste in larger quantities for gradual use, it is important to buy clean, safe products and to store them properly. Curry paste should be kept in a clean, dry, airtight container and refrigerated to ensure its safety and quality. Wang jinlei, Ntapat Worapongpat, Tachakorn Wongkumchai. (2024)

Currently, the Song Khanong Subdistrict Professional Group, which produces Krua Khanong curry paste, faces several operational challenges, particularly in management and marketing. A key issue is the lack of distinctiveness in the product's packaging. The group aspires to expand its market reach and improve its packaging to create a more modern and unique appearance. In response to these challenges, this study aims to develop unique packaging for Krua Khanong curry paste to enhance its competitive advantage. The research also emphasizes the increased use of social media to reach a more diverse customer base more quickly and effectively, and to improve techniques for product promotion and knowledge dissemination.

Objective

To study digital marketing strategies and social media development for community enterprises and professional groups in Song Khanong Subdistrict, with a focus on Phrik Kaeng Krua Khanong, in order to

gain deeper insights.

Literature review

Marketing through online social media, often referred to simply as social media, involves the use of electronic platforms that enable the general public to create, share, and exchange information and opinions via the Internet. These platforms are typically owned by companies that provide services through their websites, such as Facebook, Twitter, and others Wang Yicheng, Ntapat Worapongpat, Tachakorn Wongkumchai. (2024) social media is a form of computer technology that facilitates the sharing of ideas and information by creating virtual networks and communities. Social media operates on the Internet and allows users to quickly communicate electronic content, including personal information, videos, and photos. Users can engage with this content through various devices such as computers, tablets, or smartphones, utilizing software or web applications. Zhan Dongjie, Tachakorn Wongkumchai, Ntapat Worapongpat. (2024).

The primary purpose of social media marketing is to present a business through social media platforms and use them as a channel to communicate messages to potential consumers. The main objective of social media marketing is to promote sales, but it also offers numerous other benefits for companies and individuals (eMarketing Institute, 2018, p. 14). Social Media Marketing refers to electronic media that allows individuals to participate in creating and exchanging opinions through the internet. These platforms are owned by various companies that provide services through their websites, such as Facebook, Hi5, Twitter, etc. (Wikipedia, 2021).
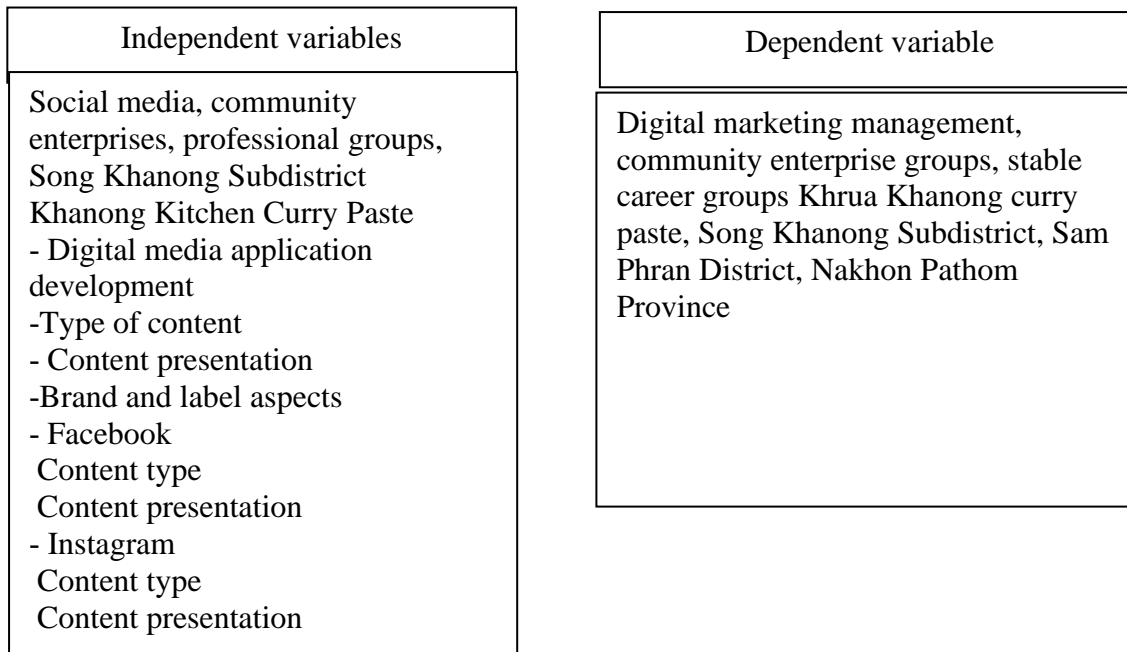
The main objective of social media marketing is to present businesses and use these platforms as a channel to communicate messages to potential consumers. The primary goal of social media marketing is to promote sales and enhance brand awareness. Companies and individuals can leverage social media for numerous benefits in communicating with their target audience (eMarketing Institute, 2018, p. 14).

Research by Natapat Worapongpatchara (2022) on developing digital media and designing logos for Riceberry rice in community enterprises found that consumers, particularly the Gen Z group, expressed the highest level of satisfaction with the development of digital marketing media on Facebook. This includes the creation of appropriate content and the use of suitable media. Meanwhile, the Gen B group showed a high level of satisfaction with using QR Codes for ordering products due to the convenience of use.Other related studies, such as the development of social media for community enterprises and website design (Natapat Worapongpatchara, 2023), show that organizing content and designing user-friendly websites, along with the use of inspiring viral videos, can significantly enhance engagement and facilitate better communication with entrepreneurs.

In a 2024 study, Natapat further found that digital marketing management for herbal community enterprises in Nakhon Pathom Province should focus on presenting attractive product images and using tools that enhance communication and sales, such as QR Codes and Chatbots. These tools enable quick and efficient responses to consumers.

Conceptual framework

This research is quantitative. The researcher defines the research concept according to concepts/theories. The details are as follows:

Independent variables	Dependent variable
Social media, community enterprises, professional groups, Song Khanong Subdistrict Khanong Kitchen Curry Paste - Digital media application development -Type of content - Content presentation -Brand and label aspects - Facebook Content type Content presentation - Instagram Content type Content presentation	Digital marketing management, community enterprise groups, stable career groups Khrua Khanong curry paste, Song Khanong Subdistrict, Sam Phran District, Nakhon Pathom Province

Figure 1 Conceptual framework.

Methods

This research aims to study the digital marketing management of community enterprises within the Song Khanong Subdistrict occupational groups, specifically focusing on the Phrik Kaeng Krua Khanong in Nakhon Pathom Province. The research methodology is outlined as follows:

Scope of the Research Study The development of community enterprises in the Song Khanong Subdistrict occupational group, particularly the Phrik Kaeng Krua Khanong, integrates various theoretical frameworks. These include: Concepts of development. Theoretical frameworks on digital media. Concepts and theories related to the production of public relations media. Information system development Concepts.Branding concepts. Theoretical framework on Facebook media. Theoretical framework on Instagram media. Theoretical framework on QR codes. Concepts related to community enterprises.

Relevant research on strategic management, marketing, and organizational practices, used as a database for regional processing. Study Location The study focuses on the community enterprise group within the Song Khanong Subdistrict Professional Group, specifically the Phrik Kaeng Krua Khanong, located at 24/24 Village No. 2, Soi Song Khanong 5, Song Khanong Subdistrict, Sam Phran District, Nakhon Pathom Province.

Educational Scope Knowledge Transfer: Educating the community enterprise of the Song Khanong Subdistrict Professional Group, Phrik Kaeng Krua Khanong, on preparing public relations media for sustainable management.

Media Selection: Identifying and utilizing appropriate online and digital media that can effectively reach a broader target audience. Competitive Advantage: Studying and creating a competitive advantage in Mueang Samut Sakhon District through quantitative research methodologies.

Research Resources Information Sources: Collection of data from research documents, articles, and relevant studies, including information accessible via the internet. Data Collection: A survey conducted through a questionnaire targeting a sample group of 200 general consumers who engage with social media, to be used for data analysis.

Population and Sample Definition

The population for this study consists of consumers in Nakhon Pathom Province and those within the online community. The sample group is selected using purposive sampling, focusing on consumers who

have interacted with the public relations media of the Song Khanong Subdistrict Professional Group's Phrik Kaeng Krua Khanong. The sample size includes 200 participants from Nakhon Pathom Province.

Creating Research Tools This study employs a survey research method, utilizing a questionnaire developed by the researcher as the primary tool for data collection. The objective of the questionnaire is to gather information from a sample group to explore the development of public relations media for the community enterprises within the Song Khanong Subdistrict occupational group, specifically focusing on Phrik Kaeng Krua Khanong.

In addition to the questionnaire, several digital tools were created as part of the research to enhance the community's online presence and engagement:

1. Facebook Page Creation: A Facebook page titled "Krua Khanong" was developed to serve multiple purposes:
   o Publicizing and Selling Products: The page functions as a platform to promote and sell community products.
   o Promoting the Page: Efforts were made to attract potential followers to the Facebook Fan Page.
   o Disseminating Information: The page is regularly updated with news, activities, and other relevant information about the community enterprise.
2. Instagram Account Setup: An Instagram account named "khruacanong" was created to promote and sell community products. This platform also serves as a means to engage with people interested in following the community's activities and updates on Instagram.
3. QR Code Integration: A QR code was generated to link the Facebook page, Instagram account, and Line account, making it easier for users to connect with the community enterprise. Users can simply scan the QR code to access the social media platforms, streamlining the process of following and interacting with the community.
4. Chatbot Implementation: A chatbot was set up to create automatic replies via Facebook Messenger. This feature includes:
   o Auto-Reply Message: The chatbot sends an instant reply message automatically when a new message is received on the page.

o Customer Engagement: The auto-reply lets customers know that their message has been received and assures them that the community will respond as soon as possible. It can also be used to thank customers for their contact.

These digital tools were designed to support the research by enhancing the visibility and accessibility of the community enterprise's products, improving customer engagement, and facilitating effective communication with potential customers.

Steps for Creating Tools

Literature Review and Data Collection: The researcher began by gathering information from various sources, including articles, academic documents, related research, and data distributed through various internet media. This process also drew on the researcher's own experiences. The collected information was used to draft a comprehensive questionnaire, ensuring that each item aligned with the research objectives.

Advisor Review: The preliminary questionnaire was then presented to the research advisor for review. The advisor assessed the accuracy and content validity of the questions, ensuring they adequately addressed the research objectives.

Revisions and Finalization: Based on the advisor's feedback, the questionnaire was revised and improved. Once finalized, it was prepared for data collection. The questionnaire was structured into five distinct sections:

Part 1: General information about the respondents.

Part 2: Brand development and product labeling for the community enterprises in the Song Khanong Subdistrict Professional Group, focusing on Khrua Khanong curry paste.

Part 3: Development of digital marketing media through the Facebook page of the Song Khanong Subdistrict Professional Group, Phrik Kaeng Krua Khanong.

Part 4: Development of digital marketing media through the Instagram account of the Song Khanong Subdistrict Professional Group, Phrik Kaeng Krua Khanong.

Statistics Used in Research Percentage: The percentage was used to describe the proportion of data (Bunchom Srisa-at, 1992, p. 101). Mean: The mean was employed to calculate the central tendency of the sample data (Bunchom Srisa-at, 1992, p. 101).Standard Deviation: The standard deviation was calculated using the formula provided by Bunchom Srisa-at (1992, p. 103).

Research Timeline:

Data collection took place from January to April 2023

Results

Research Results: Qualitative Data Analysis

To analyze the data, the research team employed two key frameworks: the SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) and the Marketing Mix (4 Ps: Product, Price, Place, Promotion). The findings are as follows:

Table 1 Town Matrix Analysis

Element	Details
Context	Community enterprise groups of Song Kanong Subdistrict, focusing on Phrik Kaeng Krua Khanong curry paste.
Objective	Develop digital marketing strategies to enhance market presence and consumer engagement.
Strengths	- Recognized 5-star OTOP product. - Competitive pricing. - Established physical and online sales channels. - Effective promotions for bulk purchases.

Element	Details
Weaknesses	- Unattractive brand and label design. - Fixed pricing structure. - Limited distribution channels. - High purchase requirements for promotions.
Opportunities	- Traditional product with government support. - Potential for price adjustments during events. - Growth in online market channels. - Opportunity for seasonal promotions.
Threats	- Highly competitive market. - Potential deterrence due to higher pricing. - Limited local distribution and potential digital engagement issues.

Analysis Summary
1. Strengths:
   o Product Quality: The product's high quality and recognition as an OTOP 5-star product enhance its reputation.
   o Pricing: The price point is deemed appropriate for the quantity offered, which can attract value-conscious consumers.
   o Sales Channels: Both physical and online presence provides multiple avenues for customer access.
   o Promotions: Effective bulk purchase promotions can incentivize larger orders and attract new customers.
2. Weaknesses:
   o Brand and Label: The lack of an attractive brand and label design may hinder consumer interest and brand recognition.
   o Price Flexibility: The fixed pricing model limits adaptability to market changes.
   o Distribution: The limited distribution channels restrict the product's reach to a broader audience.
   o Promotion Requirements: High minimum purchase requirements for promotions may exclude smaller buyers.
3. Opportunities:
   o Cultural and Government Support: The product's traditional value and government backing can boost its visibility and credibility.
   o Pricing Strategy: There is potential to adjust prices strategically during high-demand periods.
   o Online Market Growth: Expanding digital sales channels, particularly through Facebook, can tap into a growing online market.
   o Seasonal Promotions: Leveraging festivals and events for targeted promotions can drive sales and increase brand exposure.
4. Threats:
   o Competition: The market is saturated with similar products, which poses a challenge to stand out.
   o Pricing Sensitivity: Higher prices might deter cost-sensitive consumers, especially when cheaper alternatives are available.
   o Limited Distribution: Current sales are confined to the local area and Facebook, potentially limiting growth.

Statistical Data Analysis

Part 1: General information of respondents

Table 1: Distribution of respondents by age group

Age group	Number of respondents	Percentage
Under 16 years (Gen Z)	40	20.0%
17 - 36 years (Gen Y)	100	50.0%
37 - 52 years (Gen X)	45	22.5%
53 years and older (Gen B)	15	7.5%
Total	200	100.0%

Table 1 presents the distribution of respondents by age group. The data reveals that the majority of respondents are between 17 and 36 years old (Gen Y), comprising 50.0% of the sample. This is followed by respondents aged 37 to 52 years (Gen X) at 22.5%. The next largest group is respondents under 16 years (Gen Z), accounting for 20.0%. The smallest group is those aged 53 years and older (Gen B), representing 7.5% of the sample.

Part 2: Satisfaction analysis of digital marketing media

Table 2 Mean and standard deviation for face book digital media applications

Content Type	Mean ($\bar{x}$)	Standard Deviation (SD)	Satisfaction Level
1. Facebook Page is interesting and reliable.	4.70	0.4583	Highest
2. Information and various contents are appropriate.	4.78	0.4176	Highest
3. Managing and developing Facebook pages creates more awareness.	4.75	0.4330	Highest
4. Convenient to access Facebook Page.	4.73	0.4665	Highest
5. QR CODE makes it more convenient for users.	4.68	0.4684	Highest
6. Chatbot makes it convenient and fast to communicate between users and the page.	4.80	0.4000	Highest
Overall Satisfaction	4.74	0.4373	Highest

Table 2 summarizes the satisfaction levels of Generation Z (Gen Z) with various aspects of Facebook digital media applications. The overall satisfaction score for Facebook digital media is high, with a mean of 4.74 and a standard deviation of 0.4373, indicating a strong positive response from the respondents.
1. Chatbot Efficiency: The highest level of satisfaction is observed for the Chatbot feature (Mean = 4.80, SD = 0.4000), reflecting its effectiveness in facilitating quick and convenient communication between users and the Facebook page.

2. Content Appropriateness: Satisfaction with the appropriateness of information and various contents ranks second highest (Mean = 4.78, SD = 0.4176), suggesting that users find the content relevant and suitable.
3. Awareness Creation: Managing and developing Facebook pages to enhance awareness is rated highly (Mean = 4.75, SD = 0.4330), indicating effectiveness in increasing visibility.
4. Accessibility: The convenience of accessing the Facebook Page is also rated highly (Mean = 4.73, SD = 0.4665), showing ease of use for users.
5. Interest and Reliability: The interest and reliability of the Facebook Page are valued (Mean = 4.70, SD = 0.4583), reflecting users' confidence and engagement with the page.
6. QR Code Convenience: While still rated positively, the QR Code feature is slightly less satisfactory (Mean = 4.68, SD = 0.4684), though it remains effective in enhancing user convenience.

Table 3 Mean and standard deviation for content presentation formats on facebook (gen z: generation z)

Content Presentation Format	Mean (x̄)	Standard Deviation (SD)	Satisfaction Level
1. Infographic presentation format	4.93	0.2634	Highest
2. Decorative image presentation format	4.88	0.3307	Highest
3. Single photo presentation format	4.83	0.3800	Highest
4. Video presentation format	4.80	0.4000	Highest
Overall Satisfaction	4.86	0.3435	Highest

Table 3 presents the satisfaction levels of Generation Z (Gen Z) regarding various content presentation formats on Facebook. The overall satisfaction score for content presentation is high, with a mean of 4.86 and a standard deviation of 0.3435, indicating strong approval among respondents.

1. Infographic Presentation: The highest satisfaction is associated with infographic presentation formats (Mean = 4.93, SD = 0.2634), reflecting their effectiveness in delivering information in a visually appealing and easily understandable manner.
2. Decorative Images: Satisfaction with decorative image formats follows closely (Mean = 4.88, SD = 0.3307), suggesting that users appreciate visually enhanced and creative presentations.
3. Single Photo: The single photo presentation format also receives high satisfaction (Mean = 4.83, SD = 0.3800), indicating its effectiveness in capturing attention.
4. Video: While still rated positively, the video presentation format is slightly lower in satisfaction (Mean = 4.80, SD = 0.4000), although it remains effective for engaging users.

Table 4 Mean and standard deviation for Instagram content (Gen Z: Generation Z)

Content type	Mean (x̄)	Standard Deviation (SD)	Satisfaction level
1. Convenient to access Instagram	4.88	0.3307	Highest
2. Creating name tags for user convenience	4.85	0.3571	Highest
3. Managing and developing Instagram creates awareness	4.83	0.3800	Highest
4. Instagram is attractive and trustworthy	4.78	0.4176	Highest
5. QR CODE makes it more convenient for users	4.75	0.4330	Highest

Content type	Mean ($\bar{x}$)	Standard Deviation (SD)	Satisfaction level
6. Information and various contents are appropriate	4.73	0.4465	Highest
7. Sending messages is convenient and quick	4.70	0.4583	Highest
Overall Satisfaction	4.79	0.4033	Highest

Table 4 presents the satisfaction levels of Generation Z (Gen Z) regarding different aspects of Instagram as a digital media application. The overall satisfaction score for Instagram content is high, with a mean of 4.79 and a standard deviation of 0.4033, indicating strong approval among respondents.

1. Convenience of Access: The highest satisfaction is associated with the convenience of accessing Instagram (Mean = 4.88, SD = 0.3307), reflecting its user-friendly interface and ease of use.
2. Creating Name Tags: Satisfaction with creating name tags for user convenience is also high (Mean = 4.85, SD = 0.3571), suggesting that this feature significantly enhances user experience.
3. Managing and Developing Instagram: Managing and developing Instagram to create more awareness is rated highly (Mean = 4.83, SD = 0.3800), indicating effective engagement and promotional capabilities.
4. Attractiveness and Trustworthiness: Instagram's attractiveness and trustworthiness are rated highly (Mean = 4.78, SD = 0.4176), highlighting the platform's positive image among users.
5. QR CODE Convenience: QR CODE functionality is valued (Mean = 4.75, SD = 0.4330), as it enhances user convenience.
6. Content Appropriateness: The appropriateness of information and various contents is also rated positively (Mean = 4.73, SD = 0.4465), suggesting that users find the content relevant and suitable.
7. Messaging Convenience: While still rated positively, convenience in sending messages is slightly lower (Mean = 4.70, SD = 0.4583), though it remains effective for user communication.

Table 5 Mean and Standard Deviation for Instagram Content Presentation Formats (Gen Z: Generation Z)

Content Presentation Format	Mean ($\bar{x}$)	Standard deviation (SD)	Satisfaction level
1. Single photo presentation format	4.85	0.4465	Highest
2. Infographic presentation format	4.83	0.3307	Highest
3. Video presentation format	4.75	0.4330	Highest
4. Decorative image presentation format	4.73	0.3800	Highest
Overall Satisfaction	4.79	0.3976	Highest

Table 5 presents the satisfaction levels of Generation Z (Gen Z) with various content presentation formats on Instagram. The overall satisfaction score for Instagram content presentation is high, with a mean of 4.79 and a standard deviation of 0.3976, indicating strong approval among respondents.

1. Single Photo Presentation Format: The highest satisfaction is with the single photo presentation format (Mean = 4.85, SD = 0.4465), reflecting its effectiveness and appeal in conveying content.
2. Infographic Presentation Format: Infographic presentation format follows closely (Mean = 4.83, SD = 0.3307), highlighting its clarity and engaging way of presenting information.
3. Video Presentation Format: The video presentation format is also highly rated (Mean = 4.75, SD = 0.4330), indicating its dynamic and engaging nature.

4. Decorative Image Presentation Format: The decorative image presentation format, while still positively rated, is slightly less favored (Mean = 4.73, SD = 0.3800) compared to the other formats.

Table 6 Mean and standard deviation of digital media development in facebook and instagram (Gen Z: Generation Z)

Application	Mean ($\bar{x}$)	Standard deviation (SD)	Satisfaction level
Facebook	4.74	0.4373	High
	4.86	0.3435	Highest
Instagram	4.79	0.4033	Highest
	4.79	0.3976	Highest
Overall	4.79	0.0388	Highest

Table 6 shows the satisfaction levels of Generation Z with digital media development across Facebook and Instagram. The overall satisfaction for both platforms is high, with a mean score of 4.79 and a standard deviation of 0.0388, indicating strong approval.

1. Facebook Content Presentation: The highest level of satisfaction is with the content presentation on Facebook (Mean = 4.86, SD = 0.3435), reflecting its effective and engaging presentation style.
2. Instagram Content Type and Presentation: Both content type and presentation on Instagram are rated highly (Mean = 4.79 for both, SD = 0.4033 and SD = 0.3976, respectively). This indicates that Instagram performs well in both aspects, providing a satisfying user experience.
3. Facebook Content Type: The content type on Facebook is rated slightly lower (Mean = 4.74, SD = 0.4373) compared to content presentation but remains at a high satisfaction level.

Table 7 Mean and standard deviation in brand and label development (Gen B: Baby Boomer)

Brand and Label Aspects	Mean ($\bar{x}$)	Standard Deviation (SD)	Satisfaction Level
1. Brands are beautiful and memorable.	4.67	0.5963	High
2. The brand stands out and creates more awareness.	4.73	0.5735	High
3. Product labels have complete details and are attractive.	4.73	0.5735	High
4. Product labels are both Offline & Online.	4.93	0.2494	Highest
Overall	4.77	0.4982	High

Table 7 presents the satisfaction levels of Baby Boomers regarding brand and label development. The overall satisfaction with brand development is high, with a mean score of 4.77 and a standard deviation of 0.4982.

1. Product Labels as Offline & Online: The highest satisfaction is with product labels being available both offline and online (Mean = 4.93, SD = 0.2494), indicating a strong preference for versatile label accessibility.
2. Brand Aesthetics and Memorability: The satisfaction with brands being beautiful and memorable is also high (Mean = 4.67, SD = 0.5963). This suggests that while this aspect is highly valued, it is slightly less favored compared to the versatility of product labels.
3. Brand Awareness and Product Label Attractiveness: Both the brand standing out and creating awareness (Mean = 4.73, SD = 0.5735) and product labels having complete details and attractiveness

(Mean = 4.73, SD = 0.5735) are rated equally and highly, reflecting the importance of detailed and engaging labels.

Discussion

Digital marketing management is increasingly becoming a vital component for community enterprises, particularly in regions like the Song Khanong Subdistrict of Nakhon Pathom Province. This study explores how digital marketing strategies can be optimized based on user demographics, preferences, and satisfaction with content across various digital platforms. By analyzing the behaviors and preferences of different generational cohorts, the research offers valuable insights for enhancing digital engagement and maximizing marketing effectiveness.

The demographic profile of the study's respondents is critical in shaping targeted digital marketing strategies. The majority of participants were female (75.5%, n = 151) and belonged to Generation Y, aged 17-36 years (50%, n = 100). This group predominantly comprised students (31.5%, n = 63) with a monthly income between 10,001 and 20,000 baht (46%, n = 92). Understanding this demographic is crucial, as it highlights a younger, tech-savvy audience with moderate income levels, indicating that digital marketing strategies should prioritize affordability, convenience, and engagement to appeal to this segment effectively.

The study by Zhang Jianyu, Tachakorn Wongkumchai, and Natapat Worapongpat (2024) provides a detailed analysis of user satisfaction across different digital platforms, focusing on Facebook and Instagram. For Generation Z, Facebook emerged as the most satisfying platform, driven by several key factors. The functionality of chatbots was particularly appreciated for facilitating swift and convenient communication, indicating that interactive features are essential for engaging younger audiences. Additionally, the relevance and quality of content on Facebook, along with effective page management, were crucial in enhancing user satisfaction. This demographic also valued the accessibility of the platform and its ability to build interest and trust, underscoring the importance of maintaining a user-friendly and reliable presence on social media.

While the QR code feature was the least favored, it still garnered high satisfaction scores, suggesting that even less popular features must meet a certain standard of utility and convenience to maintain overall satisfaction In contrast to Generation Z, Baby Boomers (Generation B) exhibited different preferences, particularly favoring Instagram for its diverse content presentation formats. The highest satisfaction was recorded for video presentations, reflecting a preference for dynamic and visually engaging content. This was followed closely by single photo presentations, indicating a strong preference for clear and focused imagery. Decorative image presentations also scored highly, suggesting an appreciation for aesthetically pleasing content. However, infographics, while still positively received, ranked lowest among the content formats, highlighting a generational divergence in content preferences that digital marketers must consider.

The study's findings underscore a crucial comparative insight: while Facebook excels in delivering diverse content types, Instagram's strength lies in its visual presentation, particularly among Baby Boomers. This suggests that digital marketing strategies should be platform-specific, leveraging each platform's unique strengths to cater to the preferences of different generational cohorts. The findings of this study are consistent with previous research on consumer behavior and marketing mix factors. For instance, Chawanwit Preechahan (2008) emphasized the importance of distribution channels, a principle mirrored in this study's focus on effective content management for user satisfaction. Similarly, Dedkaew (2009) identified demographic factors such as age, education, and income as pivotal in influencing consumer preferences, paralleling this study's findings on how these variables affect digital marketing strategies. Furthermore, Thapanap (2009) highlighted the significance of product attributes and pricing in purchasing behavior, which this study extends by demonstrating the importance of content relevance and presentation in digital marketing satisfaction.

Body of knowledge

The study of digital marketing management for the Song Khanong Occupation Group, focusing on Prik Kaeng Krua Khanong in Song Khanong Subdistrict, Sam Phran District, Nakhon Pathom Province, has yielded valuable insights that can be summarized Figure 2
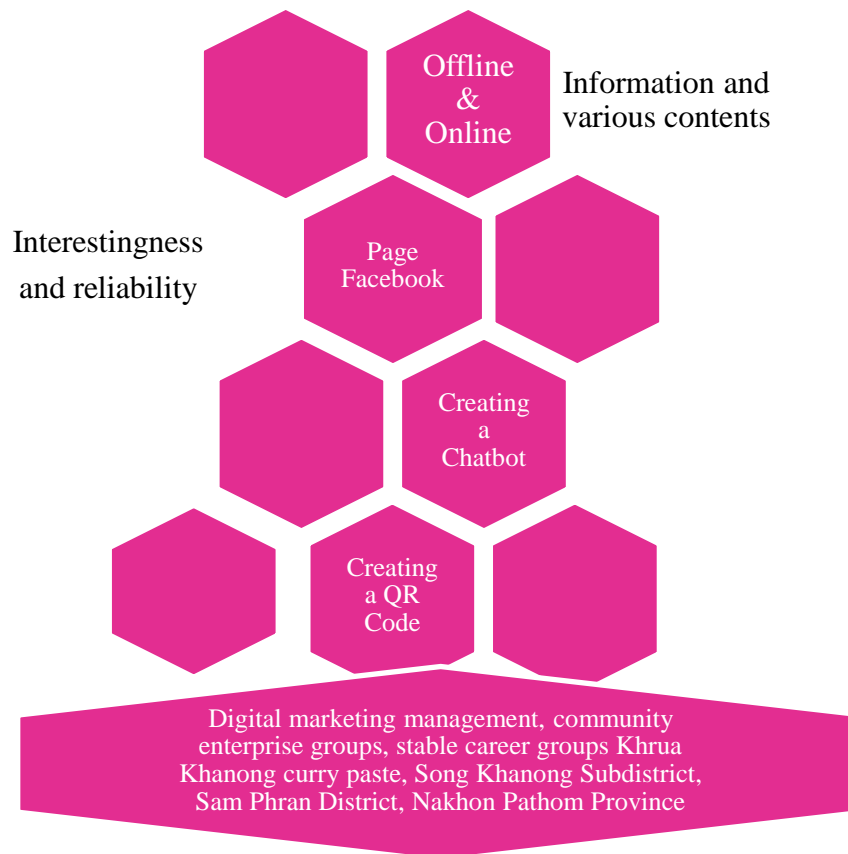

Figure 2 Impact of digital marketing management on community enterprise groups and stable career groups. Khrua Khanong curry paste, Song Khanong Subdistrict, Sam Phran District, Nakhon Pathom Province

Building relationships and networks: Successful marketing strategies rely heavily on establishing strong relationships with customers and leveraging marketing networks. This involves continuous engagement and interaction, which fosters loyalty and expands the customer base through positive word-of-mouth and network effects.

Digital media presentation: Each application, particularly Instagram, should prioritize formats like infographics and short videos for content presentation. These formats are highly effective in conveying information succinctly and engagingly, which resonates well with users and enhances their experience. Branding and Labeling: For a brand to stand out, it must be both aesthetically pleasing and memorable. Effective branding not only creates awareness but also ensures that product labels are detailed, attractive, and accessible across both offline and online platforms. This dual approach strengthens the brand's presence and appeal.

Content Appropriateness and Reliability: On platforms like Facebook, the appropriateness of content is crucial. Content must be interesting, reliable, and tailored to the audience. Additionally, tools like Chatbots significantly enhance communication efficiency, providing quick and convenient interactions between users and the business.

QR Codes for Convenience: Implementing QR codes for products or services enhances user convenience. These codes serve as quick links to more detailed information, making it easier for customers to access what they need promptly, thereby improving their overall experience.

Impact of Visual Content: Various presentation formats, such as single photographs, decorative images, infographics, and videos, play a significant role in shaping customer perceptions and purchasing decisions. Well-designed visual content can significantly influence how customers perceive a product and whether they choose to purchase it.

Instagram Messaging: The Instagram platform is particularly effective for content that requires quick communication. Features such as name tags and messaging options are highly convenient, facilitating swift and effective contact between users and businesses. This not only enhances brand awareness but also improves user satisfaction and engagement.

Suggestions

Facebook Page Development: Regularly update the page with appropriate content to enhance awareness. QR Code Creation: Use QR codes for Facebook and Line pages to increase awareness, but ensure information is consistently updated. Video Media Creation: Develop video content to raise product awareness, with a focus on keeping it current. Overall Media Strategy: Continuously improve and develop public relations media to benefit the community and keep it modern. Suggestions for Future Research: Explore additional curry paste varieties, such as sour, red, and green curry pastes, to develop more creative and modern media that enhance the product's marketability as a Thai OTOP product. Investigate other variables that could impact the development of public relations media for Krua Khanong to further benefit from expanded research.

Acknowledgements

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