

# DEVELOPING DISTRIBUTION CHANNEL BY USING INNOVATION OF PLA KULAO BANGTAWA GROUP. PATTANI PROVINCE, THAILAND

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## ABSTRACT

The objective of this research was to study the feasibility of distribution channel by using innovation of Pla Kulao Bangtawa group, BangTawa, Nong Chik, Pattani Province. The research tools are interview and questionnaires on distribution channels by using innovation. The results showed that The developing Pla Kulao Bangtawa group to use online innovation for distribution channel, Bang Tawa, Nong Chik, Pattani Province, The group can use innovations on online platforms (Facebook) to distribute the group's products and was able to increase followers on the Facebook by 20 percent. Including the customers ordered products on the Facebook increased by 30 percent from the original sales. And also increase the volume of pre-order from the original by 25 percent. Therefore, the group should continuously develop online distribution channels and be more systematic to expand the group's marketing factors to become a famous products in the Ban Bang Tawa community, and to increase efficiency in sales to be appropriate between products and customer needs. It also makes the Pla Kulao Bangtawa group sustainable and self-reliant by using innovative online distribution channels.

**Keywords:** Distribution, Innovation, Development

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