

DIGITAL TECHNOLOGY MARKETING PROMOTION FOR COMMUNITY PRODUCTS IN THAILAND: A CASE STUDY OF COMMUNITY PRODUCTS IN KHLONG KHUEAN DISTRICT, CHACHOENGSAO PROVINCE

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ABSTRACT

The objectives of this research were to: 1) study the components of digital technology marketing development affecting consumer purchasing decisions, 2) develop digital technology marketing for community products in Khlong Khuean District, Chachoengsao Province, and 3) evaluate satisfaction towards digital technology marketing for community products in Khlong Khuean District, Chachoengsao Province. The sample group consisted of 400 tourists visiting Chachoengsao Province. Target products included five items from each sub-district: artificial flowers from Bang Rong, golden needle mushroom crackers from Bang Lao, scarves from Bang Talat, hats from Khlong Khuean, and chili paste with pork rinds from Kon Kao. Statistics used were mean, standard deviation, and multiple regression analysis using the Enter method. The results showed that: 1) Six components of digital technology marketing development positively affected consumer purchasing decisions. 2) Expert evaluation of AR technology for promoting community products in Khlong Khuean District, Chachoengsao Province, by three specialists yielded the following results: propriety standard ($\bar{x} = 4.92$, SD = 0.15), utility standard ($\bar{x} = 4.42$, SD = 0.58), feasibility standard ($\bar{x} = 4.84$, SD = 0.44), and accuracy standard ($\bar{x} = 5.00$, SD = 0.58). 3) Satisfaction towards digital technology marketing for community products in Khlong Khuean District, Chachoengsao Province, was high ($\bar{x} = 4.68$, SD = 0.47).

Keywords: Digital Marketing, Community Products, AR Technology, Purchase Decision, Chachoengsao Province

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