CONSUMER DATA UTILIZATION FOR DRIVING BUSINESS SUCCESS THROUGH DIGITAL CONTENT MARKETING AMONG SMALL ACCOMMODATION ENTREPRENEURS IN THE HOSPITALITY INDUSTRY IN THAILAND'S LOWER CENTRAL PROVINCES

Apinya INGARD[1], Kawitsara PRAYMEE[1], Laknara CHANDRARAMYA[1], Thapthep PAPRACH[1], Sawin SUEBSAHAKARN[1] and Nattawat THEAMTAD[1]

1 Faculty of Information and Communication Technology, Silpakorn University, Thailand; ingard_a@su.ac.th (A. I.); praymee_s@su.ac.th (K. P.); chandraramya_l@su.ac.th (L. C.); Paprach_t@su.ac.th (T. P.); suebsahakarn_s@su.ac.th (S. S.); themtad_n@su.ac.th (N. T.)

ABSTRACT
This research aims to study the role of consumer data in driving business success among small-scale entrepreneurs in the lower central region's accommodation service sector. It focuses on the competitive context of the digital era, in which entrepreneurs face resource constraints and limited technological knowledge. A mixed-method research design was employed in two phases: a quantitative survey (n = 290) and in-depth interviews (n = 9) with stakeholders. The findings informed the development of a model for leveraging consumer data through digital content marketing. A single-group pre-test-post-test experiment was then conducted (n = 30). Results revealed that entrepreneur characteristics and data utilization had a significant positive effect on digital content marketing and overall business success. However, the study found that entrepreneurs lacked analytical skills and the ability to use data in strategic business decision-making. Content analysis from the interviews further indicated that both entrepreneurs and scholars in the regional accommodation sector recognized the strategic importance of consumer data. This includes using data to personalize customer experiences, support data-driven decision-making, and develop systems responsive to legal and technological limitations. Based on these insights, a five-day hands-on training workshop was designed, covering five key areas: digital marketing, consumer data, storytelling, AI-driven branding, and data analytics. The training outcomes showed statistically significant improvements in participants' capabilities and confidence. This enhanced the potential for entrepreneurs to apply consumer data in formulating practical business strategies.
Keywords: Small Entrepreneurs, Consumer Data Usage, Data Driven, Business Success, Digital Content Marketing

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.