

The Structural Analysis of Marketing Innovations for Community Enterprise Products in Pathum Thani Province, Thailand

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Abstract: Marketing innovation greatly affects marketing activities and affects the competitiveness of community enterprises create added value including the attractiveness of work. The objectives of this research are (1) to study the general characteristics of marketing innovations for community enterprises, (2) to observe factor of the marketing innovations for community enterprises and (3) to analyze the causal influence on marketing innovations for community enterprises. The research methodology used factor analysis and structural equation conceptual framework. The results from descriptive statistics showed that from the population of 324 sample size, it was found that the sample group was female at 165 or 50.6%, and there were between 11-20 employees, representing 63 people, or 19.3%. Most of them graduated with a bachelor's degree, numbering 148, representing 45.7%, age 42-50, 71 people, representing 21.9%, having opened for 7-10 years, with 86 cases being the largest number. 26.5 percent of the sample group operated the food business with the largest number of 80 cases, or 24.7%.

The tolerance is between 0.627-0.896 indicating that there is a low correlation influence does not cause correlation problems between variables. The VIF (Variance Inflation Factor) value is between 1.1160 -1.596. The structure equation is well suited, with Chi-square=175.26, df=110, P-value=0.000, RMSEA=0.051. New findings reveal a significant path between relationship between marketing innovation and competitive advantage. statistically important.

Recommendations for entrepreneurs must develop new marketing innovations to build competitiveness, such as modern production innovations. New marketing channels through social media creating products for a variety of customer groups, especially the elderly, who are the demographic groups that need to pay special attention.

For policy maker set policies in accordance with each community. Promote the production of unique products that are different from each other, not overlapping. Make your own community product stand out. Encourage the ability to export products to sell to foreign markets. Create and design packaging to create added value.

Keywords: Marketing innovation, Competitive advantage, Buying behavior, Community enterprise

1. Introduction

Marketing innovations applied to social media found that this new form of social media is another communication channel that marketers should pay attention to. Another brand that has made interesting use of live broadcasting technology is google's remote control tourist campaign, which puts cameras at tourists' eye level while tourists ride bicycles or stroll through the alleys of various places. The images from these cameras are broadcasted via the website for viewers to see as if they were traveling to those places. (Brandbuffet, 2020).

In addition, in terms of marketing of community enterprises that produce One Tambon One Product (OTOP) in the case of Nong Khai Province, this was found that Community enterprises are also connected. (Connectivity) to foreign markets that are very few. Because more than 88% of the sales of a product from one district, one product, occur only within the province or at the regional level. Community enterprise entrepreneurs are still unable to establish a connection to markets with high purchasing power such as Bangkok metropolitan region (only 7.77 percent) or international markets (only 0.35%). Products that meet the needs of those high purchasing power markets have been produced. (Post Today, 2020)

Moreover, community enterprise innovations are practiced in marketing. creative technology and innovation Thailand 4.0 is at a moderate level in all aspects, with practice. In terms of marketing the most 2) problems and obstacles found that the equipment is expensive. no new technology Some raw materials cannot. Can be found in the area Lack of labor Lack of working capital and lack of water used in production Most community enterprise's

opinion that their community enterprises have not been successful and 3) community enterprise development strategies consist of proactive strategies remedial strategy defensive strategy and passive strategy which can be used to make decisions in formulating marketing strategies aimed at responding to both local markets and national level of community enterprises. (Suwanphusit, 2021)

From the linking creativity to downstream processes such as marketing is equally important. The results of the study from the data collection of OTOP enterprises found that community enterprises with product research

processes tend to have higher profits than community enterprises without product research processes about 67-69% with statistical significance. And if enterprises develop distribution channels and distribute products in other ways, it also affects the increase in profits from having their own storefronts. (An increase of about 2-6%), network sales of stores (approximately 5-8 percent) online sales (approximately 4-8%) and dealer sales (21%) (Post Today, 2020).

For that reason, the researchers are interested in developing a marketing innovation model for community enterprises in Pathum Thani province in order to create marketing innovations that can compete with other products in the market and be able to develop exports in the future. Create added value, generate income, and reduce immigration. human resource development in the community causing further economic strength

2. Theory and Literature reviews

Related theories contain the theory of marketing mix, innovation theory and community enterprise theory.

A. Marketing Mix Theory

Marketing mix theory organized as part of a marketing strategy for marketing that service. In addition to the marketing mix for general merchandise, which consists of 4'Ps, namely Products and Services (Product), Price (Price), Place of Service and Distribution (Place), and Marketing (Promotion) The service market also has three additional components: employees, service processes, and physical characteristics These fundamental factors can be controlled, improved, modified, and able to focus on meeting the needs of customers. (Sereerat et al., 1998 and Chummee and Khammadee, 2021)

B. Innovation Theory

Diffusion of Innovation theory, a Boston University study (2019) proposes that this theory, developed by EM Rogers in 1962, is one of the oldest social science theories. It originated from communication to describe how over time. An idea or product is driven and diffused. How does it spread (or spread) through a specific population or social system? The end result of this diffusion is People who are part of a social system adopt new ideas, behaviors or products. Adoption means that a person does something different than they used to (for example, buy or use a new product or use a new product). The key to adoption is that the person perceives an idea, behavior, or product as new. Diffusion is possible by this method.

C. Community Enterprise Theory

Entrepreneurship theory is a theory that combines four educational approaches: economics, business, psychology, and sociology. The main educational approach of entrepreneurship theory is to study operational risks. creativity or innovation and general management.

The educational approach in economics is to create innovation, which is new knowledge to support market demand and growth. Including the development of new products and technologies, as well as the pursuit of modern channels or information. Moreover, the study of this approach emphasizes innovation creation, that is, the theory emphasizes that the business must innovate in order to continuously grow the business (Brush, 1992). success in the market.

D. Literature reviews

Marketing research or marketing mix, according to a study by Sengthab (2021), it was found that the development of marketing channels for taen rice products of the community enterprises of Ban Tonimit rice seed farmers group is Siam Kubota Corporation Company Limited and external agencies. Should come to support personnel with knowledge and abilities to add knowledge to the group by organizing training or study visits about marketing channels use of online media in product sales and modifying the packaging to be outstanding and suitable for the product add a brand that has group identity Product development to meet the needs of target groups in each channel and create Highlights of the product Adjusting the size and flavor of rice porridge products to meet the needs of each channel, developing products to have more variety of flavors Market development and self-market survey The group itself should aim to Develop a marketing channel So that the group can learn from real experiences and increase confidence in bringing products to sell in a variety of places such as coffee shops, souvenir shops in Phrae province.

Marketing Innovation, a study by Phimonrattanakan (2021) found that innovation management ability, characteristics of innovation management ability This is to encourage the improvement of product quality related to product model development, which can be summarized into 4 issues: 1) product aspect 2) process aspect 3) marketing aspect 4) service aspect. It shows that the use of innovation to develop and improve the service process, including differentiating, adding services to meet the needs of customers and, most importantly, obtaining increased profits or profits. Better farmer operations in terms of products, there has been an inventive development

and maintenance of mangoes to maintain quality in order to focus on good exports by having their own product design and packaging design. In order to raise the level of innovation management of local wisdom in mango agricultural products for export, as well as to create the identity of local knowledge of mango agricultural products in the process, farmers' groups have used equipment and tools to assist. Convenience in the production process and product design development process. Moreover, Chummee (b) (2022) found that marketing innovation have the relationship to the innovation performance.

Buying Behavior, consumer shopping behavior found that most of the consumers are female, will buy when there are people. family recommends buying consumer purchase by Most of them are women or housewives and there are many factors affecting their purchases, characteristics influence. The individual is the consumer of his decisions, culture, social class, group and family. As for the marketing mix that affects the purchasing behavior of community enterprise products, namely the use of power of producers or distributors affecting the purchasing behavior of community enterprise products in the community. High level, product quality, after-sales service economic factors customer factor. Factors based on the relationship of decision-makers, sources of information, and mediators The relationship factor between manufacturers and customers is important to affect the purchasing behavior of customers (Natsita et al., 2020)

Competitive Advantage Research, can be used to analyze and create competitive advantage strategies in accordance with business operations such as selling products and providing better services, which is selling products or providing different services may differ in quality raw materials used, etc. Selling cheaper products by having to produce them at a lower cost. by choosing to use innovation in operation Reducing unnecessary expenses meeting customer needs to be able to create products that are right for the target group and meet the needs of consumers as much as possible means that products and services must be special from the products and services of other competitors in one way or another. This will result in consumers being aware and choosing a product or service and being willing to pay for that product at a higher price than other products. (Lalitsasiwimol, 2020)

3. Objectives of the study

(1) To study the general characteristics of marketing innovations for community enterprises (2) To observe factor of the marketing innovations for community enterprises and (3) To analyze the causal influence on marketing innovations for community enterprises.

4. Research Methodology

Research on marketing innovations for community enterprise products pathum thani province stipulates a mixed research methodology using quantitative research methods is a principle and a qualitative research method to make the results of quantitative research more complete and clearer. This research is descriptive research to find facts and relationships of variables by describing various phenomena that occur by using community enterprises in Pathum Thani Province is an analytical unit.

A. population and sample size

The target population was 324 community enterprise entrepreneurs in Pathum Thani Province (Community enterprise information system, 2021). A total of 324 specific samples were collected by the researcher for data analysis to be carried out and should be at least 15-20 times more likely of observable variables. Incidentally, can be concluded that the sample number should be greater than 200 samples onwards. (Kline, 2011 and Hoyle, 1999)

Content validity test, the researcher tested the content validity according to international standards by (1) literature review and (2) Pilot study, the results of the questionnaire quality examination in terms of content validity, questionnaire coverage Suitability and clarity of use Language from 5 experts found that the consistency value is between 0.57 - 1.00 which meets the criteria. Therefore, every question in the questionnaire is consistent between the question and the objectives of the research to be measured are accurate in the content and have clarity of language and cover the content that the researcher wants to study can therefore be used to collect data for both researchers.

Construct validity, the results of 30 sample size found that all questions passed the minimum threshold of greater than 0.50. None of the components and questions used to measure variables were less than the specified values. Therefore, the researcher used the questionnaire used to measure the composition, not for distribution and further analysis.

5. Research results

A. Descriptive statistics

Table 1: Personal Characteristics

N=324

Personal Characteristic Indicator	Frequency	Percentage
Gender Female	165	50.6
Employees: 11-20	63	19.3
Education: Bachelor's degree	148	45.7
Age: 42-50 Year	71	21.9
Operation: 7-10 year	86	26.5
Language: English	68	21.0
Type of business: Food sector	80	24.7

From table 1, from the population of 324 data collected, it was found that the sample group was female at 165 or 50.6%, and there were between 11-20 employees, representing 63 people, or 19.3%. Most of them graduated with a bachelor's degree, numbering 148, representing 45.7%, aged 42-50, 71 people, representing 21.9%, having opened for 7-10 years, with 86 cases being the largest number. 26.5 percent of the sample group operated the food business with the largest number of 80 cases, or 24.7%.

B. Exploratory factor Analysis and nomority

The result of all exploratory factor analyzes had a high element weight of 0.50, an eigenvalue greater than 1.00 was consistent with the confirmatory factor analysis.

Normality analysis, investigating the normal distribution nature of data to determine the effectiveness of variable estimation or the strength (robustness) of the estimation of the analytical statistics. The results of the analysis revealed that none of the variables had skewness greater than 3, with the variable skewed between -2.084 -1.834 and none of the variables had skewness greater than 10, with the variable between -1.291-2.356 passed preliminary criteria for verifying variable data. This can be further analyzed the structural equation modelling to further examine relationship.

Table 2: Factor loading

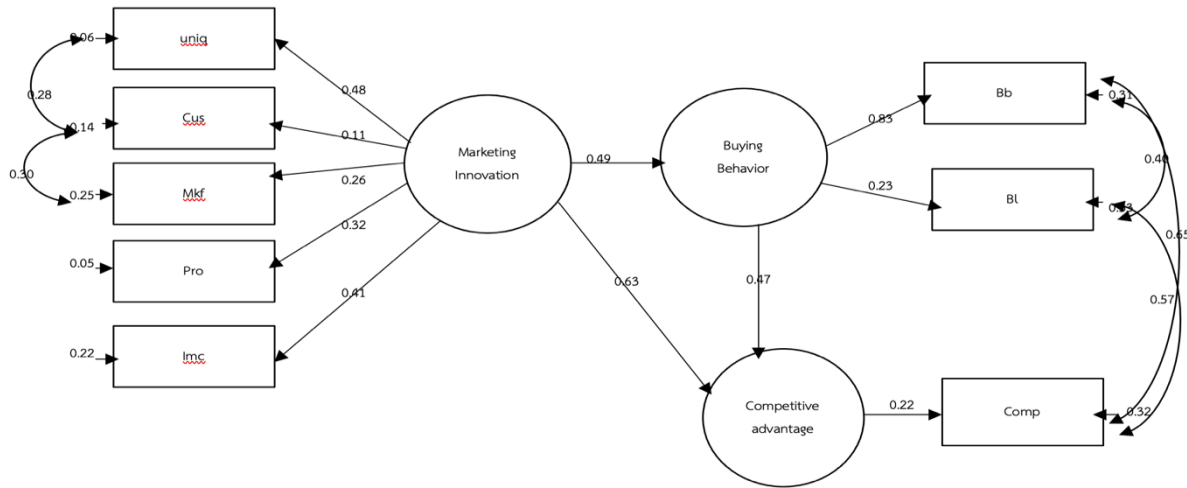
Variable	Factor loading	AVE.	CR.	tolerance	VIF	Reliability (Alpha)
Unique	0.719-0.775	0.590	0.640	0.498	2.006	0.725
Customer	0.618-0.987	0.501	0.754	0.403	2.478	0.669
Marketing focus	0.567-0.680	0.588	0.783	0.290	3.446	0.619
Product variety	0.882-0.899	0.949	0.775	0.490	2.040	0.613
IMC.	0.682-0.946	0.887	0.795	0.825	1.213	0.615
Buying Behavior	0.817-0.886	0.887	0.795	0.425	2.351	0.502
Competitive	0.741-0.966	0.943	0.942	1.000	1.000	0.886

Multicollinearity refers to a condition in which the research variable that is the primary variable has a very high correlation effect. And had a negative effect on the regression analysis causing the results of the analysis of the expected data to deviate from reality. Methods for checking collinearity concurrency can be done. Using the statis package program to analyze and check statistical values, namely tolerance and variance inflation factor (VIF), the tolerance statistic value is close to 0, indicating that the variable has a high direct influence on other variables, while the value near 1 indicates that the variable has direct influence on other variables was low in the data analysis. For a very high VIF statistic (with a maximum value of 10.0), indicating that there was a very high collinearity among the early variables. (Wiratchai, 1999)

Tolerance is between 0.627- 0.896 (Table 2), indicating that there is a low correlation influencedoes not cause correlation problems between variables. The VIF (Variance Inflation Factor) value is between 1.1160 - 1.596, indicating that there is no polylinear problem. Can concluded that Testing with multiple regression analysis revealed that each variable They are not influenced by each other by other variables and do not have high cohesion problems.

Convergent validity, when considering the AVE (Average Variance Extracted) value, which indicates the accuracy of the gauge, it was found that all components of the gauge had a minimum pass value of not less than 0.50, and since the researcher used it for further frame analysis. concept of structural equations Moreover, it was found that each organizational advantage measure had the highest AVE value of 0.943 (Table 2), followed by organizational innovation with an AVE of 0.887. And in terms of the CRvalue (Composite Reliability), the criterion determines that The CR value of all metrics was higher than the specified threshold. It was found that the CR value of marketing innovation was the highest, 0.942, and the CR value of organizational innovation was inferior down to 0.795. The CR analysis results showed that the gauge is very accurate. Moreover, can measure the categories as well and the gauges in each category high consistency.

C. Casual Analysis



Chi-square=175.26, df=110, P-value=0.000, RMSEA=0.051

Figure 1: Casual Analysis

From the analysis (Figure 1) of the causal influence of marketing innovations for community enterprise in Pathum Thani Province. The results of the analysis of the importance of components from the factor loading weights revealed that the marketing innovation variables showed that the unique value component was the most important ($\beta = 0.48$). Brand loyalty had the highest factor loading weight ($\beta=0.33$), and the competitive advantage variable was found to have a factor loading weight at 0.22 ($\beta=0.22$), as shown in Figure 1.

The results of the influence path analysis showed the following results: Between endogenous latent variables to external observable variables by computation method, it was found that latent variables in marketing innovation to external observable variables were found that the unique value had the highest statistical value equal to the market focus. Only those groups were said to be the most correlated ($t=5.83$).

Moreover, from the picture the results of the analysis of the modified structural equation model (Modified model) The analysis of the influence path between the latent variables and the internal variables found that the latent variables in marketing innovation were related between the latent variables in the aspect of marketing innovations. ($t=9.92$) with statistical significance. They were statistically positively correlated with intrinsic variables in purchasing behavior and brand loyalty ($t=12.62$), a new finding.

The results of the analysis of influence paths between latent variables and internal observable variables were as follows: The intrinsic variables in purchasing behavior and brand loyalty to the intrinsic variables in purchasing behavior were statistically the highest. ($t=12.148$)

Moreover, from the picture the results of the analysis of the modified structural equation model (Modified model) The analysis of the influence path between the latent variables and the internal variables found that the latent variables in marketing innovation were related between the latent variables in the aspect of marketing innovations. ($t=9.92$) with statistical significance. They were statistically positively correlated with intrinsic variables in purchasing behavior and brand loyalty ($t=12.62$), as a new finding.

The results of the analysis of the causal influence between the latent variables and the latent variables found that the intrinsic variables in purchasing behavior and brand loyalty to the intrinsic variables in competitiveness were statistically significant. ($t=2.39$)

The result of Root Mean Square Error of Approximation (RMSEA) was 0.051 passed the criteria which must be less than 0.05. Comparative Fit Index (CFI) was equal to 0.96 that passed the criteria. which must have a value greater than 0.90 In addition, the Normed Fit Index (NFI) is equal to 0.96 to pass the criteria for consideration. which must be greater than 0.90 and the non-normed fit index (NNFI) is equal to 0.96 to be considered which must have a value greater than 0.90 from the various index values, it can be concluded that the concept of structural equations is appropriate and consistent with the empirical data.

Moreover, it was found that the reliability of the latent variable (P_c) and the mean extracted variance of the latent variable (P_v) after the model adjustment showed that the market innovation value was $P_c=0.77$, $P_v=0.44$, buying behavior and loyalty behavior shows that $P_c=0.63$, $P_v=0.51$ and competitive advantage equal to $P_c=0.60$, $P_v=0.88$. From the aforementioned, this can be concluded that the reliability of latent variables had a relatively high level of reliability (P_c) but could account for moderate to high variance of individual the mean of the extracted variance of the latent variable (P_v). The observed variables were moderate to high level of reliability.

D. Direct and indirect relation

Table 3: Direct and indirect relation

Relation	Direct	Indirect	Total effect
Marketing innovation- Buying behavior	0.49	---	0.49
Marketing innovation - Competitive advantage	0.63	0.23	0.86
Buying behavior - Competitive advantage	0.47	---	0.47

Marketing innovation (MK) was found to have a positive direct correlation with buying behavior and loyalty (BUY) at 0.49, and a direct correlation with competitive advantage (COMP) at 0.63. Moreover, it was also indirectly affected by buying behavior and loyalty, which contributed to a total competitive advantage of 0.86.

Buying behavior and loyalty (BUY) were found to have a direct influence on competitive advantage at 0.47, which is the total correlation of the relationship path.

The results of the analysis according to the structural equation can conclude that

1. Marketing innovation (MK) has a positive direct correlation with direct buying behavior and loyalty (BUY) and indirectly correlating with competitive advantage (COMP).
2. Buying behavior and loyalty (BUY) are directly related to buying behavior and loyalty (BUY).

6. Discussions and Recommendations

A. Discussion

Marketing Innovation direct positive influence to buying behavior and loyalty. The hypothesis test result was weighted at 0.49, the statistical value of 2.04 ($\beta=0.59$, $t=9.92$) showed a statistically significant positive causal influence consistent with Pawar, et. al., (2016). A study of 265 entrepreneurs found a statistically significant positive correlation between marketing innovation and purchasing behavior and loyalty that delivered company performance. Consistent with the influence path study, it was found from the study by Leechayakittikorn (2015) that the influence between marketing innovation variables and purchasing behavior and brand loyalty was statistically positive.

Moreover, new findings en route the relationship between marketing innovation and competitive advantage. Consistent with the study by Adam and Mahrous (2017), a statistically significant correlation path between the variables and such correlation pathway was found. The present study was conducted in Egypt with a sample of 500 SMEs and analyzed by EFA, CFA and Full SEM analysis. The model is consistent with the findings of Gupta, S. et., al. (2016) study of 650 companies in India in Delhi Number of Structural Equation Conceptual Framework Analysis The results of the analysis revealed that there was a statistically significant correlation between marketing innovation and competitive advantage ($t=4.22$), and there was also a strong reverse correlation between competitive advantage and marketing innovation. The statistical significance also supported the research hypothesis confirmed with the results of the study of Anning-Dorson, T. et., al. (2018), a total of 390 samples were collected in Ghana using a 7-point likert scale. PLS analysis was performed to analyze the conceptual framework of structural equations. The results of the analysis revealed a statistically significant relationship between the aforementioned routes. ($b=0.463$, $t=7.84$) In addition, in accordance with the study by Chummee(a) (2021) conducted in Thailand by collecting samples from 400 SMEs, the composition analysis and the conceptual

framework analysis of structural equations were collected. found that there was a statistically significant relationship ($t=5.25$)

Buying behavior and loyalty have a positive direct influence on competitive advantage. The Loice (2015) research study found that there was a correlation path. This study was conducted in Kenya with a total of 112 samples, analyzed by multiple regression analysis. Consistent with the study of influence paths, it was found from the study by Leechayakittikorn (2015) that there was an influence between purchasing behavior variables and loyalty and competitive advantage. statistically significant in a positive relationship.

B. Recommendations

For entrepreneurs must develop new marketing innovations to build competitiveness, such as modern production innovations. New marketing channels through social media creating products for a variety of customer groups, especially the elderly, who are the demographic groups that need to pay special attention.

For communities, develop different production capacities in each community. Emphasize production that is different in each community. Emphasis on people in the community to gather together to produce to reduce immigration can help increase the income of the community promote community economy by reducing redundancy or similarity in each community Emphasizes the uniqueness.

In order to defining the country's policy, set policies in accordance with each community. Promote the production of unique products that are different from each other, not overlapping. Make your own community product stand out. Encourage the ability to export products to sell to foreign markets. Create and design packaging to create added value. Promote your own identity Including creating a history or stories to attract attention.

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