

Forms of Integrated Marketing Communications For Community Products by the Locals of Good Agriculture Practice –Klongha Sub-district, Klongluang District, Pathum Thani, Thailand

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Abstract: The research of the forms of integrated marketing communications for community products by the group of a good agriculture practice aimed to study the various forms of marketing communication through participated process with the deep interview, group discussion, and participated observation. The 30 informants were selected from five groups of the community leaders, the good agricultural practice group, the housewives, the teenagers, and the seniors. The result showed that the old forms of advertisements such as wording, brochures, community banners have been made while the channels via social medias were added to increase the product selling to focus on the specific customer groups. Moreover, the product-booth show has also been supported and publicized by the state. The community has intended to produce the varieties of products and to advertise through different marketing tools, both online and offline, focusing on the public activities. The uniqueness and characteristics of the good agricultural products have continuously been improved to acknowledge the products widely. Based on the research information, the paradigm of marketing communication forms for the mentioned products has been called 'The SPECIAL Paradigm' with the researcher's intention that the entrepreneurs can form the ideal frame for integrated marketing communication in the future.

Keywords: Integrated Marketing Communications, Community Products, Community Enterprises, Good Agricultural Practice Group

1. Introduction

The 12th National Economic and Social Development Plan (2017-2021) of Thailand has adopted the "Sufficiency Economy Philosophy" as a guiding philosophy in the continuous development of the country from the 9th -11th National Economic and Social Development Plan. It appears in the preparation of the 12th edition of the National Economic and Social Development Plan. The Office of the National Economic and Social Development Board has created it on the basis of the 20-Year National Strategy Framework (2017-2036), which is the core plan of the Sustainable Development Goals: SDGs, Including the restructuring of Thailand to Thailand 4.0, as well as national reform issues. In addition, the importance of the participation of all development partners to jointly define the vision and direction of national development. As well as jointly prepare details of the strategy of the plan to "Consistency, wealth, and sustainability" [14].

Developing and promoting the foundation economy is one of the government's key policies on promoting local and community products by establishing and supporting the One Tambon One Product: OTOP project, this is part of an urgent government program that aims to enable each community to apply local wisdom to develop products that can generate income for the community. The government sector is ready to assist in modern knowledge and management, such as business career development training, assistance in distribution channels, loan application techniques in the economic slowdown, etc. This is to distribute products from the community to the market both at home and abroad by means of shops, networks, and the Internet, as well as promoting and developing local communities to strengthen and self-reliant by the participation of the people in creating jobs. And generate income by bringing resources and wisdom to develop products and services that are unique and quality according to market demand.

From the policy to reduce social inequality aimed at generating income and prosperity, strengthening the economy by allowing the private sector and the public sector to participate in joint actions in the public sector to achieve a vision of stability, wealth, sustainability, which focus on the people in the community to be able to rely on themselves. Which one of the ways to be sustainable self-reliant for the community is the Community Enterprise? Building stability of the community economy by integrating the production process on a balanced basis on the capacity and strength of the community, emphasizing the production for sufficiency consumption within the community. Encourage communities to form cooperatives, occupation groups, support local wisdom and culture to create valuable products and services, and build partnerships with the private sector to make investments, create

careers and incomes that are allocated fair benefits to the community, including creating a community enterprise incubation system, along with developing market management knowledge and career skills.

Klong Ha Subdistrict, Klong Luang District, Pathum Thani Province In the past, it was one of the areas where most of the population had a farming career in the form of monoculture with rice mainly because of the abundance of water resources which showed the characteristics of a truly rural community. But nowadays, the way of life of the community has changed according to the economic and social conditions influenced by urban expansion, its characteristic is that the area of farms has decreased and it has become industrial plants, housing estates, golf courses. In addition, the once quiet community was bustling with the number of cars, trucks, buses that pass through and out, as well as the hidden population of immigrants to live and work near the urban areas, thus becoming the Semi-urban, semi-rural communities, that is to say, the majority of their income comes from agriculture, people in the community bring the principles of the sufficiency economy philosophy into practice until there is a grouping activity to build a career, increase household income. Establishment of the Ban Khlong Ha good agricultural community enterprises, which is led by the community leader, Klong Ha Subdistrict, as the head of the Great Army in driving the integration of groups to produce and distribute products such as instant chili paste, Ta Dang chili paste, Fermented fish paste, Pimp chili paste, Hell chili paste, and orange crispy noodles. The major problem for the Ban Khlong Ha good agricultural community enterprises group is the marketing problem in which the products that are sold are not yet known to the general public, members lack knowledge and understanding of the marketing communications process, and there is a lack of ongoing product publicity. The research team is therefore interested in studying an integrated marketing communication model For Community Products by the Locals of Good Agriculture Practice –Klongha Sub-district, Klongluang District, Pathum Thani, and to present the paradigm of the appropriate good agricultural community enterprises.

2. Research Objectives

The objective of this research was (1) to study an integrated marketing communication model for community products of the good agricultural practice group, (2) to present a paradigm of integrated marketing communications for community products of the good agricultural practice group. The research was conducted in the Khlong Ha district area. Khlong Luang District Pathum Thani Province.

3. Definition of Research Terms

Integrated marketing communication means the incentive communication used in marketing promotion with integrated strategic planning and management of various motivational communications which are harmonized with the purpose of making a difference to the Brand and aiming to Build Brand Equity is to create unique values that stand out to the brand.

Community products mean products produced from folk wisdom, which shows the way of life and culture of the people in the area of Khlong Ha Subdistrict, Klong Luang District, Pathum Thani Province.

One Tambon One Product means the idea that each village has its own main product, a product that uses raw materials or local resources and wisdom, which is developed into a product that can generate income for the community. OTOP in Thailand is modeled on the One Village process: One Product (OVOP) of Oita Prefecture, Japan. It was so successful that it was able to stimulate community empowerment and develop local production with an international perspective.

Community enterprise means Community enterprise by the community for the benefit of people in the community who use local wisdom and community social capital to operate activities for promoting community enterprises, this is to strengthen local wisdom and community learning process in developing community enterprises to create opportunities and income of the founding communities until they can be self-sufficient sustainably.

4. Related Literature

1. The related concepts

1.1. Integrated marketing communication

Duncan (2002) said that integrated marketing communication (IMC) stands for a business strategy that uses planning, development, processing, analyzing brand-consumer communication, analyzing consumers, primary target groups, secondary target groups, including related to providing relationships with internal and external stakeholders [2].

Dean M. Krungman (1994) said that IMC refers to an attempt to deliver a properly prepared message to a consumer, representative, or other public, this kind of communication strategy can be called one-way marketing because of the effort to deliver a clear and consistent presentation [1].

Schultz (1997) said that the use of IMC will improve the planning of marketing communications, and when it comes to implementing the plan, it will be better because a variety of communication tools are used where appropriate. In order to optimize the use of IMC tools, IMC planners will need to consider the appropriateness of the form of communication from the consumer's point of view by considering whether the consumer is seeking information about the product or What services are he looking for?. Schultz calls the IMC guidance to consumers Brand Contact Points that means the point where the target consumer sees, hears, hears, touches get to know the story of a particular product, both found in mass communication and other forms of communication not through mass communication [23].

Semenik (2002) said that IMC refers to the use of a combination of marketing communication tools to create a powerful communication impact or to properly combine multiple marketing communication tools to run a marketing promotion that focuses on how Alluring communication and clearly showing product personality, or is the process of developing a marketing communication program that requires constant use of multiple motivational communication with the target audience [24].

Marketing communication, if considered by the existing definitions, can summarize the essence of the IMC as follows: (1) it is a communication that uses a harmonious, harmonious multi-motive communication method. (2) it is communication that has both journalism and communication which is not through mass communication. (3) it is a long-term continuous communication to differentiate brands by presenting the brand positioning to be clear and outstanding in the minds of consumers. (4) It is a communication to focus on increasing the frequency of target consumers to have the opportunity to see the brand as often as possible in order to make the target consumer familiar with the brand that will lead to brand trust. (5) It is a communication that is not only a one-way talk through a mass media monologue, but a dialogue between the product owner and the target consumer in order to manage the relationship between the brand and its customers in line with the Customer Relationship Management approach (CRM).

Therefore, the integrated communication is creating a big picture or big picture, it is necessary to use marketing planning, programming, marketing promotion, and coordination of various marketing communication tools are used together as a marketing communication strategy developed by adopting all kinds of corporate activities. It is not merely a marketing promotion tool to communicate with customers, because customer perception of the company or the product it is offering customers is perceived in many ways such as from advertising through various media, from product prices, from direct marketing, from various news, from promotional activities, as well as from types of stores where products are released, etc.

1.2. One Tambol One Product: OTOP

Tawatchai Kitiyapichatkul (2004: 71) said that One Tambon One Product is the development of community products based on local wisdom, culture, traditions and using local resources to strengthen the uniqueness of the community, emphasizing the process of generating income from products to develop into quality products and services that have distinctive and added value is marketable, which is consistent with the local culture and ways of life by adhering to the self-sufficiency principle of the community and developing the quality of production of the community to meet the needs of the international market which will further strengthen the foundation of the community economy This business management model seeks to increase the quality of products with local characteristics mainly to international standards in order to expand the market scope to the global market [27].

1.3. Community business

Prapaporn Yangprayong (2016) discusses the implementation of the principles of management, production, and marketing, based on the philosophy of sufficiency economy, helping to strengthen and sustainability career groups [15]. Sakonkiet Sungwarakittiwut and Wanna Rattananukul (2018) said that the community business management towards Thailand 4.0 has increased convenience for the buyer group by increasing the distribution channels of products through technology such as Facebook, Line, and BusinessLineX [20]. And Global Inker (2017) discusses Sufficiency Economy Sustainable business solutions should be self-sufficient, rational, and immune, that is, to implement the sufficiency economy philosophy.

1.4. Product development

Kotler and Armstorng (2015) said that adding value to a product requires consideration of product differentiation and (or) competitive differentiation [6], while Rattanaphan, Rattanaphan, Mukdawijitra, Kulthirawong, and Kanchanamukda (2011) said that developing quality products in line with customer behavior and needs should be

more technology adoption, need to expand new customer segments, as well as adding a variety of distribution channels and up-to-date [19]. Leelasuwat, Boonchuai, and Teianchan (2015) studied the guidelines for the international development of the OTOP market by developing more product models and be able to produce products according to customer needs, entrepreneurs should develop new distribution channels through online channels more, there should be a new product development by designing products for consumers to be international, increase the international customer market to add value to the product and expand the market more [11]. And Prayalaw and Manmart (2015) said that developing innovative food products will increase the competitiveness of the market [17].

1.5. Marketing channels Development

Schiffman and Wisenbit (2014) said that the development of marketing channels and creating added value for community food products in Songkhla Province should be undertaken in the form of a brother-sister program operated as an entrepreneur with a marketing channel that has the potential to provide assistance to other operators, creating a network of entrepreneurs, communities, alliances or partners as well as developing outstanding product placement on the shelves [22].

Prayalaw and Manmart (2015) said that a display adorns the shelves of merchandise to showcase its uniqueness and to enhance the uniqueness of its merchandise. It must be easy to find, accessible, in addition, expanding more distribution channels in all forms increases opportunities and channels to reach consumers [17].

Mukda (2013) said that the development of marketing channels and creating added value for community products still needs to be supported by government agencies or educational institutions as a mechanism and a hub for networking creating a partner, creating a website or online shopping application is to strengthen your distribution, as well as research for product development (R&D) and quality development, standardization of the product to be different and unique to customer needs [12].

Leelasuwat, Boonchuai, and Teianchan (2015) studied the guidelines for international OTOP market development, Sam Phran District, Nakhon Pathom Province found that the entrepreneur should develop new distribution channels through more online channels and should develop new products. There are products designed for consumers to be universal, to increase the international customer market to add value to the product, and to expand the market more broadly [11].

Jindavong (2015) studied the guidelines for the development of marketing mix of OTOP products to promote tourism in Hat Yai District, Songkhla Province, found that the government agencies and related agencies should support the training of product and packaging design personal development projects, inviting creativity, organizing training to provide knowledge and provide pearls to support packaging, support website visits, displaying the location and details of production and distribution locations, and able to be ordered by phone through the website, including network management, management of exhibition and distribution places, and support the exhibition [4].

1.6. Participation

Prinsloo (2008) discusses the concept of community-based development: involving the community in Project Design and in the implementation. Moreover, the community development process has to include Local Wisdom in the process of making the right choice [18].

Sungkep (2013) discusses participatory community development processes including contributions, collaboration, decision-making, co-operation, collaboration, co-monitoring and evaluation, and participation in development outcomes [26].

2. Related research

Natchaya Jaijune (2016) It was found that the respondents were the most female with an average age of 20-29 years, most graduated with a bachelor's degree, with an average income between 10,001-30,000 baht, occupation of employees in a private company, where the sample group used to take dietary supplements, which through the internet was the channel in which the sample received the most information about dietary supplements, the products that the majority of sample groups choose to buy are protein, vitamins, minerals, dietary supplements. Each time they are often bought for themselves and others to eat to nourish the body. Most of the samples had an average purchase frequency of more than one month/visit, often making their own purchasing decisions, And the place to buy dietary supplements is a department store [13].

Khachonsak Wongvirat (2011) found that the analysis of the group's potential for product development among members of the Ban Mae Tha Thai Massage Community Enterprise had cooperation in the operation, sacrificed for the common benefit, including the determination to develop products under creating learning guidelines for bringing

community products into community product certification. However, the product development guidelines found it necessary to provide group members with knowledge, understanding of product development processes in order to enter community product certification which must be guided by the relevant department, the Lampang Provincial Industry Office, as a support agency, pushing and creating knowledge in product development. Therefore, the approach to product development is to create knowledge for members and allow members of the group to select the most suitable products to develop into community product standards with Lampang Provincial Industry Office as an auxiliary unit [5].

Prasit Rattanaphan (2017) found that the entrepreneurial strength in having certified, quality raw materials and continuous efficient production. On the other hand, there were weaknesses in excessively diversified distribution channels, insufficient labor and product branding, and uncertain sales channels. However, opportunities are available through promotion and support from government organizations, and the growth of online distribution channels. Threats included fierce competition and constant variation of raw material prices. Regarding guidelines for distribution channel development and the creation of added value, entrepreneurs can strengthen existing entrepreneurs through partnerships. The shop of community food products should be developed sorting and layout. Attractive community product centers are required to target tourists and other customers. Finally, the community food products must be quality assured with standardized products. Moreover, products should be unique, comply with customer requirements, and undergo constant development [16].

Thirasak Unaromlert et al (2015) it was found that at present the enterprise group has created innovative wisdom in sufficiency economy processing innovation in highest level product innovation the overall problem were in high level the highest was technology issues follow by production problem. The management and staff development. Leadership, participation, knowledge Management, social capital and supporting from external networks were related with the innovative wisdom of statistical significance .05 The pattern of innovative wisdom in sufficiency economy to strengthen the competitiveness of sustainable community enterprise group in lower central provinces found 5 importance elements (1) community enterprise groups (2) the developers (3) the scholars (4) the professionals (5) local wisdom and 4 basic factors (1) use of community resources (2) physical and mental development (3) potential of the leaders and (4) knowledge management. The innovative wisdom in sufficiency economy should have 9 steps (1) the analyze of community potential (2) innovative wisdom and social capital survey (3) market analyze (4) knowledge management (5) conceptually product/process (6) conceptually product/process checkup (7) manufacture of prototype/process (8) market/process test (9) product/process improving [28].

Kriengkrai Phomanee and Supaporn Plomelersee (2014) found that the marketing patterns of community business enterprises could be explained based on 4 factors as for the product factor, there was a succession of family production for packaging, quality, materials, brand, and Supplies were more than the demands of the customers. For the pricing factor, the community business entrepreneurs set the price of the products according to their production cost as, for the distribution channel factor, there was a direct delivery of products from a producer to a customer. Finally, for the marketing promotion factor, the community business entrepreneurs paid the least attention to this factor they considered it a waste of money and many customers bought their products by word of mouth. The entrepreneurs were demonstrated needs for self-development which were producing process (workforce, tools, materials, capital, work experiences, knowledge), trend (shape, color, identity, standpoint, product selling), product quality, production standard, packaging, labeling, or branding, product distribution, and product fame. The needs in the development of community business enterprises of the community business entrepreneurs were the government supports, government financial support and training, knowledge support from organizations, loan services, economy, community cooperation, provincial product identity, competitiveness, distribution channel, and governmental public relations [9].

5. Research Methods

This research was participatory action research using in-depth interviews, group discussions, and participatory observations from five key contributors, six participants each. It consists of community leaders, good agricultural practice enterprise group, housewives, youth groups, and elderly groups, totaling 30 people.

The tool used in this study used in-depth interviews, group discussions, and participatory observations. And open-ended questions about the integrated marketing communication model for the community products of the good agricultural practice enterprise group;

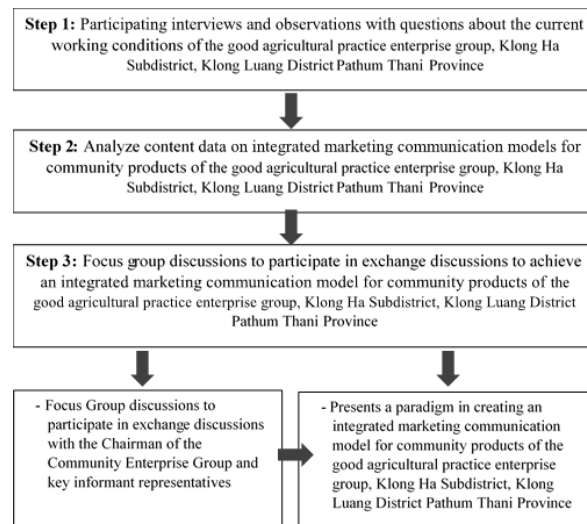


Fig.1 Research Process for Integrated Marketing Communications to Community Products by the Locals of the good agricultural practice enterprise group, Klong Ha Subdistrict, Klong Luang District Pathum Thani Province

The analysis starts with taking the audiotapes during the in-depth interviews to write down the details again, breaking them down into different points, and considering how they are opinionated on the issues. The researcher used a descriptive analysis model based on the research objectives and issues or questions, divided into 4 stages of the qualitative data analysis as follows; (1) Data Interpretation is the process of acquiring in-depth meaning from the raw data generated by the data collection in the form of interpersonal conversation, the qualitative data was then collected and categorized into categories to obtain answers to the research objectives. (2) Data Constant is a systematic search for the same and different meanings of the Qualities or Attributes of two or more sets of raw data, they are then processed together according to the similarity and differences to accumulate findings or sub-conclusions from comparing the data to form a conclusion about the common nature of the data. Found deep meaning from the interpretation of the data. (3) Data Synthesis is the most important step of content analysis because it provides the final overview of all data obtained by the inductive method, all information must be aggregated in descriptive concrete to obtain new abstract information in the summary to be linked to the research objective. And (4) Conclusion is the process that must bring the data to be connected together, and show the relationship of the data as a Descriptive of the data and then find the relationship of each group and each issue to create a holistic thought process.

6. Results

The research of the integrated marketing communication model for the community products of the good agricultural practice enterprise group can be summarized into the following ten key areas:

Issue 1: Product Highlights of the good agricultural practice enterprise group: The products of the agricultural community enterprise group will be products that use local raw materials, such as crispy mee, orange za will use orange grown in the community. As for the different flavors of chili paste, such as Ta Dang chili paste, Pla Ra chili paste, Pimp chili paste, Hell chili paste, will also use raw materials grown in the community to save costs and costs in purchasing raw materials.

Issue 2: Weaknesses of the product of the good agricultural practice enterprise group: The product of the good agricultural practice enterprise group is a product that does not stand out in the that remains with conventional packaging, lack of uniqueness of the product itself and the brand is not yet known, affecting the sales volume that will only have loyal customers who buy the products of the group.

Issue 3: Product opportunities of the good agricultural practice enterprise group: The products of the good agricultural practice enterprise group have the opportunity and direction to grow due to the increasing popularity of customers who prefer products that use raw materials in natural food additives, in addition, the government has measures to promote and support both production and investment by accelerating the development and upgrading of grassroots producers by providing training, knowledge on production, management, and product standards. The trend of production and distribution of wicker products has a higher growth rate.

Issue 4: Obstacles in the marketing of good agricultural practice enterprise group products: The products of the good agricultural practice enterprise group had a hurdle in terms of the economic slowdown that impacted sales and the impact of the COVID-19 epidemic led to a decline in sales. Customers are more concerned with cooking at home than ordering. In addition, raw materials have a higher price, whether it is fuel, freight, and packaging. Therefore, when the price of raw materials increases, the production costs are higher as well.

Issue 5: Products of good agricultural practice enterprise group, is there any kind of marketing communication in the form of advertising? How? The product of the good agricultural practice enterprise group has not yet established an advertising budget because it is a community product that is a convenience product, a type of food, and the unit price of a community product is affordable, also, the budget that comes from the income is not enough to cover the expenses of advertising. In addition, members of the good agricultural community enterprises have no knowledge of advertising and marketing knowledge. That will help in promoting marketing and increasing sales in generating awareness for customers.

Issue 6: Products of good agricultural practice enterprise group, is there any kind of marketing communication in public relations? How? The products of the good agricultural practice enterprise group have not been clearly promoted because the members of the group are just villagers or individuals, there is still a lack of public relations knowledge to spread the community products to be known. This receives support and assistance from government agencies that help in the field of public relations such as preparing books and transcribing lessons on the stories of the Ban Khlong Ha good agricultural community enterprises by the Office of Learning Promotion and Academic Services, Valaya Alongkorn Rajabhat University under the Royal Patronage, which is a university that contributes and develops products, packaging of the Ban Khlong Ha good agricultural community enterprises and publicizing news via the province's website, etc.

Issue 7: Products of good agricultural practice enterprise group, is there a marketing communication in the form of a sales by a salesperson? How? The products of the good agricultural practice enterprise group use a direct contact with customers, where there will be a group chairman who will receive the order amount, talk with customers to explain detailed information about the correct product, and to create a good image for the group as well

Issue 8. Are the products of the good agricultural practice enterprise group marketing communication in the form of sales promotion? How? The products of good agricultural practice enterprise group are handmade crafts which have a complex and time-consuming production process, so various promotional programs cannot be held to boost sales, but there will be booths to showcase the products at the fair, in order to stimulate sales in another way.

Issue 9: The products of the good agricultural practice enterprise group have marketing communications in the form of direct marketing? How? The products of the Agricultural good agricultural practice enterprise group are marketed via social media, using the Internet to sell products via Facebook, it is a powerful selling tool that is easily accessible and accessible at all times. By using the Facebook page to promote news and direct contact with customers, which is called "Sufficiency Way Community Market, Ban Khlong Ha" which there was the group's chairman is moderated, and the survey found that the page is not continuously updated, there is no product description and the format of information presented is not interesting.

Issue 10: What makes customers choose to buy products of good agricultural practice enterprise group? The products of the good agricultural practice enterprise group are products that use natural raw materials and are grown in the community, so they are cheap and suitable for product quality, the friendliness of the group members and the unity of all members in producing quality products.

In addition to the information obtained from interviews with the main contributors above, the researcher reviewed the literature on the concept of integrated marketing communication, the sales channel development guidelines One Tambon One Product, the concept of purchasing decision process, and the concept of distribution channels. This allowed the researcher to synthesize a total of 21 components related to the integrated marketing communication of the good agricultural practice enterprise group. Which includes 3S, 3P, 3E, 3C, 3I, 3A and 3L. The researcher has developed the IMC model paradigm called "The SPECIAL Paradigm" as a paradigm for the construction of the IMC model of the good agricultural practice enterprise group that can be presented as a chart showing the integration of various elements to drive strengthening marketing efforts that emphasize the importance of the model. Integrated marketing communication of the good agricultural practice enterprise group as follows:



Fig.2 The SPECIAL Paradigm of an integrated marketing communication model of the good agricultural practice enterprise group, Klong Ha Subdistrict, Klong Luang District Pathum Thani Province

7. Discussions

The study of the integrated marketing communication model of the good agricultural practice enterprise group found that the problem of the good agricultural practice enterprise group in Klong Ha District was the lack of good marketing communication, and in communicating information, there is no information movement about the product itself. It also lacks packaging and brand designs that are not unique and do not attract the attention of consumers, which is consistent with the research of Satchuset Raungdessuwon et al (2013) found that the problem faced by the Ban Chok Women's Development Group (Kham Saeng) was the lack of good marketing communication to communicate information about products and services outside, in addition, there is a lack of action on the development of brand identity and design. From the aforementioned problematic conditions, the researcher brought in training to provide practical knowledge on branding, using workshop techniques to determine the brand identity and design, in which the participants were the president and representative of Ban Ton Jok Women Development Group. Then, after the development of the brand identity and design, the information was then used to organize a knowledge exchange platform to jointly study, design, and develop a marketing communication model that is consistent with the existing resources and capabilities of the group. Therefore, the marketing communication formats that are suitable for the products and capabilities of the group are business cards, brochures, catalogs, and promotional banners, and has prepared such media ready to be used in actual operation [21].

It is also consistent with the research of Kwanyupa Srisawang and muslin Buaban (2014): The researcher on the development of an integrated marketing communication model through community participation process to promote cultural tourism of Bang Luang Market, Nakhon Pathom Province, found that the problem with the marketing communication of the Bang Luang market community is that the media is not diverse, the presentation of the tourism model of the market is not clear and not up-to-date, needs the support of the educational agency on this work. In the direction of the presentation of the tourism model of Bang Luang Market, it was found that Bang Luang Market is suitable for tourism to learn about food tourism and traditions due to today's tourist behavior, most of the travel objectives are to experience local food, leisure, and local purchases. In addition, it was found that the guideline for developing an integrated marketing communication model of Bang Luang Market should have a variety of communication formats and not use a high budget, as well as being able to easily modify information such as a webpage, fan page, and Poster. The development of an integrated marketing communication model that is appropriate to the community requires a study of the appropriate tourism model presentation for each target group at different times, and cooperation with educational agencies should be promoted to create a learning resource for this area, as it reduces problems with the working budget and the presentation of up-to-date information, which is a major problem in this field of Bang Luang market community [10].

8. Recommendations

A. Recommendations for Practices

1) There should be more publicity about the products of the good agricultural practice enterprise group through public relations through the group's website, which must be updated to be up-to-date at all times, this is to increase the customer group, IE teenagers, to have access to information and to know more about the product.

2) The personnel of the good agricultural practice enterprise group should be developed to be expert in producing quality products that have the same standard in every piece in order to increase the knowledge of all aspects of marketing communication.

B. Suggestions for the next research

1) This study is participatory action research only, therefore, in the next trial, quantitative research should be undertaken along with qualitative research in order to make the information clear and complement other areas of concern. It will be more complementary to the elements in The SPECIAL Paradigm.

2) The next research should be conducted with the Focus Group with experts and related persons of the Agricultural Safe Community Enterprise Group, Khlong Ha Subdistrict, Khlong Luang District Pathum Thani province to adopt the SPECIAL paradigm to create a Focus Group to build on the SPECIAL paradigm.

8. Conclusion

The research of an integrated marketing communication model for community products of good agricultural practice enterprise group, Klong Ha Subdistrict, Klong Luang District, Pathum Thani Province is a participatory action research by A total of 15 community enterprise members conducted research in every process, from listening to group data, group self-analysis, creating learning that could fully answer research questions and research objectives in which this research work focuses on the creation of new knowledge or innovative learning of the research target groups, which will lead to the development of research results as a form of integrated marketing communication. Integration for the community products of the good agricultural practice enterprise group to develop into a different format of marketing communication and can lead to real practice.

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