Key Components of Marketing Communication for Outstanding Community Enterprises in the Processed Food and Food Products Category

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Abstract

This qualitative study aimed at examining the components of marketing communication of outstanding community enterprises in the processed food and food product category at the provincial level in the central region from 2020 to 2022. The research methodology involved in-depth interviews and purposive sampling for selecting informants. The main informants included representatives from 8 outstanding community enterprises at the provincial level in the processed food and food product category from 2020 to 2022, with one person from each enterprise. Additionally, one representative from the Office of Agricultural Promotion and Development Region 1 in Chai Nat province and one from the Office of Agricultural Promotion and Development Region 2 in Ratchaburi province were included, making a total of 10 informants. The study utilized qualitative data analysis. The study found that: 1) Advertising through television increased sales. The store's Facebook page was commonly used for advertising, and the organization's online channels also provided additional advertising support. 2) Sales promotion involved market testing by distributing product samples, building confidence through tastings, and increasing sales by offering discounts and gifts to encourage more purchases. 3) Publicity and public relations included using Facebook for information dissemination, utilizing printed media and publicity at trade fairs, and promoting social responsibility to raise awareness and build a positive image. 4) Event marketing and special activities focused on participating in fee-free events, demonstrating products to stimulate purchases, and organizing activities to give back to society. It was recommended that relevant agencies provide continuous support.

***Keywords*:** *Marketing Communication, Community Enterprises, Food Products*

1. Introduction

As of September 17, 2024, the Community Enterprise Promotion Division had registered 74,459 community enterprises with the Department of Agricultural Extension, with a total of 1,317,257 members. The Department of Agricultural Extension promoted, supported, and developed community enterprises by the objectives of the Community Enterprise Promotion Act, B.E. 2548 (2005), and its amendment (No. 2) and B.E. 2562 (2019). The department worked on enhancing the capabilities of each community enterprise in management, product or service development, and packaging. It has also expanded marketing channels and improved service or distribution models. Additionally, the department organized outstanding community enterprise competitions to select well-managed enterprises with strong potential for sustainable development. The goal was for these outstanding enterprises to serve as role models for other groups, fostering learning and encouraging them to apply acquired knowledge effectively within their communities. (Department of Agricultural Extension, 2024).

The outstanding community enterprises had to demonstrate effective management in various aspects, including business administration, which required clarity and the ability to bring products into target markets; communication, which involved continuous engagement with external parties; and participation with local administrative organizations, which required the enterprise to publicize its achievements, build its reputation, and gain recognition and appreciation for the group (Department of Agricultural Extension, 2020). These evaluation criteria were related to marketing communication, which had become an essential factor in

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business operations in an increasingly competitive environment. It involved planning marketing communications to align with target customers using variety of marketing communication tools (Pickton & Broderick, 2001).

This research aimed to study outstanding community enterprises at the provincial level between 2020 and 2022 in the category of food processing and products within the central regional cluster. The year 2020 marked the first reported case of COVID-19 in Thailand, in March 2022, the Ministry of Public Health adjusted its COVID-19 management plan, reclassifying it from a major epidemic to an endemic disease (BBC NEWS Thai, 2022). During this period, most entrepreneurs had been affected by the COVID-19 pandemic, making them an interesting group for examining their marketing communication components. The selection of food processing and product enterprises was based on the fact that this sector had been a key approach in revitalizing the Thai economy after the pandemic by promoting Thai food at an international level (Prateep Chouykerd, 2022). It is common for Thai people, when traveling for leisure or business, to purchase well-known products from each district or province, either for personal consumption within the family or as souvenirs for acquaintances. Souvenirs in Thailand are diverse and abundant, varying by region. For example, well-known souvenirs from the central region include processed seafood from Samut Sakhon province and Thai pastries (khanom pia) from Sing Buri province, etc. (Hatalat). As for the selection of the central regional cluster, it was because enterprises in the central and eastern regions had won provincial-level outstanding enterprise awards for all three years. When classified by food processing and product enterprises, the central region had 2,798 such enterprises, surpassing the eastern region, which had 1,145 enterprises (Department of Agricultural Extension, 2023).

Therefore, the researcher was interested in studying the marketing communication components of community enterprises engaged in food processing and production in the central regional cluster. The goal was to enable other community enterprises to apply these marketing communication strategies to their groups, enhance their competitive potential, increase their revenue and sales, and allow group members and the local community to become more self-sufficient.

2. Objectives

To study the key components of marketing communication for outstanding community enterprises in the processed food and food products category at the provincial level in the Central Region Group for the years 2020-2022.

3. Materials and Methods

This research was a qualitative study that employed in-depth interviews using semi-structured interview guidelines with key informants. The purposive sampling method was used to select 10 participants, consisting of 8 representatives from the outstanding community enterprises at the provincial level between 2020 and 2022 in the processed food and food products category. These representatives were distinguished by their excellent management practices, which made them role models for other community enterprises. They were selected based on their performance in management and institutional development criteria, such as business management, communication, and the stability and financial condition of the institution, and 2 representatives from government agencies responsible for supporting community enterprises in the central region. These included 1 representative from the Office of Agricultural Promotion and Development Region 1 in Chai Nat province and 1 from the Office of Agricultural Promotion and Development Region 2 in Ratchaburi province. These agencies were responsible for promoting and supporting marketing communications for community enterprises under their jurisdiction. Qualitative data analysis was used to analyze the research data.

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4. Results and Discussion

4.1 Results

The study examined the marketing communication components of outstanding community enterprises at the provincial level from 2020 to 2022 in the category of food processing and products within the central regional cluster, based on insights from key informants as follows:

Table 1 presents information on the key informant group for the in-depth interviews, which were purposively selected

Order Number	Community Enterprise/ Department	Key Informant
1	Lam Sai Pattana Community Enterprise, Pathum Thani Province	Interviewee 1
2	Chatluang (NUTCHAKON) Community Enterprise, Bangkok	Interviewee 2
3	Daoruang Pattana Housewives Group Community Enterprise, Sing Buri Province	Interviewee 3
4	Ban Chai Talay Rangchan Community Enterprise, Samut Sakhon Province	Interviewee 4
5	Mahasawat Farmers' Housewives Group Community Enterprise, Nakhon Pathom Province	Interviewee 5
6	Phu Khae Farmers' Housewives Group Community Enterprise, Saraburi Province	Interviewee 6
7	Nareerat Crispy Rice with Watermelon Juice Community Enterprise, Samut Sakhon Province	Interviewee 7
8	Khok Yae Subdistrict Processed Mushroom Occupational Group Community Enterprise, Saraburi Province	Interviewee 8
9	Office of Agricultural Promotion and Development 1, Chai Nat Province	Interviewee 9
10	Office of Agricultural Promotion and Development 2, Ratchaburi Province	Interviewee 10

Table 1 shows that the key informant group consisted of 10 individuals. This included 8 representatives from outstanding community enterprises at the provincial level in the processed food and food products category between 2020 and 2022. Additionally, there were 2 representatives from responsible agencies in the central region: one from the Office of Agricultural Promotion and Development 1 in Chai Nat province and one from the Office of Agricultural Promotion and Development 2 in Ratchaburi province.

The study results on the key components of marketing communication for outstanding community enterprises at the provincial level in the processed food and food products category in the Central Region Group from 2020 to 2022 were obtained through in-depth interviews using a purposive sampling method. A total of 10 individuals were interviewed in-depth, with the details categorized as follows.

1. General Information

1) The outstanding community enterprises at the provincial level in the processed food and food products category between 2020 and 2022 were found to have all eight businesses registered under the OTOP program and certified by the FDA. Most enterprises sold their products through booth exhibitions, made-to-order production, wholesale distribution through retail stores, modern trade channels, and various organizations such as curry rice shops, noodle shops, coffee shops, souvenir shops, Jiffy stores, The Mall, Tops, and Fisherman Shop under the Department of Fisheries. Additionally, they sold products to visitors attending study tours. In terms of overall vision, these enterprises focused on sustainable business operations in both economic and social aspects. They prioritized product quality development, aimed to help their members become debt-free and earn a stable income, ensured the business was passed down through generations, and instilled values of kindness and sharing among their members.

2) The Office of Agricultural Promotion and Development responsible for community enterprises in the central region found that the relevant agencies included the Provincial Agricultural Office, District Agricultural Office, and various operational centers. These agencies played a crucial role in promoting agricultural technology, food processing, career development, and supporting groups in obtaining various

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certifications. They also worked on developing products to align with market demands. The Office of Agricultural Promotion and Development was responsible for supporting the marketing communication of community enterprises. It used the online farmers' market website as an advertising channel, though it did not yet support online transactions. Additionally, promotion was carried out through online media, billboards, local newspapers, and farmers' market events held in multiple provinces. The selection of community enterprise groups for product presentation at various events was based on product quality, readiness, and representation of the community. Sales support activities included promotions such as discounts, giveaways, and workshops, depending on the allocated budget each year. Regarding social responsibility, the agency promoted the Zero Waste concept and the BCG model to encourage efficient resource utilization. It also supported public benefit activities within community enterprises. Furthermore, an outstanding community enterprise competition was held at the provincial, regional, and national levels, evaluating innovation, creativity, management, and community involvement. Winners of the competition received a royal trophy from His Majesty the King at the Royal Plowing Ceremony, along with further promotion and support from relevant agencies.

2. The State of Marketing Communication

The state of marketing communication of outstanding community enterprises at the provincial level in the processed food and food products category between 2020 and 2022 was summarized from in-depth interviews as follows.

Table 2 presents a summary of the in-depth interview results on the state of marketing communication of outstanding community enterprises at the provincial level in the processed food and food products category between 2020 and 2022

Marketing Communication Tools	Outstanding Community Enterprises at the Provincial Level in the Processed Food and Food Products Category (2020-2022)								Essential Component
	Lam Sai Pattana	Chatluang (NUTCHAKON)	Daoruang Pattana Housewives Group	Ban Chai Talay Rangchan	Mahasawat Farmers' Housewives Group	Phu Khae Farmers' Housewives Group	Nareerat Crispy Rice with Watermelon Juice	Khok Yae Subdistrict Processed Mushroom Occupational Group	
1. Advertising through television/radio media	✓	✓	-	✓	-	✓	✓	-	✓
2. Advertising through print media	✓	✓	-	✓	✓	✓	✓	-	✓
3. Advertising through the store's online media	✓	✓	-	✓	✓	✓	✓	✓	✓
4. Advertising through the online media of organizations or external agencies	✓	✓	✓	✓	✓	✓	✓	✓	✓
5. Distributing product samples	✓	✓	-	-	✓	✓	✓	✓	✓
6. Providing product samples for tasting	✓	✓	✓	✓	✓	✓	✓	✓	✓
7. Discounting products	✓	-	✓	✓	-	✓	✓	✓	✓
8. Bundling products into sets and selling them at a special price	✓	✓	-	✓	✓	✓	✓	-	✓
9. Giving free products	✓	✓	✓	✓	✓	✓	✓	✓	✓

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10. Organizing prize giveaway activities	-	-	-	✓	-	✓	-	-	-
11. Providing information and updates through the store's online media	✓	✓	-	✓	✓	✓	✓	✓	✓
12. Publicizing through print media	✓	✓	-	✓	✓	✓	✓	✓	✓
13. Publicizing through trade shows	✓	✓	-	✓	✓	✓	✓	✓	✓
14. Publicizing through celebrities or well-known individuals	✓	-	-	-	✓	✓	✓	-	✓
15. Corporate Social Responsibility	✓	✓	✓	✓	✓	✓	✓	-	✓
16. Setting up booths at festivals	✓	✓	✓	✓	✓	✓	✓	✓	✓
17. Participating in events at various locations	✓	✓	✓	✓	✓	✓	✓	✓	✓
18. Organizing exhibitions, such as product demonstration	✓	✓	✓	✓	✓	✓	✓	-	✓
19. Organizing community give-back activities	✓	✓	✓	✓	✓	✓	✓	✓	✓

Table 2 shows the information on the marketing communication of outstanding community enterprises at the provincial level in the processed food and food products category between 2020 and 2022. In terms of advertising, they utilized four channels: television/radio, print media, the store's online channels, and external organizations' online channels. Advertising through television effectively boosted sales in a short period, especially among older customers, as this medium was easily accessible for them. However, most community enterprises relied on government support to get television exposure or had to build their reputation before being invited to appear on programs. Advertising through print media was mostly supported by government agencies, although some community enterprises invested in buying advertising space in magazines. The results, however, were not as expected, and they felt the investment was not worthwhile. Advertising through the store's online channels was mainly done via Facebook, where community enterprises directly communicated with customers. Some enterprises invested in ads or paid promotions, but the results were not as cost-effective due to high competition, with larger businesses having bigger ad budgets. Advertising via external organizations' online channels was common, with all community enterprises receiving advertising support through the online platforms of agencies responsible for community enterprise promotion, such as community enterprise information systems and online agricultural markets. In terms of sales promotion, five types were used: product samples, product tasting, discounts, special price bundles, and free products. Community enterprises adapted their promotional strategies to meet customer demands, product costs, and distribution channels. Product samples were given out when launching new products to test the market, while product tasting was widely used to build consumer confidence. Discounting and special price bundles, such as offering three packs for 100 baht instead of the usual price of 35 baht per pack, were primary strategies to boost sales. Free products were used to encourage consumers to buy more items. For public relations and information dissemination, five channels were used: information through the store's online platforms, publicity through print media, event marketing, celebrity endorsements, and CSR (Corporate Social Responsibility). Most community enterprises used Facebook to update their customers with information about the group's activities and keep their content current. They also focused on promoting community stories and tourism to attract visitors, which often led to sales. Some enterprises used strategies to encourage direct customer inquiries via phone. Print media was also used in conjunction with publicity at trade shows, where materials like banners, leaflets, or brochures were distributed. Celebrity endorsements helped increase visibility but only for a limited time. Community enterprises practiced CSR to enhance their public image and raise consumer awareness. In terms of event marketing, four types of activities were implemented: setting up booths at festivals, participating in sales events at various locations, organizing

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exhibitions such as product demonstrations, and engaging in activities to give back to society. Most community enterprises focused on participating in festivals or events supported by government and private organizations. They used product demonstrations to attract interest, encouraging sampling and purchase, while also organizing activities that gave back to the community, based on the specific agreements of each group.

4.2 Discussion

The research study "Key Components of Marketing Communication for Outstanding Community Enterprises at the Provincial Level in the Central Region Group – Processed Food and Food Products Category" discussed the findings based on the research objectives as follows.

1) In terms of advertising, it was found that the outstanding community enterprises at the provincial level between 2020 and 2022 in the processed food and food products category utilized various advertising channels, both online and offline. Advertising is the dissemination of information through mass media to reach a large audience simultaneously, such as radio, television, newspapers, and magazines (Seree Wongmontha, 1997). The advertising channels were classified as follows: (1) Advertising through television/radio was an effective channel for promoting community enterprises, supported by government agencies, enabling broadcasts on various programs focused on community development, for example, the "Reang Det Edtaro" and "Preaw Pak" programs. The results showed that television had a significant influence on sales. An example would be products from community enterprises that were featured on the "Reang Det Edtaro" show. A noticeable increase in sales was seen after the show aired, and even more so after reruns, particularly among the elderly, who still preferred watching television. However, this customer group faced challenges with online transactions, which was a limitation that needed to be addressed to enhance future sales opportunities. (2) Advertising through print media, such as books, brochures, and magazines, was another method used by community enterprises to promote their products, also supported by government agencies. For example, the Provincial Agricultural Office and some community enterprises invested in paying for advertisements in magazines. However, the effectiveness of this advertising channel did not meet expectations, as advertisements might not have received enough attention, especially in magazines filled with extensive content, making the products less prominent. The unclear customer response led some groups to perceive that investing in print media was not cost-effective compared to the expenses incurred. (3) Advertising through the enterprise's online channels, for example, processed seafood, Rangchan, and Nichakorn Khao Tan Muang Min, was a method used by community enterprises to reach customers directly. Facebook was the primary communication channel. However, paid advertisements (ads boosting) did not yield highly cost-effective results due to high competition, with larger pages that had higher budgets attracting customer attention more effectively. (4) Advertising through online platforms of external organizations or agencies, such as the Online Farmers' Market and the Community Enterprise Information System, helped community enterprises expand their markets and increase product credibility. Support from government agencies allowed products to reach target audiences more effectively and build customer trust. This aligns with the study by Suchira Sinsap (2021), which examined marketing communication channels for consumers of pesticide-free vegetables, applying the Second-Order Confirmatory Factor Analysis Model. The study found that advertising elements, including television, radio, newspapers, and magazines, were among the key components of an appropriate communication channel model for consumers of pesticide-free vegetables.

2) In terms of sales promotion, it was found that the outstanding community enterprises at the provincial level between 2020 and 2022 in the processed food and food products category employed a variety of methods tailored to customer needs, product costs, and distribution channels. Sales promotion refers to activities that encourage target customers to make a purchase decision, such as discounts, gifts, and bundled deals. These strategies were designed to stimulate demand and prompt immediate customer response (Narudom Tortheinchai, 2021). The various methods used were as follows: (1) Distributing free samples was a strategy used for market testing, focusing on newly launched products. For example, the Phu Khae Farmers'

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Housewives Group Community Enterprise in Saraburi brought their members to stand and hand out products to everyone passing by the store when they took their products to be trial-sold at Tops. This led to the product's sales ranking among the top in the project organized by the Federation of Thai Industries. Offering samples at trade fair booths and consignment stores allowed customers to try the product, increasing their confidence in the product's quality and enhancing their likelihood of purchasing. (2) Providing product samples for tasting was an effective strategy to build customer confidence, particularly for food products. This approach helped alleviate concerns about taste and quality. Community enterprises used this method to attract customer attention at booths and retail locations. Offering free tastings of all products also helped overcome existing biases that might hinder purchasing decisions. For example, the Lam Sai Pattana Community Enterprise in Pathum Thani tried to let customers taste their products because most people tend to think that catfish has a strong fishy taste. After tasting, they found that the processed catfish from the group was not fishy and was very delicious. (3) Offering product discounts was a key strategy employed by entrepreneurs to boost sales. Various discount types were implemented, including price reductions based on customer demand, bulk purchase discounts, and special festival discounts or markdowns during surplus stock periods. In addition, the Nareerat Crispy Rice with Watermelon Juice Community Enterprise in Samut Sakhon reduced the price immediately when customers ordered products to be given away at merit-making ceremonies or ordination ceremonies. These techniques effectively attracted customers and enhanced sales performance. (4) Creating special-priced product sets was another strategy to increase product value and drive purchasing decisions. Examples included special pricing for bundled purchases, for example, the Chatluang (NUTCHAKON) Community Enterprise in Bangkok organized a set of 4 packs of rice crisps for 150 baht, which was normally priced at 40 baht per pack. Gift sets for holidays, and customized sets for special occasions were made available to encourage customers to buy more by offering better value for money. (5) Giving away free products was a strategy used to encourage bulk purchases. This method was applied in several ways, such as offering free products for customers meeting a specified purchase amount. For example, the Ban Chai Talay Rangchan Community Enterprise in Samut Sakhon offered a free jar of shrimp paste to customers who purchased 1 kilogram of dried shrimp. Providing gifts for tour groups or bulk buyers, and including free items in online sales promotions enhanced customer perceived value and effectively boosted sales. This aligns with the study by Piyaporn Chansuay (2021) on the development of the ready-to-drink green tea market in Japan, which found that sales promotion strategies relied on advertising alongside special events, projects, and seminars, contributing to the sustainable growth of the ready-to-drink green tea market amidst strong competition. It was a tool that stimulated immediate sales of goods or services by using other marketing communication tools in conjunction, such as advertising and publicity. (Etzel, Walker, and Stanton, 2007).

3) In terms of publicity and public relations, it was found that the outstanding community enterprises at the provincial level between 2020 and 2022 in the processed food and food products category utilized a variety of channels to provide information and enhance their business image. Publicity and public relations involve presenting information about the organization, products, or services to build understanding and a positive attitude among target groups and stakeholders through various media, such as print and electronic media. The objective was to promote, maintain, and protect the image of the products and organizations (Etzel, Walker, and Stanton, 2007). The communication channels used were as follows: (1) Providing information through the store's online media – Facebook pages were the primary channel for sharing updates on activities and engaging customers continuously. Regular posts were made, and QR codes were used to link to the page. Additionally, engagement strategies were implemented, such as special discounts for followers. Instead of direct sales, the focus was on storytelling about the community and tourism to encourage shopping. Some enterprises deliberately excluded product prices in posts to prompt customers to inquire further. (2) Publicity through print media – This included brochures and leaflets, which were distributed at trade shows, exhibitions, and tourist attractions to support in-store sales and booth promotions. Furthermore, advertisements were published in government agency magazines and journals, such as those from the Department of Agricultural Extension, Technology Chaoban Magazine, and reports from the Government

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Savings Bank, to expand the reach to additional target groups. (3) Publicity through trade fairs – This involved promotional banners, signage, brochures, and business cards to provide information. For example, the Ban Chai Talay Rangchan Community Enterprise in Samut Sakhon placed a QR Code sign in front of their booth. When customers scanned the code and followed their page, they would receive a discount on the products. The marketing strategy emphasized community identity and product quality as key selling points. For instance, stories about aged sticky rice and locally produced fresh palm sugar were highlighted to attract customer interest. (4) Publicity through well-known individuals – Some enterprises invited celebrities, YouTubers, and influencers to feature their businesses. For example, Nicky Nachat and popular YouTube content creators filmed at a solar-drying facility. Additionally, well-known Facebook pages, such as "Thiao Thua Thai Pai Nai Dee" (Where to Travel in Thailand) and "Rao Hak Saraburi" (We Love Saraburi), were hired to review locations and products. Some influencers, like "WanChai – Asapapailong" and "Lapak Tiew", reviewed the products without sponsorship, driven purely by personal admiration, which significantly increased the brand's reach. (5) Publicity through corporate social responsibility (CSR) initiatives – All eight community enterprises demonstrated social responsibility based on their respective contexts. Examples included maximizing resource efficiency by turning fish bones into fertilizer, reducing environmental impact by creating grease traps for wastewater and preserving local resources through a project to plant 2,567 betel nut trees to provide habitats for the rare Pu Phra Thep crabs, especially the Ban Chai Talay Rangchan Community Enterprise in Samut Sakhon, which was one of the groups affected by the COVID-19 pandemic. However, during the outbreak of the COVID-19 virus, the group continued to buy seafood from residents because they had come together as a group and needed to take care of their members even in such a crisis. This aligns with the study by Supawadee Jarungtamachote and Rungarut Chaisumret (2018) on factors contributing to the success of social enterprise branding in the organic food sector. Their research found that communication tools played a crucial role in success, with public relations (PR) being a primary tool used to introduce products to consumers, increase product recognition, enhance popularity, and improve brand image. Corporate Social Responsibility (CSR) refers to achieving results in economic, social, and environmental aspects for members, customers, and stakeholders. The principle behind CSR is to promote organizations to conduct business ethically, create positive impacts on society and the environment, while also growing the organization. CSR not only helps increase satisfaction among members of the organization, as it inspires and instills pride in being part of community development, but it also improves the organization's image. Customers who are informed about an organization's CSR efforts tend to feel good about purchasing products and services from a company that supports its community. CSR helps increase customer loyalty. A 2016 survey by Chris McAllister via Neilson.com found that 56% of survey participants believed businesses known for social values had the greatest potential to drive sales, and 53% thought businesses that engage with their communities also stimulated purchases. Customers were more likely to remain loyal to brands and CSR initiatives encouraged more creative thinking or new ideas for problem-solving and product development, as members within the organization thought outside the box and were energized by their involvement in social causes (Jorportoday).

4) In terms of event marketing / special event activities, it was found that the outstanding community enterprises at the provincial level between 2020 and 2022 in the processed food and food products category focused mainly on participating in trade fairs and selling products. They used product demonstration techniques, interactive engagement, and social responsibility activities simultaneously. Event marketing and experiential marketing were used as tools to attract target audiences and boost sales during events. These activities took various forms, such as competitions, contests, seminars, and exhibition booths (Narudom Tortheinchai, 2021). The activities were categorized as follows: (1) Setting up booths at various festivals – The enterprises focused on participating in events invited by government agencies, such as the Department of Agricultural Extension, Provincial Agricultural Offices, and Mobile Provincial Events. They prioritized events that offered free booths or financial support from government and private organizations to minimize booth setup costs. (2) Participating in product sales events at different locations – Booths were set up at major

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venues, such as the Queen Sirikit National Convention Center, IMPACT Muang Thong Thani, Chaeng Watthana Government Complex, and shopping malls, to increase sales opportunities and expand the customer base. (3) Organizing exhibitions – Product demonstrations were conducted at certain locations, such as making Chinese pastries and frying crispy rice cakes, allowing customers to observe the production process. Strategies were adjusted according to costs and venue limitations; for example, if the cost of using stoves was too high, the strategy was changed to product sampling instead. Additionally, customers were allowed to create products themselves, such as during the "Agriculture Builds the Nation" event at CentralWorld, enhancing their experience and participation. (4) Conducting social responsibility activities – Community enterprises organized CSR activities based on their respective commitments. These included distributing free food and goods during major festivals, donating products to schools and communities, and supporting environmental projects such as waste banks and waste-for-eggs exchange programs. Educational support was also provided through scholarships and learning materials. Furthermore, aid was extended during crises, such as donating supplies to underprivileged schools and distributing clothing during floods. This aligns with the study by Prakaikavin Srijinda (2022), which analyzed the marketing mix (4Ps) for promoting tourism in Ranong province. The study found that event-based marketing and festivals were key communication tools, with a focus on summer events to attract and engage tourists.

5. Conclusion

5.1 Conclusion

The outstanding community enterprises at the provincial level between 2020 and 2022 in the processed food and food products category in the central region effectively integrated marketing communication tools to increase customer reach, boost sales, and build strong relationships with consumers. They implemented marketing strategies aligned with the community's context and market demands, using various communication tools to promote sales and enhance consumer awareness. Community enterprises utilized both online and offline advertising channels, with television and radio advertisements sponsored by government agencies, allowing information to be broadcast to a wider audience. However, print media proved to be less effective than expected, whereas online platforms, particularly Facebook, became crucial for direct customer engagement. They employed various sales promotion strategies, such as free product samples, discounts, product bundling, and giveaways, which effectively attracted customers and increased sales, especially during festivals and special events. In terms of public relations, they used online media as the primary PR channel, along with printed materials, trade exhibitions, and collaborations with influencers to promote their products. Storytelling and brand image-building strategies played a significant role in increasing their popularity. For event marketing, the enterprises prioritized participation in trade fairs and special events, particularly festivals and national trade shows, allowing them to directly engage with target customers. Additionally, they organized product demonstrations and community-oriented activities, which enhanced customer interaction and strengthened their brand image.

The community enterprises still required support and assistance from government agencies and relevant organizations to promote development in product quality, packaging, and marketing, including marketing communication. This included advertising their products through government websites and developing e-commerce capabilities for future online sales. Additionally, public relations efforts through various media channels, organizing events and activities for community product sales, and implementing sales promotion strategies were necessary. Selecting suitable community enterprises to participate in trade fairs and exhibitions was also a key aspect. Furthermore, efforts were made to encourage and instill corporate social responsibility (CSR) within community enterprises, ensuring that social responsibility was integrated alongside business operations.

5.2 Future research direction

It was necessary to study the components or tools of marketing communication that were related to the purchasing decisions of community enterprises' products.

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