

RICEBERRY DIGITAL MARKETING MANAGEMENT COMMUNITY ENTERPRISE RICEBERRY RICE PROJECT HUAI PHRA SUBDISTRICT, DON TUM DISTRICT, NAKHON PATHOM PROVINCE

Ntapat Worapongpat^{1*}

^{1*} Center for Knowledge Transfer, Technology, Community Innovation, Entrepreneurship, Tourism and Educational, Bangkok

Received: July 3, 2022 Revised: October 11, 2022 Accepted: October 27, 2022

Abstract

The purposes of this study were: 1. to develop packaging and labels that are more attractive; 2. to develop distribution channels through online social media to be more convenient and interesting; 3. to create public relations media for digital markets and transfer knowledge to non-toxic rice business organizations. The study of the three opinion aspects found that the respondents strongly agreed at an arithmetic mean of 4.47; in terms of packaging, they strongly agreed at an arithmetic mean of 4.63; in terms of distribution channels, respondents strongly agreed at an arithmetic mean of 4.22; and in terms of marketing communication, they strongly agreed at an arithmetic mean of 4.56. From the analysis of standard deviations in each aspect, it was found that all items had a standard deviation of less than 1.25, which showed that the distribution of information was different, and the opinions of the respondents were the same; that they agreed. When researchers considered the coefficient analysis of the variations, they found that the distribution channels were the most distributed. In marketing, communication and packaging were distributed, respectively, as was the distribution of standard deviations. The variance was 17.56. The data analysis from the interrogation showed that new things were more convenient. Consumers could easily access the product by accessing the Facebook page, which allowed them to see the store, details about community enterprises, and products. Moreover, they could see online maps to prepare for shopping convenience at Community Enterprise, Riceberry Project, and Nakhon Pathom Province.

Keywords: Packaging Development, Distribution Channels, online social media

*Corresponding author. Tel.: 095 542 6414

E-mail address: dr.thiwat@gmail.com

Introduction

Ratchaburi is a province located in the western region of Thailand. It is the center of the agricultural product processing industry, such as rice, coconuts, rose apples, guava, mangoes, and the country's livestock. Ratchaburi is the center of energy in the country at present. Moreover, Ratchaburi is the center of government, economy, and transportation in the region. The north of Ratchaburi borders Kanchanaburi province. In the south, it borders Phetchaburi province. In the east, it borders Samut Sakhon province, Samut Songkhram province, and Nakhon Pathom province. In the west, it borders Myanmar. Ratchaburi has been one of the most prosperous cities in the Suvarnabhumi region since the reign of King Ashoka the Great of India. Buddhism spread into this region around 218 B.E. The center of Suvarnabhumi was Nakhon Pathom, in the period known as the "Dvaravati." Ratchaburi has been the meeting place for merchants since ancient times. It is also an outpost town that connects Myanmar. Ratchaburi has been a meeting place for traders since ancient times. It is also an outpost town that borders Myanmar. Therefore, Ratchaburi is one of the most ethnically diverse lands. It is about 110 kilometers from Bangkok. Ratchaburi is the land of dragon-shaped jars and the famous farmhouse, or loincloth. The pottery industry and local woven handicrafts are just some of the products that reflect the diversity of Ratchaburi and show evidence of the historical heritage, society, and culture of the Mae Klong Basin and the mist of the Tenasserim Mountains. Ratchaburi is a province in the central part of the western region that has various geographies; low plains and the Mae Klong River Basin. The Mae Klong River Basin is rich in cultivating vegetables and fruits, including Tao Poon rice of Ban Noen Nong Bua Community Enterprise Group, Photharam District. This area has low plains; the end of the Mae Klong River, which borders Samut Songkhram province, is just 1-2 meters above sea level; the soil will be perfectly suitable for fruit and vegetable gardening and many crops. The Tao Pun Rice, Ban Noen Nong Bua, is a type of agricultural product cultivated for many generations. At present, there has been a gathering of the population in the community to establish enterprise groups for rice products. They want to distribute rice products widely.

Researchers considered factors for promoting rice products through digital media, which many people currently use widely. These factors affect buying goods and services, especially on online social media, which includes pictures, animations, videos, and audio clips (Teerapan, 2011). These have a lower capital than other media. Therefore, online social media is suitable for use in the public relations business in this digital age. Online media can still be accessed anytime and anywhere via various electronic devices and plays a massive role in the daily lives of much of the population. The researchers created online social media and new packaging formats to use in rice products and increase product value and sales effectively. Researchers developed labels and packaging, distribution channels, marketing communications, and digital media to be interesting at first sight and easy to remember. It is also colorful, able to attract attention, and has various details that are entirely outstanding and convenient. (Nanosoft & Solution Ltd., 2019)

Therefore, the research team's purpose was to develop public relations through online social media, packaging forms, and packaging labels for Tao Poon Enterprise Group, Community Enterprise, and Riceberry Project Nakhon Pathom Province. This research helps make the right image of the business widely known,

outstanding, and able to be integrated with popular media with the stability and acceptance of the target group. (Greedisgoods, 2017)

Purposes

1. Study and develop existing packaging and labels to be more beautiful and interesting.
2. Study and develop distribution channels through online social media to be more convenient and interesting.
3. To create public relations media for the digital market and transfer knowledge to the non-toxic rice business at Community Enterprise, Riceberry Project Nakhon Pathom Province

Research Methodology

This research is mixed methodology research, specifying the scope of the study as follows:

Population and samples

- 1) The qualitative samples were from Tao Pun Enterprise Group. Ban Noen Nong Bua, Photharam District, Ratchaburi Province.
- 2) The quantitative samples were 125 people who are consumers who order products through online social media. The samples consisted of two groups: 25 leaders selected by purposive sampling and 100 personnel selected by the multistate sampling scheme.
- 3) Experts in connoisseurship about community products consisted of 7 people selected by purposive sampling and are key informants.

Variables

The variables of the research were as follows:

- 1) Packaging
- 2) Distribution channels
- 3) Online social media
- 4) Various content

Research Tools

There were two types of research tools.

- 1) The tools used in quantitative research are questionnaires. There were two types: checklists and rating scales used to assess packaging development and distribution channels through online social media: Non-toxic rice products, Community Enterprise, Riceberry Project, Nakhon Pathom Province
- 2) The tools used in the qualitative research were semi-structural in-depth interviews. Researchers collected data between January and March 2019.

Researchers determine the quality of research tools by considering the validity of experts. The researchers took the questionnaires to check construct and content validity by five experts. The researchers selected items with an Item-Objective Congruence Index (IOC) of 0.5 or higher to use in this

research. Then, check the reliability of the whole questionnaire by using Cronbach's alpha coefficient and corrected item-total correlation. The reliability was 0.981.

Conceptual framework of research

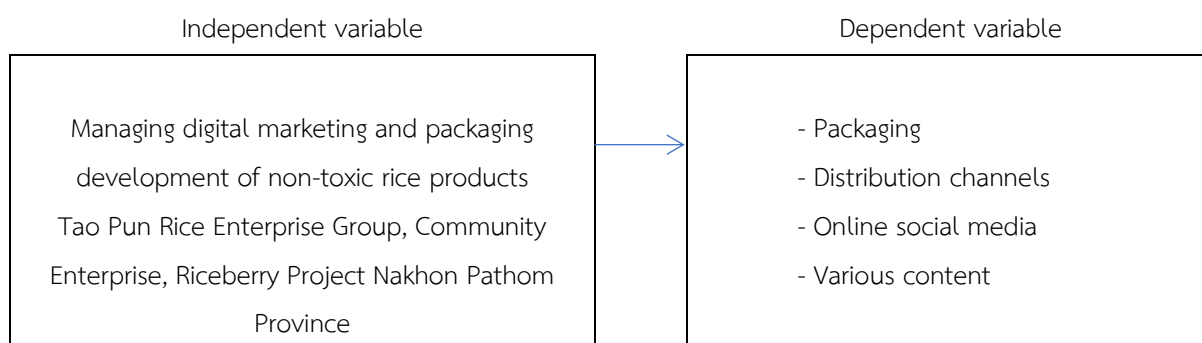


Figure 1 Conceptual framework

Data Collection and Analysis

1. Data Collection for Quantitative Research

1) Data Collection Using Delphi Technique (Krakamdee, 2019). Researchers divided the data collection process into the following step:

Step 1: Sent a questionnaire to experts to give opinions and analysis on issues regarding packaging development and distribution channels through online social media: non-toxic rice products, Tao Pun Rice Enterprise Group, Community Enterprise, Riceberry Project, Nakhon Pathom Province District, Ratchaburi Province. Researchers used informal interviews with leading questions and sent questionnaires to experts to answer. This research step got opinions from relevant experts to answer the research question.

Step 2: Collecting information from the new questionnaire is a closed-ended question developed from the first expert response. It summarizes the frequency issue by making a new questionnaire (a rating scale questionnaire) and sending a link to the respondents.

Step 3: Insert the questionnaire items into the second to calculate the median and quartile range for each item. Then select the text of the second questionnaire with a median of 3.5 or higher and a range between quartiles below 1.5 and create a new questionnaire by increasing the quartile range and informing the experts that the response is the second time. After that, the expert reviewed it again and answered the third time.

Step 4: Collected data for the third time, showing the position, median, and range between the quartiles of each question; and sent a questionnaire to the experts in the final round to consider the similarities and differences between their own answers to the group. Then, I confirmed whether to confirm the original answer or change it. If experts want to confirm the original answer, they must give a reason.

2) Data Collection Using the Questionnaire. Researchers created a closed-ended questionnaire with a 5-point rating scale by creating a data collection link and analyzing data using statistical software.

3) Connoisseurship Data Collection. The experts from the connoisseurship were seven experts who were directly involved and had experience with rice products to discuss the results and express opinions on issues and development guidelines. Afterwards, the data were analyzed by thematic analysis and confirmation of components and indicators for further conclusion.

The primary step of this research was:

- Studying in the field work and interviewing to understand the problem
- Processing data and conducting questionnaires both offline and online
- Studying the packaging formats and the original packaging labels of non-toxic rice products
- Design the packaging label and contemporary packaging of non-toxic rice products using

Photoshop and Illustrator programs.

2. Data Collection for Quantitative Research

Researchers created a questionnaire for an in-depth interview. Then, the questionnaire was sent to experts in public relations media to check the details of the questionnaire and whether it was appropriate; when they received the recommendations from experts, researchers improved and corrected the missing parts to be completed for further data collection.

This research project had data collection as follows:

- 1) Studying additional information on the internet related to the research to be a guideline for planning
- 2) Data collection by talking, inquiring through mobile phone
- 3) Data collection of inquiries from voice recorders on mobile phones
- 4) Data collection from video inquiry
- 5) Data collection by note
- 6) Bring all the collected data to analyze the valuable content to be used in planning public relations development for the digital market and packaging.

Data Analysis

This study used quantitative and qualitative data analysis on the content obtained by analyzing it based on aspects of questionnaires and categorizing data. After the researchers have analyzed the data, they must check the data and study results. They do this at a meeting where they discuss the results and present them. (Siriwat, 2017)

Results

The research results are shown in 4: Part 1: SWOT Data Analysis; part 2: Data Analysis from Online and Offline Questionnaires; and Part 3: Data Analysis from Interrogation.(Wangsukit, 2019)

Part 1: SWOT Data Analysis

From data collection of non-toxic rice products, Tao Poon Enterprise Group, Community Enterprise, Riceberry Project Nakhon Pathom Province by using the SWOT method, the results were shown in the table:

Table 1 SWOT data analysis

	Product	Price	Place	Promotion
S	<ul style="list-style-type: none"> - Had safe from toxic substances. - Had quality products. - Had many product quantities, packaging patterns, and sizes. - Use local ingredients. - Had a quality certification mark. - Had clear packaging label. 	<ul style="list-style-type: none"> - The price is not high. - The shipping cost is cheap. 	<ul style="list-style-type: none"> - There were online distribution channels. - There were booths selling products at OTOP regularly. 	<ul style="list-style-type: none"> - When there was a large purchase order, it will have additional product giveaway. - Entrepreneur had knowledge and ability in work .
W	<ul style="list-style-type: none"> - Packaging is not outstanding. 	<ul style="list-style-type: none"> - Light production capacity - There was a lot of investment in packaging. 	<ul style="list-style-type: none"> - The location of the enterprise group was hard to find, and no information about positions on the online map. - There were few sales locations. 	<ul style="list-style-type: none"> - Lack of publicity - Booths in various locations do not create awareness to consumers.
O	<ul style="list-style-type: none"> - Non-toxic rice products were popular. - Non-toxic rice products were OTOP products. - Enterprise group could create a network of customers. 	<ul style="list-style-type: none"> - When the needs of consumers are increasing, makes it possible to increase product prices. 	<ul style="list-style-type: none"> - When the needs of consumers are increasing, it makes prices of product increase. 	<ul style="list-style-type: none"> - At present, there is a continuous promotion of community products.
T	<ul style="list-style-type: none"> - If a drought occurs may cause insufficient productivity. - In today's society, ethnic cuisine is famous, such as Korean food, Japanese food, 	<ul style="list-style-type: none"> - Costs of rice products were unstable. - If the product is oversupply, there is a chance that the price of the product will fall. 	<ul style="list-style-type: none"> - The road was quite rough, causing the journey was an inconvenience. - Distribution channels were many competitive since rice is the main product of the country. 	<ul style="list-style-type: none"> - OTOP products or community products were usually less popular.

Product	Price	Place	Promotion
more than Thai food, including Thai rice.			

Part 2: Data Analysis from Online and Offline Questionnaires

Analysis results of digital marketing management and packaging development of non-toxic rice products, Community Enterprise, Riceberry Project Nakhon Pathom Province as a table:

Table 2 Results of Data Analysis on the Opinion Level of Products before Distribution Channels Development

Items	Opinion Level					Total	\bar{X}	SD	s^2	CV	Results
	5	4	3	2	1						
There were many distribution channels to choose rice products.	2 (7.69)	4 (15.38)	4 (15.38)	9 (34.62)	7 (26.92)	26 (100)	2.42	1.25	1.55	0.51	Disagree
The journey to an enterprise group was convenient.	2 (7.69)	1 (3.85)	3 (11.54)	11 (42.31)	9 (34.62)	26 (100)	2.08	1.14	1.30	0.55	Disagree
Shopping via digital channels was convenient.	3 (11.54)	4 (15.38)	2 (7.69)	9 (34.62)	8 (30.77)	26 (100)	2.42	1.36	1.86	0.56	Disagree
Total	7	9	9	29	24	78	2.31	1.26	1.60	0.55	Disagree
Percentage	8.97	11.54	11.54	37.18	30.77	100					

Table 3 Results of Data Analysis on the Opinion Level of Products before Marketing Communication Development

Items	Opinion Level					Total	\bar{X}	SD	s^2	CV	Results
	5	4	3	2	1						
Digital product information perception	4 (15.38)	4 (15.38)	0 (0.00)	9 (34.62)	9 (34.62)	26 (100)	2.42	1.47	2.17	0.61	Disagree
Publicity of the booth design via digital channels	3 (11.54)	5 (19.23)	0 (0.00)	8 (30.77)	10 (38.46)	26 (100)	2.35	1.44	2.07	0.61	Disagree
The beauty and appeal of digital media	4 (15.38)	2 (7.69)	3 (11.54)	8 (30.77)	9 (34.62)	26 (100)	2.38	1.42	2.01	0.59	Disagree
Total	11	11	3	25	28	78	2.38	1.44	2.08	0.61	Disagree
Percentage	14.10	14.10	3.85	32.05	35.90	100					

The Result of Data Analysis on the Opinion Level of Products After Development

The result of data analysis on the opinion level of non-toxic rice products after all development in 3 aspects: packaging, distribution channel, and marketing communication.

Table 4 Results of Data Analysis on the Opinion Level of Non-toxic Rice Products after Packaging Development

Items	\bar{X}	SD	s^2	CV	Results
The packaging was suitable for the product, beautiful and interesting.	4.44	0.50	0.25	0.11	Strongly agree
The packagings were many types and patterns.	4.78	0.42	0.17	0.09	Strongly agree
The packaging was modern. It could communicate information about the product.	4.67	0.47	0.22	0.10	Strongly agree
Total	4.63	0.48	0.23	0.10	Strongly agree

Table 5 Results of Data Analysis on the Opinion Level of Products after Distributions Channels Development

Items	\bar{X}	SD	s^2	CV	Results
There were many distribution channels to choose rice products.	4.33	0.67	0.44	0.15	Strongly agree
The journey to an enterprise group was convenient.	3.67	0.47	0.22	0.13	agree
Shopping via digital channels was convenient.	4.67	0.47	0.22	0.10	Strongly agree
Total	4.22	0.68	0.47	0.16	Strongly agree

Table 6 Results of Data Analysis on the Opinion Level of Products after Marketing Communication

Items	\bar{X}	SD	s^2	CV	Results
Digital product information perception	4.67	0.47	0.22	0.10	Strongly agree
Publicity of the booth design via digital channels	4.33	0.67	0.44	0.15	Strongly agree
The beauty and appeal of digital media	4.67	0.47	0.22	0.10	Strongly agree
Total	4.56	0.57	0.32	0.12	Strongly agree

Table 7 Overall Statistical Analysis both before Development and after Development

Aspects	Before	After	Before	After	Before	After	Before	After	t-test
	\bar{X}	\bar{X}	SD	SD	s^2	s^2	CV	CV	
Packaging	2.74	4.63	1.43	0.48	2.04	0.23	0.52	0.10	5.108
Distribution channels	2.31	4.22	1.26	0.68	1.60	0.47	0.55	0.16	3.081
Marketing communication	2.38	4.56	1.44	0.57	2.08	0.32	0.61	0.12	5.590
Total	2.48	4.47	2.38	4.19	5.66	17.56	0.96	0.94	1.543

Table 8 Results of Social Media Channel Development

Facebook	Before	After	Comparisons
Top Like Page	118	161	Increase 43
Accessing Page	100	1,200	Increase 1,100
Number of Page Views	86	271	Increase 185
Participation in Posts	36	363	Increase 327

According to the table, the Facebook page had increased by 43 likes. The page also had increased access by 1,100 times, had 185 views, and participation in posts had increased by 327 posts. Moreover, accessing each post from the old, there were about 70 people to be 400-600. Furthermore, after pinning over 1,000 people, Google Maps currently has over 1,000 people clicking to view the map.

Part 3: Data Analysis from Interrogation

Data analysis results from entrepreneur inquiries

1. What is the benefit of public relations media?

The Facebook page made it easy for customers to access the store. Customers are informed of the products in the stores ultimately. In addition, Facebook pages help to create a perception about enterprise groups, such as contact methods via line application, addresses, journey directions, and the background of the community enterprise. The entrepreneur chose to develop only the Facebook page because it was popular with farmers in the community for announcing the training workshop and organizing booths in many places (Teerapan, 2011).



Figure 2: Facebook Page Cover before and after Development

2. What are the benefits of printed media?

The brochure lets more customers know about community enterprise groups and products. The dissemination of the method of cooking rice in English in a brochure will make it easier for foreigners to read. The vinyl sign in front of a shop or booth was convenient for customers.

3. Can packaging add value to the product?

Yes, because the packaging makes it more beautiful and makes the product appealing. We are selling rice at 50 baht per bag. We can increase the selling price to 70-100 baht by putting it in rice straw boxes or paper boxes we developed.



Figure 3 New Packaging of Non-toxic Rice Products

Results from data analysis result from consumer and prospective inquiries.

1. What are the benefits of publications and digital media to the community enterprise group?

Various media of the community enterprise group were given clear information about the product. Information on multiple distribution channels, including Line, Facebook, e-mail, and information about the history and production of enterprise products. Besides, a clear certification standard can help consumers trust the quality of the product more.

2. What kind of content are you interested in and want to see from the community enterprise?

-Images, infographics, and VDOs because customers can see more pictures. They want to see the media and demonstrate the process of making non-toxic rice.

-The quality certification brochure shows complete product information.

Discussion

SWOT analysis showed that rice products were non-toxic, developed by Tao Poon Enterprise Group Community Enterprise, Riceberry Project, Nakhon Pathom Province. However, there were quite a lot of weaknesses and obstacles. Therefore, we took corrective action as follows:

Change weaknesses into strengths. Researchers and business groups created excellent product packaging and labels. We added patterns to the original packaging to make it more interesting. The researchers suggested they increase the production capacity if there are more orders, including from recommended stores, to create cheap and good quality packaging. We suggested we pin a community enterprise group on an online map and add a link to the Facebook page for easier shopping. Furthermore, develop the Facebook page to be more exciting. For example, add information on community enterprise and complete products and post the advertising; create media images to promote the booth selling products, including creating video media and brochures; present contact methods; and place orders on the page cover for easy observation.

Turn obstacles into opportunities. Research and enterprise groups suggest weather tracking channels, maps, and satellite images. We must study the website of the Meteorological Department, which is continuously in production planning. We must present the distinctiveness and differentiation of the products by putting quality certification marks on public relations videos. We must make the media emphasize the uniqueness of non-toxic products. We must use products for a long time for consumers to pay attention and remember the brand, including creating a difference from general rice. Moreover, the last point is that pinning on the online map gives a precise location, and you can choose the main road. Furthermore, come to the community enterprise more conveniently.

The analysis of the survey results shows the difference in gender, age, occupation, and the selection of social media. These factors affect packaging, distribution channels, and marketing communication. This study was conducted on a sample of 27 people.

Part 1: General Data Analysis Results

The study of general information of the respondents found that most of the respondents were female, accounting for 57.69%, aged between 41 and 50, consisting of 9 people, accounting for 34.62%. Most of the respondents were farmers, representing 15 people. 57.69% of them chose to use all types of online social media. Most of the media used were Facebook, with 23 people, accounting for 46%, using social media via Facebook often, which is consistent with (Worapongpat & Choothong, 2021). on social media development. Women's Kaewkhai Occupational Group Nakhon Chai Si District Nakhon Pathom Province found that it was found that all consumer groups, namely Generation X (age 37-52), Generation Y (17-36 years old) and Baby Boomers (53-71 years old), had Satisfaction with using social media is at a high level.

Moreover, most are satisfied with social media in terms of media design. Marketing content and access at a high level, with the medium design, the highest Satisfaction with the page's aesthetics. In terms of marketing content, they are most satisfied with the images and colours of the products presented. Finally, the accessibility aspect has the highest Satisfaction with the communication between the page manager and the user. The results of this research can help professionals identify their primary target audience on social media. Furthermore, adjusting communication on social media to satisfy consumers leads to more sales.

Part 2: Results of Opinion Analysis on No-toxic Rice Products Before Development

From the study of all three aspects before development, it was found that respondents had an arithmetic mean of 2.48. In addition, they found that the respondents strongly agreed in terms of packaging, with an arithmetic mean of 2.74 at neither agree nor disagree (moderate). Regarding distribution channels, the respondents disagreed with an arithmetic mean of 2.31. Finally, in terms of marketing communication had disagreed with 2.38.

From the analysis of standard deviations, when considering each aspect, it was found that all aspects had a standard deviation greater than 1.25. Therefore, the data distribution is somewhat different, which means the opinions of the respondents had a small variety of opinions, which is the distribution of opinions from the most to the least, with most of the distribution in the opinion.

The coefficient analysis of the variations found that marketing communication was the most distributed. In terms of distribution channels and packaging were distributed, respectively, as well as the distribution of standard deviations. The variance was 5.65, corresponding to (Worapongpat et al., 2521). Digital Marketing Management and Packaging Development Honey products from sugar cane, Yu Yen Pen Suk Learning Center, Ban Wang Takhian, Ratchaburi Province, found that respondents were satisfied with the provision of press releases and public relations through digital media. They were followed by direct marketing through digital media and sales by employees through digital media. The effect of using digital media on presenting content, content on Facebook, and Facebook headlines keep readers interested. Moreover, on Instagram content, Uyenpensook_VTK, it was found that most respondents pressed Like and Engaged.

Part 3: Result of Opinion Analysis on Non-toxic Rice Products after Development

After the development, it was found that the respondents agreed with the increase in each aspect before the development and answered in the same direction.

The study of the three opinions after development found that the respondents had an arithmetic mean of 4.47, strongly agreeing. Regarding packaging, we found that respondents had an arithmetic mean of 4.63, which strongly agrees. Regarding distribution channels, the respondents had an arithmetic mean of 4.22, which strongly agrees. Finally, in marketing communication, it had an arithmetic mean of 4.56 at strongly agree.

Based on the standard deviation analysis, when considering each aspect, it was found that all issues had a standard deviation of less than 1.25. The distribution of information was less different. This means that the respondents' opinions are all moving in the same direction. That is, he agreed on many things.

The coefficient analysis of the variations found that the distribution channels were the most distributed. In marketing, communication and packaging were distributed, respectively, as was the distribution of standard deviations. The variance was 17.56.

The data analysis from the interrogation showed that new things were more convenient. Consumers could easily access the product by accessing the Facebook page, which allowed them to see the store, details about community enterprises, and products. Moreover, they could see online maps to prepare for shopping convenience at Tao Poon Rice Enterprise Group, Community Enterprise, and Riceberry Project in Nakhon Pathom Province. In line with Worapongpat (2020) on the development of packaging and social media. Tao Poon Rice Enterprise Group Ban Noen Nong Bua, Photharam District, Ratchaburi Province, found that the distribution channel was the most distributed in the packaging marketing communications. Make it more comfortable Consumers can access products more easily by accessing the Facebook page. They can see the storefront details about community enterprises and products. There is an online map For the convenience of traveling to the community enterprise group, Ban Noen Nong Bua brown rice processing plant; from the study of opinions in all three aspects before development, it was found that On the packaging aspect, the respondents were found to be the most agreeable. In terms of distribution channels and marketing communication, it was found that marketing communication was the most distributed in terms of distribution channel. And the packaging, respectively (Jaithiang, 2019).

Conclusions

This research is mixed methodology research. For example, the non-toxic rice products of Tao Pun Rice Enterprise Group, Community Enterprise, and Riceberry Project in Nakhon Pathom Province_District, Ratchaburi Province, were more famous because researchers and enterprise groups joined in developing existing packaging and labels, building distribution channels through online social media, and creating public relations media for the digital market and transferring knowledge to the non-toxic rice products.

Recommendations

To increase interest in non-toxic rice products, we must formulate strategies to attract both old and new consumer groups. We must make the product known to all genders, all professions, and all ages. We should make the packaging attractive and modern. For example, we are packaging for various festivals or making the packaging suitable for teenagers by creating beautiful patterns. When they are carrying it, it can attract viewers. Besides, it should be made in a size that is easy to carry. Defining the standpoint of non-toxic rice products is creating a product image. We must make customers confident that the rice is organic without any impurities. This process makes the product of higher quality. We are setting prices for consumer groups. We have set up access. Making attractive packaging can also create added value for the product.

References

- Greedisgoods. (2017). **Distribution Channels**. Retrieve from: <https://greedisgoods.com/marketing-mix-place->
- Jaithiang, T. **Meaning of Packaging**. Retrieve from: <https://sites.google.com/site/thanyalak12557/khwam-hmay-khxng-brrcu-phanth>
- Krakarndee, T. **Measurement of Distribution**. Retrieve from: <http://www.stvc.ac.th/elearning/stat/csu3.html>
- Nanosoft & Solution Ltd. **Channel of Distribution**. Retrieve from: <https://www.nanosoft.co.th/tips-business/94.php>
- Siriwat, R. (2017). **Statistics used in data analysis**. Retrieve from: <https://doctemple.wordpress.com/2017/01/25>
- Teerapan, D. (2011). **Marketing Communication**. Retrieve from: http://free4marketingad.blogspot.com/2011/08/blog-post_31.html
- Wangsukit, P. (2019). **What is SWOT? How to analyze SWOT?** Retrieve from: <https://www.tereb.in.th/erp/swot->
- Worapongpat, N. (2022). Social Media Development. Aunt's Salted Egg Products Ban Saladin Community, Nakhon Pathom. **Journal of Management Science**, 4(2), 29-44.
- Worapongpat, N., Choothong, R., Piamsuphakphong, T., Thamchalai, A. and Nawapompaisan, A. (2021). Digital Marketing Management and Packaging Development. Honey products from sugar cane, Yu Yen Suk Learning Center, Ban Wang Takhian, Ratchaburi Province. **Journal of Local Government Administration and Innovation Surin Rajabhat University**, 5(2), 15-28.
- Worapongpat, N. and Choothong, R. (2021). Social media development guidelines. Women's Kaewkhai Occupational Group Nakhon Chai Si District Nakhon Pathom Province. **Journal of Arts and Management Science Kasetsart University**, 8(1), 53-67.
- Worapongpat, N. (2021). Social Media Development of Khao Lung Rin Community Enterprise, Samed Sub-district, Chaiya District. Surat Thani Province. **Journal of the Humanities and Social Sciences Surin Rajabhat University**, 23(2), 1-16.

Worapongpat, N. (2020). Packaging development and social media non-processed rice products, Tao Pun Rice Enterprise Group Ban Noen Nong Bua, Photharam District, Ratchaburi Province, Photharam District, Ratchaburi Province. **Journal of Accounting and Management, Mahasarakham University**, 12(3). 24-34.