

THE MARKETING POTENTIAL DEVELOPMENT FOR SUSTAINABLE COMMUNITY ENTERPRISES OF BAAN PANG MOO AGRICULTURAL HOUSEWIFE GROUPS, PANG MOO SUB- DISTRICT, MUNG, MAEHONGSON PROVINCE.

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Abstract - The objective of this research was to expand and create product lines and distribution channels for fermented soybean sheet products, peanut products, pea bean products, and sesame oil of Ban Pang Moo Housewife Groups. The research tools consisted of community forum, a focus group, marketing field trips and on-site visit. The research result that beans can be developed into ingredients such as chili paste, roasted chili paste and vegetarian foods. Peanut and pea bean products are used as the ingredients of making salad instead of a snack; otherwise, white and black sesame can be both used for beauty purpose and healthy, peanut products as the ingredients in salad. Also, lotions, as well as aroma products, and vegetarian foods are all made from all of these products. While developing new products or services differed from the original product lines, in future, the development should do as the form of homestay program. However, Bann Pang Moo agricultural Housewife Groups must provide guesthouses with security with good facilities. The development of distribution channels revealed that 1) Baan Pang Moo organic Agricultural Product Processing Groups should use the market penetration strategies to beauty and healthcare lovers. 2) Baan Pang Moo Sesame Oil for Health Care Group should use the product and market development strategies to spa, healthcare lovers, Thai traditional massage and Chinese restaurant group. 3) Baan Pang Moo Peanut and Pea Bean Group should use the market penetration and product development strategies to pastries and food as ingredients in salad and 4) Fermented Soybean Sheet Pang Moo Manufacturer Group should use the market penetration and product development strategies to nut seasoning or a pea cube that will set a new product positioning based on new consumption.

Keywords - Marketing Potential Development, Sustainable Community enterprise.

I. INTRODUCTION

Mae Hong Son Province is a mountainous and fertile province with 90% of the area and fog almost covers all year round. It also has the unique traditions and cultures of the people of Shan (Tai-Yai) or the Tai people with hill tribe people. The OTOP products will have different characteristics in each district and the city is considered as a center of diverse cultures. As in Pang Moo district, the administrative area is 13 villages with a total population of 15,205. Most of them are the people of Shan and the main occupation is agriculture: cultivation of rice, soybean, garlic and sesame. The slogan of Pang Moo district is "Pai River, Huay Fai Kor Dam, Pea Bean, Sheet Soybean, Sesame Oil, Famous Name, Value, Tai Cultures." The general conditions of the district area is plain with mountains and abundance of forests, located on the Pai river being suitable for agriculture. Group aggregation of sesame oil processing is to supplement income for the housewives to maintain the wisdom

and promote organic sesame cultivation, to reduce the use of chemicals and fertilizers concerning with the safety of consumption and to purchase sesame seeds from the producers in the community. This will increase the income and insurance prices for the group. The production of sesame oil in Pang Moo village has been going on for a long time, because in the past, Mae Hong Son used sesame oil for cooking. Later, when the vegetable oil extracted from soybean or palm fruit spread and was popular with consumers, the use of sesame oil for cooking decreased. There are still sesame oil producers in Pang Moo village to be sold with the process of natural extraction using cow labor milk and simple machine extraction methods. Fermented sheet soybean of Pang Moo village is used as a condiment or a variety of cooking such as chili paste for curry, stir fried in many forms. Many of them are fermented beans, fermented sheet soybean, which can be considered as food and other important products of Pang Moo village. Pea beans and peanuts are fried and roasted and are made from the royal

beans; the local plant of Mae Hong Son people. This type of bean usually are processed in two forms as a crust of crusted oil cooked yellow with salt, called peanuts eating as snack, and roasted whole shell with salt, called pea beans; eating all the shell as snack, etc. However, because of the cold weather and mountainous surrounding such trees and nature, they have become obstacles to travel to the area. The high season is short, only from October to February. During low season, there are very few visitors to Mae Hong Son; as a result, the sale figures of the community goods are reduced as well.

The results of the research on "Marketing knowledge management for the development of community enterprises for the production of peanut, soybean and sesame oil of Baan Pang Moo and Baan Sop Soi Agricultural Housewife Group, Pang Moo Sub-District, Muang District, Mae Hong Son Province" in 2009 found the significance problems. They were a lack of good management, development and improvement of products continuously; the products have not had brand, yet; the products have no manufactured and expired dates identification, ingredients or nutritional fact; and the packaging is not modern. The first project was to develop marketing management and brand development. That brands were Baan Tai Fermented Soybean Sheet, Luang Thong Bean, Gwian and Mok Pao Sesame Oil which were tested for the markets in Chiang Mai. The tested markets employed with MCC Health Lovers, Wanassanan Shop, Tor Seang Thong Souvenir Shop, the shops in Night Bazaar, Kad Farang and Kad Luang Airport and the products and brands were widely accepted. Nevertheless, even the group had developed brands and packages in a certain extent, the distribution channel was limited to local markets and the products could not expand its marketing potential. Consequently, this project focuses on product development and distribution channel in order to expand the market from Mae Hong Son to the markets in Chiang Mai and neighboring provinces in the upper northern region along with the markets in central region. This will result in a sustainable selling, poverty solution in community, better distribution of income and the community standing on its own.

II. RESEARCH OBJECTIVES

- 1.To expand and create product lines of fermented soybean sheet products, peanut and pea bean products, and sesame oil products of Baan Pang Moo Agricultural Housewife Groups, Pang Moo Sub-District, Muang District, Mae Hong Son Province.
- 2.To develop and seek a sustainable distribution channel for of fermented soybean sheet products, peanut and pea bean products, and sesame oil products of Baan Pang Moo Agricultural Housewife Groups, Pang Moo Sub-District, Muang District, Mae

Hong Son Province related to the philosophy of Sufficiency Economy.

III. SCOPE OF THE RESARCH

The scope of the content was marketing potential development which consisted of product line expand, channel distribution growth strategy and sufficiency economy. The research area was Baan Pang Moo Agricultural Housewife Groups, Pang Moo Sub-district, Muang, Mae Hong Son Province, Thailand. The duration of research was from January 2016- January 2017.

IV. LITERATURE REVIEW

Product line; Armstrong & Kotler (2017, 129) considers that the product line is a group of products that are closely related as well as functions selling to similar customer groups or selling to the same channel or selling in the closely price. Therefore, one of the important decision for the product line is the length of the product mix that consist of number of product items in the product lines, if the product line is short, business can make the profit by adding new items into the product line. On the other hand, if the product line is too long, business can make the profit by reducing some items out of the product line. This theory concerns with the study that the adding of new items into the original product line will make more profit to the groups with their effective capacity.

Channel distribution; Kotler (2017, 61) states that marketing mix is a classic tool that helps planning the offers and ways to present to consumers. Thus, the distribution channel is one of these tools that Miki (2013, 37) suggests that distribution channel is the routes and methods for bringing business value or products to customers. Furthermore, Rungruangphol (2009, 185) gives the meaning that distribution channel is the process of managing the displacement of product rights from manufactures to customers. Besides, Armstrong & Kotler (2017, 184) summarize that marketing channels is the delivering customer value and Barwise (2013, 58) points out that channel distribution is the place of selling products and distributing products or services outside. Therefore, the groups can make the profit by delivery customer value with participating in local and national trade fairs and also have their own shop in the village for selling and distributing products.

Growth strategy; Ansoff's Growth Strategy Model is based on 4strategies: 1) Market Penetration is the effort of the business to increase the sale of the

existing products in the existing market without changes or improvements to the product by applying various marketing tools and marketing efforts being available, 2) Market Development or Market Expansion, which is the sale of existing products to the new markets, but still not abandon the existing market. This strategy will create new customer base. Furthermore, the existing market has benefited from a full range of goods and services. 3) Product development is the increase in sales of products in the existing market, develop new products into the same market as the new package, add new formula or new packaging changes, and 4) Diversification or expansion of the business framework. It is expanding with new offerings in the new target market or to expand into new businesses that are different both products and target markets. (<http://www.ansoffmatrix.com/>). This theory concerns with the study that Bann Pang Moo Agricultural Housewife Groups have to develop the new products to the former product line and new product lines expansion in order to create new customers and gain more profits.

V. THE MEHODOLOGY AND MODEL

This research is a participatory action research (PAR) model that advantages for community-based and qualitative research frameworks as follow: The Samples were selected from thirteen of Ban Pang Moo Agriculture Housewife Groups by purposive sampling as the four groups; (1) Baan Pang Moo Organic Agricultural Product Processing Group (2) Baan Pang Moo Sesame Oil for Health Care Group (3) Baan Pang Moo Peanut and Pea Bean Group and (4) Fermented Soybean Sheet Pang Moo Manufacturer Group. Research methodology, Brain storming, a community forum, a focus group, marketing field trips, and on-site visit were all carried for data collection. Data Collection is to know the problems, treat and requirements of marketing, distribution channels and to expand the product line for creating a growth, gather in-depth Information on sales strategies, distribution channel development, attendance of trade shows and roadshows. to analyze the potential of production and marketing, and jointly look for group representatives to be the sales team of the group and help distribute products to the market more widely. to create business experience and vision. Data analysis consisted of two steps: 1) Primary data is used to analyze data and summarize the results for Ban Pang Moo Agriculture Housewife Groups.

VI. THE RESULTS OF THE STUDY

The result of Part 1: The expand and create of the product line of fermented soybean sheet, peanut and pea bean products sesame oil products found that the addition of the product line under marketing mix strategy of the group for marketing potential development and strategy. The competition strategies in each market segment are as follows; (1)Baan Pang Moo Organic Agricultural Product Processing Group had a product strategy under the brand " Mok Pao" which has two sizes of sesame oil in bottles: 500cc. and 300cc. and then expand in size of 80cc. for convenience to hand. Pricing strategy of "Mok Pao" sesame oil with 500 cc. had the retail price as 205 baht per bottle. Later, the price was raised to 305 baht because the group did not including the owner's labor, water and electricity add to the cost of production. The 500 cc. bottle of pure sesame oil retailed at 650 baht per bottle, 300 cc. as 140 baht per bottle, and the price changed into 280 baht, which is close to the competitor price in market for the 300 cc. sesame oil. Distribution channel strategy centered to health food stores and spa salons in addition to retail sales and wholesale. Marketing promotion strategy advantaged major communication, Point of Purchase (POP) using a branded trade show stand with a quality assurance label. The highlight of the product is the cold press process sesame oil through the folk wisdom as. (2) Baan Pang Moo Sesame Oil for Health Care Group used product strategy with the brand "Gwian", which was originally sesame oil without scent. After the research finished, the idea of product development to reduce rancidity smell of sesame oil is to compound the smell of flowers or herbs with the sesame oil. Then the sesame oil had six scent in 80 ml. bottle and 500 ml. with the scent of kaffir, lemon grass, rose, perfume tree, orchid, and organge champaka. Pricing strategy's Kwian Brand of sesame oil in all scent contains in 80ml. bottle for 150baht/bottle and 500 ml. with 650baht/bottle. For distribution channel strategy focused on spa business and traditional Thai massage business. The group has joined the showcase to introduce sesame oil to the new target. As marketing promotion strategy has the main marketing communication tools as through labels, package with the information of benefits of herbs and flowered mixed in the sesame oil, Point of Purchase (POP) using a branded trade show stand with a quality assurance label. The important is not to add to water in process for absorbing well in with a quality assurance label. (3) Baan Pang Moo Peanut and Pea Bean Group had the strategy with brand "Luang Thong Bean" consists of 300 grams peanuts and 200 grams of pea beans. The pricing strategy of peanuts is 300grams, 45baht and 200grams of pea beans is 45 baht. As the distribution channel focuses on the snack shop or restaurants that want beans for a hors d'oeuvres. The marketing promotion strategy uses communication tools by communication through label and package. (4) Fermented Soybean Sheet Pang Moo Manufacturer Group had a product strategy by the

brand "Baan Tai Fermented Soybean Sheet." The product of 500 grams originally distributed in the form of 20 sheets. However, it had too large package. It has changed to a smaller size. As a result, the strategy is to set in a 200 grams. The pricing strategy selling in a bag of 500 grams is 69 baht. The channel distribution strategy is to sell through merchants and retailers who buy it at group's leader home. The promotion strategy using communication tools are as communication by package, and product labels.

Part 2: The sustainable development of distribution channels for fermented soybean sheet products, peanut and pea bean products and sesame oil had three findings. The first finding is the distribution channels of community product among Baan Pang Moo Agricultural Housewife Groups used to sell through information center and OTOP handmade product center located at the front of Pang Moo temple, split from the main route to Mae Hong Son province 500 meters and the shops of the group members are located nearby, 2) Mok Pao and Kwian sesame oil producer group will sell their products through the store or the distribution center, which will be used in front of the house of the group's president as the selling point. The distribution channel of fermented soybean sheet products, peanut and pea bean products is sold to the middleman. The development of market expansion is to create growth for Pang Moo business community. Each group may use different strategies depending on their potential of each group and the products as the following findings.

1) Fermented Soybean Sheet Pang Moo Manufacturer Group producing fermented soybean sheet under the brand of Baan Tai fermented soybean sheets needs to apply the market penetration method by placing new adverts in publications to consumers for increase of sales. With the product development strategy, it should be based on consumer research and good demographic data for their target market. This research suggested the group should produce the fermented soybean sheet for seasoning or fermented soybean cubes for easy cooking. 2) Baan Pang Moo Peanut and Pea Bean Group producing the products under "Luang Thong" brand should use the market penetration approach to penetrate the market with the help of sales promotion and increase the new distribution channels along with product development strategy by developing new products into its existing product line, such as Luang Thong crackers or offer menu of spicy salad to the restaurants as an alternative to the restaurant menu. 3) Baan Pang Moo Organic Agricultural Product Processing Group who produces sesame oil under the brand of "Mok Pao" should use the market penetration approach by lowering of price of the products for the existing customers along with the increase in promotional campaigns of products in social medias, such as, line and facebook marketing. Furthermore, the group must improve the quality of the products too. Together with the

market development strategy, by expanding the market to the beauty lover or health lover group.

4) Baan Pang Moo Sesame Oil for Health Care Group who produces "Kwian Sesame Oil." This is the strongest and most potent group in the four community business groups. It should use product development strategies by developing new products in the original product line such as sesame oil soaps, balsam oil, sesame oil lotion with carrot or sesame oil, together with the market development strategy to health spa, Thai traditional massage group including the restaurant group used sesame oil as an important ingredient in the food seasoning.

VII. DISCUSSION

The results of the study will be discussed in terms of the results of the knowledge obtained for the purposes of the research, then analyzed and synthesized.

1) Fermented Soybean Sheet Pang Moo Manufacturer Group still lacked of enthusiasm. The group leader had no clear vision for concise developing plan for group and did not dare to make business decisions aggressively because she was fear of risk. However, even though the group would be assisted by various agencies in the development of production capacity as well, such as energy saving biomass for boiling soybean, a solar dryer for drying fermented soybean sheet instead of sun, the members did not bring this outstanding point to develop the product for FAD certification mark. If the group is motivated to be aware of the importance and the necessity of the certification mark, it will enhance the product quality which was consistent with the study of Sriviboone & Komolsevin (2018, 12) that the proper use of certification marks would enhance consumer awareness and increase market opportunities and benefits. In this aspect, the sustainable and successful quality assurance stems basically from a strong-willed community to protect its cultural heritages and wisdom via the certification marks. 2) Baan Pang Moo Peanut and Pea Bean Group had an intention to develop products because the products of the group were unique in roasting with roasting process different from other groups or province by using a stick or a wooden stick to make a bean with a charcoal stove (without a gas stove) until the beans become golden yellow. However, doing business in the community was not proactive. In fact, the group had the skill and wisdom to cook the peanuts and pea beans with the uniqueness and unique identity. But, they still lacked of investment product development or expanded the product line of Luang Thong to canned bean products

or even snack type for creating a new market and reaching them by digital or social media marketing which was consistent with the study of Chaiphawang (2018, 152-153) that the objectives of digital marketing was to make new customer and to use the old customer developing and improving the marketing process by using the popular social medias such as Facebook, Instagram, Twitter, Line and Pinterest. 3) Baan Pang Moo Organic Agricultural Product Processing Group had the identity nature of the production or product that uses animal labors (cows or buffaloes) to produce cold pressed sesame; notwithstanding, the use of animal labors to produce the sesame would produce less sesame oil which was consistent of Aaker (1996, 68) defined the word 'Brand identity' as the specific characteristics of the various elements that were associated with a specific brand and indicated what a product or service was and what was the commitment to the consumers, and Marc Gobe (2010) pointed out that identity identifies the uniqueness of product or service in which people can remind and recognize. Therefore, the group may have the option to maintain a selling point for animal labors in the production of sesame oil and used as a point to attract buyers to visit and shopping for a product's group. It must not change the process of production. If the product requires the FDA certification standardized, the process must be improved in accordance with the regulation of Food and Drug Administration. In general, the group had intention to bring the knowledge to expand the sales channels to the health care market including beauty lover group, and developed products from sesame for consumption into the market segment in skin care and health. 4) Baan Pang Moo Sesame Oil for Health Care Group had the potential to develop the market higher than all groups. The market had the chance to develop in overseas markets such as Laos, Myanmar or Vietnam. The group will develop different sesame oil products from other groups, such as the use of aromatic herbs. The group leader is a person who has advanced business ideas, goals, clear vision which was consistent with the study of Alvesson, Mats, & Stefan (2003, 961) that leaders are central in determining direction and overall guidelines, in setting strategy and creating visions of the future. Besides, the group should continue improvement of product quality expanded the line of sesame oil products to other sesame products, such as balsamic oil, sesame oil, or sesame soap, and purchased a set of sesame oil spas, sesame oil massage, etc. However, the leader and group members lacked of the skills to use English for

communication and skills to use computer equipment to search for business information. If this problem can be solved, the group can lead the efficacy to the business.

From synthesis of research results, the improvement of a distribution channel sustainably for Baan Pang Moo Agricultural Housewife Groups related to the philosophy of sufficiency economy was that the group should apply philosophy of sufficiency economy for the balanced and sustainable local economic development by beginning with the strengthening of the group and stressing with balance in the four dimensions of life; economic, social, environmental and cultural capital that will also related to the 17 Sustainable Development Goals (SDGs) which was consistent with the study of Donkwa (2016, 64) that the application of self-immunity in the philosophy of the sufficiency economy showed the most direct effect on the management of marketing of the professional groups, followed by reasonableness. Furthermore, the groups had to do business step by step with their basic necessities through the use of economical means along with the instilling a sustainability mindset which was consistent with the study of Samakeetham (2018, 176) that sustainability of business organizations consisted of 3 important features; self-reliance, resilience and immunity and Arunsrirakot & Wacharadul (2016, 6) that the economic crisis would cause people who had gone out of poverty returned to their previous status because of un employed, therefore, the sustainable growth through job creation, especially creating valuable work, was important to sustainable development. Finally, this research involved with previous studies that the outcomes of the previous research were brands, packaging and marketing plan for Baan Pang Moo Agricultural Housewife Groups, thus, this research continued the former outcomes to commercialized performance by developing a product line and improving a distribution channel sustainably that related to the philosophy of sufficiency economy, in order to the groups could do local business with a stability and sustainability. The research for the next group development may be a study of the needs of consumers in and outside the community or neighboring countries to study the demand for community products and use it to develop products to meet the needs of the market.

VIII. CONCLUSION

Each product line development, group will develop new products but is consistent with the original product line under the original brand. In some cases, it may develop new products that are different from the original product line and there are new market segments that are different from the original market. The fermented soybean sheet can be used as the food

are but also expand the product line to be as food ingredients such as northern Thai tomatoes chili paste, roasted chili paste, chili paste mixing with mackerel, spicy red chili paste, spicy jackfruit salad, spicy papaya salad, spicy tamarind salad, spicy mango salad, eggplant curry, jackfruit curry, cabbage curry, spinach curry, vegetable fern curry, chili soup with ivy gourd , fish curry, rice noodles with spicy pork sauce and vegetarian food. Peanut and pea bean products can be used to cook like spicy salad instead of as snack. This is a new way to consume for the target group. Both black and white sesame can sprinkle on the top of the dish for health and beauty and can expand to lotion for skin care and aroma on the brand of “Kwian” and expanded the product line “Mok Pao” brand. In addition to being used brand for sesame oil, the group can expand the brand into sesame oil lotion, balsam sesame oil, sesame oil, aroma and sesame oil massage because this brand has already known by the market.

The new product line development which is different from the existing product is Baan Pang Moo Agricultural Housewife Groups had potential to be as homestay by promoting a culture of local living since the community has its roots in the integration of culture, traditions, language, and the unique lifestyle of the people of the large tribal areas of Thailand, or tribal people, and retain their original culture with a variety of lifestyles. Moreover, the green areas of nature and peace will serve as a point of sale for a variety of cultural tourism and ecotourism. The pattern or homestay program that is suitable for Pang Moo community is morning cooking with the villagers and tourists, preparing food for the monk’s bowl, then sightseeing and farming, planting vegetables. They have lunch with the tribal style. Afternoon, they visit the community and see the way of life. The villagers will be grouped like women are regularly housed and demonstrate handmade work such as Tai- weaving, roasting peanuts, roasting pea beans and fermented soybean sheet or producing cold pressed sesame oil from animal labors. Then, the villagers take the tourist a tour to see the production method and the raw material for cooking distribution center or teach tem oil massage for health. Evening, cooking program, the villagers present products manufactured within the group as components or cooking ingredients. After completion of the program, the souvenir will be presented to the tourists such as Tai traditional clothes or community products.

IX. Recommendations

As results of the research conducted over a period of one year, it was deemed necessary that the Pang Moo Community Growth and survival are stable and sustainable as follows; 1. The development of product line recommendations are as follows;1.1) Bann Pang Moo Agricultural Housewife Groups should cooperate with Mae Hong Son Province to create a tourist village by taking an account of the point of sale, tribal cultural identity and products of Pang Moo Group. Integrating sales into tourism programs, this can be done through “Hed Kor Lieaw Shop” Provincial Administration Organization which is the center of seven districts product distribution centers of Mae Hong Son Province. It is located in front of Chiang Mai Rajabhat University, Mae Hong Son Campus that is only 3 kilometers from Baan Pang Moo community. 1.2) Bann Pang Moo Agricultural Housewife Groups should research the possibility of additional marketing target, especially marketers who want to stay healthy at a very high growth direction including research on the need and acceptance of marketing middlemen on community’s products, such as the need for a restaurant toward general snack. Significantly, the peanuts and pea beans can be developed as the products in this group as well. 1.3) Bann Pang Moo Agricultural Housewife Groups should develop a line of online sales or the sale of a community website for marketing and distribution of products and it also promotes a wide range of products because community businesses need to be involved in technology inevitably. 1.4)The community business is bound to be between temple home and school. The temple serves as a spiritual center. The school serves as a part of the planting of love in the local wisdom and in their habitat. The home is the place that the community producers needing to Integrate into homestay that make the revenue to the groups as another channel in the future.1.5) Center of OTOP product of the community must have a fulltime salesperson and must be a proactive salesman. It should have the customer database to be kept for the benefit of using direct marketing tools, such as, sales letters or phone calls to existing customers and instead of looking at new customers only in the shop. 1.6) Since Thailand has entered into the ASEAN Economic Community, he need to accelerate the preparation of skilled labor and quality, develop the standard production, and develop a competitive market. Thus, the language skill development is needed for Baan Pang Moo Agricultural Housewife Group, especially the leader of the group to contact

the trade with neighboring countries. The leader must be able to use English in trade negotiations. The help and language training must be organized to this group in the future. 2) The improvement of distribution channel sustainably related to the philosophy of sufficiency economy recommendations are as follows; 2.1) Head of groups or group presidents must sacrifice to time and work and adhere to the interests of the collective. If there is some problem, they must be a brave person and dare to make a decision and responsible for what to do. They have a vision of doing business and follow the mission of the group to bring the community business in achieving the goals that the group formed. 2.2) The groups must keep track of new business information, accept change in world trade with the preparation of personnel in terms of language, communication to support capitalist trade or free trade and know how to plan a community business, put the plan into practice, control and solve the problem in order to develop a stable and sustainable group. 2.3) The management of Bann Pang Moo Agricultural Housewife Groups has applied the principles of self-immunity in the decision-making process, in particular, in marketing and production management and concept of moderation with the purpose of long term rather than the short term , moreover, for one aspects of self-reliance; economic affairs: the groups need to increase earnings and reduce cost or expenses in doing the community business.

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