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DEVELOPMENT OF ONLINE MARKETING COMMUNICATION MODEL OF ORGANIC AGRICULTURAL PRODUCTS FOR FARMERS.

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ABSTRACT

The purpose of this research studies a foundation for the Development of an online marketing communication model for organic agricultural products for farmers. The sampling groups are 343 organic agricultural product customers in Bangkok and In-depth interviews with ten experts. This study used combined methods of Quantitative research and Qualitative research. The research found that the communication model of organic agricultural products for farmers consisted of 1. The farmers have to know about information technology and marketing, be honest with themselves and consumers, be ethical, and produce good quality products. 2. Contents should be used and straightforward for consumers. 3. Online communication channels should be easy to use, fast, and inexpensive. 4. The E-Commerce process consists of information searching, purchasing, payment, and shipment, which have to be easy to use and fast. 5. Consumers and stakeholders consider food safety and clean knowledge about organic agriculture. 6. Re-action of consumers or stakeholders after receiving information that presents satisfaction in the relationship between sellers and customers. The problem with online marketing communication in organic agricultural products of farmers is farmers' need for knowledge in information technology, online communication channels, marketing and branding, creative idea, or content. Consumers trust online marketing communications, which are high-level.

KEYWORDS: Communication, Online Marketing, Organic Agricultural Products

1. INTRODUCTION

Farmers are the vital groundwork for the country's economic Development. There are 110,893 farmers in the registered network, with crop production being the largest group totaling 23,020 farmers (Department of Agriculture Extension, 2016). The GDP of the agricultural industry is growing continuously. However, the GDP agricultural part tends to decrease more than other industries, which have higher production costs. The farmers cannot pay debts, lose cultivable land, and become contract



farmers. Moreover, the number of farmers tends to decrease because of the entering aging generation. The results from that situation lead to the purpose of the organic agricultural development major national plan issue 2 (2016 - 2021) of the Ministry of Agriculture and Cooperatives major plan issue 3. The Development and support of organic agricultural products and service marketing. Strategy 2 that purpose increase organic agricultural product value. Strategy 3 informs consumers of organic agriculture (Agricultural Development Policy and Planning Division, 2015). Two exciting problems are marketing promotion and consumer orientation. Hence, online marketing communication could solve these problems. Most farmers need to understand that online marketing is both successful and unsuccessful because of a lack of knowledge and understanding.

Therefore, the researcher is interested in the study "Development of online marketing communication model of organic agricultural products for farmers" to establish the model of farmer's online communication to be a prototype for organic farmers to advance their competitive capacity in terms of Digital Economy and Sufficiency Economy which provides to strength, stability, wealth and sustainability in the future.

2. OBJECTIVE OF THE RESEARCH

2.1 To study a foundation for the Development of an online marketing communication model for

organic agricultural products for farmers.

2.2 To develop a model of online marketing communication in organic agricultural products for farmers.

2. Conceptual Framework of The Research

The conceptual framework of the research is to study the important factors in developing an online marketing communication model of organic agricultural products for farmers. The researcher has designed a questionnaire for collected data following this conceptual framework by literature review and document analysis. The expected result of the study is a model of online marketing communication in organic agricultural products for farmers.

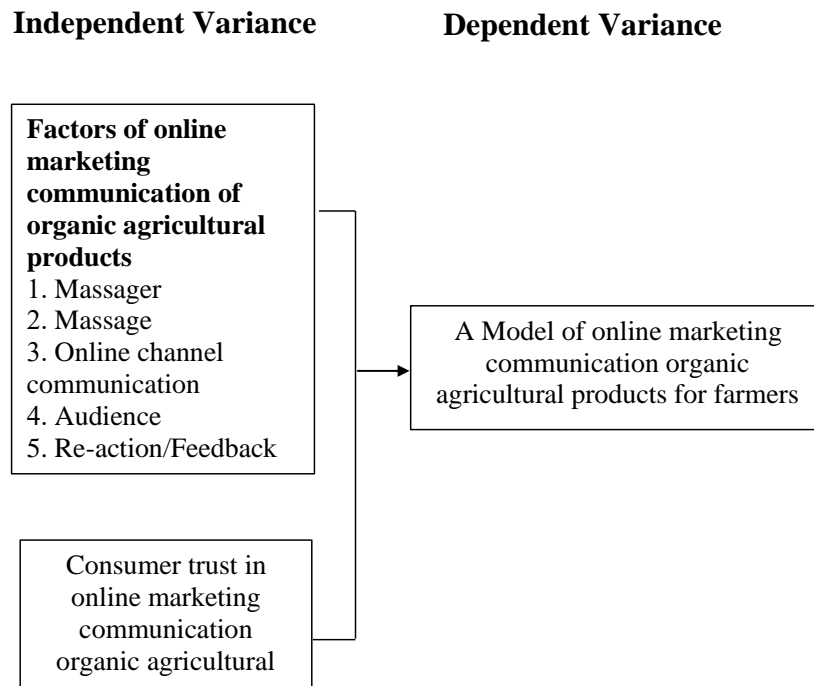


Figure 1: Conceptual Framework of The Research

3. CONCEPTS THEORIES AND LITERATURE REVIEW

1.) Online Marketing

Nathakrit Wanthamay (2012: 319) has explained online marketing is one of the categories of marketing communication by internet, which may be connected with electronic devices such as laptops, mobile phone, and personal assistance devices. Duncan (2008) established that E-commerce concerns trading products and services, including business relationships as well. In addition, marketing is restless and changing.

2.) Category of Marketing

- a.) Online marketing or online advertising comprises website banners and Pop-ups, advertorial sponsorship, search engine, advergates, E-mail, online virtual communities, YouTube marketing, etc.
- b.) Mobile marketing; Short Message Service (SMS), Multimedia Message Service: (MMS) and mobile application.

3.) Online Marketing Communication

Kotler & Keller (2009: 510, 512) described marketing communications as the presentation of business for telling, persuading, and warning consumers direct and indirect about their products and services.

4.) Types and Characteristics of Online Communication

Online media is communication channels by the internet such as websites, E-mail, Social media, e-



books, online games, online programs, etc. Moreover, online mass communication, such as online radio or radio websites and online television or TV.

5.) Characteristics of Online Marketing Communication

The communication model (David K. Berlo,1960) applied Sannon Model to establish Berlo’s SMCR model of communication,1960), which comprised four components messenger, message, channel, media, and audiences.

6.) Concepts of Farmer

Farmer is entrepreneurship for managing "Community capital” creatively to be self-reliant as a community enterprise and use raw materials, resources, capital, and employee in that community and provoke to create community innovation. Including integrated local knowledge and wisdom with international understanding as well.

7.) Concepts of Farmer

The agricultural sector has played an essential role in food production for people in the country: a raw material resource for industries and the service sector. Though the agricultural sector is a necessary producer, farmers still face debt and poverty problems (Suthasinee Thonglim, 2013). As shown, farmers still receive little attention from the government and society, and there needs to be more cooperation to solve the problems of Thai farmers.

3. RESEARCH METHODOLOGY

1.) Research Design

The study “Development of online marketing communication model of organic agricultural products for Farmers” have applied the Quantification and Qualitative methods.

2.) Population and Sample

The study “Development of online marketing communication model of organic agricultural products for Farmers” have applied the Quantification and Qualitative methods.

a.) The population of the study is organic agricultural products consumers in Bangkok and its vicinity which the exact number is unknown. The researcher has used several 25 years or older employment in Bangkok of 5,218,000 people (National Statistical Office, population occupation survey in June 2018).

b.) Sample population is 343 samplings, organic agricultural products consumers in Bangkok selected by the G*Power program (Faul, et al. 5, 2009) with 0.05 deviation by Multi-stage selection.

c.) Key informants are the sample group who provides general information for developing online marketing communication of farmer characters through In-depth interviews with organic agricultural producers who use online marketing communication as five samples and the expert in marketing communication or E-commerce as five samples.



3.) Research Instruments

The research instruments this research is a questionnaire that applies related theories, concepts, and literature, which are comprised of 2 elements 1.) questionnaire about consumer trust in online marketing communication of organic agricultural products, 2.) Questionnaire for In-depth interviews about marketing communication of organic farm products for the experts.

4.) Data Collection

a.) Literature review or document analysis for conducting conceptual research framework and developing research instrument.

b.) The researcher collects quantitative data by a questionnaire with a sampling group, record or note data, and analyze and report results.

c.) The researcher wrote a permission letter to conduct research and collect data with key informants through an In-depth interview and voice record during the interview.

5.) Data Analysis

a.) Quantitative data analysis, which collects data from the questionnaire, examines and analyzes general data of the sampling group and variances with Frequency, Percentage, Means, and Standard deviation. The researcher has taken the mean to convert the meaning and the score level followed (Best and Kahn, 2006: 331).

4.51 - 5.00 Most important

3.51 - 4.50 Very important

2.51 - 3.50 Moderate important

1.51 - 2.50 Less important

1.00 - 1.50 Least important

b.) Qualitative data analysis has used the content analysis method in collecting data from voice records of interviews and summarizing the main issue, then describe relationship issues between these content and related documents.

c.) This research has tested qualitative data by Triangulation which are 1.) Data Triangulation, 2.) Theory Triangulation and, 3.) Methodological Triangulation (Denzin, 1978: 294 - 304) for receiving valid and reliable data.

4. RESULTS OF THE STUDY

From the result of the study, general information in the Development of online marketing communication of organic agricultural products for a farmer. The data collection has been separated into two parts as follows 1.) Quantitative data collection of consumer trust in online marketing

communication of organic agricultural products. 2.) Qualitative data collection by In-depth interview and voice recording during the interview. The results of the study are shown as follows.

1.) Quantitative data collection of consumer trust in online marketing communication of organic agricultural products in Bangkok from 243 sampling groups.

Table 1: Average and standard deviation of factors of online marketing communication of organic agricultural products’ consumers.

Factors of online marketing communication of organic agricultural products	Mean	S.D.	Level
1. Farmer / Entrepreneur	4.45	0.67	Very important
2. Information	4.28	0.72	Very important
3. Channels of communication	3.72	0.73	Very important
4. Characteristics of online marketing communication	4.18	0.64	Very important
5. E-Commerce process	4.42	0.67	Very important
Total	4.21	0.69	Very important

Table 1 shows that an average and standard deviation of factors of online marketing communication of organic agricultural products in overview present that is very important ($\bar{x} = 4.21$, S.D. = 0.69) which considered each factor found that each factor is very important as the following order; Farmer/Entrepreneur, E-Commerce process, information, characteristic of online marketing communication, channels communication.

Table 2: Average and standard deviation of level in consumer’s trust in online marketing communication.

Consumer’s trust in online marketing communication	Mean	S.D.	Level
1. Receive the products as requested on time	4.16	0.94	Very high
2. Products qualifications / Products standards	4.00	0.92	Very high
3. Financial security system	4.08	0.94	Very high
4. Agreements / Conditions / Products warranty	4.06	0.93	Very high
5. Online Commercial Registration	4.01	0.93	Very high
6. Reasonable price for goods and service	4.05	0.86	Very high
Total	4.06	0.92	Very high

Table 2 shows that the sampling group has trust in online marketing communication at a very high

level ($\bar{x} = 4.06$, S.D. = 0.92) which considered each part found that the scores have shown in orders as; Receive the products as requested on time, Financial security system, Agreements / Conditions / Products warranty, Reasonable price for goods and service, Online Commercial Registration, Products qualifications / Products standards.

Table 3: Average, standard deviation, and statistic of different comparison attention in factors of online marketing communication in organic agricultural products separated by gender.

Significance of online marketing communication in organic agricultural products' factors	Male		Female		t	P
	Mean	S.D	Mean	S.D		
1. Farmer / Entrepreneur	4.37	0.52	4.46	0.48	-1.42	0.151
2. Information	4.18	0.54	4.30	0.49	-1.88	0.058
3. Channels of communication	3.65	0.56	3.73	0.54	-1.24	0.208
4. Characteristics of online marketing communication	4.19	0.56	4.17	0.54	0.31	0.747
5. E-Commerce process	4.38	0.54	4.43	0.50	-0.75	0.451
Total	4.15	0.43	4.22	0.40	-1.22	0.217

* Statistic Significant at 0.05

Table 3 shows that the result of different attention in factors of online marketing communication in organic agricultural products, separated by gender, found that the attention in the overview is nonsignificant at 0.05. The attention of males and females in online marketing communication factors in organic agricultural products are similar.

2.) The result of qualitative data collection from in-depth interviews is divided into main points and solutions as follows.

a.) Farmers; who lack knowledge about Information Technology (IT) should provide or support knowledge or information about technology, marketing, branding, being honest to selves and consumers, and quality products.

b.) Entrepreneurs; who misunderstand organic agricultural products, such as the production process and cultivation season, should provide knowledge of the characteristic and differences between organic concepts and standards.

c.) Consumers; Most consumers don't consider consuming organic agricultural products, just a group of healthy people which are Generation X and Generation Y. Should Improve food safety awareness through online and offline media.



d.) Communication channels; need for online distribution channels for products that should develop online marketing of organic agricultural products which are easy to use, understand, and non-expense.

e.) Content; The content could make customers need clarification. For example, organic, chemical-free, rarely updated or improved content, no story to follow, and lack of interest. Thus the government should provide standards for controlling organic agricultural products, such as certificates, warranties, reviews, etc.

f.) E-commerce process and logistics; high transportation costs, agricultural products could be easily damaged, short life. For the solution, the government should develop applications or websites which are easy to access, nonfee,

5. DISCUSSION

From the results of the study development of an online marketing communication model of organic agricultural products for farmers, there are two main issues for discussion.

Part1; General information of the Development of an online marketing communication model of organic agricultural products for farmers.

1.) The problems of online marketing communication of organic agricultural products are farmers, entrepreneurs, consumers, content, communication channels, and the E-Commerce process. The new and old generations of farmers have different knowledge or understanding of information technology. New-generation farmers know about consumer behaviors which are frequently to applying the media. Hence, they have improved their business to be suitable for the market. For example, learning about information technology and online marketing channels could take a competitive advantage. Prodromos Chatzoglou & Dimitrios Chatzoudes (2016: 327–358) found that environmental contexts are an effective factor in the acceptance of small and medium online businesses. In addition, Hanna, N.K. (2016: 4-10) explain that the environment has promoted expand of E-commerce which is related to Supattra Kanjanopat (2011: 78-87) study about factors that affect the success of E-commerce as well as Jambulingamis M. et al. (2015) presented that personal entrepreneur characteristics are an essential factor for success in online business.

2.) Solution for online marketing communication of organic agricultural products, the government should provide a trending program for farmers or entrepreneurs about knowledge of information technology, communication channels, online marketing, photography, and content. Kanawat Theeranithiwat (2016) explain that most entrepreneurs have to misunderstand online marketing and define online marketing as a concern-only website and suggests that the government or related agencies should advise or recommend clearly, which relates to a study by Jambulingamis M. et al. (2015) recommends that the government should establish policy for security and control E-Commerce on Facebook as well. Moreover, Supattra Kanjanopat (2011: 78-87) found that one of the key success factors of E-Commerce is government, such as government support, formulation of laws, or



commercial policies.

3.) Consumers' trust in online marketing communication of organic agricultural products perceived that most of the sampling clearly understood organic agriculture. The results of the survey of consumer buying behavior of organic agricultural products show that most of the customers have bought fresh vegetables and fruits, rice, eggs, and cereals in order. In addition, most of the customers have to consume organic products around 2 - 3 times per month and select or purchase by themselves from a supermarket or department store. Furthermore, Vithune Panyakul (2016: 3) justifies that the biggest online marketing channel in Thailand is modern trad, 86.46% of customers have never bought organic products from online media, there is just 11.54%. The sampling is focused on the entrepreneurs at first, such as responsibility, informing information rapidly, complete products, which is related to a study by Supattra Kanjanopat (2011:36), clarify that a success factor of E-Commerce depends on the convenience of transportation. Yang, Kim, Dhalwani & Vu (2008: 7) establish the framework of website characteristics as “8C”

Part 2; A Model of online marketing communication organic agricultural products for farmers.

This study focuses on online marketing communication; organic agricultural products of farmers have review models or patterns of communication such as Berlo's communication model and DeFleur's mass communication model; the communication is comprised of the massager, message, channel, audience, and re-action.

From the results of the study model of online marketing communication, organic agricultural products of farmers are involved with six components as follows.

- 1.) Farmers / Entrepreneurs are a messenger to consumers, which relates to Harold Lasswell and Shannon and Weaver's Model of Communication. Supattra Kanjanopat (2011: 78-87) refined that learning organizations could bring a wide distribution of E-Commerce.
- 2.) Contents / Messages have to benefit or be useful and real for customers to bring trust and credibility. In addition, they also have to declare the source and identity of farmers or entrepreneurs, and could be checked. Gallego et al. (2016: 381–392) express that the showing credibility of an entrepreneur could bring customers to convince which concern the results of the study of Wei-Tsong Wanga et al. (2016:) have shown plausibility is the main factor to bring an attractiveness of a website.
3. Online channels of communication are a method or instrument for presenting or telling the contents and information from the entrepreneur to target customers by use of the internet. Katrin Kull (2007: 73-74) clarify the internet is a marketing channel of communication on the internet which could be easy to access, comfortable, rapid, low expense, and has unlimited space for present information.
- 4.) E-Commerce process starts with the target group of customers who search for products and services in online channels and then connect and purchase from the seller. The online channel should be various



and easy to access as well as secure.

5.) Target customers are the audiences who receive content or information from a massager. Katrin Kull (2007: 73-74) explain that the customers' decision to market communication on the internet has a result of expectations.

6.) Re-action is feedback from customers to contents or information that the entrepreneur or massager has been presented, which express different behaviors. Furthermore, they could make relationships between entrepreneurs and customers, especially in online commerce. Katrin Kull (2007: 73-74) recommended that the goal of marketing communication is to create a relationship between consumers and businesses.

6. SUGGESTIONS OF THE RESEARCH

1.) The next study should examine about improve knowledge of organic agricultural products or safe food to customers, which leads to a clearly understand and consideration of clean and safety food consumption.

2.) Should study and research in the Development of online social media programs for organic agricultural products to apply for give informant and distribution channels in the future.

7. CONCLUSION

The communication model of organic agricultural products for farmers consisted of 1. The farmers/entrepreneurs, 2. Content, 3. Online channel communication, E-Commerce process, Customers, and Re-action from customers. Hence, most entrepreneurs should develop or practice their skills and knowledge in online marketing because these characteristics of a business are suitable for business in the present time.

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