

Digital Marketing Framework for Agricultural Products in Eastern Thailand

Sanya Nawong, Ph.D.

<https://orcid.org/0009-0005-2710-8383>

Sanya.nawong.phd@pcu.edu.ph, sanyanawong1974@gmail.com

Philippine Christian University

Manila, Philippines

Abstract

The dissertation aimed to bridge the gap between traditional agricultural practices and modern digital marketing techniques, with a focus on Eastern Thailand (Chachoengsao, Chanthaburi, Chonburi, Prachinburi, Rayong, Sa Kaeo, and Trat Province). The research used a mixed-methods approach, combining qualitative and quantitative data to provide a comprehensive overview of the region's current situation and the potential of digital marketing. The study reviewed existing literature, identifying critical issues such as technological constraints, digital literacy challenges, financial limitations, and the lack of a strategic framework. Surveys involving 200 despondences and interviews with 20 key individuals, including farmers, agricultural marketers, and digital marketing professionals, were conducted to gather insights. The quantitative research, which included ANOVA and multiple regression models, identified significant factors influencing the adoption of digital marketing methods, such as geographical competitiveness and practical guidance. The qualitative findings emphasized the need for targeted digital literacy programs, strategic planning, and robust support systems to overcome barriers. The study highlighted the importance of incorporating digital marketing strategies into Eastern Thailand's agricultural sector, recommending stakeholders invest in comprehensive digital literacy programs, develop strategic frameworks tailored to the agricultural context, and promote collaborative efforts to enhance regional competitiveness.

Keywords: Digital Marketing, Agriculture, Eastern Thailand, Consumer behavior, Market trends