

## **Effectiveness of Social Media in the Marketing of Palm Oil in Southern Thailand**

**Narodom Jaemjarus Ph.D.**

<https://orcid.org/0009-0004-0642-4987>

jaemjarus.narodom@gmail.com

Philippine Christian University

Manila, Philippines

### **Abstract**

The research on factors influencing social media marketing of palm oil products in southern Thailand seeks to investigate the variables that impact the efficiency of social media marketing strategies for local palm oil products. This study addresses the growing significance of digital marketing in promoting agricultural products and the challenges the palm oil industry encounters. Using a mixed-methods approach, the research combines quantitative surveys and qualitative in-depth interviews with 50 key informants and collects comprehensive data from 500 participants, including farmers, business owners, and government employees. Descriptive statistics and thematic analysis were used to scrutinize the data, revealing key factors such as limited research, lack of empirical evidence, and the influence of sustainable marketing practices. The findings suggest that inadequate research on social media marketing significantly obstructs brand visibility and customer engagement. Furthermore, the absence of empirical evidence hurts consumer trust, while distinctive industry challenges and sustainable marketing practices are pivotal in shaping consumer behavior and market demand. The study concludes that addressing these gaps through focused research and data-driven strategies can improve the efficacy of social media marketing for palm oil products. It proposes more significant investment in empirical research, adopting sustainable practices, and utilizing community empowerment initiatives to cultivate consumer trust and engagement. These insights offer valuable guidance for stakeholders seeking to optimize marketing strategies and foster sustainable development in the palm oil industry.

*Keywords: Social media marketing, Palm oil industry, Southern Thailand, Consumer behavior, Sustainable marketing, Economic development*