

## Digital Marketing Management of Herbal Products in the Community Context of Ban Nong Thiam, Nakhon Pathom Province: Guidelines for Developing Marketing Strategies in the Digital Age

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### ABSTRACT

This research aims to 1) explore guidelines for developing digital marketing public relations media and to transfer this knowledge to the Ban Nong Thiam herbal shampoo business, and 2) enhance digital marketing strategies for herbal shampoo products. This involves creating an engaging Facebook page, crafting appealing slogans, utilizing effective hashtags, and improving product ordering channels through QR Codes linked to Line and Facebook. A mixed-methods approach was employed, combining qualitative and quantitative research methods. Data collection included questionnaires and interviews. The quantitative sample consisted of 220 consumers from Bangkok, selected via simple random sampling. Qualitative insights were obtained from 10 key informants through in-depth interviews. Data analysis involved descriptive statistics (percentages, means, and standard deviations) and t-

tests for comparisons. The results indicated a high overall satisfaction with the digital marketing efforts, with an average satisfaction score of 4.75. The highest satisfaction was noted for comprehensive content on the Facebook page, scoring 5. Additionally, the study identified that effective public relations media should use modern, engaging platforms like informational web pages and video clips. Key elements of successful public relations media include compelling headings, informative text, relevant illustrations, and clear contact information. This research highlights the significance of utilizing information technology to boost the potential and competitiveness of local businesses sustainably.

**Keywords:** Interdisciplinary, Humanities Social Sciences, Digital Marketing

## 1. Introduction

In Thai society, shampoo has become an indispensable part of daily life, particularly for women who use it not only for cleaning but also to maintain hair health and promote a positive appearance. The shampoo and hair care industry generates significant revenue, attracting competition from large multinational corporations, small businesses, and even housewives. However, many mainstream products lack the benefits of traditional herbal remedies that are readily available in communities. Herbs with potent medicinal properties, such as guava leaves, kaffir lime skin, and cassia, have long been used to nourish and repair damaged hair, yet their potential remains underutilized in commercial hair care. Recent studies have highlighted the harmful effects of air pollution, including dust, smoke, and UV exposure, which have led to hair damage, dryness, and frizz. Moreover, common practices like frequent hair dyeing, excessive heat styling, and overwashing exacerbate these problems by stripping natural oils from the scalp, leading to hair that is brittle and prone to breakage. Despite the availability of natural remedies, most mass-market shampoos include synthetic additives that offer little nourishment in comparison to local herbs (Worapongpat, 2022). Prior research indicates a lack of products that effectively integrate these community-sourced herbs into accessible, marketable solutions for hair care.

**Research Area: Target Group, Problems, and Researcher's Role** The research focuses on the Ban Nong Thiam community in Nakhon Pathom Province, where traditional herbal remedies are plentiful but underutilized in modern product development. Local entrepreneurs and researchers have recognized the potential of integrating these herbs into shampoo formulas to address common hair problems like split ends, hair loss, and scalp

dryness. By utilizing natural ingredients, such as guava leaves and kaffir lime skin, these formulas aim to improve hair texture, promote hair strength, and restore moisture.

In response to this opportunity, the researcher has actively engaged with the Ban Nong Thiam community, identifying a gap in the marketing and commercialization of herbal shampoo products. The community's entrepreneurs face challenges in reaching broader markets due to limited access to digital marketing tools and expertise. This research aims to bridge that gap by focusing on developing digital marketing strategies tailored to community-based herbal product enterprises, empowering them to expand their customer base beyond local boundaries.

## 2. Research Objectives

1. To study digital marketing and public relations media. and transfer knowledge to the business of Ban Nong Thiam herbal shampoo
2. To develop and transfer knowledge about digital marketing of herbal shampoo products by teaching how to make a Facebook page and profile with an interesting slogan, post, use hashtags, and increase product purchasing channels. That's more convenient by scanning the QR Code connected to Line and Facebook.

## 3. Literature Review

1. Introduction to Digital Marketing in the Context of Community Enterprises Digital marketing has rapidly transformed the way businesses, both large and small, reach and engage with consumers. According to Kotler et al. (2017), digital marketing integrates online channels such as social media, email, websites, and mobile apps to promote products and services. For small enterprises, particularly community-based businesses like those in Ban Nong Thiam, this shift to digital marketing offers a powerful tool to increase visibility and market reach without the high costs associated with traditional media.

In Thailand, digital marketing is increasingly being adopted by local businesses as a way to tap into both domestic and international markets. Studies show that as of 2023, Thailand had over 52 million active social media users, with platforms like Facebook and Line being the most popular (Hootsuite, 2023). This creates an enormous opportunity for community enterprises to market their products more effectively, leveraging these platforms to expand their consumer base (Pimpa, 2020). However, despite these potential benefits, many

community-based businesses still struggle to adopt digital marketing due to a lack of resources, knowledge, and technical skills (Tontong, 2021).

2. Digital Marketing Strategies for Herbal Products Herbal products, particularly in Asian markets, are growing in popularity due to an increased focus on natural and organic solutions for personal care (Chaudhary & Singh, 2021). In Thailand, herbal products such as shampoo, soap, and skincare items are often linked to local traditions and cultural heritage, giving them unique appeal. The ability to market these products effectively online can play a significant role in the success of community enterprises. Research has shown that integrating digital marketing strategies into the promotion of herbal products can increase product awareness and consumer trust (Somsak, 2022).

According to Tansuchat (2021), the use of storytelling in social media marketing, particularly for products tied to cultural traditions, is an effective way to differentiate these products from mass-market alternatives. Highlighting the natural ingredients, traditional knowledge, and sustainability of herbal products can resonate with consumers seeking eco-friendly and authentic products.

3. The Role of Social Media in Promoting Community Enterprises Social media platforms, particularly Facebook and Line, are powerful tools for reaching local and international audiences. Studies show that businesses that actively engage on social media have higher customer retention and stronger brand loyalty (Nawi et al., 2019). For community enterprises like those in Ban Nong Thiam, creating a social media presence can help establish brand identity, build consumer trust, and increase product sales.

Facebook, with its customizable business pages, allows enterprises to showcase their products, provide customer testimonials, and interact directly with consumers. Line, another popular platform in Thailand, enables businesses to reach local customers through messaging and offer direct purchase options via QR codes (Worapongpat, 2021). Additionally, the use of hashtags and targeted advertising helps to further expand the reach of herbal products, bringing in new customers who might not otherwise discover these community-based brands (Wongratana, 2022).

4. Challenges Faced by Community Enterprises in Adopting Digital Marketing Despite the clear advantages of digital marketing, many community enterprises face significant challenges in adopting these strategies. According to a study by Siripong (2021), one of the biggest obstacles is a lack of digital literacy and technical skills. Many small business owners are unfamiliar with how to create effective social media profiles, develop content strategies,

or analyze online consumer behavior. Furthermore, limited access to digital infrastructure and financial resources makes it difficult for rural businesses to fully leverage digital tools.

The Ban Nong Thiam community, in particular, experiences these challenges. While the local entrepreneurs are knowledgeable about the benefits of herbal products, they often lack the skills to translate this knowledge into effective digital marketing campaigns. Previous research suggests that community training and knowledge transfer can significantly improve digital marketing outcomes for small enterprises (Worapongpat, 2022).

**5. Knowledge Transfer and Capacity Building for Digital Marketing** The concept of knowledge transfer is essential for building the capacity of community enterprises in digital marketing. Knowledge transfer involves sharing information, skills, and expertise from those with experience in digital marketing to local business owners. Successful examples of knowledge transfer in rural communities include workshops, online tutorials, and mentorship programs that teach basic digital marketing skills (Ramirez et al., 2020).

For Ban Nong Thiam's herbal shampoo business, the research by Worapongpat (2022) emphasizes the importance of creating a Facebook business page, crafting compelling brand narratives, and using digital tools like QR codes to facilitate product purchases. These strategies help local entrepreneurs to understand the digital marketplace and improve their competitiveness in a fast-evolving digital economy.

**6. Conclusion** The integration of digital marketing strategies in community enterprises like Ban Nong Thiam's herbal shampoo business presents both challenges and opportunities. While there is a clear gap in digital literacy and access to resources, the potential for growth through social media and other digital tools is significant. By focusing on knowledge transfer and capacity building, community businesses can develop the necessary skills to market their products effectively and expand their reach beyond local boundaries. This not only increases revenue for community enterprises but also helps to preserve and promote traditional herbal knowledge in a modern market context.



Figure 1 shows the conceptual framework for the research .

#### 4. Research Methodology

Scope of study In this study, the researcher aimed to study “Digital marketing management of Ban Nong Thiam community herbal group, Sa Phatthana Subdistrict, Kamphaeng Saen District. Nakhon Pathom Province” by the researcher has determined the scope of the study as follows: Study area 53 Village No. 7, Sa Phatthana Subdistrict, Kamphaeng Saen District. Nakhon Pathom Province Study population Population used in quantitative research Using a questionnaire (Questionnaire), including consumers in Bangkok. The sample group includes consumers in Bangkok province. The population used in qualitative research (Qualitative Research) by in-depth interviews (In-depth Interview Questions). Key informants (Key Informants) include 10 herbal shampoo product business owners. This study, is digital marketing management, digital marketing management, Ban Nong Thiam Community Herbal Group, Sa Phatthana Subdistrict, Kamphaeng Saen District. Nakhon Pathom Province The details of the research methods are as follows.

#### 5. Population and sample

Population used in quantitative research Using a questionnaire (Questionnaire), including consumers in Bangkok. The sample group includes 220 consumers in Bangkok province by simple random sampling. The population used in qualitative research (Qualitative Research) by in-depth interviews ( In-depth Interview Questions) and key informants ( Key Informants) number 10 people

## 6. Research tools

This study's research tools were divided into two parts: qualitative research tools; Use in-depth interviews (In-depth Interview Questions) and quantitative research tools. Questionnaire (Questionnaire) Google Form that the researcher has created as a tool for collecting data from the sample. For the study of digital marketing management of Ban Nong Thiam community herbal group, Sa Phatthana Subdistrict, Kamphaeng Saen District. Nakhon Pathom Province

1. Creating qualitative research tools (Qualitative Research). The researcher collects data from documents. To design questions used in in-depth interviews (In-depth Interview Questions) with content consistent with the objectives. To ask people who have direct experience and are involved in digital marketing management, Ban Nong Thiam community herbal group, Sa Phatthana Subdistrict, Kamphaeng Saen District. Nakhon Pathom Province

1.1 Transferring knowledge about digital market management and development. Digital marketing management. The Ban Nong Thiam Community Herbal Group provides knowledge and can use it.

1.2 Digital marketing is beneficial to the herbal shampoo product business.

1.3 Will you apply your knowledge of digital marketing management to your business?

2. Creating quantitative research tools The tools used in this research are a Digital marketing management questionnaire for herbal shampoo products and an online questionnaire using Google Forms. There are 2 parts as follows. Part 1: General information of respondents including gender, age, occupation, and average monthly income. Part 2 : Information about the internet usage behavior of people in Bangkok, including product logos that are attractive, modern, and interesting, appropriate product prices, and products that have clear descriptions of their properties and pages. Facebook is reliable and interesting, with automatic messages that respond to customers quickly, and payment and delivery are convenient in many ways, creating public relations media can create income and further benefit the community.

## 7. Collection of information

1. Collection of data from interviews (Interview)

1.1 The researcher conducted interviews by visiting community areas.

1.2 The researcher conducted interviews using the method of recording interviews with key informants ( Key Information).

1.3 The researcher has collected information from key informants ( Key Informants) analyzed them identified issues

and eliminated some inappropriate words. and is not related to research. To provide data according to qualitative research methods (Qualitative Research)

2. Collection of data from questionnaires 2.1 The researcher distributed questionnaires online using Google Forms to 220 people in a self-selected sample group.

## 8. data analysis

1. Qualitative data analysis (Qualitative Research) uses content analysis (Content Analysis) by classifying words. or messages expressed by key informants and then analyzed. Discuss the facts and important points to answer study questions 2. Quantitative data analysis Use data processing with ready-made computer programs. By checking the data (Editing) the accuracy of the questionnaire and separating incomplete questionnaires, coding the questionnaire, and processing each part as follows. 2.1 Analysis of general data of respondents and data on internet usage behavior of people in Bangkok. Data were analyzed using descriptive statistics (Descriptive Statistical) using frequency distribution tables as percentages (Percentage). 2.2 Analysis of consumer satisfaction data on “ Digital marketing management of Ban Nong Thiam herbal group Sa Phatthana Subdistrict, Kamphaeng Saen District Nakhon Pathom Province ” using descriptive statistics (Descriptive Statistical) by means (Mean) scoring criteria of the satisfaction questionnaire. with 5 levels of weighted scores

## 9. Statistics used in research

1. Finding the percentage (Percentage) is used to explain the percentage of data (Bunchom Srisa-at. 2015)

$$\text{Formula for calculating} \quad P = \frac{n}{N} \times 100$$

When  $P$  represents the percentage value

$n$  represents the frequency value to be converted to hundreds and

$N$  represents the total number or frequency.

2. Statistics used to find the mean (Mean) are used to find the median value from sample data (Bunchom Srisa-at. 2015)

$$\text{Formula for calculation} \quad \bar{x} = \frac{\sum x}{N}$$

When  $\bar{x}$  instead of the average score

$\sum x$  represents the sum of all scores in the group.

$N$  represents the total number of points in the data group

## 10. Research Finding

Table 1 Study the Digital Marketing Management of Herbal Products in Ban Nong Thiam, Nakhon Pathom Province Community Context: Guidelines for Developing Marketing Strategies in the Digital Age Province with TOWS Matrix.

Strategy (SO)	Strategy (WO)
<ul style="list-style-type: none"> <li>- The product is made from 100% natural ingredients, which is a selling point that emphasizes quality and safety.</li> <li>- The product is famous and popular within the community, which is a strong initial customer base.</li> <li>• The price of the product is accessible and suitable for a customer base with different incomes, making the market wider.</li> <li>• There are various distribution channels, making ordering and accessing the product more convenient.</li> <li>• The product is known and popular in the community, making the promotion have a solid local customer base.</li> </ul>	<ul style="list-style-type: none"> <li>• Long production lead times, which may lead to missed sales opportunities when demand arises.</li> <li>• Limited production capacity due to lack of adequate support, which makes it impossible to expand the business according to market demand.</li> <li>• The product is known to a certain target group of customers, which can support pricing strategies.</li> <li>• The increasing consumer inclination towards organic products can be used to create distribution strategies to reach a wider group of customers.</li> <li>• The increasing consumer interest in organic products can be used as a key selling point to create promotional campaigns.</li> </ul>
Strategy (ST)	Strategy (WT)
<ul style="list-style-type: none"> <li>• Consumers are increasingly interested in organic and natural products.</li> <li>• Locally sourced ingredients reduce production costs and increase sustainability in the supply chain.</li> <li>• High competition in the market may pressure pricing strategies and necessitate lower prices.</li> </ul>	<ul style="list-style-type: none"> <li>• There are many competitors with well-known brands, making it difficult to compete.</li> <li>• Cost constraints make packaging development challenging and may not be competitive in terms of image.</li> </ul>

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- Competitors with strong distribution networks may pose a threat to expanding distribution channels.
- High competition may cause promotional efforts to be masked by the activities of competitors with greater resources.

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## 11. Summary:

Strengths: The use of 100% natural products and the product's popularity in the community are key strengths. Affordable pricing and multiple distribution channels also support market presence.

Weaknesses: Production delays, limited capacity, and low-cost packaging are notable weaknesses. Brand loyalty among some target groups could impact market penetration.

Opportunities: Growing consumer interest in organic products and local natural resources present significant opportunities.

Threats: Intense competition and established brands pose threats, along with limitations in production capacity and packaging development.

Table 2 Digital Marketing Management of Herbal Products in the Community Context of Ban Nong Thiam, Nakhon Pathom Province: Guidelines for Developing Marketing Strategies in the Digital Age Business Model Canvas Analysis

### 1. Customer Relationships:

Build relationships with customers through engagement on social media platforms like Facebook and Line. This includes quickly responding to inquiries, posting relevant content about herbal benefits and hair care, and providing usage tips for the products.

### 2. Customer Segments:

Health-conscious consumers interested in natural products

Individuals with hair problems, such as hair loss or split ends

Customers seeking chemical-free herbal products

Environmentally conscious consumers looking for sustainable products

### 3. Channels:

Facebook: The primary platform for product promotion and sales

Line: For easy and quick purchasing through a QR Code

Online marketplaces: Selling products through websites or other apps

Word-of-mouth marketing: Customers recommending the products to their friends and families

4. Value Propositions:

Safe, chemical-free herbal shampoo products

The benefits of local herbs in nourishing and strengthening hair, reducing hair loss and split ends

Eco-friendly packaging

Convenient digital marketing, making it easy for customers to order products

5. Key Activities:

Product development: Efficient use of local herbs to produce high-quality herbal shampoo

Digital marketing: Creating engaging content for Facebook and Line pages

Customer relationship management: Providing high-quality customer service and responding quickly to inquiries

Developing distribution channels: Integrating QR Code technology and expanding online sales platforms

6. Key Resources:

Local herbs like guava leaves and kaffir lime

A marketing team experienced in social media management

Technology for creating and managing Facebook and Line pages, along with QR Code integration

Support from the community in sourcing herbs and producing the shampoo

7. Key Partners:

Ban Nong Thiam community: A source of local herbal ingredients

Digital marketing and technology service providers

Online retailers: To facilitate broader product distribution

Research institutions or universities: Collaborating for product research and development

8. Cost Structure:

Cost of sourcing herbal ingredients and raw materials

Expenses related to social media development and management

Production and packaging costs

Shipping and handling for online orders

## 9. Revenue Streams:

Sales of herbal shampoo through online channels

Income from orders placed via QR Code integration

Revenue from selling products through online marketplaces

Potential income from partnerships with the community or external stakeholders for product development

Table 3 Percentage of Respondents Classified According to Their Behavior in Using Digital Media

Digital Media Behavior	Number of Respondents (People)	Percentage (%)
Post	20	10%
Share	30	15%
Check-in	20	10%
Like	150	65%
Tag	0	0%
Other	0	0%
Total	220	100%

From the data presented in Table 3, it is evident that the most common behavior among respondents in using digital media is liking content, with 150 respondents, accounting for 65% of the total sample. Sharing content is the second most common behavior, with 30 respondents or 15%. Both posting content and checking in were reported by 20 respondents each, representing 10% of the total sample. No respondents reported engaging in tagging or other behaviors. This analysis suggests that "liking" is the predominant form of engagement on digital media platforms, followed by sharing and posting/checking in. The absence of tagging and other behaviors may indicate either a lack of relevance or preference for these actions among the respondents.

Table 4: Percentage of Respondents Classified by Their Purpose for Using the Internet

Purpose of Internet Use	Number of Respondents (People)	Percentage (%)
To communicate	40	20%
For entertainment	160	70%
To buy and sell goods and services	20	10%

Purpose of Internet Use	Number of Respondents (People)	Percentage (%)
To search for information	0	0%
Total	220	100%

Table 4, the majority of respondents use the internet primarily for entertainment purposes, with 160 respondents (70%) indicating this as their primary reason. Communication is the second most common purpose, with 40 respondents (20%). Only 20 respondents (10%) use the internet for buying and selling goods and services. Notably, no respondents reported using the internet specifically for searching for information. This data highlights the dominance of entertainment as the primary use of the internet among the respondents, followed by communication. The relatively low use for commercial purposes suggests that while e-commerce is present, it is not the leading reason for internet usage within this group. The absence of information searching as a reported purpose may indicate a strong preference for other activities or that this activity is subsumed under other categories like entertainment or communication.

Table 5: Summary of Average Satisfaction, Standard Deviation, and Satisfaction Levels with Digital Media

Aspect	Average	Average	Average	Average	Overall	Satisfaction Level
	Satisfaction (Gen Z)	Satisfaction (Gen X)	Satisfaction (Gen Y)	Satisfaction (Gen B)	Average Satisfaction	
Media Design	4.23	4.56	4.78	4.80	4.59	Highest
Usage	4.43	4.58	4.75	4.75	4.63	Highest
Digital Media	4.59	4.71	4.75	4.75	4.66	Highest
Overall	4.42	4.62	4.76	4.76	4.63	Highest

From Table 5, it is evident that respondents express a high level of satisfaction with the digital media services of the Facebook page "Ban Nong Thiam Pana Phrai Herbs," with an overall average satisfaction score of 4.63, indicating the highest level of satisfaction. Media Design: Gen B shows the highest satisfaction with media design (average 4.80). Usage: Gen Y and Gen B have the highest satisfaction with usage (average 4.75). Digital Media: Gen Y and Gen B exhibit the highest satisfaction with digital media (average 4.75). Overall, while satisfaction is high across all aspects and generational groups, Gen B and Gen Y stand out with the highest satisfaction in specific areas such as media design and digital media. This suggests

that these groups have a particularly favorable view of the page's design and digital content features.

Table 6: Average Satisfaction, Standard Deviation, and Level of Satisfaction with Content Presentation Formats

Content Presentation Format	Average Satisfaction (Gen Z)	Average Satisfaction (Gen X)	Average Satisfaction (Gen Y)	Average Satisfaction (Gen B)	Overall Satisfaction	Satisfaction Level
Single Photo Presentation Format	4.50	4.83	5.00	5.00	4.83	Highest
Photo Album Presentation Format	4.50	4.66	4.75	4.75	4.66	Highest
Set of Images Presentation Format	4.75	4.62	4.50	4.50	4.59	Highest
3D Visual Presentation Format	4.37	4.70	4.40	4.40	4.47	A Lot
Video Presentation Format	4.45	4.58	4.90	4.90	4.70	Highest
Overall	4.51	4.68	4.71	4.71	4.65	Highest

Table 6 indicates that respondents show high levels of satisfaction with various content presentation formats on the Facebook page "Ban Nong Thiam Pana Phrai Herbs," with an overall average satisfaction score of 4.65, denoting the highest level of satisfaction.

Single Photo Presentation Format:

Gen Y and Gen B have the highest satisfaction (average 5.00).

Photo Album Presentation Format:

Gen Y and Gen B show the highest satisfaction (average 4.75).

Set of Images Presentation Format:

Gen Z displays the highest satisfaction (average 4.75).

3D Visual Presentation Format:

Gen X has the highest satisfaction (average 4.70).

Video Presentation Format:

Gen Y and Gen B have the highest satisfaction (average 4.90).

Overall, Gen Y and Gen B exhibit the greatest satisfaction with single photo, photo album, and video presentation formats. Gen Z is most satisfied with the set of images format, while Gen X prefers the 3D visual presentation format. This suggests that preferences for content presentation vary across generations, with Gen Y and Gen B showing particular enthusiasm for photo and video formats, and Gen Z and Gen X having distinct preferences for sets of images and 3D visuals, respectively.

Table: 7 Satisfaction with the Facebook Page "Ban Nong Thiam Pana Phrai Herbs"

Presentation Format	Most Interested Generation(s)	Average Satisfaction Level (out of 5)
Single Photo	Gen Y, Gen B	4.65
Photo Album	Gen Y, Gen B	4.65
Set of Images	Gen Z	4.65
3D Images	Gen X	4.65
Video	Gen Y, Gen B	4.65

The data from Table 7 reveals that respondents expressed the highest level of satisfaction (average of 4.65) with the services provided by the Facebook page "Ban Nong Thiam Pana Phrai Herbs." When analyzing the satisfaction levels across different presentation formats, distinct preferences emerged among the generational groups: Gen Y and Gen B showed the most interest in formats involving single photos, photo albums, and videos. Gen Z exhibited the greatest interest in presentations involving a set of images. Gen X preferred formats that included 3D images. These findings indicate that tailoring content presentation to the specific preferences of different generational groups can enhance user satisfaction. By strategically aligning content formats with the interests of each generation, businesses can optimize engagement and customer experience across diverse audience segments.

## 12. Discussion

Objective 1: Media Design Development The analysis of satisfaction levels among generational groups (Gen Z, Gen Y, Gen X, and Gen B) showed overall positive responses toward the design elements of the Facebook page "Ban Nong Thiam Herbal Group." The high

ratings across these groups suggest that media design that incorporates user-friendly language, visually appealing content, and effective communication significantly enhances satisfaction. Generational differences also emerged in the satisfaction ratings related to digital media content and presentation. These findings indicate that integrating multimedia elements that visually enhance product understanding contributes to higher user satisfaction across age groups, particularly when supported by clear, engaging, and relevant content. In terms of usability benefits, all generational groups expressed satisfaction, but preferences varied slightly in what they valued most: Gen Z participants appreciated communication between the page and users the most (average 4.75), highlighting the ease of interaction. Gen Y and Gen B respondents rated comprehensive content (average 5) and ease of page access highly, emphasizing the importance of accessible and clear information.

Objective 2: Results of Qualitative Data Discussion Aligning with the framework established by Supak Thawornnitikul (2014) on public relations media, this study also highlights the importance of clear, engaging, and visually appealing public relations content for increasing user satisfaction. Thawornnitikul's research emphasized elements such as headings, text, and illustrations, which enhance accessibility and engagement in digital media. In applying this framework, the Ban Nong Thiam Herbal Group successfully enhanced the appeal of its social media by integrating user-friendly and visually compelling content, which resonated well with different age groups and enhanced their digital engagement. The results of this study suggest that successful digital marketing in community settings benefits from tailored media designs that resonate with various age groups, ensuring that digital content is accessible, engaging, and interactive. Future research could explore these factors in greater detail and assess the long-term impact of such digital marketing strategies on community businesses' sustainability and growth.

### 13. New Knowledge From Research

This research on digital marketing management of herbal products within the Ban Nong Thiam community has yielded significant insights into the integration of traditional community-based products with modern digital marketing strategies. Key new knowledge emerging from this research includes:

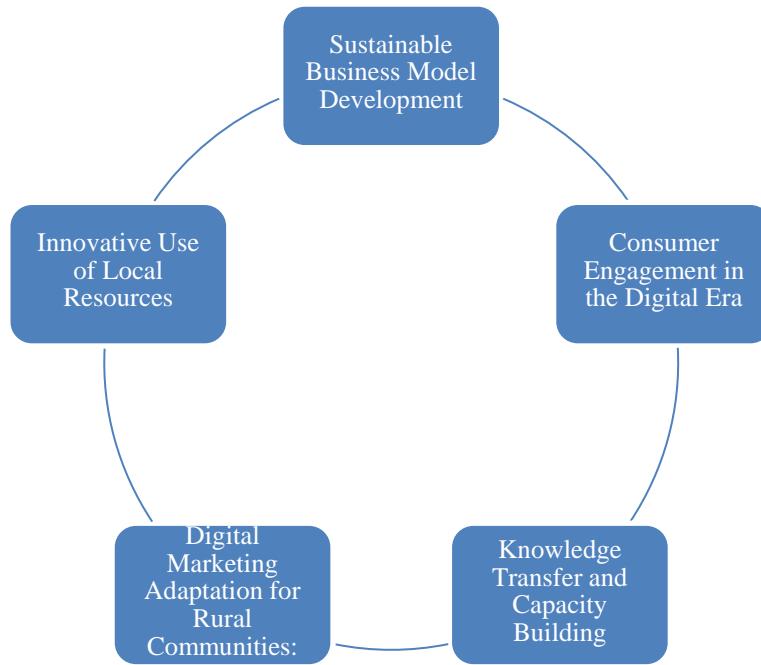


Figure 2 shows the digital marketing management of herbal products in the Nong Thiam community.

**Innovative Use of Local Resources:** The research highlights how local herbs, such as guava leaves and kaffir lime, can be transformed into commercially viable products like herbal shampoos. This demonstrates the potential for communities to harness their natural resources and traditional knowledge for product development.

**Digital Marketing Adaptation for Rural Communities:** The study reveals effective ways to adapt digital marketing tools, such as Facebook and Line, for small-scale community enterprises. It showcases how rural entrepreneurs can use social media platforms to build brand awareness, engage with customers, and create new purchasing channels via QR codes.

**Knowledge Transfer and Capacity Building:** The research underscores the importance of transferring digital marketing knowledge to community members, enabling them to independently manage online platforms, create attractive product profiles, and design promotional content. This knowledge transfer ensures long-term sustainability and self-reliance for the local businesses.

**Consumer Engagement in the Digital Era:** Through this study, a deeper understanding has emerged regarding how digital consumers interact with herbal products. The importance of engaging customers through informative content about product benefits, natural ingredients, and health-related solutions has become evident, contributing to more effective online engagement strategies.

**Sustainable Business Model Development:** The findings provide a foundation for developing a sustainable business model that integrates traditional community values with modern digital practices. This includes leveraging local resources, community collaboration, and digital tools to create scalable business solutions that can be replicated in other rural areas.

This research contributes new perspectives to the field of digital marketing in rural contexts and serves as a model for other communities seeking to enhance their market reach using digital technologies.

#### 14. Suggestion

From the results of the survey of respondents in the open-ended questionnaire regarding the preparation of public relations media. Herbal shampoo products can be summarized as 1. Should study to expand the knowledge of the craft occupation group in inventing new things to increase potential and also increase income in another way. 2. News and public relations media should be continually updated to be of interest to the target group.

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