

The development of marketing strategies to create perceived value sea salt the creative economy concept in Samutsakhon province, Thailand

Kantima Aimchai a, Vitoon Haruthai b, Usadee Inpongpan c, Suttida Tongdon-um d, Chariya Boonpuk e

^{a-c} Faculty of Business Administration (Marketing), Bangkokthonburi University, Thailand

^{d-e} Faculty of Business Administration (Management), Bangkokthonburi University, Thailand

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Abstract: The researcher aims to study sea salt consumption behavior. The level of the marketing mix in purchasing sea salt and the level of consumer perception of sea salt value in Samut Sakhon Province, To compare sea salt consumers' perceptions of sea salt value in Samut Sakhon Province. Classified by individual factors and to study factors affecting consumers' perceptions of sea salt value in Samut Sakhon Province. Creative economy It was first used in John Howskins' book, which defines the creative economy as "Creating value from human thoughts" After that, the term creative economy was widely used in many countries. Therefore, it is necessary to extract existing resources in Samut Sakhon Province as a selling point and create marketing strategies that enhance the potential of Samut Sakhon Province, especially sea salt. By collecting information from salt consumers of an unknown population and consumers of sea salt in Samut Sakhon province, amounting to 385 people, and using a questionnaire as a tool. Statistics used to analyze data include t-test, F-test (ANOVA and MANOVA), multiple correlation analysis, and Stepwise Multiple Regression Analysis.

The results showed that to test the relationship between the development of four key awareness marketing strategies, namely: quality perception; Awareness of value, loyalty, and brand affinity (Y_1) among consumers. Sea Salt in Samut Sakhon Province and Brand and Product Understanding (X_1) had a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) and Value Awareness (X_3) had a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) can be written as the regression analysis equation as follows: $Y=181.516 + 1.344 (X_1) + 2.312 (X_3)$

Keywords: development, marketing strategies, sea salt in Samut Sakhon province Thailand, Creative economy concept

1. Background

In Thailand, most of the salt used comes from brine salt farms, and the largest number of these brine salt farms are close to Bangkok, along Highway 35 in Samut Sakhorn. We've driven past these large square fields that resemble rice patties. "How long does it take to produce the salt?" "One month." men and women in socks, boots, or bare feet, walked out to the piles and set to work. For the most part, the women shoveled the salt into bamboo carry-baskets, and the men, balancing a basket at each end of a long carry pole, carried the salt back to the store room.

To make the salt, the prepared fields are flooded with seawater pumped in from the nearby Gulf of Thailand, dammed, and left to dry naturally in the sun. When the water has evaporated, the salt is piled and taken away to be cleaned and bagged for sale: on the roadside, in local shops, and internationally. Thailand produces a million tonnes of salt each year.

Samut Sakhon Salt Farm: Samut Sakhon is a leading province for sea salt farming in Thailand. The picturesque salt farms with white fields sprawling across the border with Samut Songkhram have provided a backdrop for many holiday snapshots. Salt farming is seasonal. The best chance to catch the view is during the dry season between January and April. Sea water is first pumped into the fields. Once the water has evaporated, layers of salt remain to be collected by the farmers. It is best to combine this with a visit to the railway market and floating markets which are nearby. Salt farm production in Thailand uses a solar evaporation method. Solar and wind are the main factors in determining how fast the farmers can harvest the salt. The standard area for salt farming is at least 40 Rai or 15.81 acres



Fig.1 Salt Pans, Samut Sakhon in Thailand.

2. Methods

This study was conducted using a qualitative design. The research was conducted in the form of mixed methods. By collecting information from salt consumers of an unknown population and consumers of sea salt in Samut Sakhon province, amounting to 385 people, and using a questionnaire as a tool. Statistics used to analyze data include t-test, F-test (ANOVA and MANOVA), multiple correlation analysis, and Stepwise Multiple Regression Analysis.

3. Results

Table 1. Descriptive statistics for multiple regression analysis

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	27806.427	1	27806.427	33.464	.000 ^a
Residual	23266.240	28	830.937		
Total	51072.667	29			

Regression	35248.341	2	17624.171	30.071	.000 ^c
Residual	15824.325	27	586.086		
Total	51072.667	29			

Multiple R **0.738a**
R Square **0.544**
Adjusted R Square **0.528**
Standard Error **28.826**

Significance of level 0.05

The results discovered in this study the relationship between the development of four key awareness marketing strategies, namely: quality perception; Awareness of value, loyalty, and brand affinity (Y₁) among consumers. Sea Salt in Samut Sakhon Province and Brand and Product Understanding (X₁) had a P-value equal to 0.001, less than 0.05 (0.000 < 0.05) and Value Awareness (X₃) had a P-value equal to 0.001, less than 0.05 (0.000 < 0.05) can be written as the regression analysis equation as follows: $Y=181.516 + 1.344 (X_1) + 2.312 (X_3)$

4. Discussion

The results were discovered in this study.

1. Understanding brands and products When considering various aspects, it was found that at a high level, but when considering each aspect, it was found that all aspects were at a high level The average from high to low is Brand participation Followed by strong confidence and trust in the brand. The part with the average the least is dedication and attention to the brand.
2. Awareness of value when considering each aspect found that it was at a high level, but when considering each aspect, it was found that it was at a high level in all aspects. The average from high to low is Get to know the next target group and understand the behavior of the next target group. There is a target group with the least average content. Content Marketing.
3. To test the relationship between the development of four key awareness marketing strategies, namely: quality perception; Awareness of value, loyalty, and brand affinity (Y₁) among consumers. Sea Salt in Samut Sakhon Province and Brand and Product Understanding (X₁) had a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), and distribution (X₃) had a P-value equal to 0.001, less than 0.05 (0.000 < 0.05). The regression analysis equation can be written as follows: $Y=181.516 + 1.344 (X_1) + 2.312 (X_3)$

5. References

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