

Online Marketing Communication of P. Siwat Karn Kaset

Part 1

Introduction

P.Siwat Karn Kaset (or P.Siwat Agriculture) is a store selling agricultural supplies. It has been in operation for 8 years. Its products include fertilizer (formular 30-0-0, 15-5-25, and 27-5-5), herbicide (bispyribac-sodium, 2-4 D dimethyl ammonium), insecticide, and plant-protection-and-eradication products.

The store is located on the Khon Kaen – Chiang Yuen highway, with easy access for transportation. In addition, the store is situated near the farmers' plantations which mostly grow leafy vegetables (e.g., morning glory and Chinese kale).

This store is family-owned and run, with the owners working as the sellers without using any employees. Therefore, it may be considered that the sellers of this store have good knowledge in choosing the appropriate chemicals for plant diseases (e.g., soybean rust in morning glory, sheath blight disease in rice) and plant insects (e.g., beet army worm, flea beetle). As a result, this store is popular among farmers when they encounter problems in farming. In addition, the store has proper legal certifications and sell only products registered with the Department of Agriculture so that farmers would be confident in the quality of its products and services.

The customers are farmers who do farming as their main occupation. Most of the farmers know this store through word-of-mouth communications from other farmers who have patronized this shop. As farmers tend to grow the same kind of crops, therefore, they usually have a similar problem in farming. When one farmer can solve this problem, they will ask and tell each others regarding where they have bought the solution products.

Later, the store has become aware that its traditional business alone may result in its business instability. The store thus needs to make additional revenues from other sources. Moreover, the shop's owners have children who are young adults. The store thus considers that it should extend its business by still sticking to agriculture and keep the product line to be similar to what it has at present, but this time with new groups of customers, however.

P.Siwat store considers digital marketing to be important in the present day. People's lifestyle has been changed as they use cell phones, tablets, and computer most of the time. The store

notices the changes of consumer's media usage. Several print media have been discontinued. Traditional televisions and radios have fewer audience. As a result, the use of traditional marketing may not fully cater to the store's need. For this reason, the store considers the use of digital marketing for its marketing communication of its online presence.

From a preliminary study, P.Siwat Store has found that digital marketing has several uses for marketing communication including the creation of corporate image, being a channel for communication or public relation, being a tool for viral marketing, and the dissemination of advertising message as well as information exchange between store and consumers or among consumers themselves. Digital marketing may also facilitate the community building for brand users, as well as the spread of word-of-mouth and the building of customer database. In comparison with traditional marketing, digital marketing may require relatively less budget.

There are several tools available for digital marketing including, for example, website, social media (eg., Facebook, Instagram, Twitter), e-marketplace (eg., Shopee, Lazada), super app (eg., Grab, Line), email marketing, and artificial intelligence. P.Siwat store views that social media could be the most appropriate tool for its digital store now as the store has already been familiar with the use of social media in the private life of the store owner. Moreover, social media is also used by general people in their daily life especially for the new generation and thus becomes an integral part of modern life.

Social media is a medium or tool in information technology that is used for information sharing among people or groups of people. Through social media, people can get connected and know each other through easier communication. Information distribution through social media is fast and convenient, thus becoming popular. Nowadays many people and organizations use social media for information dissemination in a large extent. As a result, it is not surprising that social media is gaining more uses in marketing communication.

There are several major tools in social media including Facebook, Instagram, Twitter, and YouTube, for example. P.Siwat Store decides to choose Facebook because of its popularity. In addition, it is a kind of social media that supports accessibility through mobile device such as smart phones. Facebook is a type of social media that facilitate the members' interactions in several formats including text, picture, VDO, game, etc. Moreover, contents in Facebook are created by both organizations and general people.

There are 3 types of user accounts in Facebook. First, "profile account" is a basic account that every Facebook user must have. This type of account is mostly used for sharing information

between friends or acquaintances. It is also used for mutual activities and entertainment. Users can search for and add friends. “Timeline” is the space in this account type that shows these kinds of information. Second, “group” is the collection of people who share mutual interests in the same topic or activity. Group sends itself to the conversation in a specific issue. Groups members must be approved by a group administrator. Third, “page” is considered a Facebook tool that helps marketers to easily conduct marketing activities. A page can be created for businesses, brands, celebrities, politicians, or associations, for example. The objective of a page is to communicate its business or persons. It can also be used as an online store to sell its products. Viewers of this page may press the “like” button to be members and follow the page content. While there is no limit on the number of page followers, it is 5,000 for group members. In addition, Facebook allow page advertising. Marketers may specify the desired profiles of ad viewers in details such as gender, age, interest, and other qualifications. The page therefore has features that facilitate marketing in comparison with basic profile account or group. As a result, P.Siwat store decides to use Facebook in the form of page.

As a consequence, the store decides to sell its vegetable seeds online by starting a Facebook page entitled “Grow your own vegetables by P.Siwat Agriculture” as depicted in Figure 1 because it realizes that, at present, people pay more attention to their health. Therefore, a certain group of consumers turn to growing vegetable for their own consumptions for their food safety reason.

To design marketing communication, the store plans to primarily use an online channel because in the modern days people spend more time in the online world. The store has considered the potential roles of marketing communication tools in terms of advertising, personal selling, public relation, direct marketing, and sale promotion. However, it has not been certain yet regarding the right approach. In the future, the store desires to increase the use of new communication approaches in order to create awareness and attract consumers to buy its products through its newly-created Facebook page.



Figure 1: Facebook page “Grow your own vegetables by P.Siwat Karn Kaset”

Part 2

Current Marketing and Marketing Communication Practices

1. Product

The products sold by Facebook Page “Grow your own vegetables by P.Siwat Karn Kaset” are vegetable seeds which can be divided into 2 categories

1. Salad vegetables include butter head, red oakleaf, green oakleaf, Paris white cos, red coral lettuce, tango jungo lettuce, forest lettuce, and wild rocket.

2. Local vegetables include white holy basil, red holy basil, sweet basil-large leaf, Hoary basil, amaranth (green/red/pink /mixed/white), waxy corn (white pearl/stream honey), Pak Choy, flowering Pak Choy, dill, coriander, kale, Shitake mushroom, Chinese Kale-Jumbo, Chinese convolvulus, Chinese convolvulus (for noodle), Chrysanthemum, cabbage, cauliflower, and Chinese cabbage.

Most of the products are of Juijia brand as it has zip-packages, thus providing more convenience in storing. The examples are displayed in Figure 2 and Figure 3.

2. Price

The prices of the products in this page are set according to the product quality and cost. At the same, however, the prices must not exceed those of competitors from other pages.

3. Place

In terms of online marketing, the main channel is Facebook fanpage entitled “Grow your own vegetables by P.Siwat Karn Kaset” without the use of other social media like Line or IG.. In addition, the products are also sold at the traditional mortar-and-brick store which is located at 35-35/2 Moo 4 Khon Kaen-Chiang Yeun Road, Koaksi Sub-District, Muang District, Khon Kaen Province. This traditional shop is visited by the original customers who are actual farmers.

Regarding the delivery, there are two kinds of delivery methods for customers to choose: traditional post or Kerry/Flash Express. The charge is 50 bahts for an order lower than 10 packs.



Figure 2: Examples of Products - Seeds of Salad Vegetables

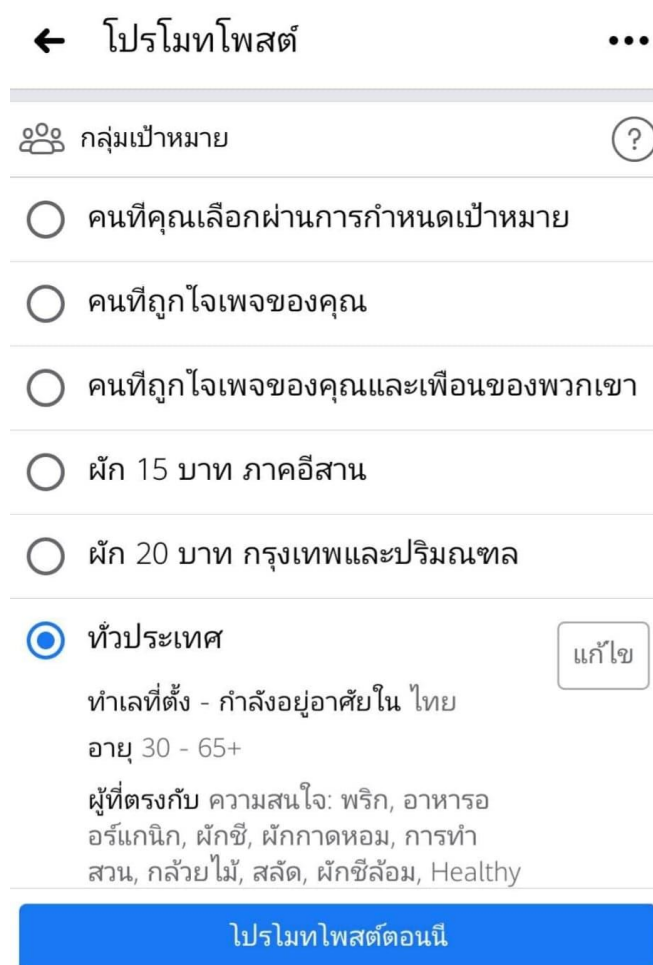


Figure 3: Examples of Products - Seeds of Local Vegetables

4. Promotion

The page “Grow your own vegetables by P.Siwat Karn Kaset” places advertisement in Facebook. In terms of sale promotions, free delivery service is offered for customers who order at least 10 packets. In addition, COD or Cash on Delivery is offered free of charge.

Ad placing in Facebook targets Thai audience in the whole country, both male and female, aged between 30- 65plus, and those with interests in chili, organic food, vegetable, lettuce, gardening, orchid, salad, coriander, field crops, horticulture, tulip, farm, agriculture, flowering plants, health magazine, house and garden magazine, organic plants and products as displayed in Figure 4.



← โปรโมทโพสต์ ...

👤 กลุ่มเป้าหมาย ?

คนที่คุณเลือกผ่านการกำหนดเป้าหมาย

คนที่สนใจเพจของคุณ

คนที่สนใจเพจของคุณและเพื่อนของพวกเขา

ผัก 15 บาท ภาคอีสาน

ผัก 20 บาท กรุงเทพและปริมณฑล

ทั่วประเทศ แก้ไข

ทำเลที่ตั้ง - กำลังอยู่อาศัยใน ไทย
อายุ 30 - 65+

ผู้ที่ตรงกับ ความสนใจ: พริก, อาหารออ
อร์แกนิก, ผักชี, ผักกาดหอม, การทำ
สวน, ก๋วยเตี๋ยว, สลัด, ผักชีล้อม, Healthy

โปรโมทโพสต์ตอนนี้

Figure 4: Ad placing of this Facebook page

Part 3

Business and Competition Environment

Analysis of Business Environment

Regarding the economic environment, the outbreak of COVID-19 has urged consumers to spend more carefully by focusing on buying only the necessities in their life. Moreover, they tend to dine out less. Though this kind of situation may unfavorably impact the country's economy as a whole, it could be considered a business opportunity for this page because people want to save more money and they thus opt to grow vegetables for their own consumption instead of buying fresh vegetables from sellers in markets.

In terms of social environment, the pandemic of COVID-19 has discouraged people to go out. Therefore, they tend to spend less time shopping in physical shops or department stores. This could be, however, also considered an opportunity for online selling. In addition, the trend in organic agriculture is gaining more popularity due to global consumers' awareness in health protection. In addition, consumers look for safer or more useful food; therefore, they increasingly consume more vegetables by searching for safer vegetables because many kinds of vegetables are eaten fresh and the chemicals thus are of special consideration.

The technological environment should be paid special attention. As consumer behaviors are changing due to the use of social media, the business operation of this Facebook page can be benefited from this trend. The page uses Facebook as the main channel in communication and distribution. However, if the popularity of each social media platform changes, the page can be negatively affected, as well.


Analysis of Competitive Environment


Competitors in the same business as that of the Page "P. Siwat Karn Kaset" can be classified into 2 main categories.


1. Direct competitors include the Facebook pages that specifically sell vegetable seeds online. There are plenty of this kind of competitors.

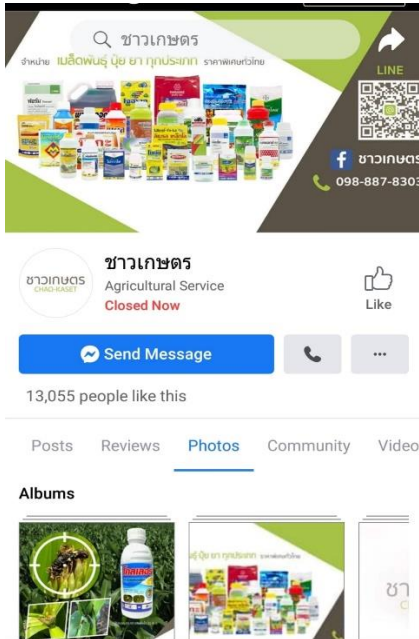
2. Indirect competitors are those who sell not only vegetable seeds but also other agriculture-related products such as fertilizers, pesticide, and agricultural equipment. There are also numerous sellers of this type.

Examples and details of some direct competitors of the Page “P. Siwat Karn Kaset”

<p>1. เพจ เมล็ดพันธุ์ผัก ผักสลัด 20 บาท /300-500 เมล็ด เมล็ดอินทรีย์ 1. Page “Vegetable seeds, salad vegetables 20 bahts/ 300-500 seeds, organic seeds.</p> 	<p>Product</p> <p>This page offers a great variety of seeds. Its has both coated and uncoated seeds of salad vegetables. Each kind of kitchen vegetables contains a more detailed choices: chili family, tomato family, cucumber and melon family, legume family, cabbage family, and local vegetables. Each family of these vegetables contain more than ten sub-types.</p>
	<p>Price</p> <p>Overall, its prices are similar to those of P.Siwat Page.</p>
	<p>Distribution Channel</p> <p>1. Page “Vegetable seeds, salad vegetables 20 bahts/ 300-500 seeds, organic seeds.</p> <p>2. The website: www.maejo68seed.com</p> <p>3. line: @konpukphak</p> <p>Transportation: Thailand Post and NIM Transport</p>
	<p>Promotion</p> <ul style="list-style-type: none"> - advertising - knowledge dissemination - storytelling

<p style="text-align: center;">2.เมล็ดพันธุ์ ผักสวนครัว Kitchen</p> <p style="text-align: center;">Vegetable Seeds</p> 	<p>Product</p> <ol style="list-style-type: none"> 1. Brussels sprout 2. Densuke watermelon 3. Thee cherry pepper 4. Ornamental cabbage 5. Dragon fruit 6. Glass gem corn 7. Asparagus 8. Red carrot 9. Cherry pepper 10. Purple corn 11. Yellow pear cherry tomato 12. Yellow papaya 13. Bamboo <p>(This fage does not offer salad vegetables.)</p> <p>Price</p> <p>Its prices are higher than those of P.Siwat Page.</p> <p>Distribution Channel</p> <p>Page: Kitchen Vegetable Seeds</p> <p>Promotion</p> <p>Sale Promotion</p> <ul style="list-style-type: none"> - Buy 2 packets, free delivery -Buy 3 packets, free 1 packet and free delivery. -Buy 5 packets, free 2 packets and free delivery. -By more than 1000 baht, free 2 sets of vegetable seeds (options of seeds are available) - Free COD (cash on delivery)
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<p style="text-align: center;">3.ศูนย์เมล็ดพันธุ์ตลาดสี่มุมเมือง Seed Center, Si Moommung Market</p> 	<p>Product</p> <ol style="list-style-type: none"> 1. seeds 2. agricultural chemicals 3. nutrients 4. agricultural equipment <p>Although the page name is “Seed Center, Si Moommung Marketing”, this page does not focus specifically on the selling of vegetable seeds.</p>
	<p>Price</p> <p>Its prices are lower than those of P.Siwat Page.</p>
	<p>Distribution Channel</p> <p>Facebook Page: Seed Center, Si Moommung Marketing Website : www.4mmSeed.net Line : @4mmseed http://nav.cx/dGZnaex Shopee : https://shopee.co.th/4mmseed Lazada : https://lazada.co.th/4mmseeds</p>
	<p>Promotion</p> <p>Sale promotion</p> <ul style="list-style-type: none"> - post your picture in Facebook with caption # agricultural clinic Si Moommuang, free Extiwa 500 CC - Fun activity with free prizes of pesticide, hormone, and nutrients. - bid starting from 0 baht - knowledge dissemination - use of selling agent

<p style="text-align: center;">4. ชาวกษตร</p> <p style="text-align: center;">Chao Kaset (or farmers)</p> 	<p>Product</p> <ol style="list-style-type: none"> 1. vegetable seeds 2. insecticide 3. herbicide 4. plant-protection-and-eradication products 5. fertilizer, hormone, and nutrient <p>This page does not focus on selling specifically vegetable seeds.</p> <p>Price</p> <p>Its prices are lower than those of P.Siwat Page.</p> <p>Distribution Channel</p> <p>Page: Chao Kaset (or farmers)</p> <p>Line : @chaokaset</p> <p>Delivery: Kerry</p> <p>Promotion</p> <p>sale promotion</p> <ul style="list-style-type: none"> - Buy 3 bottles, get 1 t-shirt free . - free spraying with Tiger Drone (on in Nakornrachisima province) - knowledge dissemination
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Based on the details of direct competitors, it can be found that the pages of certain direct competitors have a greater product variety than that of P. Siwat page. In addition, the marketing promotion of some of the competitor's pages are also more abundant and intense than those of P. Siwat page. Therefore, the level of competition in the same business is considered high.

Regarding the indirect competitors which sell many kinds of agriculture-related products including vegetable seeds, agricultural chemicals, nutrients, and agricultural equipments without paying special focus on vegetable seeds, there are many of them. Furthermore, this group of competitors can provide a more comprehensive list of agricultural products than the page focusing only on vegetable

seeds. Based this reason, for consumers wishing to buy many kinds of agricultural products at the same time, the purchase from the multi-product page will be more convenient. Therefore, the level of competition with indirect competitors is considered high.

In terms of buyer's bargaining power, because there are many pages selling vegetable seeds, consumers can find many choices easily for their purchase. In this sense, the level of buyer's bargaining power is high.

Regarding the supplier's bargaining power, as P.Siwat page has a good relationship with suppliers of vegetable seeds, it can always order products of high quality and standards. However, the suppliers may also sell these products of quality to the competitors' pages as well. Based on this reason, the level of buyer's bargaining power is medium.

As vegetable seeds cannot be directly substituted by other products easily, Therefore, the level of threat from substitute goods is rather low.

Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT)

Strengths

- 1.The business owner has knowledge and experiences in the products. In addition, the owner is able to provide consumers with detailed information and instruction regarding product usage.
- 2.The page sells quality products which come from sources selected by the business owner.
- 3.The store and its distribution channel are located online, therefore convenient for target consumers' searching and ordering.
4. Proper amount is allocated for sales and matches consumers who want to grown their own vegetables for household consumption. Moreover, the price is not high and not too lower than those of the competitors.
5. It has an appropriately wide range of product selection so that consumers can choose based on their interests.

Weaknesses

1. Product varieties in some items are less extensive than those of certain competitors.
2. There is not enough marketing communication, resulting in relatively fewer page followers than expected. The page is not easily accessed for consumers and this could lead to consumers' lack of trust.

3. In comparison with competitors, the page's sales promotions are less varied and less frequent.

Opportunities

1. Nowadays, people turn to growing vegetables for their own household consumer because food expense is relatively high for urban people. In addition, due to COVID-19 outbreak, people are scared of this disease and switch to growing their own vegetables so that they can be confident of the vegetable safety as they grow these vegetables by themselves.

2. The trends in health concern, health protection and food & weight control increase people's interest in consuming more vegetables.

Threats

1. There are numerous direct and indirect competitors. There are many Facebook pages that competitively sell similar products. As several pages have been established before P. Siwat page, those pages have their existing consumer base, thus making it harder for P. Siwat page to penetrate the market and build its own consumer base.

2. As the economy is not quite good, consumers' purchase power may decrease.

Part 4

Analysis of Consumer Behavior

Analysis of Consumer Behavior with the 6Ws1H Conceptual Framework

1. Who is in the target market? (Who)

The target marketing is working adults who are interested in consuming healthy food and want to grow their own vegetables for household consumption. These people are those who like quality products and live in an urban area. Though the urbanites spend food expense for more than half of their total income, this portion of expense, however, does not reflect for sure that they will get clean and safe food. As a result, urbanites tend to reexamine how to rely on themselves in terms of food in order to reduce expense, protect good health, prepare themselves for emergencies and handles changes which may occur by growing vegetables for their own consumption.

Currently, growing vegetable in a residence is not limited to a house or a townhome. For urbanites living in a condominium, though they have limited space, they still can grow vegetables by themselves. Nowadays, there are many agricultural equipments in a market that support gardening in a building. Urbanites can easily take care of their vegetable through applications which control light and water, therefore, reducing time needed for gardening. This is especially suitable for consumers who have hectic life and less free time but still want to grow their own vegetables. These people may start by growing just a little by selecting only their favorite vegetables that they like to eat frequently. They may use 3-4 planting pots and find decent vegetable seeds that can grow fast. By just doing these, the urbanites can have home-grown fresh and safe vegetables.

Growing vegetables for one own consumption provides not only toxic-free but also fresh and healthy vegetables. In addition, family members, as well as their neighbors, will have an activity to enjoy and spend more time together, Finally, their expense will decrease while they can have quality vegetables at inexpensive cost. The most important gain is of course safety and healthiness.

2. What do consumers by? (What)

The target consumers want fresh, clean, and safe vegetables for their consumption.

3. Why do consumers buy? (Why)

Because the trends of health protection and organic vegetable consumption are increasingly popular, more people switch to consuming clean food. However, as clean food is rather expensive and difficult to find, growing one's own vegetables can thus solve this consumer's pain point which is very important for those who wish to consumer clean food or organic vegetables. These consumers can thus be confident that their home-grown vegetables are chemical-free. Besides, the expenses for rather expensive clean food can be reduced.

4. Who takes part in the purchase decision-making ? (Whom)

In terms of persons influencing the desire to grow one's own vegetables, most of the influences come from the consumers themselves as they want to protect their health in order to be strong and free from diseases or weaknesses. Another motivation comes from the desire to decrease food expenses. Direct reference groups who participate in the goods and food selection include the family members who influence the consumers' lifestyle and way of thinking. Indirect reference groups include store owners and selling staff who provide advice which may influence decision-making regarding types and quality of the products as well as instructions on how to use the product.

5. When do consumers buy? (When)

They buy when they become interested in growing their vegetables at home for their own consumption. They can order the product through the in-box in the Fanpage throughout 24 hours or when they are influenced by sale promotions.

6. Where do consumers buy? (Where)

They can order the products online through the Facebook page entitled "Grow your own vegetables by P.Siwat Karn Kaset".

7. How do consumers buy? (How)

The target consumers choose to buy products from this Facebook page "Grow your own vegetables by P.Siwat Karn Kaset" because it offers a great variety of products. In addition, the prices and the delivery fees are also less expensive than other competitors. There is also a sale promotion of free delivery when ordering at least 10 packets.

Consumers search for information from internet sources. Subsequently, they evaluate their choices by assessing the qualifications of the store and/or the products. For example, they may rank the importance of several criteria such as price, quality, product variety, domestic or imported item, germination rate, delivery, and number of seeds. Then they compare P.Siwat page with other store pages. The resulting behavior could be just trial purchase or even repeated purchase. The post-purchase evaluation deals with how satisfied the consumers are with the product and/or the store.

Segmentation, Targeting, and Positioning

Consumer behaviors are further analyzed with the Segmentation, Targeting, and Positioning or STP framework.

Segmentation

The segmentation of P.Siwat Page can be based on the following criteria:

1. Demographics. Three criteria are used. First, age groups include adolescents and students (15-22 years old), young adult (23-30 years old), middle-aged (30-65 years old), and aged (higher than 65 years old). The gender variable includes male and female. Finally, the occupation criterion include, for example, government officials, private employees, farmers, students, and housewives.

2. Geographics: This criterion is based on Thailand's regions including north, northeast, central, east, west, south, and Bangkok metropolitan region.

3. Psychographics: The AIO or Activities, Interests, and Opinions criteria will be used. These aspects include health, food, agriculture and gardening.

4. Behaviors: The purchase objectives and behaviors in media exposure are used. The objectives of growing vegetables include (1) own-consumption, (2) selling as fresh vegetables, and (3) for cooking and selling as ready-to-eat meals. The media behaviors are classified into online vs offline media exposure.

Targeting

This page aims to cater to its target group who are both working men and women from the whole country. The age range is between 30 to 65+. They are interested in growing and consuming vegetables. They are health-conscious. They are interested in plants and organic products. They buy vegetable seeds to grow their vegetables for their own consumption. They like online, social media.

Initially, the page hesitantly wonders if it should target consumers only in the northeast because the physical store itself is also located in the northeast. In addition, shipping the products within the same region will decrease the delivery cost and increase the delivery speed. Moreover, placing ads in selected regions will save some advertising cost. However, after considering all relevant factors, the page sees that, in terms of selling through online channels such as Facebook, the geographical distance is not an obstacle because the online channels offers an opportunity for the page to easily reach consumers who scatter in various geographical locations. As a result, the page decides to target consumers in the whole country.

The page aims to target those who buy vegetable seeds to grow vegetables for their own household consumption and these people work in various occupations but not as farmers who grows vegetables for commercial in large plantations. This is because the latter group who are real farmers tend to buy seeds in bulk such as in buckets or big cans. As the page sells vegetables in a small packet, its products are therefore more suitable for general people who grows vegetable for their own consumption.

This page selects the early adult group and older because these are working people who can afford the product. In addition, they tend to be more health-conscious.

The target is those who like to use internet or social media to search for information. Therefore the page can communicate its message to this group through social media and electronic word-of-mouth. This is very important because the page uses only online distribution and communication channels for their marketing purpose.

Positioning

What consumers can perceive regarding the differences between P.Siwat Page and competitors in terms of products and distribution channels are (1) main focus on selling vegetable seeds or on selling other agricultural factors of production as well and (2) whether the page is the seller only or the page also grows vegetables as this may reflect the extent to which the page owners are knowledgeable in their product. Figure 8 displays the market position of each page.

- P.Siwat: focusing primarily on vegetable seeds and being a seller only
- Page “Vegetable seeds, salad vegetables 20 bahts/ 300-500 seeds, organic seeds: focusing primarily on vegetable seeds and being also a vegetable farmer
- Seed Center, Si Moommung Market: selling both vegetable seeds as well as other agricultural factors of production and being a seller only

- Chao Kaset (or farmers): selling both vegetable seeds as well as other agricultural factors of production and being a seller only

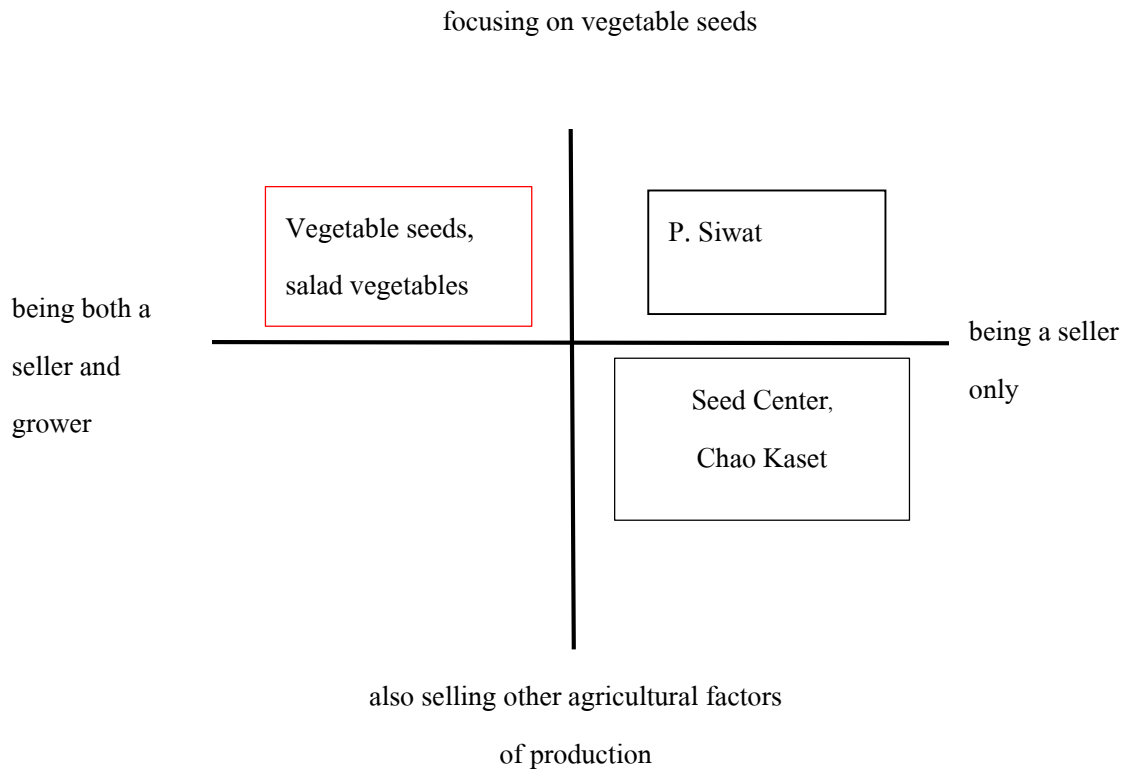


Figure 5: Market Positioning of P.Siwat Page

The market positioning of P.Siwat Page reveals that it differs from competitors as P.Siwat Page focuses primarily on selling vegetable seeds, thus reflecting the owner’s deep knowledge in this particular product. As a result, the page is capable of helping consumers in product selection and providing in-depth advice. The page can also provide instructions on how to use the product properly. This specialization may lead to customer satisfaction.

However, being only a seller without being also a farmer may reduce the page’s credibility and attractiveness to a certain degree. Regarding competitors selling multiple product groups, these pages sell seeds, agricultural chemicals, plant nutrients, and agricultural equipment. They tend to have real, professional farmers as their target consumers as these farmers grow vegetable as their main work, unlike general workers who grows only a small portion for their own consumption.

Chapter 5

Marketing Communication in the Future

Several businesses consider marketing communication to be very important because it is a critical tool for business success. Businesses attempt to analyze the communication process to build and communicate their business image through messages in various forms. They expect the target consumer to be aware of these messages and use them, at least in part, in their decision-making. As a consequence, effective marketing communication can lead to business profit.

The analysis of marketing communication of P.Siwat page reveals that it uses a limited number of marketing communication tools. It has a sales promotion of free delivery with the order of 10 packets and a public relation of its store through Facebook. It can thus be seen that the marketing communication of P.Siwat Page still lacks the effective building of brand equity with new consumers or customers who have never bought products with P.Siwat Page before. In addition, it also lacks the marketing communication to remind consumers of its store.

Therefore, in order to build brand awareness and increase brand equity with the target group, P.Siwat page may consider additional factors or issues to gain an in-depth understanding for a more effective design of marketing communication. It may also modify or add other marketing mix at the same time. Initially, the page considers the following approaches.

1.Product

In terms of product, P. Siwat page may introduce more various sizes of its product for consumers to choose. For example, it may launch a small size where each packet contains only 100-200 seeds in order to better suit the retail selling setting and the concept of growing one's own vegetable for one's own consumption. In addition, the small size will encourage the consumers to repurchase more often. This will help stimulate the cash inflow to its business and increase more business liquidity. The small size of packet is a way to respond to a single person or a small family of two. The smaller size of packet may also function as a trial product for consumers who do not want to use much effort in decision-making as the quantity is less and the price is lower than the regular size.

Furthermore, P. Siwat page may consider introducing a medium-sized packet with 300-400 seeds to reach consumers in a medium-sized family of 3-4 members. and a big-sized packet with 600-

800 seeds to target consumers with a big family. However, this approach may engender the loss of using Juijia packets which may result in lower product credibility. In addition, the product quality and the rate of seed germination may be unfavorably affected as the seeds could be contaminated during the repackaging process.

2. Price

Regarding the prices of its products, P.Siwat page may consider a pricing tactic that matches the new product sizes. The small size may be priced at 20 baht per packet so that the target group can make a quick decision to buy this product and this will result in product trial. The decision-making process is unlikely to be complicated as the product price is relatively inexpensive and easy to buy. Regarding the medium and big sized packets, the prices could be 40 baht and 60 baht, respectively. The price should systematically increase with the size so that consumers can easily remember the price of the products.

3. Place

In terms of distribution channel, As P.Siwat page focuses on online selling, it should therefore keep using Facebook as its distribution channel as before. However, new contact methods such as Line Official should also be included for consumer's easier access. It should be Line official rather than private Line because Line official is a platform that is gaining more popularity in businesses selling various kinds of products. Besides, Line official of a store will look more credible than the private line in doing business transactions.

Moreover, P. Siwat page should add a new distribution channel in Instagram to increase its consumer base. This is because many people use Instagram only without using Facebook. In addition, some people may use Facebook only for their work. Therefore, selling through Facebook only may not be able to reach this group of consumers. P.Siwat may open a business Instagram account because it can help P.Siwat to access many kinds of information including, for example, number of visits, consumer interests. Furthermore, effective picture management will facilitate the store management. In addition, short clips could be posted in the story or in Instagram to communicate sale promotion. P.Siwat can also place ads in Instagram by setting the desired profiles of consumers that it wants to see its ads.

4. Promotion

Regarding the marketing promotion, P.Siwat may consider the following 5 marketing communication tools.

1. Advertising

P.Siwat may produce a short clip with interesting story concerning its products. Further, it should post the product pictures of pictures of vegetables grown from its seeds. These clips and pictures may be posted in Facebook page, in regular Instagram and Instagram story. P. Siwat should post regularly so that these platforms of the store are always active. The content of the post should be interesting and not mundane. Pictures of the products of or of the vegetables grown from P.Siwat's seeds can also be constantly posted. After that, these pictures or VDO clips can be used for marketing promotion by buying ads in Facebook and Instagram in order to increase the number of consumers seeing these ads.

2. Public Relation

The page may use an influencer who specializes in contents about eating, healthy food, healthcare, and vegetable growing. The purpose is to publicize the stores to the right target market. The page may find a Youtuber whose comments from audience are about these topics and ask this Youtuber to promote its products.

3. Personal Selling

More emphasis can be put on responding through the inbox of Facebook page, Line Official and Instagram Shop. The packing of goods for quick and correct delivery to consumers is also important.

4. Sale promotion

The sale promotion in the form of free delivery with 10-packet order should continue to increase the sale volume. In addition, other kinds of sale promotions should also be included. For example, premiums can be offered to customers to increase the opportunity of product trial and repurchase. Furthermore, 3-5 kinds of products may be bundled into a set and sold at a special price with some discount. The rationale for this is that consumers, in general, do not eat only one kind of vegetable but eat a variety of vegetable in a relatively small portion. As a consequence, vegetable seeds of various

kinds may be offered in a set to respond to this consumer's need. Some pages also have this kind of promotion. It is likely that this promotion will help reduce the stock level of items not often sold well.

5. Direct Marketing

There could be a catalog or a poster of the products which can be sent along with the products to consumers. This will help increase the chance that consumers will access other products they have not bought yet.

Creation of future advertising

P.Siwat Page has two advertising approaches in mind: informational advertising and emotional advertising.

1. Informational advertising

This type of advertising focuses on the provision of straightforward information to audience. Although it could be viewed as unappealing or not quite interesting in comparison with other advertising approaches, there could be certain people who find it interesting. This group of people is high-involvement consumers who are very interested in or have a strong need and desire in this product category. This group also includes those in the processing of searching for information, which makes them in a high-involvement purchase situation with the product.

In order to make this kind of information more interesting and appealing for consumers, there must be pictures accompanying the text. The message design could be in the pictorial form as illustrated in Figure 6.



Figure 6: Informational Advertising

The page considers that the ad that uses of kind of message approach is likely to enable consumers who visit this page to be informed of its product or business in an easier, clearer and more convenient manner than other kinds of message. Viewers interested in the page's products can conveniently acquire advertising content through detailed message and illustrations. In this sense, the information in the ad is considered complete and easier to understand. In addition, this advertising uses this approach of message design not only to sell products but also establish this page as a place of knowledge-sharing rather than simply of place of products selling. With this approach, all kinds of information that consumers should know will be provided. These include, for example, prices, uses, and delivery. This ad will provide all necessary information in one picture and will thus reduce the time needed to talk to customers and enable vendors to close sales faster.

2. Emotional advertising

To design this approach of advertising, the page expects to produce it in the form of a VDO clip with background music. The use of fresh and warm music is expect to convey the happiness and harmony in family relationship. The first scene will portray a mother preparing breakfast for a kid before going to school and for a father going to work in the morning. The breakfast is sandwiches and vegetable salad.

The scene will display the good quality family time in the morning enjoyed by a father, a mother, and a kid. They have a warm and happy time enjoying breakfast together. The fresh and appetizing vegetable salad is the main component on the dining table.

The second scene portrays an evening when the father returns home from work. The kid runs to him for a hug while the mother walks to help carry the briefcase. Then they walk to the kitchen to have dinner. On the dining table, there are many dishes where vegetables are the main ingredient. They chat happily. This scene also demonstrates the warm atmosphere derived from family love. While dining, the mother picks up the phone as a message pops up. The screen displays that it is a response from P.Siwat Page saying “The store has already sent the seeds of salad vegetables. Thank you for your trust and support.” The mother replies with “Thank you.” At the end of this ad, the logo and contact information are displayed.

The design of this advertising focuses on family relationship because the ad wants to emphasize the title of the page which is “Grow your own vegetables for your own consumption”. The concept of the store page title reflects that growing your own vegetables implies growing them at home and home is where the family is. Therefore, the family relationship should be used as a basis to develop this emotional ad. The family dining times are chosen as the setting in order to illustrate warm atmosphere and family emotion. In addition, this will also suggest food safety from home-grown vegetables. The time that every family member getting together is often the dining time and thus considered special time for the family.

The relaxing music is used in the ad because this kind of music can connect viewers’ emotion with the ad and thus increase recall. In addition, consumers may incur the emotion evoked by the ad which tries to convey that vegetables in all meals are home-grown and are thus always fresh. At the end of the ad, the message from the store is expected to persuade the ad viewers to believe that P.Siwat Page is always ready to serve and pay attention to customers. In addition, in order to avoid the use of hard sell approach, only store logo and contact information are displayed. It is expected that viewers will use their emotion to memorize the store and result in future purchase.

Evaluation of Marketing Communication

In the online marketing communication through the use of Facebook page, in addition to measuring the success from sales, other kinds of communication effectiveness should also be considered.

Those who start selling products through Facebook may begin with two basic indices: reach and impression as displayed in Figure 7.

1. *Reach* is the number of people viewing the page at least once. There are two kinds of reach: paid and organic. Paid reach occurs when consumers view the message in the page due to ad placement in Facebook. Organic reach refers to the number of message viewers of the page not caused by ad placement in Facebook. The same message may have both organic reach and paid reach.

2. *Impression* reflects the number of times the message is seen. A person may see a given message many times. Impression is counted from both old and new viewers. In this sense, impression is different from reach in that impression is the number of times a message is seen while reach is the number of persons who see that message. One person may see a message more than one time.

ชื่อแคมเปญ	ชื่อแคมเปญ	การเข้าถึง	อิมเพรสชัน
โพสต์: 🌱ปลูกผักสดและเคลกินเองง่าย...	โพสต์: 🌱ปลูกผักสดและเคลกินเองง่าย...	13,013	21,018
ปลูกผักกินเอง by ป.ศิวัชการเกษตร - การค...	ปลูกผักกินเอง by ป.ศิวัชการเกษตร - การค...	37,612	57,048
ปลูกผักกินเอง by ป.ศิวัชการเกษตร - การค...	ปลูกผักกินเอง by ป.ศิวัชการเกษตร - การค...	22,208	28,904
ปลูกผักกินเอง by ป.ศิวัชการเกษตร - การค...	ปลูกผักกินเอง by ป.ศิวัชการเกษตร - การค...	287	287

Figure 7: Evaluation of Marketing Communication

Conclusion

P.Siwat Store is an entrepreneur of a physical store which has long sold agricultural supplies. Recently, the store has gone online by starting a Facebook page to sell vegetable seeds. As product awareness and sales are still lower than expected, he is reviewing his current marketing communication practices. He wonders what he could do based on the present business environment and consumer behaviors.

Assignment

P. Siwat page wants to know what to do to make its marketing communication of the page better. P. Siwat page looks for consultancy in marketing communication. Assume that you are its consultant, what advice would you provide to P. Siwat page to improve its marketing communication in order to reach consumers more efficiently and increase brand awareness and sales? Furthermore, the page would like to acquire the new customer base by considering the building of channel distribution and store awareness, the creation of product quality awareness and the building of market position of the store in the consumer's perception.

Teaching Notes

Case Summary

P.Siwat Store is an entrepreneur of a physical store which has long sold agricultural supplies. Recently, the store has gone online buy starting a facebook page to sell vegetable seeds. As product awareness and sales are still lower than expected, he is reviewing his current marketing communication practices. He wonders what he could do based on the present business environment and consumer behaviors.

Key Challenge

Typical marketing communication textbooks often illustrate their communication models or marketing concepts using examples from general consumer products such as toothpastes, detergents or soft drinks. There exist, however, relatively few examples using agricultural products. When the examples come from agriculture, they are often from big players or well-known with extensive funding. The use of small small, local retailers with an online channel as an example is very scant. Therefore, one challenge of this case study is the application of the marketing communication theories in the context of small, local retailers in an agricultural business in an online channel environment. Although the concepts or theories are identical, students may need to familiarize themselves with the study context. In fact, this could reflect work in the real world when students want to start their own small retail business and use an online channel or social media as a communication tool.

In addition, students are urged to think from the perspective of a small entrepreneur with limited resources. Therefore, a grand IMC plan typically found in a marketing plan competition may not be quite efficient and effective for SMEs. In this regard, students need to be more creative to use only available resources to come up with marketing communication solutions.

Further, a special attention should be given to the environmental factors and consumer behavior before the marketing communication plan is formulated. In other words, there is no ready-to-use marketing communication plan. In contrast, students need to consider the relevant factors before coming with the proper solutions. In other words, the consistency between environmental factors and a marketing communication plan should be considered.

Learning Objectives

1. Identify environmental factors relevant to marketing communication decisions.
2. Analyze consumer behaviors and provide implications for the marketing communication decisions.
3. Propose a new marketing communication plan for the organization in the case study. This plan should cover target audience, communication objective setting, message design, communication channel selection, and marketing communication tool decision.

Suggested Readings

1. Case Study: Online Marketing Communication of P. Siwat Karn Kaset
2. Text Book: Integrated Marketing Communication

Teaching Overview

This case study best suits an integrated marketing communication class at the undergraduate level. When the case is used by the same course for the MBA level, instructors may ask students for more critical thinking and more extensive supplementary reading. The case study can be also used for a principle of marketing course, marketing management course, advertising & sales promotion, online marketing, and wholesaling & retailing courses.

Teaching Plan for Using the Case Study

Course information

Course Name: Integrated Marketing Communication (IMC)

Course Code: BS 933113 (undergraduate level) **Semester/Year:** 2/2020

Lecturer: Asst. Prof. Kawpong Polyorat, Ph.D.

Learning Objectives to be developed through the case study

1. Identify environmental factors relevant to marketing communication decisions.
2. Analyze consumer behaviors and provide implications for the marketing communication decisions.
3. Propose a new marketing communication plan for the organization in the case study. This plan should cover target audience, communication objective setting, message design, communication channel selection, and marketing communication tool decision.

Teaching and Learning Resources

1. Case Study: Online Marketing Communication of P. Siwat Karn Kaset
2. Text Book: Integrated Marketing Communication

Case Study: Online Marketing Communication of P. Siwat Karn Kaset

Week 1: Date: _____

Teaching focus	Teaching activity	Student learning activity	Preparation/resources
Engagement	Explain how this case study is beneficial to students' future career	<p>Identify someone they know who works in a similar area as that in the case study.</p> <p>Indicate the extent to which students want/are likely to work in a similar field.</p>	Find alumnus or senior students who have worked in a similar area as that in the case study
	Provide background to the case study on a lecture	<p>Show them the store picture in the case study.</p> <p>Indicate if any student has some experience with the store or know someone who visits the store.</p>	<p>Find/Secure the store pictures</p> <p>Prepare lecture</p>

Case Study: Online Marketing Communication of P. Siwat Karn Kaset

Week 2: Date: _____

Teaching focus	Teaching activity	Student learning activity	Preparation/resources
Informing	Assign a case study for reading	Read the case study Summarize the case study in writing or presenting orally	Prepare a case study Design a summary table or prepare an example of summary
	Provide a list of relevant theories/tools	Briefly describe those concepts/tools	Prepare a set of concepts/tools

Case Study: Online Marketing Communication of P. Siwat Karn Kaset

Week 3: Date: _____

Teaching focus	Teaching activity	Student learning activity	Preparation/resources
Practice	Identify the relevant environmental factors	Work in a small group	Prepare a list of environmental factors
	Analyze consumer behaviors and provide marketing implications	Work in a small group	Prepare an analysis framework

Case Study: Online Marketing Communication of P. Siwat Karn Kaset

Week 4: Date: _____

Teaching focus	Teaching activity	Student learning activity	Preparation/resources
Practice Evaluation	Propose a new marketing communication plan which covers: - target audience - communication objective setting - message design - communication channel selection - marketing communication tool decision.	Write a report Make an oral presentation	Prepare a marketing plan template

Assessment Plan

Task 1: Identification of relevant environmental factors

Date: _____

Learning Objectives (by number): 1

Task description:

Identify environmental factors relevant to marketing communication decisions.

Preparation required:

List of business environmental factors relevant to marketing communication decisions and relative importance of each factor.

Assessment criteria:

Rationale

Communication and Presentation

Task 2: Consumer Analysis and Implications

Date: _____

Learning Objectives (by number): 2

Task description:

Analyze consumer behaviors and provide implications for the marketing communication decisions.

Preparation required:

List of consumer behaviors relevant for marketing communication implications

Assessment criteria:

Rationale

Communication and Presentation

Task 3: Marketing Communication Plan

Date: _____

Learning Objectives (by number): 3

Task description:

Propose a new marketing communication plan for the organization in the case study. This plan should cover target audience, communication objective setting, message design, communication channel selection, and marketing communication tool decision.

Preparation required:

Template of marketing communication plan.

Assessment criteria:

Rationale

Communication and Presentation

Reflection on teaching and learning:

Revision plans for future use

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