



Educating the Adult Learners: Development of Digital Marketing Strategies for Local Community Products of Pasakngam Village, Chiang Mai, Thailand

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Abstract

This study aimed to educate adult learners by addressing marketing challenges faced by Pasakngam Village, Chiang Mai. The objectives were 1) examine current marketing management procedures and the needs for community products 2) analyze and develop a digital marketing strategy model, and 3) educate the adult villagers on digital marketing strategies. This research employed a participatory phenomenological method to collect both quantitative and qualitative data including public hearings, in-depth interviews with village and product group leaders, focus group meetings with 34 village members and surveys with 215 tourists. Analytical tools included statistical analysis with SPSS software for quantitative data and content analysis for qualitative data. The research findings disclosed a lack of structured marketing management and digital, as well as insufficient public relations plans. The community attempts to promote products via a Facebook page were lacked proper supervision. The research introduced practical workshops based on the Reach, Act, Convert, Engage (RACE) to teach digital marketing to the community members. The villagers learned to operate digital marketing strategies by creating and sharing promotional videos on digital platforms such as YouTube and Facebook, aiming to increase tourist visits and product visibility. The digital marketing strategies improved community engagement and product promotion, highlighting the need for ongoing training and strategy refinement. The research underscores the importance of equipping local communities with digital marketing skills to enhance economic resilience and sustainable development. The study's comprehensive approach provides a replicable model for similar communities seeking to leverage digital marketing for local product promotion.

Keywords: adult learners, community products, marketing management, digital marketing strategies

1. Introduction

Since the challenging circumstances of the COVID-19 pandemic, Thailand has faced significant economic challenges, prompting the government to analyze and implement strategies to empower the livelihoods and opportunities for its people. These economic strategies aimed to assure the equality of lives and resilience of Thai people. Consequently, it strengthened the capabilities of both the public sector and local enterprises. This initiative concept and strategies expected to empower these local businesses to be able to sustain their operations independently and encourage their competitive abilities across various industries.

Pasakngam Village, located in Tambol Luangneua, Ampur Doi-Saket, Chiang Mai Province. The location of the village plays a crucial role in safeguarding the water resources for the Mae Kuang Udom Tara Dam. This area was part of reforestation projects initiated by King Bhumibol Adulyadej (Loungnuae, 2018). The construction of the Mae Kuang Udom Tara Dam isolated the geographical location of Pasakngam Village. It was complicated to access to essential services and government offices in Ampur Doi-Saket. The villagers required to undertake long journeys exceeding 90 kilometers to government offices. To alleviate these problems, the construction of the Chueam-Jai suspension bridge was commenced, and completed on May 18, 2018. This bridge facilitated the direct access to Pasakngam Village and opened roadways for tourism and local economic development. A research presented at the Pacific Neighborhood Consortium in 2018 by Boonchangpuak (2011) who also performed as the leader of the village, indicated that there was the establishment of self-reliance occupation groups and the water resource management. This commencement had led to the local occupational groups creation within the village. The operation and products of these groups could promote the outcome products of the village such as honey, handicrafts, and agricultural products. This products could enrich the community's economic situation. Nevertheless, a prior study undertaken by Peerapongdech and Arsarkij (2019) indicated the results of the needs analysis of local community needs. It unveiled challenges in local product differentiation and some operation, particularly concerning packaging. This research study aimed to promote the identity of local products, product quality and product design, aligning with the development of community's brand identity and packaging. This made the standards of the products to be better and to meet consumers' purchasing behavior and promote sustainable development. After that participatory meetings were facilitated by Peerapongdech and Arsarkij (2019). These events assembled community members for a forum to discuss the meaningful opinions and engage in the meetings to stimulate the development of local products that could be tailored to the villagers' needs. The needs analysis revealed the establishment of a brand identity for the village of Pasakngam, featuring a product logo influenced by the visual of teak tree (Pasak signifies the forest of teak trees), conveying the heritage of Pasakngam. After that, the objectives of the further workshops directed to the creation of various products portraying the identity of the village, such as keychains, bages, T-shirts, and caps, emphasizing handcrafted quality and the community's unique identity. Although the efforts and challenges still remained since it is influenced by both internal dynamics within households and external factors such as economic and environmental conditions.

Boonchangpuak (2017) asserted the necessity for effective projects that addressed these multifaceted issues to promote the local economy and enhance the well-being of Pasakngam villagers and their community. This needed various approaches for improvement, emphasizing the importance of educating local people for the sustainable and inclusive strategies to ensure the prosperity of local communities such as Pasakngam. Therefore, this research proceeded as a continuous project to the previous research project.

2. Research Objectives

1. To study the marketing management procedures and the needs of local products of Pasakngam Village, Chiang Mai.
2. To analyze and develop a local product digital marketing strategy model of Pasakngam Village, Chiang Mai
3. To educate adult learners, the villagers of Paskngam Village on digital marketing strategies to promote local community products.

3. Research Methodology

This study employed participatory methods combined with phenomenological research to gather both quantitative and qualitative data through in-depth interviews, focus group meetings, and questionnaires. Furthermore, the people of the village participated in the practical workshops providing productive content knowledge and the useful procedures as the new marketing strategies for Pasakngam Village.

3.1 Research Design

The research procedures of this study comprised the collection of both qualitative and quantitative data, along with practical workshops for adult learners, who were the members of Pasakngam Village. These workshops aimed to help them to promote local community products. The research design implemented to analyze the data gathered. Data were collected primarily by Peerapongdecha and Arsarkij (2019).

3.2 Research Population and Sampling

The research population and sampling consisted of:

1. Approximately 34 people from the Pasakngam villagers' community who joined local product groups.
2. The heads of Pasakngam village and chairmen of the local product groups, totaling 4 people.
3. Tourists and travellers who visited Pasakngam village to travel and purchase products, with an estimated 150-200 people travelling to the area each month (Boonchangpeuak, 2019).

The sample size of tourists and consumers was computed by implementing Taro Yamane's formula (Yamane, 1973) at a 95% confidence level and a precision of 0.05.

Data collection using questionnaires which were distributed to local shop owners in the Pasakngam area. The questionnaires were handed out to tourists and customers who visited the area over two months. A total of 400 sets of questionnaires were provided, with 368 sets collected and 215 sets fully completed. In addition, focus group was undertaken comprised of leaders from Pasakngam Village and community product groups to discuss and plan strategies of digital marketing for the Pasakngam community.

The participatory Workshop: Aimed at educating adult learners who were the villagers participating in local product group. There were 3 practical workshops to educate the villagers on knowledge of digital marketing strategies and how to execute digital marketing strategies for the local community and its products.

3.3 Research Instruments

The research instruments consisted of two types:

1. Semi-structured interview questions for in-depth interviews with leaders of the Pasakngam community, and for focus groups with leaders of the local product groups and local authorities seeking for in-depth information about current situation, revenue and problems of the Pasakngam local products.
2. Questionnaires on factors influencing the decision of travelers in traveling and purchasing community products and the possibilities of buying products via digital platforms. This data could provide opportunities to promote local product online. Each set of questionnaire comprised of four parts: *Part 1*: General details of the respondents. *Part 2*: Factors influencing tourists and travelers in visiting Pasakngam area. This part of questionnaire used a Likert five-point rating scale. *Part 3*: Factors influencing tourists and travelers in purchasing local products and buying product online. This part implemented a Likert five-point rating scale for the content of 4Ps of marketing mix (product, price, place, promotion). *Part 4*: The open-ended questions about tourists and travelers' remarks on factors impacting their decisions to visit and buy products in Pasakngam area.

3.4 Research Instrument Validity and Reliability

To assure validity and reliability of the surveys and questions for interviews, they were examined and validated by three experts in the area of education, and digital marketing studies. The revisions were operated to improve and refine the research instruments based on their feedback.

The questionnaires' content validity was evaluated and endorsed by three experts applying the Item Objective Congruence (IOC) standards. Consequently, the revised and adjusted questionnaires were piloted with 20 visitors to appraise their reliability using Cronbach's alpha coefficient. The items that did not meet the significance level of 0.05 were eliminated. Adjustments of the research instruments were made by deleting certain questions based on experts' comments and Cronbach's alpha results.

3.5 Data Collection

Data gathering included both qualitative and quantitative data. The questionnaire was undertaken for quantitative data and semi-structured interviews were operated for qualitative insights. The questionnaire, employing a five-point Likert scale (Likert, 1932), comprised four sections: general demographic information of participants, factors influencing the decision making to travel to Pasakngam Village, factors influencing online purchasing decisions (applying the 4Ps marketing mix), and three open-ended questions on factors influencing these decisions. The questionnaires were distributed over two months with the collaboration of local shop owners in Pasakngam Village, where travelers completed them at the local community.

The adult learners, who were local community members from Pasakngam participated in this study. The research employed a phenomenological approach to collect both qualitative and quantitative data through different methods such as in-depth interviews, focus group discussions, and questionnaires. Moreover, the practical workshops were organized for educating the members of the village who were adult learners. The villagers who joined the workshops could gain knowledge on useful digital marketing strategies for the Pasakngam community context. The research encompassed nine main procedures:

The research encompassed nine main procedures:

1. Preparation of this research project included the study of data collecting both primary and secondary data for result analysis. Development of research instruments including questionnaires and semi-structured interview questions, and focus group questions for the local community leaders and villagers.

2. In-depth interviews were conducted with community leaders and leaders of local business to gather insights information and summarized into the current issues and circumstances regarding marketing strategy management, and digital marketing of Pasakngam local products.

3. Focus group discussions and in-depth interviews with the local businesses in the area and authorities were executed in order to implement a SWOT analysis. This source of information could help generating product positioning, segmentation, and the ideas for drafting the digital marketing strategies

4. The questionnaires were distributed to customers and tourists visiting Pasakngam Village area. The retrieved information was for analyzing the consumers' purchasing behavior and factors impacting decision-making in purchasing community products as well as the information of visitors buying local products through online channels. This source of information could help in drafting the in planning digital marketing strategies.

5. A focus group of digital marketing strategy experts was organized to analyze and improve its digital marketing strategy for local products, utilizing data collected from the first research purposes.

6. Workshops for educating the villagers on digital marketing strategies for local products were managed. The digital marketing strategy for community products of Pasakngam and was planned and started to execute with the participation of villagers who were the members of local product groups, for instance handicrafts and souvenirs.

7. The digital marketing strategies procedures was tested and performed, including production and promotion of videos showcasing community products.

8. A local community conference was run to inform the research results of the developed digital marketing strategies in this study and to conclude the outcomes of the conducted activities. Additionally, the knowledge and information gained from this study were published for application in other communities.

9. Information was summarized and compiled in the form of a comprehensive research report.

3.6 Data Analysis

Data from questionnaires and interviews were analyzed using the r(Statistical Package for the Social Sciences) software for statistical analysis and content analysis for open-ended questions and interview transcripts.

The survey data were quantitatively assessed by percentage, frequency, average, and standard deviation. The use of the five-point Likert scale for assessing the impact of the specific factors on purchasing decisions was interpreted using ranges defined by Srisaad (2002) as follows: 4.51 - 5.00 showing strong impact; 3.51 - 4.50 indicating a lot of impact; 2.51 - 3.50 illustrating medium impact; 1.51 - 2.50 revealing less impact; and 1.00 - 1.50 pointing least or no impact.

Data analysis of this study was divided into three parts: general participant information (apply in percentage and means for descriptive statistics), questionnaire respondents on online purchasing decisions (analyzed for mode, mean, and standard deviation), and community leaders' opinions on product development.

3.7 Research Ethics

When the validity assessment and approval was done, the instruments were submitted to the CMRU Ethics Committee on Human Research to ensure that this study adhered to international human research ethics principles and regulations.

4. Results

The analysis of all collected data provided significant information that was used to develop guidelines for the workshops aimed at educating adult learners in the community. The results were divided into three parts relating to research objectives and displayed as follows:

Part 1: The marketing management system and procedure, and the need of community products of Pasakngam

Marketing Management System: The results revealed an absence of a structured marketing management operation for promoting the community of Pasakngam and its community products. The leaders of product groups mentioned that no marketing plans or strategies. The attempt of online marketing had been previously developed to promote the visibility of the community or its products. The local products were occasionally showcased at special events organized by the official district. These efforts were infrequent and lacked a proper marketing plan or system.

Digital Marketing Strategies: There was also an inadequacy in operating the digital marketing strategies to support the village and its local products. Although the two Facebook pages were created by village members, they have been discarded with outdated and unrefreshed content.

The Need for Community Products of Pasakngam : The head of the Pasakngam community pointed a primary challenge the migration of working-age individuals to the city, a demographic of the village comprised mainly of children and the elderly. The aging workforce affected the limitation of production capacity, unable to meet product demand throughout the year. Despite there were 10-13 members in the wood carving group who possessing diverse skills, only a few could execute the quality wood craft. Furthermore, the result of the analysis revealed that the local products failed to capture the essence of the word “Pasakngam”, which interprets to “Beautiful teak forest.” The predominant bamboo handicrafts did not reflect the village's identity linked to teak trees or wood.

The villager's craftworks, primarily bamboo products, generated the community sharing and sales. While the interest of city customers and tourists found these bamboo crafts as souvenirs, the limitations of production showed supply could not meet demand. The time-consuming nature of bamboo handicrafts became a barrier. As a result, there was a desire within the village to develop easier and more accessible products that allow tourists and visitors to engage in their creation.

Part 2: The analysis and the digital marketing strategy model for local products of Pasakngam Village

In order to educate the local adult learners, the data analysis for the development of digital marketing strategy model for community products of Pasakngam consisted of conducting a SWOT analysis with the participation of 34 villagers. This analysis aimed at the insights of the marketing management procedures and the demand for community products of Pasakngam. The research findings were categorized into dimensions of strengths, weaknesses, opportunities, and threats as follows:

Strengths : Pasakngam Village distinguished itself with its significant natural resources and attractions, which could be promoted as a potential tourist destination. The outstanding tourist attractions in Pasakngam area include Baan Pasakngam Waterfall, Luang Cave, Kad Pee (ghost market), Pan-Din-Vid (Landslide), and a teak forest where beautifully extending along the road with 13-kilometer long to the village. These significant natural resources can be sources of materials for local products, such as wild honey and bamboo weaving products. Moreover, the community is characterized by its welcoming and friendly villagers.

Weaknesses: The villagers had limited skills. Bamboo handicrafts were the primary community product. These handicrafts required time and expertise, limiting the community's ability to handle large orders. The improper pricing of products was another major issue identified. The local villagers undervalued their handicrafts due to the perceived low cost of its local materials, however, the labor cost, design, and time consume, were not calculated. Despite bamboo products were popular for their portability, they were short of the distinct community identity, logo, or packaging. Therefore, sometimes there is an insufficient supply of products to meet tourist demand, compounded by insufficient product marketing and promotion and inconsistent pricing. Other local products, such as honey, suffered from quality issues, for instance there was no branding or consistent availability, impacting the community's stable income.

Opportunities: The shift of consumer behavior towards online spending due to the COVID-19 pandemic, together with the advancements in digital technologies, could be opportunity for local business sectors, including those local business in Pasakngam. Implementing digital marketing strategies and promoting via online distribution channels could enable the community to thrive.

Threats: The economic downturn circumstance caused by the COVID-19 pandemic has broadly affected all business sectors led to a decreased in consumer spending impacting all sectors.

- Focus Group and Surveys

A focus group comprising Pasakngam local businesses and authorities was planned to identify the village's unique identity and create value-added product developments for innovative marketing. Additionally, a questionnaire survey was handed out to tourists and travelers visiting Pasakngam area. These questionnaires could gather data of marketing mix information. There were 400 respondents, 215 completed all parts of the survey, providing valuable insights into customer and tourist preferences and behaviors.

The data and feedback from the community and visitors was analyzed as a guide to develop a digital marketing strategy model which could be tailored to the unique needs and strengths of Pasakngam Village. This could help in leveraging its natural purity and beauty, cultural heritage, and handicraft skills to enhance economic and community well-being.

The questionnaire survey conducted with customers and tourists visiting Pasakngam Village, Chiang Mai, aimed to collect data of marketing mix information and to understand the current situation, challenges, and opportunities for local product development and tourism promotion. Out of 400 respondents, 215 completed the entire survey. This was revised and streamlined presentation of the results:

- Respondent Demographics and Insights

Gender Distribution: 60% of respondents were female, 38.14% male, and 1.86% identified as other.

- **Age Groups:** The age of respondents were mostly between 20-29 years old (40.65%), followed by 30-39 years old (31.62%), and 40-49 years old (9.77%), indicating a predominance of working-age people.
- **Nationality:** 98.14% of respondents were Thai, conveying that during the COVID-19 situation, Pasakngam found more domestic tourists than international visitors.
- **Education Levels:** 55.35% of respondents held a Bachelor's degree, 39% had an undergraduate degree, and 4.19% had a Master's degree.
- **Income Levels:** The majority respondents earned 20,001-30,000 baht per month (52.56%), followed by 10,001-20,000 baht per month (30.23%), and less than 10,000 baht per month (10.23%).
- **Visit Frequency:** 70.56% of respondents had visited Pasakngam before, and 27.44% were visiting for the first time.
- **Technology Usage:** A significant 86.05% of respondents revealed always using technology, with 11.63% using them moderately and 2.33% often; no respondents reported minimal technology usage.
- **Information Sources:** The primary sources for searching for travel destinations were Facebook business pages (35.81%), tourists reviews (31.63%), and recommendations from family, relatives and friends (26.51%).
- **Souvenir Purchasing:** Souvenirs were purchased for relatives and family members the most (32.09%), followed by buying things for friends (22.33%) and colleagues (20.93%).

- Marketing Mix and Tourism Factors

The items in the questionnaire also evaluated factors influencing tourists and visitors travelling to Pasakngam area and their decision-making in purchasing community products. The results of the analysis highlighted the significance of demographic profiles, technology usage, and information sources in order to tailor digital marketing strategies effectively. These insights could provide the information for the adult learners for the development of targeted initiatives to enhance the appeal of local products and Pasakngam Village as a creative tourist destination, leveraging its unique identity.

Table 1 The factors of marketing mix influencing decision making in purchasing local products at Pasakngam

Factors	Mean	Std. Deviation
Product	3.85	0.677
1. There were many online products to select from.	3.89	0.777
2. Online products and products have quality standards.	3.30	0.897
3. Online products provide detailed and enough information,	3.55	0.863
Price	3.92	0.463
4. Online products are cheap.	3.88	0.602
5. Online products display clear price list.	3.70	0.846
6. Online products possess comfortable and safe payment.	3.89	1.046

Factors	Mean	Std. Deviation
Place	3.43	1.371
7. Online shops and local tourist attractions in the area are suggested, reviewed and very popular.	3.98	0.768
8. Platforms and online stores that are searched as a top list.	3.49	0.823
9. Platforms and stores have fast and reliable operation using clear details and simple to use.	3.51	0.866
Promotion	4.23	0.598
10. There is a discount coupon or a price reduction.	3.98	0.844
11. There is a complementary.	3.69	1.033
12. There is promotion and some special deals for members.	3.85	0.821

Table 2 The Influencing Factors in Purchasing Pasakngam Products

Factors	Mean	Std Deviation
13. Product image, design and aesthetics	3.76	0.864
14. Price of the product	3.87	0.715
15. Product weight	3.22	0.771
16. Identity of Pasakngam community.	3.71	0.768
17. Clear labels of products.	3.42	0.805
18. Product display	3.77	0.711
19. Product size and weight	3.43	0.944
20. Product variety	3.59	0.915
21. Product material	3.44	0.747
22. Products created in the area by the community members.	3.46	0.976

Table 3 Assessment of Factors Impacting Tourists in Pasakngam Community

Factors	Mean	Std. Deviation
1. Distance of the Pasakngam area from the city of Chiang Mai Province.	3.16	1.482
2. Road, access road to Pasakngam community	3.34	1.046
3. There is public transportation from Chiang Mai city to the Pasakngam area.	3.18	0.602
4. Tourist attractions in Pasakngam community	3.81	0.913
5. Nearby attractions, Pasakngam Community	3.44	1.098
6. Activities that can be done in Pasakngam community	3.41	1.211
7. The beautiful landscape of Pasakngam Community	3.76	0.844
8. Distinctive culture of Pasakngam community	3.47	0.732
9. Local products of Pasakngam community	3.35	0.898
10. Goodwill of people in Pasakngam community	3.58	0.560
11. Near other interesting attractions	3.69	0.932
12. Cleanliness and safety of Pasakngam community	3.66	0.833
13. Tourism safety in Pasakngam community	3.76	0.877
14. Public relations from the website source	3.76	0.861
15. Public Relations from Social Media	3.87	0.974

In order to address the challenges and opportunities for local product development and tourism enhancement in Pasakngam Village, a comprehensive approach comprised activities,

knowledge transferred workshops to educate adult learners, and effective marketing communication strategies was adopted. The commencement of the fruitful and practical workshops aimed at strengthen the village's unique identity to boost the development of local products and tourist attractions.

The results of the analysis of the in-depth interviews and focus group discussions outlined a digital marketing strategy based on the Saylor Academy's (2012) marketing strategy components, carefully designed to enhance market position of Pasakngam:

- Marketing Strategy Plan for Pasakngam Local products

The development of digital marketing strategies of Pasakngam community products, workshops were organized to transfer knowledge of digital marketing for adult learners who were members of Pasakngam community. This knowledge included online marketing implementing the RACE model that consists of: Reach which focused to raise consumer awareness; Act was the stage of operation to stimulate customers' interaction; Convert which targeted to the process of increasing sales and revenue; and Engage was the process that operate to maintain the customers.

Marketing communication strategy was divided into two main procedures including offline communication and online communication.

Offline Communication: This traditional method directed to create product awareness and stimulate perception of consumers (Finoti et al., 2019) through: product labels: emphasizing product visual development such as labels, and packaging to convey product information effectively. The renovation and maintenance of the Point-of-Purchase: upgrading the product display area of Pasakngam community to better showcase the souvenirs. Brochures: creating detailed brochures and pamphlets about the community's tourist attractions and souvenirs, enabling tourists to learn about local tourist attractions and the individual products.

Online Communication (Digital Marketing) (Schwarzl&Grabowska, 2015; Fierro et al., 2017; Southern New Hampshire University, 2020): The operation of social media marketing platforms such as Facebook pages, Instagram accounts, and YouTube channels to obtain audiences globally. The initial digital marketing strategy for the village focused on re-creating the Facebook business pages to be a promotional tool, a platform for customer engagement, and customer relationship management. The plan of regular updates and product postings on this page operation was to engage with customers and to keep informing the information of the community.

This strategic approach for Pasakngam operated both traditional and digital marketing communication, knowledge transferring workshops, and community engagement, aimed to foster a sustainable development model for Pasakngam Village. This could enhance its attractions as a tourist destination while promoting local products.

Part 3: Educating adult learners, the villagers of Paskngam Village on digital marketing strategies to promote local community products

Organizing Activities and Workshops: The practical participatory workshops on digital marketing (Kannan& Li, 2017) delivering content marketing strategy including the implementation of keywords or search engine optimization (SEO) when posting marketing content on social media or digital platforms. The strategies of implementing the social media marketing (Li et al., 2020; Dubbelink et al., 2021) were customized and applied including posting content on Youtube and Facebook page.

The creation of VDO content about Pasakngam community products and local attractions was uploaded on a Youtube channel applying SEO keyword for web surfers and travelers who seeks for local tourist attractions and local products of Pasakngam. This approach was one of the methods of distribution channels boosting the perception of Pasakngam village and its community product. In addition, the VDOs uploaded on Youtube were then published and shared on Pasakngam Facebook page implementing significant related keywords as SEO marketing to attract internet surfers who finds information of Chiang Mai tourist and people who seek for local products.

The survey results which the adult learners discovered on digital marketing management systems and the needs of local community products:

Digital marketing management system : 1) The content marketing was executed to deliver information of the Pasakngam community products created by the community members. The details of local tourist attractions located in Pasakngam area could attract travelers and customers who would like to visit the tourist attractions within Pasakngam area. 2) The use of the search engine optimization (SEO) marketing applied the crucial keywords that travelers who surfs internet for searching for information about tourist attractions using keywords such as “tourist attractions in Chiang Mai”, “Chiang Mai local product”, “Chiang Mai local community product”, “Eco-friendly products”, etc. These dominant words were implemented as SEO content hiding within the digital platforms. This strategy would help with boosting the appearance on search engine platforms such as Google. 3) The implementation of social media marketing was considered and operated as the ultimate digital marketing tools in this COVID-19 situation. The social media marketing strategies were utilized in this marketing plan consisting of Youtube and Facebook marketing.

Online communication in the digital marketing strategy: The key knowledge comprehension about implementing digital marketing was a crucial part of this participatory workshops. Various of the online and digital platforms were considered and discussed. Facebook page was agreed to be one of the most accessible, costless, and platforms that was easy and convenient to be used and accessed. Furthermore, the existing Facebook business page could be utilized and promoted as digital marketing strategy. The heads of the village and local product groups were assigned as the administrators who could manage and monitor this Facebook page. Therefore, digital marketing content applying the VDOs based posted on Youtube and Facebook page was considered as the appropriate and inexpensive approach giving people and internet surfers the chance to be able to explore more information about the community of Pasakngam.

5. Discussion

The findings of this study highlighted significant gaps in the marketing management and digital marketing capabilities of Pasakngam Village. The absence of a structured marketing plan and ineffective use of digital platforms hindered the promotion of local products. The practical workshops introduced as part of this study provided villagers with essential knowledge and skills in digital marketing, specifically utilizing the RACE model. This model, comprising Reach, Act, Convert, and Engage, offered a structured approach to increasing online visibility and engagement with potential customers.

The research team outlined a digital marketing strategy based on the Saylor Academy's (2012) and Southern New Hampshire University (2020), marketing strategy components, meticulously designed to enhance Pasakngam's market position which aligned with research by Schwarzl&Grabowska, (2015), Fierro et al., (2017). The workshop highlighted the need for

a comprehensive approach to digital marketing, incorporating local product development into Pasakngam's broader tourism and branding strategy. The implementation of these strategies, such as creating promotional videos and actively managing social media accounts, demonstrated immediate benefits in terms of community engagement and product promotion. However, the study also identified the need for continuous training and strategy refinement to sustain these benefits. The villagers' initial success in digital marketing must be supported by ongoing education and adaptation to evolving marketing trends and technologies. Therefore, the community was encouraged to create local souvenirs and provided with initial investment knowledge and tools to produce and expand welcoming activities for tourists, aiming to leverage Pasakngam's unique identity for sustainable economic growth. The community members of Pasakngam Village gained essential knowledge and skills in digital marketing strategies, including management and communication, which could greatly benefit the promotion of local community products. Therefore, it is vital for the members of the village who had new knowledge of digital marketing management that would need more trainings of practicing and operating skills on how to operate their digital marketing strategy in the future.

In conclusion, this study provides a comprehensive model for developing and implementing digital marketing strategies in rural communities. The participatory approach ensured that the strategies were tailored to the specific needs and capabilities of the villagers, leading to effective outcomes. Future research should focus on long-term impacts and the scalability of such initiatives to further validate their effectiveness and applicability.

6. Recommendations

Future research should include the development and execution of digital marketing strategy workshops, focusing on content marketing such as video production for tourist attractions. These content marketing strategy could be implemented as the extending projects to enhance local community goods and local attractions.

Digital marketing management: the extension of knowledge delivery on content marketing operation and digital marketing communication such as the local identity promotion could be continued and expanded, particularly, the use of existing online platforms in the broader sense of digital marketing strategy to boost the community products. In addition, this digital marketing approach could be extended to other kinds of business in the community such as local food catering, local accommodation or homestay.

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