The Development of Learning Process in Using Technology for Promoting Sales of Community Enterprise by Community Participation, Thonburi District

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Abstract

The objectives of this research were 1) to promote the process of learning information technology to community enterprise. 2) to encourage community enterprise to use information technology for marketing promotion. The sample of this study consisted of Thonburi Gems and Jewelry Community, Thonburi and Palm Leafed-Fish shaped Ornaments Community. The research instruments included the questionnaire, interview, training and test. Data were analyzed quantitatively and qualitatively.

The results of this research showed that after the training, the post-test score of the sample was higher than its pre-test score at statistical significance level of .01. This implied that the sample community enterprise could use information technology for marketing promotion after participating in the training. The results of follow-up and focus-group showed that both of Thonburi Gems and Jewelry Community, Thon buri and Palm Leafed- Fishshaped Ornaments Community could use information technology for marketing promotion through social media. Thonburi Gems and Jewelry Community used information technology through social media including Facebook, Fanpage, Line and Lineshop. Palm Leafed- Fishshaped Ornaments Community used social media such as Facebook, Line, and Lineshop. Facebook has been used as the public relations channel to promote products, activities, fairness, to contact customers and members. Lineshop has been used as the channel to open virtual shop and advertise products. Line has been used as the channel to contact customers and members. It could be said that information technology has been used to build the image of the community enterprise in order to increase customers' confidence, to solve marketing problems such as distribution channel problems, to reduce production cost, and to facilitate the communication with customers and members.

Keywords: Promote the process of learning, Information Technology, Community enterprise, e-Commerce, Social Media Marketing

Background and Significance of the Research Problem

Information technology development in particular of internet technology development effects on behavior transfiguration of people such as buying and service behavior. It could be found that we could buy and sell products used by internet technology which was different from tradition. It may be called that e-Commerce. From the data of the National Statistical Office survey used information technology in households and organizations. It was found that the trend of using internet technology increases dramatically, especially in using it for buying and selling products.

Community Enterprise was set up according to the promotion of the government. The objectives are 1) to promote community of participation 2) to develop products and services base on local knowledge. Present, Thailand has many Community Enterprise, Bangkok has 41. According to study of problem in Community Enterprise, (Promsaka Na Sakolnakorn and Sungkharat, 2556) it was found that it has many problems and obstacles

of operation of Community Enterprises. Using information technology was one of the importance problem and obstacle that need to help and support from the government.

From these issues, in this research would like to study the development of learning process in using technology for promoting sales of Community Enterprise. It can help to promote the marketing such as product public relation and trade which could be done all the time. Moreover, it will make more income and help sustainable enterprise operations.

Objectives of the Research
1. To promote the leaning process for Community Enterprise.
2. To encourage community enterprise to use information technology for marketing.

Scope of Research
Population
Population in this research included 12 Community Enterprises in Bangkok. Sample of population is 2 Community Enterprise. It consists of Thonburi Gems and Jewelry Community, Thonburi and Palm Leafed-Fishshaped Ornaments Community by using purposive sampling and environmental factors. It consists of interest in using information technology and ability in using basic information technology e.g. computer, telephone.
Variable of the research
Independent Variable is the encouragement the learning process for using of information technology by the workshop and continuous track.

Dependent Variable is Community Enterprises which have knowledge and use information technology for marketing promotion.

Expected Results
1. To promote Community Enterprise learned and used information technology for promoting market.
2. To help increasing public relations channels and trading goods and services of Community Enterprise.
3. To help the products and services are known and increase sales volume.
4. To promote the member of Community Enterprise to create the channel for goods and services advertising
5. To add communication channel between the member of Community Enterprise.

Literature Reviews
Promote marketing with the use of Digital communication technology
(Kulabud, 2557)

Promote marketing with the use of Digital communication technology may be defined as using digital communication technology to communicate to the masses. At present, the role of modern communication technology extends to every level of consumer. They use more technology because it is inexpensive, for example, internet fee and devices (smartphone or computer) and convenient.

Broadening of technology affects to some behavior of consumer: getting information that they can assess from Facebook's website more than the newspaper; therefore, the marketers need to adjust their communication strategies to consumer.

Communication can be made digitally. It causes many benefits such as low cost of goods, quickly reach to the consumers. Therefor; it becomes part of everyday life. Marketers switch to use the digital communication for marketing communication and it is the origin of the word Digital marketing.

Digital marketing consists of many tools that are used for communication viz.

1. Internet system and website

It is important tools that affect on the marketer because it has the lowest cost in all of the communication tools. Moreover, it has the tool for search. It is called search engine such as google. According to all of the reasons, most of the business organizations use the website for communication with the consumers. The research found that advertising used by website effect on consumer. It can rank 1) Website Advertising 2) Social Media Advertising 3) Search Engine Advertising 4) E-mail Advertising respectively.

2. Social media marketing

Because the website has been developed, it makes consumers communicate conveniently and fast: Facebook, Instagram, Twitter, YouTube. It is very popular to use because it can comment and publicize images or clip video in its very fast**.** It keeps the marketers used the channel for good publicity and strategies to promote Telling. Social media marketing has resulted in broadcasting the news very fast; sometimes it can be called Viral Marketing. The reasons why social media are powerful marketing tools are as follows: (Patthanapat as cited in Warabonthawesok, 2553)

1. It is a medium that is consistent with consumer decision-making behavior.

2. It can communicate widely and can reach the target audience at low cost.

3. It is Two-way communication

4. It can communicate all the time and be more flexible than other media.

5. It can expand into the global market.

Guidelines for using Social Media in Business (Warabonthawesok, 2553)

Using Social Media in Business may be subdivided into 3 types

1. Products and services information. It is the most inexpensive method.

2. Allow the consumers share opinions. The consumer can share something of the products or services. The website owner can reply and take advice to improve the product better.

3. Public relations activities. Social Media can be used for creating the event the same as regular activities.

As technology evolves, even more, the business organizations no matter how big or small will emphasize on Social Media Marketing such as website, Facebook, Line. Because it is still traditional Marketing, it will effect on losing the opportunity for business.

Related Research

Many researchers study to use information technology for promoting marketing such as Surinwarangkul (2556). The topic of research was Guideline for using information technology for customer relationship management in business. It was found that most customer samples used and pleased the information technology channel for receiving customer relationship management services through their websites. Because it is cost effective and useful; however, it was found that the customer had the problems for the method using technology.

Sriboonruang (2556). The subject of research was Social Media and Mobile Internet Use of Community Enterprises. The objective of the research was to study basic data of Community Enterprise about using Social Media and Mobile Internet in Bangkok. The research found that the most of Community Enterprise is the production of goods. There is using mobile phone for business communication. The results of using Social Media and the Internet on the Mobile phone found that Community Enterprise did not use

Social Media and the Internet because the people in Community Enterprise did not have knowledge and devices. They want governments to support the use of social media such as education. Practical training and make a website for Community Enterprises.

Tharapitr (2556). The topic of research was The Application of Information Technology and Business Communications for Business Operations of Traditional Retailers. The objective of the research was 1) to study the necessity of using ICT of traditional retailers 2) to create ICT usage patterns for business operation 3) To evaluate ICT usage patterns. The research results indicated that the necessity of the application of information technology includes: using the phone for business contact, using computer for operation and using website for business operation.

Research Methodology
The research instruments employed in this research included:
1. The Research Instruments
It can be divided into 5 categories
1. Interview form for general information
2. Training to promote knowledge
3. Knowledge test form
4. Training program evaluation form
5. Interview form for opinion of using information technology.
2. Stage of Research
It can be divided into 2 phases:
1) Data collection and promoting the learning process
2) Follow-up from the promotion of the learning process

Phase 1: Data collection and promoting the learning process
1. It is the process of data collection of Community Enterprise obtained data from website (www.smce.doae.go.th.) for interviewing and choosing the Community Enterprise to join the research project.
2. Analyze data and choose Community Enterprise by considering based on the persistence of community enterprises and readiness to join the research program such as ability in using basic information technology and voluntary to join the research project.
3. The researchers go into the target area to collect basic information with semi-formal interviews by use the interview form for general information.
4. Data analysis: it is requirements analysis, problem, and obstruction to use information technology to define the training topic.
5. The researchers go into the target area for exchanging opinions in the training topic among members of community enterprises.
6. Provide training to community enterprises on the topics set.
7. Test form was used after training to measure and evaluate.

Phase 2: Follow-up from the promotion of the learning process
1. Follow-up from the promotion of the learning process by use the observation method and follow-up using the information technology from website Facebook for publicizing the product and using Line application for communication to the consumers.
2. The researchers go into the target area for the follow-up and discussion in problem and knowledge exchange.
3. The researchers used an interview to collect the data to follow-up Community Enterprise.

4. Focus group for summarizing the results of the research.

3. Statistic of research

In this research, the data were analyzed through relative frequency, percentage, average, standard deviation, and paired sample t-test.

Experimental Results

Based on the research conducted by the procedures have been designed. The results can be concluded as follows.

1. Promoting of the learning process in information technology. It can be summarized as follows.

1.1 Using information technology to promote marketing of Community Enterprise before joining the research project. It can be summarized in table 1.

Table 1. Problems and requirements of information technology to promote marketing

Topic	Community Enterprise	
	Thonburi Gems and Jewelry Community	**Thonburi and Palm Leafed-Fish shaped Ornaments Community**
1. Operational characteristics of enterprises	The production of jewelry e.g. ring, earring	The production of Balan basketry i.g. Carp Balan basketry
2. Problem of using information technology of enterprises	1. They do not have knowledge for using devices. 2. They do not have the knowledge for using information technology to promote marketing 3. The product sample picture does not clear when to send by using Social media Application.	1. They do not have knowledge for using devices. 2. They do not have the knowledge for using information technology to promote marketing
3. Requirements of using information technology of enterprises	They have a requirement for information technology to facilitate and promote trading.	They have a requirement for information technology to facilitate and promote trading.

1.2 Training to promote learning process for using information technology to promote marketing. The training topics are

1. The importance of using information technology to promote marketing.

2. Social media and marketing promotion.

3. Using Facebook, YouTube, Line Application, Line shop, Instagram to promote marketing.

The result of training

There were 15 participants in this training and there will be pre-test and post-test to measured effectiveness and efficiency of this training. The result of training showed in table 2.

Table 2. Comparison of learning outcomes of trainees

Testing	Mean	Standard division	t-test	Significant
Pre-test	23.40	4.05	-8.711	.000
Post-test	**29.87**	2.67		

According to table 2, it can be shown that the trainees had more knowledge than before training. It was found that Post-test was higher score than Pre-test. Furthermore, it can be seen that it has the significant level at 01.

Table 3. Opinions on the use of information technology for marketing promotion

Question	Mean	Standard division	Level comment
1. Social media keeps corporate image modern	**4.33**	.62	high
2. Social media is suitable for use in Community Enterprise	4.27	.70	high
3. Social media helps effective marketing	4.20	.68	high
4. Social media improves competitiveness.	4.20	.68	high
5. Social media saves time and simplifies the marketing.	4.20	.76	high
6. Social Media helps to reduce customer service costs	4.20	.68	high
7. Social media helps in management within Community Enterprise	4.20	.68	high
8. Information technology can greatly promote the marketing of community enterprises.	4.20	.68	high
9. Social media can be used anytime and anywhere.	4.13	.64	high
10. Social media are easy to use and has no complicated procedures.	3.93	.70	high
Average score	**4.13**	**.68**	**high**

As can be seen in table 3, Social media keep corporate image modern. It was the highest satisfaction (4.33) and Level comment was high. The Secondary order satisfaction was Social media is suitable for using in Community Enterprise (4.27) and Level comment was high. Moreover, social media were easy to use and have no complicated procedures. It was the lowest satisfaction (3.93) and Level comments were high. The average score of satisfaction in all of the questions was 4.31 and Level comment in all of the questions was high.

2. The result of the follow-up from the promotion of the learning process

Both of the Community Enterprises used information technology to promote marketing after being trained. It can be shown in table 4.

Table 4. Result of follow-up the Community Enterprises used information technology

Application/Website	Community Enterprise			
	Thonburi Gems and Jewelry Community		Thonburi and Palm Leafed-Fish shaped Ornaments Community	
	Yes	No	Yes	No
Facebook	✓		✓	
Line	✓		✓	
LINE SHOP	✓		✓	
Instagram		✓		✓
YouTube		✓		✓

According to the table, it can be seen that both of the Community Enterprises used Social Media to promote marketing through Facebook, Line and LINE SHOP. Instagram and YouTube were not used to promote the marketing.

3. Suggestion for using information technology to promote marketing

After the Community Enterprises had been attended training and follow up the results. We had organized focus group to exchange knowledge among community enterprises. The summary can be summarized as follows

1. Using information technology to promote marketing.

It has many benefits to use the promoting market. For instance, when it has the product problems; it can help increase convenience to contact the customers. It also makes the customer closer and reduces the cost. Moreover; it also helps build credibility in the products too.

2. Problems and obstacles to using information technology for marketing promotion.

They need to keep up with continuous rapid development of technology.

3. Suggestions of Community Enterprises in using information technology to benefit marketing promotion.

They suggest that they want the government to continue to promote technology literacy and disseminate knowledge to communities other than community enterprises. Both are basic knowledge and higher knowledge in the information technology.

Conclusion and suggestion

Conclusion

The objectives of this research were 1) to promote the process of learning information technology to community enterprise, and 2) to encourage community enterprise to use information technology for marketing promotion. The sample of this study consisted of Thonburi Gems and Jewelry Community, Thonburi and Palm Leafed-Fishshaped Ornaments Community. The research instruments included the questionnaire (asking for general information of community enterprise and its application of information technology for marketing promotion), training (to promote the process of learning information technology for marketing promotion), post-test, evaluation form, interview (on opinions towards the application of information technology for marketing promotion

after training). Data were analyzed quantitatively and qualitatively. Statistics included frequency, percentage, mean and standard deviation.

The results of this research showed that after the training, the post-test score of the sample was higher than its pre-test score at statistical significance level of .01. This implied that the sample community enterprise could use information technology for marketing promotion after participating in the training. The results of follow-up and focus-group showed that both of Thonburi Gems and Jewelry Community, Thonburi and Palm Leafed- Fishshaped Ornaments Community could use information technology for marketing promotion through social media. Thonburi Gems and Jewelry Community used information technology through social media including Facebook, Fanpage, Line and Lineshop. Palm Leafed- Fishshaped Ornaments Community used social media such as Facebook, Line, and Lineshop. Facebook has been used as the public relations channel to promote products, activities, fairness, to contact customers and members. Lineshop has been used as the channel to open virtual shop and to advertise products. Line has been used as the channel to contact customers and members. It could be said that information technology has been used to build the image of the community enterprise in order to increase customers' confidence, to solve marketing problems such as distribution channels problem, to reduce production cost, and to facilitate the communication with customers and members.

Suggestions

In this topic can be divided into 2 parts: Suggestion of the Research and Recommendations for further research.

1. Suggestion of the Research

1.1 Promote marketing through the use of information technology. It is a beneficial and fast method. In addition, it could save a lot of money and reach the target market directly. Consequently, it should be more encouraged.

1.2 There should be a comparative study on how to promote marketing through using other information technology to test the effectiveness of the implementation.

2. Recommendations for further research

2.1 Because the information technology develops rapidly, it should be trained continuously.

2.2 Training should be divided into a knowledge level follow the trainees, such as the initial, intermediate and advanced level.

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