BRAND BUILDING AT PHETCHABURI PROVINCE, THAILAND

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Abstract - This research had a purpose create the brand of Phetchaburi products, focus on qualitative and quantitative methodologies in the area of Phetchaburi province. The data consists of a group of entrepreneurs and consumers to understand the perceptions and attitudes of consumers towards the product of Phetchaburi. Study the opinions of entrepreneurs with a product of Phetchaburi .Approach to branding a product of Phetchaburi. Planning the marketing and communications strategy for the product of Phetchaburi.

Keywords - Brand Building, Phetchaburi.

I. INTRODUCTION

Phetchaburi Province is in the central part of Thailand locates approximately 100 kilometers South West of Bangkok .It is a province abundant in natural resources "A city of food and fruit from a poison center area" is the vision of the Phetchaburi Provinces. There is Eco-tourism with the population of 206,452 peoples, earning an average of 57,817 baht per year. The province has the potential to produce many kinds of agricultural products along with and eco-tourism

Agricultural products are important commodity in the province both for export and domestic assumption. Unfortunately, there is a problem of market price fluctuation.The problem is complicated with the low consumer. Therefore to make differences in price can be difficult. Thus, marketers must adopt different strategies. In order to gain more market share as one solution may be a branding strategy.The brand cannot easily limited by competitors. The brand will help make the difference between the products. It also enables consumers to engage with the product. Creating a positive attitudes ,brand loyalty and purchase behavior.To add value to their products by a unique and the branding will allow consumers to easily recognize. A positive attitude is bound to the product. Repeat purchase behavior and loyalty to the brand.

Agricultural products are an important product of the country as they can create a large amount of export value to foreign countries. And also having a large amount of domestic consumption But in some products, the market price will fluctuate depending on the production quantity, season and market demand. In addition, the measures to solve the problem have not been clearly specified, it is only a solution to the situation by intervening in the market when the price of the product goes down. In addition, these products are products of the Commodity Market, which are similar in appearance to the consumers, which have low product connections. Making a price difference can be difficult. Therefore, marketers must adopt various strategies. Used to increase market share. Creating a brand for agricultural products is another strategy. Because the brand is the only unique product that cannot be imitated by competitors Which the brand helps to differentiate between products While also helping consumers to be bonded with the product Creating a positive attitude Causing repeat buying behavior Until finally creating loyalty to the brand.

For this reason, this research proposes ways to apply branding marketing strategies in branding for products in Phetchaburi Province. To add value to the product Create unique And importantly, branding will help consumers to easily recognize Have a good attitude, have a bond with the product Repeat purchase behavior And ultimately creating brand loyalty

II. DETAILS EXPERIMENTAL

2.1. Research methods

This research study The study is divided into 2 parts: Qualitative Research and Quantitative Research. (Quantitative Research) with the following research methods Study of Entrepreneurs (Farmers) and Consumers

1. Entrepreneurs (farmers) in Phetchaburi province Population (Population) used in this research is entrepreneurs who produce or sell products in the province. And those involved in doing business or selling products in Phetchaburi Province. Sample group: Entrepreneurs who produce or sell products in Phetchaburi province And related parties By selecting from those registered with the provincial commerce Sampling: Sampling was conducted by registered persons from 3 districts, divided by product groups such as palm sugar, souvenirs, etc. The group consisted of 5 people, a total of 15 persons and a target group for holding a small group meeting of 8 people.
2. Consumers Consumers who buy products in Phetchaburi province And Bangkok In the case of unknown number of population at the 95% confidence level (Narasri Waiwanitkul and Chusak Udomsri 1997: 104), the sample size was determined by using the formula to calculate the sample size of 385 people and to prevent Error in

collecting sample data The researchers increased the sample size by another 15 people, a total of 400 people.

Test / data collection location is

1. Entrepreneurs (farmers) in Phetchaburi province
2. Consumers in Phetchaburi province

Educational tools

1. Interview forms of entrepreneurs who manufacture or sell products in the province And related parties
2. Questionnaire about the perception, attitude and buying behavior towards products in Phetchaburi Province Concept of branding for products in Phetchaburi Province

Data analysis

1. Qualitative data analysis from data in-depth interviews (Textual Analysis)
2. Analyzing the data obtained from the questionnaire of the respondents for examination Questionnaire integrity Organize information Code and analyze the data by using the finished program.

III. RESULTS AND DISCUSSION

3.1. Results

1. Results of the analysis of 400 sample groups, most of them are female (63.2%), aged 20-39 years, with the most up to 41.0%, having the most single marital status, 53.8%, having the most entrepreneurial career to 28.5% have a level of education 74.5% below the bachelor's degree, most monthly income is lower than 10,000 baht, up to 58.0%, with 3-4 family members the most, up to 48.0%. Activities that are of special interest to travel up to 22.4%. With the brand you bought as a group product Consumer goods, the most up to 46.6%
2. Information about consumer behavior The results of the data analysis showed that Never encounter problems from buying the most branded products, up to 80.5%. Frequency of buying branded products more than 1 time per week Buy branded products from the location. Specific department stores select "Only 50.5% of one brand only
3. Information about factors affecting the decision to buy branded products in terms of products When considered individually, the results of the study are as follows The sample group that has the highest average value is having a quality certification mark from a credible organization such as the FDA Halal mark, with an average value of 3.97 in terms of price when considering as income. The sample group that has the highest average value is the same standard in setting prices. With an average of 3.85 in terms of distribution When considered individually, the results of the study are as follows The sample group with the highest average value is branded products which can be easily purchased. With an average of 3.99 in terms of marketing promotion When considered individually, the results of the study are as follows The highest average sample group is advertising through various media. Enabling brand recognition With an average of 3.94
4. Guidelines for successful brand design of Phetchaburi Province The way to successfully design a brand in Phachaburi Province, many factors related to the success of the brand design of Phachaburi Buri, the successful brand design of Phachaburi Province that At the heart of brand design is the difference from other brands in the market. And has a unique selling point which is a unique selling point And differences Guidelines for brand communication in Phetchaburi Province To make the brand acceptable among Thai consumers. And able to compete with foreign brands Brand communication in Phetchaburi Province in order to make the brand acceptable among Thai consumers is very important to the brand's success. Brand communication is something that Phetchaburi brand owners must take seriously. And must learn and understand this matter Not looking at brand communication as a distant matter Or beyond his own strength Brand communication is not always necessary to spend huge amounts of money. Will succeed, but what is more important than money is access to this story. Because brand communication is a process that must be done in the long term to see results. Which the result is worth the investment.
5. Planning marketing communication strategies for products of Phetchaburi Province Should have a strategy to give news about provinces and products Strategy to build credibility and trust in products and services in the province. Strategies for creating experiences through special activities Strategy to create an image for the brand and province. Borrowed - interest strategy, pass strategy **7.** Media relations management strategy.

3.2 Discussions

From the summary of all the above studies, it can be seen that Brand communication of Phetchaburi Province to be able to compete with foreign brands Is a process that must be done with principles And use the person with real knowledge about the brand to operate Most Petchaburi brands still operate as family businesses. Not hiring a professional to manage, not thinking of doing business to upgrade the brand to international level. Many Petchaburi brand brands that are made at this time are mostly thinking and proceeding according to the market trend. Which still lack the true understanding about brand communication In brand communication in Phetchaburi province, it is necessary to create a different point for consumers to feel. May use

methods to define brand personality differently. Add value to the product. Or adding different product features This is in line with the concept of brand design by Sri Kanya Mongkolsiri (2004), which provides three principles for determining the brand's position. First, it must be the point that our products can be presented. Secondly, it must be the point where our brand is different and that it has an advantage over its competitors, and lastly, it must be the point that consumers want. And is the point where no brand can best meet the needs In terms of consumers, it is important to build loyalty for the brand because even though the foreign brands are more reliable. But if consumers feel like the Thai brand Consumers will have the opportunity to start with products that are foreign brands is difficult. Makes competitors that foreign brands make marketing more difficult Requires more budget to make consumers change their mind to use their brand The matter of building relationships with Consumers, whether it's about building relationships Or brand communication Brand of Phetchaburi province must communicate To create the most stable relationship between consumers and the brand of Phetchaburi province Therefore, Thai businesses must create good relationships with consumers. Must know that Who the consumer is, what they want, what they have. Anything that is lacking is added. Must offer new things for consumers to feel good about us. That we are the only place that knows his heart It's the only place that responds best. When consumers are impressed with this, it is difficult for foreign brands to compete for consumers. The communication with consumers is in line with the concept of unified communication that is about using various media to communicate and work closely with consumers so that consumers feel that the brand is a responsive brand. Best self.

Branding It is imperative that entrepreneurs in the age of the competitive world need to pay more attention. Because it is well known that Branding That is known and remembered by consumers will lead to increased productivity, sales value and distribution channels. Which means ultimately profits and business stability Creating a strong brand must always be done in parallel with brand communication.

Successful brand communication in Phetchaburi Province must communicate to be reliable in the eyes of consumers. And in accordance with the way of life of consumers Trust can be created in many ways. Depending on the characteristics of the brand, how reliable the brand is will occur when the brand communication is clear. And without direction Brand communicators must pay more attention to this matter. Because if you are not clear in the eyes of consumers, then consumers do not trust your brand. Brand acceptance will not happen. To make credible brand communications in Phetchaburi province Must try to use communication methods that are linked to the lifestyle of consumers. So that consumers feel closer to the brand, which makes credibility easier Communication according to the current world

IV. CONCLUSIONS

That communication would not be complete. Brand communicators in Phetchaburi Province therefore need to carry out careful communication. By having to create a balance between both parties, the brand communication of Phetchaburi Province to Thai consumers is not an easy task to achieve in a short period of time. But if it is an activity that takes time And continuity to use to make the brand of Phetchaburi province acceptable. Thai entrepreneurs should take this issue seriously It's not just doing to follow the trend. But must be done with a clear plan To build credibility for the brand of Phetchaburi Province By creating credibility for Phetchaburi brand, it will have a lot of benefits to Thai entrepreneurs. And still have national benefits Because the brand of Phetchaburi Province is considered a national property, the brand communication of Phetchaburi Province is necessary to use the budget for communication. But that budget doesn't have to be a lot of money But must be a constant budget because brand communication must be sustainable (Sustainable) It is necessary to keep in touch with consumers closely and continuously so that the brand of Phetchaburi Province becomes part of the consumer's life. Consistent with the research subject "Brand communication with alcoholic beverages, ready to drink Night (Nite)" of Siriporn Panan Kanchanawong (2002) that the strategy chosen by the Night brand Is a combination of many types of tools, such as advertising, promotion, Organizing marketing activities, communicating at the point of sale and using other tools to help, such as public relations, etc. All tools used must be presented in the same direction In order to entice consumers to try and buy in the end. Nite also plans to communicate the brand by using frequency regularly In order to reinforce awareness And continuously remember the brands of consumers By considering market conditions consisting of But with the budget constraints of Phetchaburi brand Many brand owners think that the brand of Phetchaburi Province cannot compete with foreign brands because we have a smaller budget. In fact, if brand communicators know how to use media properly Conquering foreign brands is also something that Petchburi province can do as well. Petchaburi's brand communication is The story of Thai entrepreneurs And the government must seriously give priority to cooperation to develop the brand of Phetchaburi Province to be able to compete In the domestic market And able to push towards the international level Because each year, the income from exporting products from Thailand is enormous But most are in the form of contract production for foreign brands. Therefore, if Thai entrepreneurs can

create a brand of Phetchaburi province to be known internationally. Products will have more value. Entrepreneurs will have increased profits. Employment will increase. The country's economic condition will also improve. These things all affect each other, which if the brand of Phetchaburi Province is able to stand strong. And already secure The nation will be strong and stable as well. But if Thai entrepreneurs still do not see the importance of brand communication in Phetchaburi province The condition of the brand in Phetchaburi Province will be worsening. And ultimately unable to compete with foreign brands.

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