

Electronic Commerce Design for Sale Promotion of Silk Products in Nakornchaiburin: A Case study in Silk Group of Buriram Province.

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ABSTRACT

The present research aimed to examine the impact of e-commerce media design on the promotion of silk products in Nakornchaiburin, Buriram Province, Thailand. The study had two main objectives: 1) to analyze the appropriate design of e-commerce media, and 2) to create video clips that would promote the sale of silk products in Nakornchaiburin.

The study used a case study approach and included the examination of Buriram silk and cotton weaving enterprise groups in Ban Koon Village, Moo 7, and Ban Daeng Yai silk weaving enterprise group. The video content focused on showcasing the local weaving methods and the origins of cloth patterns, with the goal of attracting target customers, conveying the right message, and improving brand identity. The first video clip's slogan was "Prai Tan Heang Mai," meaning "the destination of silk," while the second one was "Sen Sai Lai Mai," meaning "the line and patterns of silk."

The research population consisted of designers, design students, customers, and others, and a purposive sampling method was used to select a sample of 120 participants. Data was collected using questionnaires, which were divided into four sections: 1) Communication and presentation, 2) Presentation contents, 3) Design and Aesthetics, and 4) Video production. The evaluation of the results was based on the assessments obtained from the questionnaires.

The statistical analysis revealed that the satisfaction rates of the two video clips for the promotion of silk products in Nakornchaiburin, Buriram, were at high levels. This result can be interpreted as evidence that the design works were effective in terms of communication and improvement of the brand identity. This practice-led research has the potential to contribute to the promotion of silk products to wider audiences in the future.

In conclusion, the present study highlights the crucial role of e-commerce media design in promoting the distribution of silk products. The results of this research can serve as a reference for future e-commerce media design projects aimed at promoting similar products. Further research is needed to explore the impact of different design elements on the effectiveness of e-commerce media promotion, as well as to assess the impact of these video clips on the sales of silk products in Nakornchaiburin, Buriram Province.

Keywords: Electronic Commerce Design, Promotion, Silk product, Nakornchaiburin, Buriram

Introduction

Effective management of electronic commerce media as a channel for product distribution is a crucial factor for entrepreneurial success. This requires an understanding of the production system and the development of a strong brand identity to succeed in the market. Key development strategies include offering a variety of products, continuous promotion, and ongoing promotional activities on social media platforms such as Facebook and Twitter. These channels can facilitate product distribution and provide

direct feedback from customers. A reliable payment system is also an important factor that can increase sales.

Social media platforms such as Facebook, Twitter, and YouTube are powerful tools that can greatly enhance the service offered by a company. They can be utilized to increase competitiveness and reach a wider audience. Customer behavior has shifted from traditional media to social media, thus online accessibility to the target group is of utmost importance. Video clips are a media format that is well-suited to reach audiences as they provide both visual and auditory elements, enhancing the viewing experience. This media format can help consumers better understand and remember the content, and can reach the target audience quickly. Additionally, using social media is mostly a free service (www.thairade.com, 2018).

For these reasons, video media can play a significant role in driving sales and expanding the market and distribution for Nakornchaiburin. The media can inform customers about crucial product information, supporting their purchasing decisions. This research integrates online and offline market strategies by designing appealing video clips that effectively communicate the right message to the audience, thereby improving brand identity.

Research objectives

- 1.To investigate the design solutions of electronic commerce media to promote the distribution of silk products in Nakornchaiburin, Buriram Province, Thailand.
- 2.To create two video clips, each with a duration of three minutes, that would enhance the promotion of the distribution of silk products in Nakornchai Burin, Buriram Province.

Research methodology

The research methods employed in the study of Electronic Commerce Design for the Promotion of Silk Products in Nakornchaiburin comprised of two steps:

Step 1: Survey and Basic Data Study (Research: R1)

This step focused on gathering basic information related to the local products through literature reviews and field studies. The goal was to gather design references for the practice-led study, which centered on designing two promotional videos. The researchers determined the population, sample, research tools, and statistics as follows:

Population and Sample:

The sample group used in the survey and study consisted of 120 designers, design students, and consumers, selected using purposive sampling.

Research Tools and Statistics:

Research tools utilized in this study were questionnaires related to the distribution and production of silk products in Nakornchaiburin, Buriram Province. The statistics used were mean, percentage, and standard deviation, depending on the questionnaire or data collection form used in the study.

Steps in Developing Questionnaires:

Review of literature

Identification of research problems and data collection needs for the video clips

Drafting of questionnaire questions

Review of the questionnaire by a communication art design expert, Mr. Sakon Phu Ngamdee.

Data Collection:

Data was collected through questionnaires, interviews, and focus groups.

Data Analysis:

The quality of the research tools was assessed using the consistency between the questions and responses, measuring the congruence (Item Objective Congruence: IOC).

Descriptive statistics, percentage, mean, and standard deviation were utilized in the data analysis.

Step 2: Development (Development: D1)

This step involved the actual design and development of the promotional videos. The design was guided by the findings of the survey and basic data study. The final products were two video clips with a focus on promoting the distribution of silk products in Nakornchaiburin.

In the second phase of the study, two prototypes of video clips were developed based on the findings of the initial data collection and analysis. The development process was as follows:

Analysis of references and information to identify design guidelines for script writing, video production, and presentation through image and sound.

Determination of content and development of storyboards.

Step 3: Research (Implementation: R2)

The prototypes of the video clips were presented to a sample group consisting of 120 participants, including designers, design students, customers, and individuals selected through purposive sampling. The research tools used in this phase were satisfaction survey questionnaires.

The satisfaction survey questionnaires were designed to collect data from the sample group and experts to evaluate the design's performance, usability, and design in terms of communication, graphics, and applications. The questionnaire was divided into two parts:

Part 1: General information of the participants

Part 2: Level of satisfaction with the video clips, divided into the following topics:

Presentation methods

Content

Design

Sound and music

Descriptive statistics, percentage, mean, and standard deviation were used to interpret the data collected through the satisfaction survey questionnaires.

Step 4: Development (D2) and Evaluation

This phase involved the improvement of the prototypes and evaluation of their quality based on the data collected in step 3. The data was analyzed to determine if the video clips met the criteria and objectives of the research. The process of evaluation was crucial in ensuring that the final product was of high quality and met the expectations of the study.

Findings

The data analysis in this study was based on the information gathered from literature reviews, field studies, and questionnaires to identify design guidelines for electronic commerce design for the promotion of silk products in Nakornchaiburin, with a focus on the silk groups in Burirum province.

The findings of the analysis emphasized the importance of brand identity and the uniqueness of the community in silk production. As a result, the video clips aimed to present the community identity through visual representation while incorporating a modern aesthetic to promote silk products. The combination of these elements was crucial in promoting the distribution of silk products in

Nakornchaiburin, as it highlighted the community's heritage and tradition while appealing to modern consumers.

Design works

Following the analysis of data for design references, the researchers designed two video clips based on the data collected from the target group, which included the Buriram silk and cotton weaving enterprise groups in Ban Koon Village, Moo 7 and Ban Daeng Yai silk weaving enterprise group.

Project 1: "Prai Tang Haeng Mai" Video

The first electronic commerce media was a video clip titled "Prai Tang Haeng Mai," meaning "the destination of silk." The video showcased the weaving process and told the story of silk worms and their transformation into fabric. It presented the entire manufacturing process from start to finish, offering a glimpse into the way of life of the community, which has been passed down from generation to generation. The video aimed to showcase the unique and traditional aspects of the silk and cotton weaving industry in Nakornchaiburin, Buriram Province.

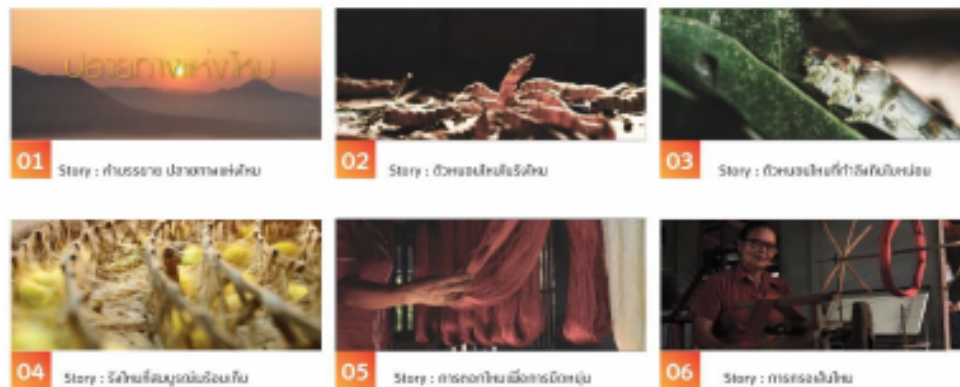


Figure 1. The first electronic commerce video media 'Prai Tang Haeng Mai' (1)

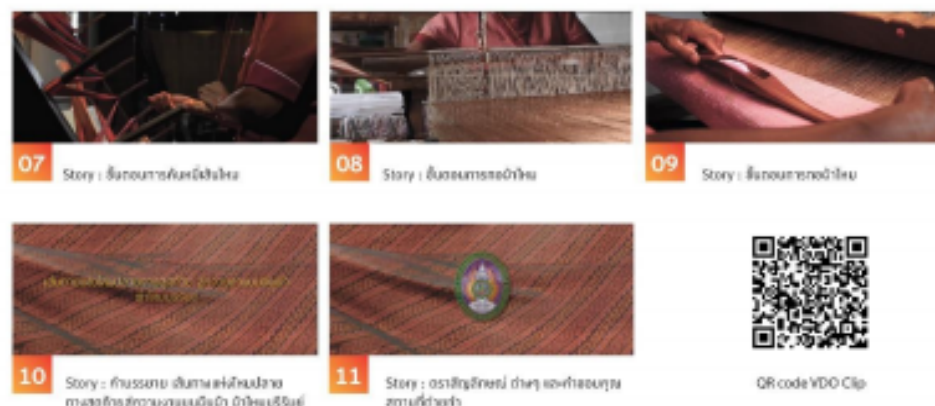


Figure 2. The first electronic commerce video media 'Prai Tang Haeng Mai' (2)

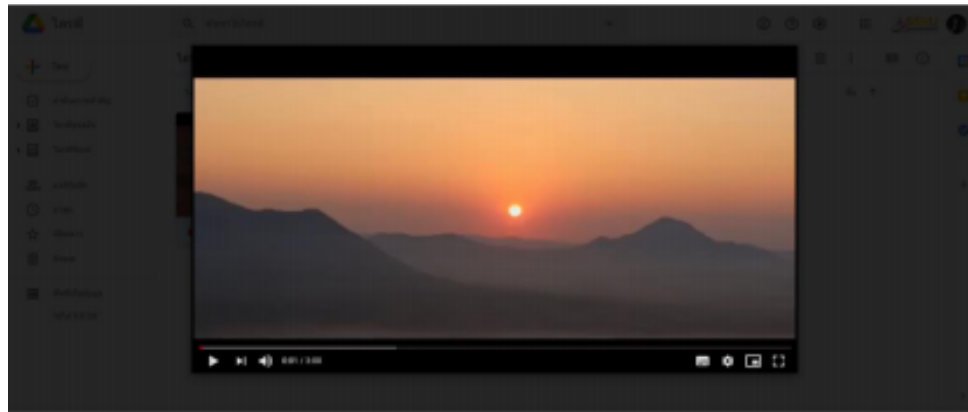


Figure 3. The first electronic commerce video media ‘Prai Tang Haeng Mai’ (3)

Project 2: "Sen Sai Lai Mai" Video

The second project was a video clip titled "Sen Sai Lai Mai," meaning "line and patterns of silk." This video focused on presenting the unique silk cloth patterns of Buriram, which are an important aspect of the local identity, reflecting the traditions, culture, and way of life of the people. The video aimed to showcase the cultural significance and heritage of the silk and cotton weaving industry in Nakornchaiburin, Buriram Province.

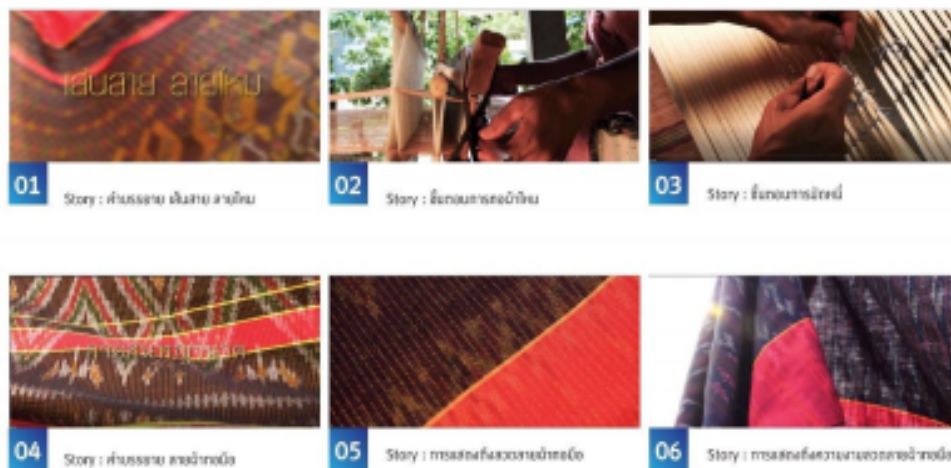


Figure 4. The second electronic commerce video media ‘Sen Sai Lai Mai’ (1)



Figure 5. The second electronic commerce video media ‘Sen Sai Lai Mai’ (2)



Figure 6. The second electronic commerce video media ‘Sen Sai Lai Mai’ (3)

Conclusions and Discussion

In this study, the researchers evaluated the effectiveness of the two video clips designed to promote the distribution of silk products in Nakornchaiburin, Buriram Province. The evaluation was conducted on 120 participants consisting of entrepreneurs, specialists, students, designers, and customers. The evaluation was based on four areas: presentation methods, content, design, and sound and music.

The results of the evaluation showed high levels of satisfaction in all areas. The mean scores for presentation methods, content, design, and sound and music were 3.66, 3.90, 3.91, and 3.98, respectively, with a standard deviation of 0.71. The overall mean score was 3.87, indicating a high level of satisfaction.

The results indicated that the video clips were effective in terms of their content and presentation. The use of video media as a tool for promotion was suitable for the target group, who live modern lives, and social media was found to be a pivotal tool for promoting products online. The videos improved the brand identity and uniqueness of the community that focused on silk production by presenting the

community's identity through motion pictures and creating a modern look to promote the distribution of silk products.

In conclusion, the results of the questionnaire indicate that the design of the video clips was well received by the participants and met the objectives of the research. The high satisfaction rates in all areas reflect the good performance of the design and the effectiveness of using video media as a tool for promotion.

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