



AN INCREASING THE BENEFIT OF LOCAL PLANT PRODUCT TO THE CREATIVE ECONOMY AND COMMUNITY PRODUCT STANDARDS OF THE BUDDHIST COMMUNITY, BANANA CONSERVATION ENTERPRISE CENTER, SUPHANBURI PROVINCE

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Abstract

The research topic is “An Increasing the Benefit of Local Plant Product to the Creative Economy and Community Product Standards of the Buddhist Community, Banana Conservation Enterprise Center, Suphanburi Province” Studied with the objectives 1) finding problems, needs to increase plant product benefits, 2) training, design the marketing mix innovation to increase plant product benefits, 3) proposing guidelines for increasing plant product benefits to the local with creative economy, community product standards in Suphanburi Province.

The research results: 1) problems packaging design does not attract consumers, no local identity, intermittent sales promotion. There are few sources of distribution. Competing partner prices are discounted and not registered demand to have a packaging design that attracts consumers to have a Buddhist identity and be friendly with nature, closing the label describing properties, organize marketing mix training and expedite the application for enterprise registration. The test scores after the training were significantly increased at

the.05 level. And increasing the benefits of plants by selecting valuable local ingredients with distinctive differences, adding extra benefits and additional benefits valuable packaging design, adding channels and distribution sources, and 3) find ways to increase the benefits of local plant products to the creative economy and community product standards, namely: the development of community enterprise entrepreneurs who have the potential to be entrepreneurs and co-creating Buddhist communities.

Keywords: Increasing the Benefit, Local Plant Product, Creative Economy and Community Product Standards, Buddhist Community

Introduction

Thailand is a country that is rich in natural resources that spread across all regions. Especially some local plants that are used as food, to make some herbs or may be processed into products and used extensively; therefore, it is commonly seen in daily life. Both from selling in various fresh markets and using in cooking in shops and households. The utilization of plants has been continuously developed by Thai ancestors. In addition, use for cook, it is also use for treat general ailments. Therefore, Thai society is a society with local wisdom and culture that are unique to each community. The livelihood of rural communities that are bound by aware of the benefits of local vegetables and fruits. which, in some seasons, may produce more than demand. If you leave it, it will rot in vain. Therefore, local wisdom and technology are used to transform them into plant products, jointly seeking knowledge in various fields folk wisdom and technology have been passed on from generation to generation. Jointly adding value and inherit intellectual property to be stable, sustainable, and stand up to the changing trend by forming a group, bring local natural resource capital and intellectual capital to transform into some herbal medicines. It's some kind of food preservation, to distribute to relatives or sell at a reasonable price. It is another way to generate additional income. This joint work is called community enterprise (Community Enterprise Promotion Act B.E. 2548:1).

The community enterprise, it is a group of community activities that the community can think of for learning. It's not a single activity that's done to aim for a big market. It's not a complicated activity. It is also a reorganization of the



economy as a base for the real community because if the community is strong and self-reliant, the country's economy will be strong and able to survive. The community enterprises are therefore important in building a solid foundation for the country (Anonymous, Community Enterprises, Online, 20 Mar. 2022). But many community enterprises cannot be managed effectively. Inability to integrate local wisdom to create innovations to add product benefits, to create crops. According to the report of the 13th National Economic and Social Development Plan Framework (National Economic and Social Development Board, 2023-2027, online), one factor may be the lack of technological skills. Especially, the transformation into the digital age. It has been accelerated to be important to the economy and society, and the livelihood of the population has increased rapidly. So, the integration of local wisdom with village technology and creativity by increasing the benefits of local plant products. Therefore, it is protected and preserved as cultural heritage, wisdom, and technology for local food preservation and generate more income, which is one of the five missions of the Suphanburi Si Suvarnabhumi Buddhist College, Suphanburi Province and planned the projects to join academic service to the community.

The context of Suphanburi Province, most of the area is a lowland located in the central region with abundant natural resources such as forest resources, mineral resources, soil resources suitable for rice cultivation, field crops, and water resources covering approximately 2 millions rai of benefited areas, generally suitable for farming. There are agro-tourism sites spread out in every district, so the important economic sector of the province is agriculture. Because, there are cultivated areas spread throughout the province, resulting in the production of many types of plants. It was also found that most people practice Buddhism. They have a way of life related to the teachings of Buddhism. The culture of eating is therefore simple, patient, and determined to be done honestly, know how to save, and be generous when there is a large amount of food left after consumption, consuming and then using knowledge, local wisdom, and local technology to preserve food to exchange with each other or souvenirs between communities between relatives or distributors, resulting in a career that generates extra income for the family. Building a reputation for the locals in which each locality will have a different abundance of food. Food preservation is therefore diverse, such as canned water chestnuts, and toddy palm in syrup. The good stuff in Sri Prachan District, sour bamboo shoots Bottled condensed mushrooms in Dan Chang District, smoked fish in

Bang Pla Ma District, Song Phi Nong District, etc. (Document Processing and Archives Committee, 2001: 1-191).

From the interviews with community enterprise entrepreneurs in the plant products group in Suphanburi Province, most of them had problems and limitations in promoting public relations. Product image, the packaging and properties or benefits of the product are not outstanding, not attractive to consumers. The registration process for government certification is slow and complicated, such as the registration of public health and community product standard certification etc. In the part, the government helps and promote marketing or find a source to sell products (interviews with the Banana Conservation Center Community Enterprise Group, Tha Rahat Subdistrict, Community Enterprise Group, Bihar Daeng Noodle Skill Center Community Enterprise Group, and Ban Thung Na Thong Herbal Curry Community Enterprise Group 2022), which corresponds to research on conditions for success in operating social enterprises of community enterprises in Suphanburi Province (Wanasara Chankamol, 2020). 1) entrepreneurial leadership 2) product's development to be creative works by creating differences and diversity for consumers, etc. From the report on the development of community enterprises in the lower central region to enhance competitiveness in the Asean community (Nipapan Jenson Tikul, 2019) found that: there should be guidelines for community enterprise development, namely: 1) human resource development 2) development of access to capital sources and development of accounting management systems. 3) marketing development, focusing on marketing channels through electronic media, 4) product development and product certification, and 5) community enterprise network development, to the creative economy and community product standards of the Buddhist community enterprise group Banana Conservation Center Suphanburi Province.

Research Objectives

1. Finding the problem and the need to increase the benefits of local plant products to the creative economy and community product standards.
2. Training and design the innovative marketing mix to increase the benefits of local plant products to the creative economy and community product standards.



3. Proposing ways to increase the benefits of local plant products to the creative economy and community product standards of the Buddhist community enterprise group of Banana Conservation Center Suphanburi Province.

Literature Reviews

In the future, the group hopes to make such products of higher quality. They will adjust the style to emphasize the identity for balancing with the Buddhist way of life aim to the international areas through online distribution. Phakwan Thongrak et al. (2017) reported the research on “Knowledge Management for further development of food products from sweet potato to community product standards of the Thap Nam community Bang Pahan District, Phranakhon Sri Ayutthaya Province” it showed that, there is no personnel management structure, lack of understanding of the production system quality control, lack of funding, tools, and food processing facilities, improper packaging is not beautiful, lacking the uniqueness of the product. There are no standards to certify the product. The research process consists of understanding the meeting study visit situation and problem, analysis implement problem-solving and improve problem-solving methods together with members. It showed that building strength of the group members' mutual interests must be motivated by income incentives, coordination of community understanding between executive budget sources and members of the rice cracker processing group production, knowledge training quality, control brand design and packaging providing knowledge and consulting in accounting, finance, and marketing. In the present, Thap Nam Ban Ma Agricultural Processing Community Enterprise Group was registered on December 30, 2016, receiving the budget to build the factory, purchasing tools, packaging, and working capital totaling 500,000 baths from the Lam Pu Thao Village Fund. Making the members knowledge and understanding of production management and change behavior in the management of rice cracker processing group until successful in the early stages able to produce standardized products in large quantities. The attractive product for the consumers. The more sales and gets attention from many entrepreneurs in bringing the product to commercial expansion for export.

Petchara Budsita (2017) showed the research on “Marketing Strategies Development Based on the Sufficiency Economy Philosophy for Community Enterprises in Kamphaeng Phet Province” the results of the research revealed that (1) the operation of the community enterprise group sufficiency economy philosophy has been applied in operations. (2) demand and market factors affecting product purchases, able to explain the components 67.31% grouped into 4 components: 1) Marketing promotion. 2) Products, prices, and distribution channels 3) Local wisdom, and 4) Exhibitions. (3) marketing strategies based on

the sufficiency economy philosophy, comprising 6 strategies, namely agency development strategies, marketing strategies, alliance strategies. Marketing Mix Development Strategy Marketing factors affecting consumers' purchase of processed herbal products in Ubon Ratchathani Province, the research found that the respondents gave overall importance to the marketing mix factors in terms of products at the highest level (mean 4.21), followed by the price factor at a high level (mean 4.20), the distribution channel factor at a high level (mean 3.98), and the marketing promotion factor at a high level (mean 4.21) at a high level (mean 3.65), respectively, and respondents gave overall importance to other factors attitudes and beliefs were at the highest level (mean 4.35), followed by external environment factors at high levels (mean 4.01) and reference group factors were at high levels (mean 3.80) respectively.

Nawapat Pholdee and Worachat Tokaew (2017) conducted research on “the wisdom of using herbs for primary health care in Ban Hin Hao community forest, Ban Fang District, Khon Kaen Province” the research found 65 families, 98 species of herbs, and 47 species of food plants and used to treat disease or a group of abnormalities of the body each type used for many properties. Treatment of basic illnesses, namely, reducing fever, found 33 types etc. Various beliefs of the community, which are important components of local indigenous medicine.

Research Methodology

This research used a qualitative research method under the participatory action research process to understand the issues in important details. It is comprehensive in the material that has been studied completely and will make it possible to get insights (In-depth) with clear details that can be analyzed logically (Analytic Induction). Documentary research and field research in which the researcher and colleagues **Phase 1:** study the context of Buddhist community plant production enterprises. **Phase 2:** designing innovative marketing mixes to add value to plant products local plant products to the creative economy and community product standards. **Phase 3:** proposes ways to increase the benefits of local plant products to the creative economy and community product standards. Summary of research guidelines for increasing the benefits of plant products and new knowledge gained from research in a small group meeting according to the research framework in Phase 3.

Results



1. Findings of problems/obstacles and needs to increase the benefits of local plant products to the creative economy and community product standards. of the Buddhist community enterprise group Banana Conservation Center Suphan Buri Province found that: (1) Problems in producing plant products such as lack of packaging design that attracts or persuades consumers, lack of uniqueness local identity lack of promotion, lack of online marketing promotion and public relations through various media/devices, lack of distribution channels. As for the price, there is more price competition. The price of raw materials in some seasons is expensive. Lack of development of community enterprise management potential has not been registered for quality and safety certification from government organizations. (2) The need to add the benefits of local plant products to the creative economy and community product standards, for example, the need for packaging design to have an appearance create incentives for consumers to want to buy and create an outstanding identity in the Buddhist way being friendly and with nature, The label should clearly state the benefits. Can refer to Thai herbal medicine documents and should provide training workshops for entrepreneurs to learn about marketing. Accessing to modern technology and receiving support from the government to register for community product certification.

2. Results of designing innovative marketing mixes that increase the benefits of local plant products to the creative economy and community product standards in the Buddhist community enterprise group Suphanburi Province found that: 1) Achievement from workshop training activities. The t-test statistic is 9.46, Sig. (2-tailed) 0.00, which is less than the statistical significance level of 0.05, indicating that the test scores before and after the training are related. When the participants received the training, their scores after the training increased significantly at the .05 level. 2) Summary of field operations activities assessment results are as follows: (1) **the first step:** There is a selection of plants from, **the second step:** storage, transportation and **the third step:** production, distribution, focusing on produce without pesticide residues exceeding standards, such as controlling the production process Product storage, handling, contamination, and deterioration are prevented for the good sanitation, etc. (2) Adding special benefits, i.e. improving quality and quantity over competitors, for example, adding herbs with auxiliary properties as ingredients, such as Makham dee Kwai (Tamarind) mixed with kaffir lime juice to produce hair shampoo, etc., adding weight, flavoring, packing design packaging that does not harm the environment. Design a brand that is a local identity, taste, and smell to meet consumer behavior. (3) Additional benefits after-sales service, damage warranty, free shipping or repurchase and prepare to request a notification from the government to certify the benefits or properties of plants in terms of food and herbal medicine. (4) The packaging labelling that reflects the quality,

specify the proportion of ingredients, volume, capacity, and beautiful product, outstanding, modern. 5) Upgrading of packaging labels, there is a clear product label design. Use color theory as a key element to motivate shoppers. (6) Distribution channels when considering in the overall increased by 158.33 percent. (7) Sales promotion when considering in the overall. There is a difference of 130.77 percent. (8) Net Income, when considering the difference in net profit as a whole of the 4 community enterprises, it is found that the difference in net profit had an increase of 14.91 percent. (9) Registration for increasing the benefits of plant products found that, enterprises participating in the research project, requested to register 2 community enterprises, representing 50%.

3. Results of presenting guidelines for increasing the benefits of local plant products to the creative economy and community product standards of the Buddhist community enterprise group Suphanburi Province. The meeting had a common resolution as follows: “The development of community enterprise entrepreneurs producing local plants for the potential-plus to be entrepreneurs in creating a good Buddhist community” is divided into 3 phases:

Phase 1: Preparation for notification of community enterprise product standard certification. It should proceed to register the enterprise registration and prepare to raise the level of plant products to be notified of Community Product Standards (MCU), public health standards, FDA standards, or agricultural product standards. The production process is properly controlled and safe from the first step-the third step. This includes good hygiene in the case of food or herb production. To ensure that producers in the community will be able to consistently maintain the quality standards of plant products, and preparing to upgrade to OTOP product standards.

Phase 2: Community Enterprise Marketing Development, Buddhist community enterprise members should be developed the ability to be entrepreneurs. Designing an innovative marketing mix by adopting marketing strategies as management tools in line with the community context to increase the benefits of local plant products, focusing on the identity of the Buddhist community's natural and environmentally friendly packaging. Having a hygienic production source consists of 4 main factors (4Ps): (1) **P** (Product) should focus on the design of products made from local plants in Suphanburi Province. The Buddhist community identifies natural and environmentally friendly packaging. Having a hygienic production source. It is an added benefit of plant products. (2) **P** (Price) should focus on pricing strategies that will make local plant products that is perceived in the eyes of customers. Acceptance of the benefits of the product taking into account the cost of goods and related expenses, competition,



and other factors. (3) **P** (Place) should focus on increasing distribution channels for local plant products directly to consumers, selling products through various intermediary institutions including the distribution of products to consumers. Choosing the right means of transportation to help distribute the goods. (4) **P** (Promotion) emphasizes communicating with the target market by using essential tools such as sales by employees, distribution of locations Advertising through multimedia online promotion dissemination and promotion through various devices.

Phase 3: Sustainable Community Enterprise Development, there should be a plan to develop community enterprise entrepreneurs producing local plants to participate and ability to create local innovations and community networks to create innovations through activities to share the benefits of the Buddhist community including: (1) knowledge and understanding of community enterprise entrepreneurs, should be promoted for sharing the benefits of the Buddhist community, such as donating to charity work. (2) should encourage community enterprises to be aware of bringing awareness of responsibility towards Buddhist community culture as a marketing promotion factor. (3) it should enhance knowledge and understanding of innovation development that emphasizes community benefit-sharing activities through participatory processes with Buddhist community enterprises. (4) it should increase the potential of Buddhist community enterprises to create participation in local innovation communities.

Discussions

Increasing the benefits of local plant products to the creative economy and community product standards of the Buddhist community enterprise group Banana Conservation Center Suphanburi Province. The research team discussed the research results as follows:

Problems in plant products, it was found that both packaging designs for packaging, packaging lack designs, not motivate consumers to make a purchase decision, lack of uniqueness and local identity, lack of management of the marketing mix. The development of community enterprise management potential is still moderate quality and not registered for safety quality certification from government organizations. This corresponds to the research of Pakwan Thongrak, knowledge management for further development of food products from sweet potato to community product standards of the Thap Nam community Bang Pahan District Phra Nakhon Sri Ayutthaya Province. The research showed that the problems in the operation of the group. There is no personnel management structure, lack of understanding of the production system

quality control, lack of funding, tools, and food processing facilities, improper packaging is not beautiful, lacking the uniqueness of the product, there are no standards to certify the product.

The need for increasing benefits, the benefits of local plant products towards the creative economy and community product standards of the Buddhist community enterprise group of Suphanburi province showed that, they wanted to design packaging, create outstanding identity in the Buddhist way being friendly with nature, the labelling should clearly state the properties, able to refer to Thai herbal medicine documents, should provide training workshops for entrepreneurs to learn about marketing, accessing to modern technology. This corresponds to the research report of Warisara Somkiatkul and Kamol Ruangdech (2021) on the creation of value-added to Hom Chaiya rice varieties in Chaiya District, Surat Thani Province. The results of the research showed that, the form of adding value to the Hom Chaiya rice variety was the development of product designs. Adjusting the packaging design corresponds to the consumer groups and processing into various products for guidelines to promote the creation of added value, namely the development of packaging designs. Processing products to have a variety, increasing distribution channels and public relations. The factors affecting the decision to join the community product standard of the entrepreneurs of One Tambon One Product (OTOP), Krabi Province. The research found that: (1) factors affecting the decision to join the community product standard of entrepreneurs is able to create a good image for the organization, increasing product sales is the most important factor in deciding to join followed by ensuring safety and creating credibility in the quality of products for customers and increasing the opportunity to participate in trade shows organized by the government sector. (2) Characteristics of establishments size of business, the period of establishment of the business and sales were related to the decision to join the National Standards Institute of Thailand.

Designing innovative, marketing mixes to increase the benefits of local plant products to the creative economy and community product standards of the Buddhist community enterprise group Suphanburi Province. It showed that the trainers had training achievements. Comparing the test scores before and after the training were correlated and when the trainees received the training, their scores after the test increased significantly at the .05 levels, which is in accordance with the theory of learning and training (Surachanee Kensupho, 2017), corresponds to the research report of Saowapa Panjariyakul “on the development of training curriculum on classroom action research” to enhance academic achievement. The results showed that Comparison of pre-training and post-training test results of trainees. The score after the training was



significantly higher than before the training at the .05 levels and corresponds to the research report of Pakwan Thongrak et al., they must have training to provide knowledge of production, quality control brand design and packaging, providing knowledge and consulting in accounting, finance, and marketing.

The field evaluation of community enterprise entrepreneurs to assess the performance it found that, local plant products have been added to the creative economy and community product standards in all 7 aspects, namely selection of plants without contaminants, residue increasing quality and quantity over competitors after-sales service, label improvements, improve packaging, it was found that the average net income of all 4 locations increased compared to the same month. This may be due to the fact that the 4 entrepreneurs established community enterprise groups to help community members to produce consumer products derived from community wisdom. At the same time, they receive practical training and develop their knowledge, develop more skills together with the use of knowledge and skills from local wisdom and technology to apply as a community innovation. The research report of Pantida Lao Phuangsak on “the application of local wisdom to create added value in coconut products according to the creative economy of community enterprises in Samut Songkhram Province. The results of the research revealed that 1) the productive phase by using good quality production factors. 2) it is a resource that exists or can be sought within the locality. So, the production process of products is efficient and increasing opportunities according to creative economy guidelines and 3) the commercial marketing phase by making the product attractive and meeting market demands, having a good image in the view of consumers under conditions of change in nature and environment, way of life, and development or extension of old wisdom (Panthida Laophuangsak, 2020).

Proposing ways to increase the benefits of local plant products to the creative economy and community product standards. The Buddhist community enterprise group of Suphanburi Province. The result of the consideration by experts in the development of community enterprise entrepreneurs producing local plants to have the potential to be entrepreneurs and to contribute to creating a good Buddhist community, divided into **3 phases**: (1) an urgent phase, for example, preparation should be made; raise the level of plant products to be notified of community product standards from the government with proper and safe production control from the first step-the third step. To ensure that producers in the community will be able to consistently maintain the quality standards of plant products. Prepare to upgrade to OTOP product standards. (2) marketing development phase, for example, members should be developed to have the ability to be entrepreneurs. Designing an innovative marketing mix use marketing strategies as management tools corresponds to the community

context. Focusing on the identity of the Buddhist community natural and environmentally friendly packaging. There is a hygienic production source and (3) the sustainable development phase, for example, there should be a plan to develop entrepreneurial entrepreneurs to participate, the ability to create local innovations and create an innovative community network through Buddhist community benefit-sharing activities, which corresponds to the Natthaphon's research report Bua Chang Siew, along with the team on the potential development of community enterprises to build sustainable strength: A case study of a community enterprise Chachoengsao Province. The results showed that indicators of the success of community enterprises' potential can be used as an indicator of the success of community enterprises in Chachoengsao Province, namely leadership, followed by production, labor, marketing, finance or capital, the management (Nattapon Buaseesiew, together, 2017). The research found that the potential development model for community enterprise entrepreneurs in the central provinces consisted of 5 main factors as follows: 1) leadership 2) knowledge, expertise, and self-development 3) community enterprise plan preparation 4) communication and coordination, and 5) morality and ethics.

Conclusions

Competing partner prices are discounted and not registered demand to have a packaging design that attracts consumers to have a Buddhist identity and be friendly with nature, closing the label describing properties, organize marketing mix training, expedite the application for enterprise registration. Increasing the benefits of plants by selecting valuable local ingredients with distinctive differences, adding extra benefits and additional benefits valuable packaging design, adding channels and distribution sources, and 3) find ways to increase the benefits of local plant products to the creative economy and community product standards. From the research, the overall mean was 4.45, and the S.D. value was 0.55. When considering each item, it was found that item 1, effective leadership (effective leadership), and 2, participation of stakeholders had the highest mean value equal to 4.67, with SD value equal to 0.49, respectively and followed by item 4, it is benefits sharing community.

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