

# **Promoting And Developing The Production Capacity Of Agricultural Products And Services Of Community Enterprises And The Network Of Farmer Housewives According To The King's Philosophy, Samut Songkhram Province**

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## **Abstract**

The objectives of this research are: 1) To study the conditions and problems of marketing and production management with agricultural services of agricultural tourism community enterprises, Samut Songkhram Province 2) To study the necessary elements of innovation, promotion and development of capacity to produce agricultural products and services of community enterprises and farmers' networks according to The King's Philosophy, Samut Songkhram Province 3) To develop innovation, promote and develop the capacity to produce agricultural products and services of community enterprises and farmer housekeeping networks according to King's Philosophy, Samut Songkhram Province. The population in this research was divided into 3 groups: the first group was a specific sample of volunteers joining the group, divided into 3 groups of 30 people. The second group is a member of the Agricultural Tourism Community Enterprises, Samut Songkhram Province, 250 people and the third group is a group of luminaries, 5 people. Using the research tool, the interview, the questionnaire got an average IOC value of 0.81 with a confidence value of .956 rather than 0.80. Data analysis uses exploratory component analysis, statistics, percentages, averages, standard deviations, and content analysis.

The results showed that 1) conditions and operational problems showed that the production of agricultural products and services of community enterprises and farmer housekeeping networks did not meet the needs of consumers who did not have knowledge of online marketing 2) There are 4 exploratory elements of innovation and 23 variable element features and 3) Innovation development is process 1: Promoting knowledge in accordance with the community economy trajectory according to science. Process 2: Promoting the organization follows the economic, community-based trajectory. Process 3: Promoting the competency of personnel in occupations in accordance with the community economic trajectory according to science. Process 4: Promoting information technology management, according to the community economy, according to the King's Philosophy. The assessment of the suitability of the development of innovation, the average is very high.

**Keywords:** Manufacturing of Goods and Services / Community Enterprises / King Science

### **Introduction**

A community enterprise is a community enterprise that involves the production of goods or services performed by a group of individuals who are engaged, have a common way of life and come together to engage in business to create jobs, generate income and create careers that can be self-reliant, family, and community and inter-community. The main characteristics of community enterprises are community-owned enterprises, produced by community processes using raw materials, resources, labor, and capital in the community with dimensions of money, resources, productivity, knowledge, wisdom, cultural capital, and social capital (Suddhanom Tancharoen, 2016: 1-3). From the importance of developing products in line with the values in the eyes of consumers. Modernization and problems caused by competition, along with the study of the needs of community enterprises in many Samut Songkhram provinces. It found that the operation of community enterprises in Samut Songkhram area, which produces products from coconuts, grapefruits, tie-dye fabrics, shampoos, soaps and many others. But there are problems with raw material collection: planting and collecting produce for processing, since the children prefer to work in factories and companies in the city rather than farming and processing, which can send money to feed the family, and then the production of goods from local wisdom will be lost (Sunsee Sakprachawut and Songwut Muangcharoen, 2017: 1).

The research will affect the development of agricultural-minded young people to manage agriculture with modern innovation and technology, to be creative, to be able to become entrepreneurs, self-

reliant and become leaders in local agriculture. At the outset, farmers will center and design their own learning. This includes the implementation of development findings to propose ways to drive policy of promoting innovation, learning networks to promote and develop agricultural tourism community enterprises to further enhance community solidarity (Supamit Sriwattanachai, 2016: 2-3). This is because community solidarity is important and is one of the indicators that will make community tourism sustainable, and it is also one of the elements that create power to drive community development in all dimensions. And it gives the power to drive the community in the desired direction, which affects the sustainable development of the community (Worawat Saijai, 2015: 5). As a result, the panel recognized the importance of promoting community enterprises and developing community products by studying the needs of executives and members of community enterprises in conjunction with the needs of tourist customers in line with the government's policy of promoting tourism in the main cities and secondary cities for economic and social development at the local level. This is to develop good quality production, develop quality production activities according to the community way, and create marketing, agricultural products in the community have a king-based approach to sustainability.

### **Research Objectives**

1. To study the conditions and problems of marketing and production management with agricultural services of agricultural tourism community enterprises, Samut Songkhram Province.

2. To study the necessary elements of innovation, promotion and development of capacity to produce agricultural products and services of community enterprises and farmers' networks according to The King's Philosophy, Samut Songkhram Province.

3. To develop innovation, promote and develop the capacity to produce agricultural products and services of community enterprises and farmer housekeeping networks according to King's Philosophy, Samut Songkhram Province.

### **Research Methodology**

#### **Population and sampling**

The population in this research was divided into 3 groups: the first group was a specific sample of volunteers joining the group, divided into 3 groups of 30 people. The second group is a member of the Agricultural Tourism Community Enterprises, Samut Songkhram Province, 250 people and the third group is a group of luminaries, 5 people.

#### **Research Tools**

Data collection tools include interviews, group discussions, and environmental analysis methods. Analysis of knowledge creation and transfer (SECI Model) and the use of marketing principles in the production of agricultural products and services (KM Marketing). The questionnaire averaged 25 IOC values of 0.80 and reliability according to Cronbach's methodology (1990), 25 of which were 0.97 rather than 0.80, with very high reliability and in-depth interviews with criticism interview methods, in-depth individuals by interview.

#### **Data analysis**

Analysis of data from interview data, group discussions using content analysis, analysis of innovative elements using analysis of key elements using survey element analysis statistics, and data analysis of suitability assessments using averages, standard deviations, and content analysis.

#### **Findings**

The results of the study of the conditions and problems of marketing management and production of goods with agricultural services of agricultural tourism community enterprises, Samut Songkhram Province.

Issues of condition and problems of the implementation of agricultural tourism community enterprises and farmers' maid network In Samut War province in the production of agricultural products and services of community enterprises and farmers' housewives network, it was found that the production of agricultural products and services of community enterprises and farmers' maid network did not meet the needs of consumers, not knowledge of online marketing.

The results of the study, the innovative elements, the learning network towards the promotion and development of community enterprises, agricultural tourism and the farmers' maid network to have the capacity to produce agricultural products and services of community enterprises and the network of farmer housewives according to The King's Philosophy, Samut Songkhram Province.

**Table 1** Data suitability checks

Questionnaire	Number of Questions (Variables)	KMO	Bartlett's Test Sphericity		
			Approx. Chi-square	df	Sig.
Agricultural Products and Services Manufacturing	25	.878	4183.000	300	.000

From Table 1, the results of the analysis of the data in the analysis of the exploratory elements of innovation were found. When reviewing the preliminary agreement, it was found that the correlation matrix of all 25 variables was not an identity matrix, that is, all 25 variables were correlated enough to be able to continue analyzing the elements. (Bartlett's Test of Sphericity

Approx. Chi-Square = 4183.000, df = 300, Sig. = .000) (Kalya Varnishbunsha, 2013). Considering the variable list, the overall sample selection adequacy value (MSA) is .878, and the range of sample selection sufficiency (MSA) of all 25 variables is 0.99-0.90. This indicates that all variables studied have sufficient relationships to be used for analysis.

**Table 2** Statistical values after element extraction

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.713	38.852	38.852	9.713	38.852	38.852	6.123	24.491	24.491
2	2.813	11.250	50.102	2.813	11.250	50.102	4.613	18.451	42.942
3	1.810	7.239	57.341	1.810	7.239	57.341	2.256	9.025	51.966
4	1.397	5.589	62.930	1.397	5.589	62.930	2.218	8.872	60.838
5	1.241	4.965	67.894	1.241	4.965	67.894	1.764	7.056	67.894
6	.973	3.892	71.786						
...									
2	.10								
5	.06	.425	100.000						

According to Table 2, the results of the analysis of the composition of the innovation variables were found. A total of 25 variables was studied to create five important elements, considering the

number of elements from Eigen values greater than 1.00 according to Kaiser's law, and the variance in the 25 variables could be explained in 67.894 percent. Element analysis results when the axis is

rotated by the Verimax method. It was found that element 1 explained 24.491 percent of the variance, element 2 explained 42.942 percent of variance, and element 3 explained 51.966 percent of the variance. However, this is the optimal number of elements is determined by the order in which the actual data elements with Eigenvalues are higher than the order of the elements emulated by the emulator. As a result, the analysis resulted in 5 elements. The researchers determined the exploratory elements of innovation must have questions with an element weight value greater than .20 and more than 3 variable elements, so that four new elements from 25 issues remaining 23.

We collected data with exploratory factor analysis (EFA) of innovation, consisting of 4 elements and 23 component attributes as follows: (1) composition; According to science, there are eight variables with element weight

values greater than .20, with element weight values between 0.849 and 0.647 (2) Management development elements according to the King's Philosophy, there are 9 variables with an element weight value greater than .20 with an element weight value between 0.754 and 0.59 (3) The king's product presentation technique development element has three variables with element weight values greater than .20, with element weight values ranging from 0.831 to 0.736 and (4) elements The development of information technology, according to the King's Philosophy contains three variables with an element weight value greater than .20, with an element weight between 0.842 and 0.804. Then take the results of data synthesis into the innovation component. Details of the results of the study and analysis of the underlying data in each section are detailed, as shown in Figure 1.

There are 4 processes and 24 methods of agricultural products and services.	Developing the highlights of the product according to the King's Philosophy
	Development of management according to the King's Philosophy
	Development of product presentation techniques based on the King's Philosophy
	Development of information technology according to the King's Philosophy

**Figure 1** Innovation of learning network to promote and develop agricultural tourism community enterprises and farmer maid network to have the capacity to produce agricultural products and services of community enterprises and farmer maid network according to King's Philosophy, Samut Songkhram Province

The results of the development of innovative learning networks towards the promotion and development of agricultural tourism community enterprises and farmers' maid networks to have the capacity to produce agricultural products

and services of community enterprises and farmers housewives' network according to King's Philosophy, Samut Songkhram Province.

There are 4 processes and 23 methods that can start from any previous stage, namely, the 1st process for promoting knowledge along the lines of the community economy according to science. The second process for promoting the organization is based on the community-based economic trajectory. Process 3: Promoting the competency of personnel in occupations in accordance with the community economic trajectory

according to science. Process 4: Promoting information technology management in accordance with the community economy, according to King's Philosophy. Assessment of the suitability of innovation developed by key informants of the 30, the average is very high.

### **Discussion**

Promoting and developing the production capacity of agricultural products and services for community enterprises and the network of farmers, according to The King's Philosophy, Samut Songkhram Province has 4 processes. Process 1: Development of product highlight creation according to The King's Philosophy is the development of products and services to create product highlights, from operational planning, product design with conceptual characteristics in terms of local material use, offering creative approaches to creating products and producing highlights. Process 2: Development of management according to the King's Philosophy is the development of management caused by the needs of farmer heirs, participation in the decision to organize projects/activities, as well as participation in projects/activities of various agencies. To implement the planned work plan and contribute to the improvement of the work process, the development stages, participation in decision-making. Process 3: Development of product presentation techniques according to The King's Philosophy is the technique of presenting agricultural products by using information technology to research information as well as marketing channels to promote market management and agricultural products. They have knowledge and understanding of all stages of work, including work development. Improving productivity and solving work problems. And the fourth

process for the development of information technology, according to the King's Philosophy is to promote agricultural products through information technology by showing the background and production process of agricultural products, to channel the distribution of agricultural products through social media to facilitate the access of consumers by training on the use of basic agricultural information technology to be able to find information about agriculture via the Internet. In line with Wannida Sarikam, et. al. (2019) has studied the potential for environmentally friendly supply chain management towards the performance of community enterprises processing agricultural products in Sakon Nakhon province. The results showed that the potential for eco-friendly supply chain management is correlated with performance and can predict performance. Therefore, entrepreneurs need to adapt to environmentally friendly supply chain management, including enhancing management capacity to comply with changes in the environment and consumer demands, promoting production and service networks in order for the organization to achieve its goals and remain competitive.

### **Suggestion**

1. The development of building the hallmarks of the products according to the King's Philosophy should provide agricultural tourism community enterprises of satisfaction to personnel in the workforce, agricultural tourism community enterprises of assignments that match the competence of personnel.

2. The development of management according to the King's Philosophy should provide agricultural tourism community enterprises of branded products that reflect the identity of

community enterprises, agricultural tourism community enterprises of awards, or to be distributed through the public relations materials of agricultural tourist attractions from recognized agencies.

3. The development of product presentation techniques according to the King's Philosophy should give the Agro-tourism community enterprises the adoption of modern information technology in their operations. To support the production of goods and services in the community economy, according to the King's Philosophy, the agricultural tourism community enterprises on the use of information technology to respond well to customer satisfaction with the production of goods and services.

4. The development of information technology, according to the King's Philosophy should provide agricultural tourism community enterprises with the installation of a compatible internet system to facilitate communication and facilitate the work of personnel.

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