

# Guidelines for Developing Marketing Strategies to Create Awareness of the Value of Food Science in Trang Province According to the Concept of Creative Economy

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**Abstract:- Research on the Development of Marketing Strategy Guidelines to Create Awareness of Food Science Value in Trang Province Based on the Creative Economy Concept.**

The objectives of this research are 1. To study the behavior related to the awareness of food science value in Trang Province. 2. To investigate factors influencing the awareness of food science value in Trang Province. This research employs quantitative methods by using questionnaires to collect data from consumers in Trang Province. Since the total population is unknown, a sample size of 385 respondents was used. The research utilizes inferential statistical analysis, including: Independent Samples t-test, One-Way Analysis of Variance (ANOVA), Correlation Analysis, Stepwise Multiple Regression Analysis.

## ➤ Research Results:

The factors contributing to the development of marketing strategies to enhance awareness of food science value in Trang Province, based on the creative economy concept (Y1), include Price (X2) with a P-value of 0.001, which is less than 0.05 ( $0.000 < 0.05$ ). Distribution (X3) with a P-value of 0.001, which is also less than 0.05 ( $0.000 < 0.05$ ). The multiple regression equation can be expressed as:

$$Y = 181.516 + 1.344(X2) + 2.312(X3)$$

**Keywords:-** Operational Strategy, Gem and Jewelry Export Business, New Normal Era.

## I. INTRODUCTION

The food industry currently plays a significant role in Thailand's economy by stimulating production, creating jobs, adding value, and generating net foreign exchange earnings, as shown in studies on the Thai economy (Sunetra Lekuthai, 2007). To develop marketing strategies aimed at raising awareness of the value of food science in Trang Province under the concept of the creative economy, several aspects must be addressed.

- Understanding Local Challenges Analyzing the conditions and challenges faced by traditional cake producers in Trang provides insights into the local market (Supharadee Suansokchuak, 2018).
- Utilizing Smart Food Technology Leveraging smart food technologies and interacting with social networks can enhance transparency and overall consumer awareness, aligning with the principles of the creative economy (András Fehér & Enikő Kontor, 2024).

In addition, focusing on high-quality ingredients, innovative cake designs, online ordering platforms, efficient accounting systems, and professional employee training can lead to marketing strategies that emphasize the value of food science in Trang (Jatuporn Butkrut & Chayapat Kee-ariyo, 2023). Integrating these elements can promote the importance of food science while embracing the creative economy within the local market.

Trang, located on the Andaman coast, is the fourth largest province in southern Thailand and is situated 828 kilometers from Bangkok. It boasts a diverse landscape suitable for tourism, with forests, mountains, seas, and 46 famous islands such as Libong, Muk, and Kradan. Trang also has well-developed transportation networks, including historical rail links to Kantang District, which once facilitated trade with Penang, Malaysia.

The province's multicultural heritage—Thai, Chinese, and Muslim influences—can be observed through its cuisine, which has been passed down through generations. Known as the "City of Nine Meals," Trang offers food throughout the day. Research conducted in 2019 on the potential of local food to promote tourism found that roasted pork is the most recognized and sought-after dish among Thai tourists, followed by spicy southern foods like kaeng tai pla and kaeng som (sour curry), as well as traditional cakes.

Local food in Trang is categorized into three types: Chinese, southern Thai, and Muslim cuisine, reflecting the community's harmonious coexistence. These traditions are evident in festivals and rituals such as weddings, funerals, Qingming, Chinese New Year, and the Vegetarian Festival. Most ingredients come from the local area, with over 50% of the province's land used for agriculture, including rubber, palm oil, and organically certified native rice. Trang also has products with Geographical Indication (GI) recognition, such as Bai Yod Muang rice and Palaian pepper.

Trang's abundant natural resources, particularly water sources and year-round irrigation systems, contribute to high-quality agricultural output. Despite being ranked eighth in southern Thailand's economic output, Trang's agricultural sector is currently experiencing a downturn due to volatile prices and unpredictable weather. Meanwhile, the service

sector is expanding, with food, beverages, and souvenirs seeing growth of over 5.4%.

➤ *Opportunities for Economic Development:*

- Trang's diverse geography makes it ideal for producing high-quality agricultural goods, aligning with global trends toward environmentally friendly production.
- Located centrally in southern Thailand, Trang serves as a hub for distributing goods to major trade and tourism centers. As a city of festivals and traditions, it offers year-round tourism opportunities.

The COVID-19 pandemic has also triggered a trend of younger generations returning to their hometowns, developing family businesses, and adding value to local resources, giving rise to new entrepreneurs. Educational institutions in Trang offer courses aligned with the province's economic strengths, such as food technology, hospitality services, fisheries, and business administration. By incorporating knowledge and innovation, these programs can increase the value of local products and attract new talent into these professions.

These factors have prompted researchers to explore ways to develop marketing strategies that raise awareness of the value of food science in Trang, following the principles of the creative economy.



Fig 1 Developing Marketing Strategies.

The economic need for creativity has registered itself in the rise of a new class, which I call the Creative Class. Some 38 million Americans, 30 percent of all employed people, belong to this new class. I define the core of the Creative Class to include people in science and engineering, architecture and design, education, arts, music and

entertainment, whose economic function is to create new ideas, new technology and/or new creative content. Around the core, the Creative Class also includes a broader group of creative professionals in business and finance, law, health care and related fields.



Fig 2 The Creative Class Model.

#### ➤ *Research Objectives*

The objectives of this research are

- To study the behavior related to the awareness of food science value in Trang Province.
- To investigate factors influencing the awareness of food science value in Trang Province.

## II. RESEARCH METHODOLOGY

This research employs quantitative methods by using questionnaires to collect data from consumers in Trang Province. Since the total population is unknown, a sample size of 385 respondents was used. The research utilizes inferential statistical analysis, including: Independent Samples t-test, One-Way Analysis of Variance (ANOVA), Correlation Analysis, Stepwise Multiple Regression Analysis.

## III. RESULTS

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➤ *The Presentation of Tables and Figures is as follows:*

Table 1 Descriptive Statistics for Multiple Regression Analysis Using the Stepwise Method.

Model	SS	df	MS	F	P-value
Regression	27806.427	1	27806.427	33.464	.000 <sup>b</sup>
Residual	23266.240	28	830.937		
Total	51072.667	29			
Regression	35248.341	2	17624.171	30.071	.000 <sup>c</sup>
Residual	15824.325	27	586.086		
Total	51072.667	29			
Multiple R		0.738 <sup>a</sup>			
R Square		0.544			
Adjusted R Square		0.528			
Standard Error		28.826			

The results of the research found that The factors contributing to the development of marketing strategies to enhance awareness of food science value in Trang Province, based on the creative economy concept (Y1), include Price (X2) with a P-value of 0.001, which is less than 0.05 (0.000 < 0.05). Distribution (X3) with a P-value of 0.001, which is also less than 0.05 (0.000 < 0.05). The multiple regression equation can be expressed as:

$$Y = 181.516 + 1.344(X2) + 2.312(X3)$$

## IV. DISCUSSION

➤ *The Results were Discovered in this Study.*

- Based on a study of 385 respondents regarding the analysis of guidelines for developing marketing strategies to create awareness of the value of food science in Trang Province, following the concept of the creative economy, the marketing mix for food consumption in Trang includes product, price, distribution, and promotion.

- The results show that the \*\*relationship between the development of marketing strategies (Y1)\*\* and the customer group in Trang demonstrates significant factors:

\*\*Price (X2)\*\*: P-value = 0.001 (< 0.05)

\*\*Distribution (X3)\*\*: P-value = 0.001 (< 0.05)

- *The Multiple Regression Equation can be Expressed as:*

$$Y = 181.516 + 1.344 (X2) + 2.312 (X3)$$

## V. ACKNOWLEDGMENTS

### ➤ Policy Recommendations

- **Creating Local Food Identity:** Promote the development and enhancement of dishes that use local ingredients or traditional culinary wisdom from Trang. Publicize signature foods, such as dim sum, roasted pork, or local desserts, to incorporate them into the brand identity of "Trang – The City of Creative Cuisine."
- **Pricing Strategy for Value Creation:** Set prices that reflect the value of products, such as using organic ingredients or sustainable production methods. Encourage entrepreneurs to adopt premium pricing or value-based pricing strategies to highlight quality and uniqueness.
- **Diversified and Accessible Distribution Channels:** Expand both online and offline distribution, such as launching marketplaces on e-commerce platforms or participating in trade fairs. Strengthen collaboration among local businesses, including restaurants, hotels, and tourism services, to increase market access.
- **Communication and Awareness Campaigns:** Develop promotional campaigns emphasizing the importance of food science through creative means, such as videos showcasing innovative cooking methods using local ingredients. Utilize social media and influencers to engage with new consumer segments, especially younger generations focused on healthy and sustainable food.
- **Support for Local Entrepreneurs:** Provide hands-on workshops to enhance skills in marketing, branding, and digital technology for local entrepreneurs. Advocate for financial support policies, such as low-interest loans or funding for food-related businesses.
- **Evaluation and Continuous Improvement :** Establish monitoring units to assess marketing strategies and adapt them to changing market conditions. Encourage research and development (R&D) collaborations between universities, government agencies, and the private sector to foster innovation in food science.

### ➤ Practical Recommendations

The new restaurants emerging in Trang tend to connect local culinary traditions with global influences. From an academic perspective, food studies should incorporate international elements by introducing global cuisines and cultural diversity to local communities through education. At the same time, local food traditions should be elevated to meet international standards.

### ➤ Recommendations for Future Research

Future studies should focus on understanding branding and product positioning to establish clear market positions. Research shows that teamwork plays a crucial role in achieving successful marketing strategies. Therefore, enhancing collaboration within teams will improve strategic marketing outcomes.

## VI. CONCLUSION

Based on a study of 385 respondents regarding the analysis of guidelines for developing marketing strategies to create awareness of the value of food science in Trang Province, following the concept of the creative economy, the marketing mix for food consumption in Trang includes product, price, distribution, and promotion. The results show that the \*\*relationship between the development of marketing strategies (Y1) and the customer group in Trang demonstrates significant factors:- Price (X2): P-value = 0.001 (< 0.05) Distribution (X3): P-value = 0.001 (< 0.05).The multiple regression equation can be expressed as:

$$Y = 181.516 + 1.344 (X2) + 2.312 (X3).$$

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