

Brand Building at Samut Songkhram Province

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Abstract. This study was aimed to create the brand of Samut Songkhram products by the combination of qualitative and quantitative methods. Data were collected from the perceptions and attitudes of a group of entrepreneurs and consumers to understand their opinions towards the product of Samut Songkhram. The result of this study demonstrated the planning a marketing strategy approach to branding a product of Samut Songkhram.

Keywords: Brand Building, Samut Songkhram.

1. Introduction

Samut Songkhram Province is in the central part of Thailand locates approximately 65 kilometers South West of Bangkok .It is a province abundant in natural resources, such as 23 kilometers long in mangrove forest of the inner gulf of Thailand.

"A city of food and fruit from a poison center area" is the vision of the Samut Songkhram Provinces. There is Eco-tourism on MaeKlong River in Samut Songkhram are linked to each other by canals. The Neighboring provinces are Samut Songkhram, Phetchaburi, and Ratchaburi 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 fisheries 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. There fore 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.

2. Research methodology and results

The study is divided into two parts: a qualitative research and quantitative research method.

2.1. Educational entrepreneurs (farmers) and consumers.

The operators (farmers) in the province of Samut Songkhram population (Population) as used in this research is the production or distribution of goods in the province. And those involved with making or selling a business in the province of Samut Songkhram sample (Sample) a group of entrepreneurs who produce or sell goods in the province and related parties by recruited from the commercial register with the province. Sampling (Sampling), sampling from the register of the 3rd District by a group of products such as dried seafood snacks, souvenirs, etc. Curry total of 15 groups of five people, and prospects for meeting a small group of 8 people.

The consumption of consumer goods in the province of Samut Songkhram and Bangkok. In the case of an unknown number of people at the level of confidence of 95% (Nara Si as the new Mr. and Chusak enriched Si. 2540: 104) has determined the sample size by using the formula for a sample of 385 people, and to protect. The Failure to record the total sample of Researchers has added another 15 people in total sample size of 400 employees.

2.2. Location information

- The operators (farmers) in the province of Samut Songkhram
- The consumer in the province of Samut Songkhram

2.3. Research Tools

- Interviews with entrepreneurs who produce or sell goods in the province and related parties.
- A questionnaire about their perceptions, attitudes and purchasing behavior on the products in the province of Samutsakorn as well as concept of branding a product in Samutsakorn province.

2.4. Data analysis

- An analysis of qualitative data from in-depth interviews and a textual analysis
- Analysis of data obtained from a survey of respond the questionnaire was coded and the data was analyzing software.

3. Concluding remarks

The analysis of data of 400 people in the population sample were found ; female (63.2%) aged 20-39 years, 41.0% up to a maximum single marital status, 53.8% have a professional to do the most business. 28.5% had levels of education. Lower than the 74.5% Bachelor's income is less than 10,000 baht per month for up to 58.0% of 3-4 family members have the most up to 48.0% to 22.4% a week for up to a product group buy a branded product. Goods on a daily basis for up to 46.6%.

Information about consumer behavior. The data analysis showed that never encountered the problem of buying a brand, the most up to 80.5% frequency of buying a brand is more than one time per week. Buy branded goods from the premises. Select a shopping mall "only one brand to another brand, the most up to 50.5%.

Information about the factors that influence the decision to buy branded products. Considering all the results are as follows. Samples with the highest average mark of certification agencies such as the least reliable. Halal by an average of 3.97 on the price when considering a possible result of the study is as follows. Samples with the highest average on the same standard pricing. The average value of 3.85 for distribution. Considering all the results are as follows. Samples with average maximum and branded products can be purchased easily. The average value of 3.99 for the promotion of the market. Considering all the results are as follows. Samples with the highest average advertising through various media. Makes it possible to get brand recognition. The average value of 3.94.

The way in creating brand to brand the province of Samut Songkhram. The brand at a Samut Songkhram Figure 3, representing 85.75 percent, ranking second drum, said second image representing a 60.75 per cent, respectively, which plans to build the brand.

- Design Guidelines of the province of Samut Songkhram brand to succeed. Design guidelines of the province of Samut Songkhram brand so successful that several factors related to the success of the brand design of the province of Samut Songkhram. The design of the province of Samut Songkhram brand to be successful it is at the heart of the brand design is different from other brands on the market. The unique selling point of the brand (Unique Selling Point) is a unique selling point and differences.
- Guidelines for the brand communication of the province of Samut Songkhram. The brand is recognized among Thai consumers. And can compete with foreign brands. Communications of the province of Samut Songkhram brand to brand recognition among Thai consumers is what is crucial to the success of the brand. Brand communication and brand owners is the province of Samut Songkhram have to pay more attention to this matter seriously. And they must learn and understand this. I think that brand communication is remote. Or exceed the capacity of its own. Brand communication is not always necessary to take an enormous amount of money only. To be successful, but what's more important than the money is to use it fully. The brand communication is a process that must be done in the long term to see the results. The result is worth the investment.

Planning a marketing strategy for the products of the Samut Songkhram province should provide information about the province and products. In strategy need to build credibility and trust in products and services of the province through special events. Strategy and brand image for the province. Strategic interest loan (Borrowed - interest Strategy) strategy through (Pass Strategy)

Strategic relationship with the media.

4. Discuss the results

All of the above can be seen that communications of the province of Samut Songkhram brand to compete with international brands. A process that must be done with the principle. And who has actual knowledge on the subject of branding is the operator. Branding of the province of Samut Songkhram most family affairs. I do not hire a professional to manage a business to leverage the global brand. Branding of the province of Samut many do at this time, most will think and act in accordance with market trends. It also lacks a true understanding of brand communication. In the province of Samut Songkhram brand communication necessary to create a different feel to the consumer. The brand personality may be different. The value-added products. Or add features to a different product brand of Sri Kanya sacred Siri (2547) in three ways: there is the product offer. Second, brand differentiation and competitive advantage and third is the consumers want. The point is that no brand can best meet their needs. In terms of consumer loyalty to the brand because the brand is more reliable in years. However, if consumers feel the brand of Thailand. Consumers have the opportunity to start with a foreign brand can be difficult. The foreign competitors, brand marketing more difficult. Need to spend more on consumers to change their brand. Matter of building relationships with consumers. Whether it is a matter of building relationships. The brand communication. Branding of the province of Samut Songkhram need to communicate. To build stronger relationships between consumers and brands of the province of Samut Songkhram as possible. The Thai will have a good relationship with the consumer. Need to know that information. Consumers who want to do anything with it. What is lacking, it added. Need to offer something new to consumers feel good about us. That we are the only one who knew him. It is one that responds extremely well. When consumers are impressed by this, it's hard to compete with foreign brands to consumers. The communication with consumers is consistent with the concept of unified communications as a matter of using different sources to communicate care by getting closer to consumers so that consumers feel the brand is the brand response. their best.

Branding. It is imperative that operators in the world of the need to focus. I know that. The brand. Known and recognized by consumers will bring added value, productivity, sales and distribution channels. This means that business profitability and stability in the end. Creating a strong brand to brand communication is always parallel to these two activities will drive brand success. Concept of integrated marketing communications (Integrated Marketing Communication) has been used to guide the brand communication of the province of Samut Songkhram. The target consumers of the brand recognition and trust in the province of Samut Songkhram Whether it's advertising. Public relations. The promotion of communication at the point of purchase, direct marketing and customer relationship management, etc. to make the province of Samut Songkhram brand communication is effective. The selection of materials to suit the potential of the brand, it is important to communicate the brand of the province of Samut Songkhram to succeed. Although television. It is a medium that consumers get the most of each day. The limitations of this medium is that the high prices. Thai brand, some may not have sufficient capability to use this medium. In fact, it is not always necessary to use television only to be successful in communicating the brand. If the brand of the province of Samut Songkhram brand communication begins to take seriously. Using other forms of organization have the capacity to choose. By using various media, it must have clear objectives. And used correctly. Using a variety of materials to communicate the brand of the province of Samut Songkhram is consistent with the concept of unified communications or IMC's President Federation Shield Gold (2544) noted that marketing communications integrated to include communications. All appropriate forms of The marketing communications can take many forms. It is used to fit the target audience. By finding ways to communicate to potential customers about the benefits of the product, the customer will receive. Integrated marketing communications is to communicate with their target audience. Through both the media (Media) and media (Nonmedia) to achieve maximum efficiency in communication. Moreover, according to research. "Strategic management of marketing communications in order to maintain its leadership in the market: a case study of the product. Vita and UHT milk, "the glory right in the New York Office (2545) found that use integrated marketing communication is advertising. Public relations. And promotion. The media channels most commonly used. TV channels to choose to use the media. Must be located under the concept of brand positioning. Brand personality. And essentially the same substance, the government should have the support of the branding of the province of Samut Songkhram this should be taken seriously as a national agenda. To

the melting behavior of the most popular foreign brand. In one corner, and the government would be facilitated. The benefit of the province of Samut Songkhram brand than the brand abroad.

5. Suggestion

The study focuses on the study of communication is a major brand in Thailand. To provide greater clarity to the study of branding in Thailand together with Thailand because of the brand will succeed or not is not dependent on a single brand communication. However, it must depend on other elements of the brand as well.

In a study of the Thai brand communication. There should be a study guide for the international brand communication, to be compared with. The data was analyzed as an international brand. And there will be any way to be able to develop a successful brand communication in Thailand.

6. References

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