

Research title : Creating value added OTOP products to upgrade the SMEs competitiveness E-commerce enhancement in the ASEAN community

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### **Abstract**

The purpose of this research was to investigate the marketing mix factors affecting OTOP product purchase, analyze the promotion from related agencies, and apply e-commerce to enhance the competitiveness of the local market. Use local wisdom to produce Thai Thong-Muan and Royal Chao-Chae, Ta-lad Tha-Yang community, Tha-Yang Sub-district. The samples used for the collection of 165 samples were used as a questionnaire and developed the site. The rating scale was used to determine the mean ( $\bar{X}$ ) and standard deviation (S.D.), summarize and develop the prototype of the site. The research found that.

Marketing mix factors overall, the score was 4.08. The price was found. Overall, the score was 4.29. The distribution was at a high level, with an average score of 4.34. Marketing promotion was found at a high level, with an average score of 4.48. The promotion from related agencies was found that by overall, the mean score was 2.51. The promotion of knowledge on resources and environment was found at a moderate level, with an average score of 2.57.

Database design and database creation were found. The results of the satisfaction analysis on the use of the website services of the respondents in terms of content and storage, overall, it was found at a high level, with an average of 3.55. At the highest level, the mean score of 4.49 was found to be at the high level and 4.31 on average.