

Improving The Quality of Local Fishing Goods in Order to Provide a Sustainable Income

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Abstract

The purpose of this article is to examine the potential and constraints of the community's management of artisanal fisheries products, including marketing guidelines for such items. Suan Sunandha Rajabhat University agreed to utilize the capabilities of the unit's employees to assist in the growth of entrepreneurs by giving knowledge on the upgradation of local fishing goods to boost product value in Ranong Province. A study of the amount of marketing mix components that influence the procurement of local fishing products in Ranong Province. Marketing promotion had the highest average, followed by distribution and pricing, respectively. The authors discovered that the cleanliness and attractiveness of a site to offer products have a substantial impact on sales. It is advisable to explore the packaging of local products, as well as packaging for things from the same province that may have a similar graphic design.

Keywords: *Marketing Mix, Packaging, Product, Fishing Goods, Sustainability.*

Introduction

Suan Sunandha Rajabhat University has seen the importance of the current government policy. That will help develop entrepreneurs in the country who will have the potential to upgrade local fishery products and increase product value in Ranong Province. to be able to sell in the country and export to foreign countries. It enhances the country's economy and increases the country's competitiveness. Therefore, Suan Sunandha Rajabhat University agreed to use the potential of personnel in the unit to help develop entrepreneurs. by

providing knowledge on upgrading local fishery products to increase product value in Ranong Province with knowledge development. Product development and packaging of local fishery products Including developing proactive marketing and publicizing local fishery products to increase product value in Ranong province (Komaladat, 2010). The operations are as follows: 1) Organize training and seminars to develop knowledge for entrepreneurs to improve quality and apply for certification of local fishery product standards in order to increase product value in Ranong Province. 2) Organize

training and seminars to develop products and 3) Product design and local fishing product packaging and labeling Ready to make a prototype package with labels? 4). organize training and seminars to develop proactive marketing and publicize local fishery products to increase product value in Ranong Province. and Sunandha Rajabhat University has seen the importance of the current government policy. That will help develop entrepreneurs in the country who will have the potential to upgrade local fishery products and increase product value in Ranong Province. to be able to sell in the country and export to foreign countries (Rungsee, & Yongvanit, 2018). It enhances the country's economy and increases the country's competitiveness. Therefore, Suan Sunandha Rajabhat University agreed to use the potential of personnel in the unit to help develop entrepreneurs. by providing knowledge on upgrading local fishery products to increase product value in Ranong Province with knowledge development. Product development and packaging of local fishery products Including developing proactive marketing and publicizing local fishery products to increase product value in Ranong province. The operations are as follows: 1) Organize training and seminars to develop knowledge for entrepreneurs to improve quality and apply for certification of local fishery product standards in order to increase product value in Ranong Province. 2) Organize training and seminars to develop products and 3) Product design and local fishing product packaging and labeling Ready to make a prototype package with labels? 4). organize training and seminars to develop proactive marketing and publicize local fishery products to increase product value in Ranong Province, and 5). Organize marketing promotion activities and marketing links to make the products widely known. and creating a geographic information system (GIS) spatial database for the management and forecasting of processed seafood production in Ranong Province. The research results will lead

to capacity building in the agricultural sector based on knowledge in agriculture, technology, and innovation to increase the accuracy of the production and marketing management systems. Develop a quality, standardized, and safe production process. Both domestic standards and ASEAN standards are internationally accepted and environmentally friendly. Raise the level of local fishery products to add product value in Ranong Province to generate sustainable community enterprise income (Chirathivat, & Rutchatorn, 2022). Thailand is an important agricultural country with high potential in food production and agriculture around the world. with the abundance of the country, and there is a wide variety of plant species. with agricultural productivity the ratio is 8.3 percent of the gross domestic product (GDP) of the year 2016, and there has been strong development in the processed agricultural industry (Theint, 2022). Until adding value by exporting It is an industry that is important to the economy of Thailand. increase income for farmers, and it also brings a lot of income to the country. However, the ratio of agricultural production to gross domestic product decreased due to increased production costs for farmers due to the decline in agricultural productivity. Farmers lack support in terms of funding, technology, resources for use in agriculture, and price stability. As a result, the competitiveness of Thai farmers has decreased compared to other countries (Hoang, 2021).

20-Year National Strategic Plan, Item 2.2 on Building Competitiveness and Capability Increase in the competition of the agricultural sector based on knowledge in agriculture technology and innovation to increase the accuracy of the production and marketing management system Develop a quality, standardized, and safe production process (Kallesoe, 2008). Both domestic standards and ASEAN standards are internationally accepted and environmentally friendly.

At present, Thai agriculture is facing the problem of uncertainty in the price of produce, which has declined in some periods. or damage caused by natural disasters, which is a factor that cannot be controlled. All these factors contributed to the perception of agriculture as an unstable occupation. Although the basic factors of life of people in the country or around the world come from agriculture altogether. including fishing as well. Most farmers sell their primary produce to farmer groups. and small farmers lack of strength unable to access funds and lack of knowledge to develop and develop the production process packaging Aquaculture Processing Standards along with the trend of consumers paying attention to health care. causing more demand for safe, quality, and organic products Therefore, it is necessary to develop fishery production processes and processed products to meet standards. processing to meet product standards such as OTOP, FDA, and Halal, and in the field of fishery products to obtain fish products that meet the GAP Food Safety Level standards, etc (Chirathivat, Tingsabhat, & De, 2022; Chirathivat, & Sermcheep, 2022).

Local fishermen's occupations exist in Ranong province. It is a career according to the characteristics of the terrain and the slender coastline of the Andaman Sea. and has local wisdom that has been inherited for a long time from generation to generation. By using the tools that are produced in-house and continuously developed according to the changes in technology and various environments, a large number of processed seafood products are produced. Ranong Province is "a leading health tourism city in Asia" because it is a unique tourist city known to more than 90 percent of tourists who are Thai. As a result, souvenir products and processed seafood are popular with tourists to buy back for consumption or as valuable souvenirs for visitors as well (Varasiha, 2020, Puntien, Ritthichairoek, Pantana, & Luangsa-art, 2022).

From the study of preliminary data or primary data for Ranong Province, it was found that most of the processed seafood products in the province are produced simply according to traditional methods that rely on weather conditions such as drying, which cannot determine the exact quantity and quality of the product. This results in spoilage and low sales prices, as well as contamination because it is produced in an open system that is difficult to control. It was also found that there is no survey of basic information about local seafood production that can be used as basic information for serious production development planning, such as information about types, types, production sites, producers, production quantities, etc. There is also a lack of product development, especially in packaging. Packaging without product details and standards, which are essential to be thoroughly developed,

From such importance Suan Sunandha Rajabhat University as a university for local development and an educational center in Ranong Province Therefore, he is interested and sees the necessity of developing the production of processed fishery products in order to raise the level of fishery processing to meet quality standards. to build consumer confidence development of local fishery products to be differentiated by using unique resources in the community to be sustainable and not easily imitated Create value for products to create innovative products that lead to income generation in communities that can be self-reliant in a sustainable way.

The success of all types of business is primarily measured by consumer decisions. Therefore, the consumer's purchasing behavior must be considered. A buyer's decision is influenced by the personal characteristics of people in various fields. The purchase of a person will be influenced by four psychological processes: motivation, perception, attitude, and learning. Information from a human source helps the

buyer evaluate the product, influenced by the buyer's characteristics.

Customers are the most important source of information. Marketers must study whether the product. Within the company, there are people of any profession who are interested. Purchasers need to pay attention to personal income trends and attitudes about payment. Manufacturing is all about adapting, inventing, experimenting from the routine work that each person performs.

New ideas to develop products must not destroy the good image of the company, for example, if the company tries to maintain its image as a manufacturer that cares about the environment. New products that are similar to or related to the original product have a higher acceptance rate than unfamiliar products. The product development process involves finding the production method and selecting raw materials. Many times, refined ideas cannot be produced into a tangible product because the cost is so high that it is not worth it or because it takes time to produce. When a product is manufactured for sale, the manufacturer may decide to introduce the product into the market at all.

Normally, products that can pass the introduction stage will have a product type manufacturers' marketing, etc., is considered a warning signal. Informing the entity that it should discontinue any product should be determined by the following factors: The reason for canceling the product is possible. Changes in the environment that reduce demand for products.

Legislation related to refraining from consuming the products that the company is selling. Product obsolescence due to technological advancement or development. Community development is an operational process that causes the change of local communities in a better way, prospering in all aspects, including economic, social, political,

and environmental aspects. It would be especially useful in today's society, which is a postmodern society. A community that is happy and developed means progress in general, such as community development, country development.

Online Marketing Concepts

In this rapidly changing market era, marketing will no longer stop in the offline world, with consumers nowadays having access to more online media. Due to changing lifestyles today, internet marketing is able to reach customers quickly and reach customers all over the world. Online marketing also saves costs in terms of sales staff, advertising, and public relations in the form of media, and also causes the trading volume to increase all the time. Online marketing refers to a form of marketing that uses the principles of marketing along with the use of various technologies to help reach more consumers or customers. Marketing will no longer stop in the offline world, with consumers nowadays having access to more online media (Petcharat, Jo, & Lee, 2022).

.Online marketing can be done through social media, such as Facebook, Google, Youtube, Instagram, etc., using different methods to advertise the website. The purpose of online marketing is to provide information (information) or advertise products that will allow our products to be published on online media. Add sales channels: one of the important aspects of business or the marketing mix in the 3rd P (place) is not just the location (location), but a distribution channel (channel). Online sales may be the main channel for many businesses. Providing customer information through various media or tools on the Internet is convenient for customers as well. Public relations and advertising and public relations communicate with consumers (Hoa, 2019).

Many people do not understand the word "content marketing," which is only used to describe a trend in the market. It is easy to

understand that it is content-based marketing in various forms, whether it is articles, videos, infographics, which are all forms of content that benefit consumers in one way or another. There are five principles altogether. Social networking (social media) has become a phenomenon of communication between people in the Internet world. By creating your own window or website (Web Page) and allowing others who use the same network service to share experiences with that user. Causing many people around the world to live in both the real-world society and the virtual world (Petlaor & Samukkethum, 2022).

Related Research

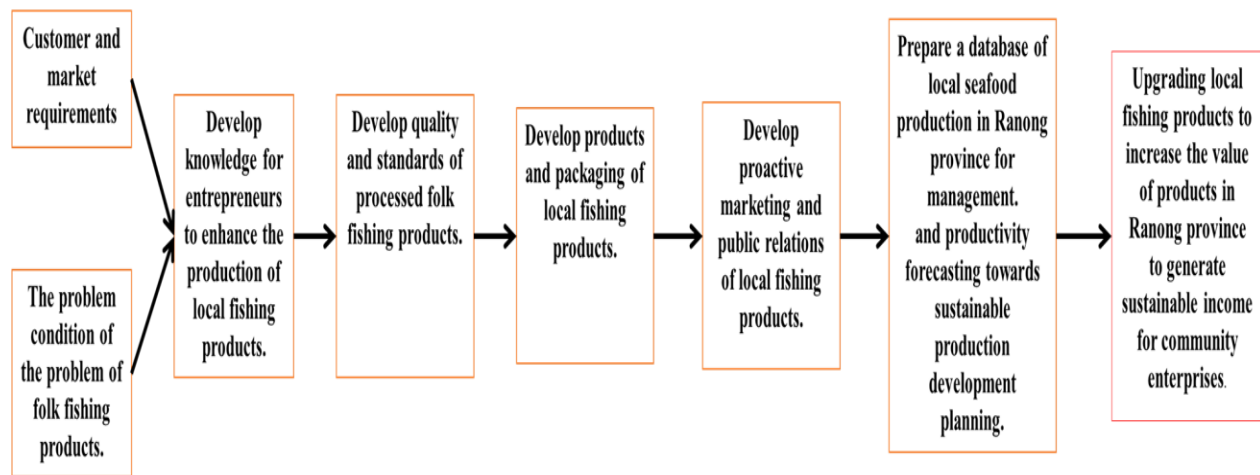
Akinsete et al. (2022) have examined a product development model to boost the local economy. Intentionally Integrated Khao Mao Local Identity, Nang Rong District, Buriram Province To develop a new marketing strategy for identity items that is equitable. Khao Mao incorporated vernacular into the Nang Rong District in Buriram's Nang Rong Province in order to reach product standards and a local identity. It incorporated Khao Mao processing to enhance the community economy of Nang Rong District, Buriram Province, so as to get a model for enhancing the community economy through product development. Integrated Khao Mao local identity of Nang Rong District Buriram Province in order to obtain the outcomes of changes in the economy of the Khao Mao Community, Nang Rong District caused by agricultural adaptation in order to enhance the value of the tourism goods of Buriram Province. The research methodology is quantitative. This study targeted the leaders of the Khao Mao producers group in three villages: Butawes Village, Nong Kong Subdistrict, and Khokwan Village. 30 people reside in Bukhram Village, Nong Sano Subdistrict, Nang Rong District, Buriram Province. Channels can be expanded through the use of a store, fresh food, internet sales, and exhibition booths at festivals and events. The 6

P marketing approach, product standard, and identity are sales. The community economy discovered that the product's worth grew by 15–28.06 percent, and the added value was as follows: The price of Mao Tu Por Kham rice rose 136.2%. The price of Mao Thai rice balls rose by 115.30 percent. The price of mixed rice with rice rose by 107.21 percent, while the price of Mao Mee rice rose by 98.31 percent. Has researched the Guidelines for upgrading One Tambon One Product Types of food of community enterprise groups Rim Rong Housewives Group, Makhuea Jae Subdistrict, Mueang District, Lamphun Province, with the intention of implementing the recommendations. The objectives are to investigate the promotion of OTOP product upgrades as well as the difficulties and roadblocks in producing and upgrading the quality of OTOP products. significant for group members By providing group members with the ability to identify problems that develop inside the group or with updating OTOP goods within the group, including through participation in a variety of activities, problems can be resolved. This sort of research is concerned with the group learning process and problem-solving. The research model for the formulation of guidelines for upgrading OTOP products is a quantitative study of a Rim Rong housewives' community entrepreneurial group. Since 2006, the Rim Rong Community Enterprise Group has been located at 242 Moo 7, Makhuea Chae Subdistrict, Mueang District, Lamphun Province 51000, which is where it was founded. The organization has added to and enlarged its innovation of modern, user-friendly equipment. The group has created a design for a product. Modern packaging has been created to boost the value of products. Regarding marketing, the group has introduced numerous platforms, such as Facebook, television, stores, and department stores with different names. Kajornbun, & Dhirathiti, 2019 has investigated the enhancement of OTOP Nam Prik Pho Anong products through the

application of consumer-centric concepts and marketing mix theory. Using the concept of marketing mix theory from the perspective of consumers (4 C's) and evaluating the development to improve the level of Nam Prik Pho Anong OTOP products, a strategy was established with the intent of enhancing the quality of the OTOP product, Pho Anong chili paste. Using the division theory notion The Four C's of Marketing from the Consumer's Perspective Research Design This is a quantitative study conducted by interviewing fifty consumers. A marketing mix study utilizing the four Cs. followed by cleanliness (mean = 3.74, standard deviation = 0.82, high level) and pricing. Plastic bottles were replaced with glass bottles in all six packaging formats, with slogans, logos, and names indicating the product's communal origin. action To improve

products, develop packaging and provide an overview of development results. Madhavan, Sharafuddin, & Chaichana, 2022 studied factors affecting the success and failure of OTOP products in the category of fabrics and apparel in Suvarnabhumi District, Roi Et Province, with the purpose of studying factors affecting the success and failure of OTOP products in the category of fabrics and apparel in Suvarnabhumi District, Roi Et Province, and to study the development g of OTOP products in the category of fabrics and apparel in Suvarnabhumi It was a quantitative study with two target groups: Ban Ta Yuak Silk Weaving Group, Moo 1, Thung Luang subdistrict (the successful group), and silk weaving group, Moo 13, Thung Luang subdistrict (the failing group).

Figure 1. Research Conceptual Framework



Population Sample group and key informants

In Ranong province, the population includes consumers who purchase local fisheries goods. The sample population consisted of Ranong provincial consumers who purchased local seafood items. Due to the high population, the actual population count is uncertain. Consequently, the researcher identified the sample size, which can be computed using WG Cochran's unpublished sample size calculation, which determines a 95% confidence level and

a 5% margin of error. AftabUddin et al 2021 determine 400 individuals comprised the sample group for this study. Convenience In order to get a total of 400, sampling was employed to collect data from consumers using a questionnaire that had been designed to acquire such information. Entrepreneurs/communities/experts and five-zero academics are the primary sources of information.

- 1) Producer of native fish products in the province of Ranong

2) Representatives of government agencies including the Department of Fisheries, Provincial Community Development, and Provincial Chamber of Commerce.

3) Representatives from the Tambon Administration and Provincial Administration

4) Standards Scholarly online marketing technology information.

Data Collection

This study obtained its data from the two sources listed below.

1. (Primary Data) The information collected from the sample group's questionnaire responses during data collection in the field. The researcher must collect and analyze the obtained questionnaires for statistical processing.

Secondary Data These are the concepts, theories, documents, and related research that the researcher gathers from books, journals, articles, research papers, and electronic media.

Research methods

By clarifying and understanding the project's specifics and determining the duties and responsibilities of each team member, the research team will be able to attract volunteers to assist in the research process. Participation-based instruction in data gathering methodologies and the creation of instruments for data collection 3. Collaborate in the collection of data from communities and relevant persons, organizations, and agencies through interviews or focus groups. 4. A gathering of the research team to collect, consolidate, and synthesize preliminary data for self-study. During a meeting of the research team, the design patterns for local fishing goods and their packaging are determined, and product requirements for certification are developed. Promotion of internet marketing channels and database system development 6. Organize training courses and speakers to teach

on the Design of local fisheries products and packaging standardization for certification The promotion of internet marketing channels and the development of a database management system.

Table 1. Means and Standard Deviation of Market Mix Factors Affecting Local Fisheries Product Selection, Ranong Province Overall

Marketing mix	priority		interpret	number
	\bar{X}	SD		
product side	3.98	0.54	a lot	4
Price	4.03	0.65	a lot	3
Distribution	4.04	0.63	a lot	2
Marketing	4.09	0.63	a lot	1
Promotion				
together	4.04	0.54	a lot	-

According to Table 1, the market mix factors influencing the selection of artisanal fishery products in Ranong Province ranged from 3.98 to 4.09, with a high mean ($X = 4.04$, $SD = 0.54$). All aspects were found to have an average level of high, with marketing promotion having the highest average. ($X = 4.09$, $SD = 0.63$), Distribution ($X = 4.04$, $SD = 0.63$), and price ($X = 4.03$, $SD = 0.65$) in that order. The product was the aspect with the lowest average. ($X = 3.98$, $SD = 0.54$).

Table 2. Means and Standard Deviation of Market Mix Factors Affecting Local Fisheries Product Selection, Ranong Province product side

product side	priority		interpret	number
	\bar{X}	SD		
1. The brand name of the product	3.44	0.86	a lot	7
2. Product quality	4.32	0.75	the most	1
3. Variety of product types and styles	3.96	0.75	a lot	4
4. Shelf life of the product	4.29	0.73	the most	2

5. The products are locally unique.	3.93	0.69	a lot	5	5. Product price information is provided.	4.09	0.72	a lot	3
6. There is a design and creation of new products.	3.89	0.73	a lot	6	6 . There are various price levels.	4.03	0.65	a lot	4
7. Product standard certification mark	4.07	0.94	a lot	3	together	3.75	0.89	a lot	-
together	3.98	0.54	a lot	-					

Based on Table 2., the marketing mix factors that influence the selection of local fishery products in Ranong Province. The mean ranged between 3.44 and 4.32, and the overall mean was high ($X = 3.98$, $SD = 0.54$). lot 5 Product quality had the highest mean ($X = 4.32$, $SD = 0.75$), followed by product shelf life ($X = 4.29$, $SD = 0.73$) and product standard certification mark ($X = 4.07$, $SD = 0.94$) Diverse product types and configurations ($X = 3.96$, $SD = 0.75$) Locally exclusive products ($X = 3.93$, $SD = 0.69$) and designing and developing new products ($X = 3.89$, $SD = 0.73$) are observed. The side with the lowest respective mean is the product's brand ($X = 3.44$, $SD = 0.86$).

Table 3. Means and Standard Deviation of Marketing Mix Factors Affecting Local Fisheries Product Selection, Ranong Province Price

Price	priority		interpret	num ber
	\bar{X}	SD		
1. The product price is similar to the same product.	3.75	0.89	a lot	6
2 . Price can be negotiated	3.99	0.87	a lot	5
3. There are various payment methods.	4.20	0.80	a lot	2
4. The price of the product is reasonable.	4.23	0.73	the most	1

From Table 3, the marketing mix factors influencing the selection of local fisheries products in the province of Ranong. In terms of price, the average ranged from 3.75 to 4.23, with the overall average being high ($X = 3.75$, $SD = 0.89$) When evaluating each side individually, it was determined that the mean was at the highest level 1. The item with the highest mean was that the price of the product was appropriate ($X = 4.23$, $SD = 0.73$), followed by a variety of payment methods ($X = 4.20$, $SD = 0.80$). There was product price information ($X = 4.09$, $SD = 0.72$), with multiple price levels ($X = 4.03$, $SD = 0.89$) and bargaining ($X = 3.99$, $SD = 0.87$) respectively. The lowest product price is comparable to the same product ($X = 3.75$, $SD = 0.89$).

Table 4. Means and Standard Deviation of Market Mix Factors Affecting Local Fisheries Product Selection, Ranong Province Distribution

Distribution	priority		interpret	number
	\bar{X}	SD		
1. Convenience in purchasing	4.03	0.86	a lot	4
2. The selling place is clean and beautiful.	4.20	0.74	a lot	1
3. Always have products ready for sale.	4.14	0.81	a lot	2
4. There is a way to show the production of products to customers.	3.97	0.76	a lot	5
5. The place to buy is convenient to travel and park.	4.09	0.70	a lot	3

6. Order via phone	3.97	0.84	a lot	6
7. You can see the product on the website. and applications such as Line or Facebook	3.90	0.93	a lot	7
together	4.04	0.63	a lot	-

From Table 4, the marketing mix factors affecting the purchase of local fishery products in Ranong Province in terms of distribution. The mean was between 3.90 -4. 20, with the overall mean being at a high level ($\bar{X} = 4.20$, $SD = 0.74$). The aspect with the highest mean was ($\bar{X} = 4.04$, $SD = 0.63$), followed by a clean and beautiful selling place ($\bar{X} = 4.20$, $SD = 0.74$). Always have products ready for sale ($\bar{X} = 4.14$, $SD = 0.81$) The place to buy is convenient to travel and to park the car ($\bar{X} = 4.09$, $SD = 0.70$). ($\bar{X} = 4.03$, $SD = 0.86$) There is a way to show the production of products to customers ($\bar{X} = 3.97$, $SD = 0.76$) and ordering via telephone ($\bar{X} = 3.97$, $SD = 0.84$) respectively. The side with the lowest average is that the product can be viewed on the website. and applications such as Line or Facebook ($\bar{X} = 3.90$, $SD = 0.93$)

Table 5. Mean and Standard Deviation of Market Mix Factors Affecting Local Fisheries Product Selection, Ranong Province Marketing Promotion

Marketing Promotion	priority	interpret		number
		\bar{X}	SD	
1. Sales promotion, such as giving discounts, having free gifts	3.88	0.77	a lot	7
2. Public relations spokesman through various media	3.79	0.83	a lot	8

3. Service of salesman	4.25	0.79	the most	3
4. Salespersons are courteous.	4.26	0.73	the most	2
5. The salesperson is dressed politely.	3.99	0.71	a lot	6
6. Sales people have product knowledge.	4.29	0.85	the most	1
7. The speed of service of the salesperson.	4.16	0.78	a lot	4
8. There are sample products to try.	4.11	0.84	a lot	5
together	4.09	0.63	a lot	-

From Table 5 , the marketing mix factors affecting the selection of local fishery products in Ranong Province in terms of marketing promotion. The mean was in the range of 3.88-4.29 , with the overall average being at a high level ($\bar{X} = 4.09$, $SD = 0.63$). at most 5 items, where the side with the highest mean is Salespersons have product knowledge ($\bar{X} = 4.29$, $SD = 0.85$), followed by good-natured salespeople. ($\bar{X} = 4.26$, $SD = 0.73$) salesman service ($\bar{X} = 4.25$, $SD = 0.79$) Service speed of sales staff ($\bar{X} = 4.16$, $SD = 0.78$) There are sample products to try ($\bar{X} = 4.11$, $SD = 0.84$). ($\bar{X} = 3.99$, $SD = 0.71$) and sales promotions such as giving discounts and free gifts ($\bar{X} = 3.88$, $SD = 0.77$), respectively. The lowest average was public relations through various media. ($\bar{X} = 3.79$, $SD = 0.83$)

The researcher studied the connection between Marketing Mix Factors Influencing Purchasing Behavior of Local Fishery Products, Ranong Province. Utilizing the elements of the forecast, including the product side. (x 1) price (x 2) distribution side (x 3) Marketing promotion (x 4) and purchasing behavior of local fisheries products, Ranong Province (y) were studied to determine Pearson's Product Moment Correlation Coefficient, with the results displayed in Table 5.

Table 6. The correlation coefficient of marketing mix factors affecting the purchasing behavior of local fishery products in Ranong Province.

Marketing mix	x1	x2	x3	x4	y
product side (x1)	1				
Price (x2)	0.737**	1			
Distribution (x3)	0.787**	0.749**	1		
Marketing Promotion (x4)	0.522**	0.723**	0.655**	1	
Buying behavior of local fishery products, Ranong Province (y)	0.122*	-0.307**	0.391**	-0.384**	1

*p < .05, **p < .01

Marketing Mix Factors Affecting Purchasing Behavior of Local Fishery Products, Ranong Province, as shown in Table 6 There were 4 pairs of low correlation with statistical significance at the .01 and .05 levels and the correlation coefficient (r) between 0.122 and 0.391.

When considering the relationship between the marketing mix components affecting the purchase behavior of local fisheries goods in Ranong Province Distribution side had the strongest correlation coefficient (r) (rx 3 y = 0.391) among the marketing mix components affecting the behavior of purchasing local fishery goods in Ranong Province, followed by marketing promotion (rx 4 y = -0.384) and pricing (rx 2 y = -0.307), respectively. The product side possessed the lowest correlation coefficient.

The researcher performed a multiple regression analysis of The marketing mix factors affecting the buying behavior of local fishery products in Ranong Province were used as predictor variables such as product aspect. (x 1) price (x 2) distribution side (x 3) Marketing promotion (x 4) and buying behavior of local fishery products in Ranong Province (y) were analyzed for multiple regression by Enter , presenting the details of the analysis results as Table 7. follows:

1. The preliminary agreement test results of using regression analysis are as follows:

1.1 Independent variables and dependent variables have an Interval scale , which is defined as a scale. Rating Scale 5 levels

1.2 Examine the discrepancy resulting from the forecast and find that there is a mean discrepancy (Residual = 0.268) and a linear relationship (sig. = .000) as shown in Table 7.

Table 7. Variance of Error

Model	SS	df	MS	F	Sig.
Regression	7.220	4	1.805	6.724	0.000
Residual	106.027	395	0.268		
Total	113.246	399			

Each independent variable is not related to each other. By checking from the value Tolerance and variance expansion factor (VIF) as shown in Table 7.

Table 8. Tolerance and Variance Expansion Factor (VIF) of independent variables in various aspects.

variable	Tolerance	VIF
product side	0.362	2.766
Price	0.218	4.580
Distribution	0.218	4.592
Marketing Promotion	0.468	2.139

From Table 8, every independent variable has a tolerance value of not less than 0.2 and a variance expansion factor (VIF) of less than 10, which indicates that Not all independent variables are Multicollinearity means there is

no relationship between independent variables. Analyst Marketing Mix Factors Affecting Buying Behavior of Local Fishery Products, Ranong Province By finding the multiple

regression equation (Multiple Regression by Stepwise) by bringing all variables into the equation. appear in Table 9.

Table 9. Multiple Regression Equation of Marketing Mix Factors Affecting Buying Behavior of Local Fishery Products in Ranong Province

variable	B	Std. b	Beta	t	Sig.
(Constant)	1.864	0.210		8.881	0.000**
product side (x1)	0.174	0.079	0.177	2.185	0.029*
Price (x2)	-0.192	0.085	-0.236	-2.264	0.024*
Distribution (x3)	0.232	0.088	0.274	2.625	0.009*
Marketing Promotion (x4)	0.157	0.060	0.185	2.603	0.010*

R² = 0.364, R = 552, SEE = 0.218

*p < .05, **p < .01

Table 9 demonstrates that the marketing mix factors influencing the purchasing behavior of artisanal fisheries goods in Ranong Province had a multiple correlation coefficient (R) of 0.552 and a forecasting coefficient (R²) of 0.364, indicating that all predictors anticipated the outcome. At the .01 level of statistical significance, 36.4% of the population in the province of Ranong purchased locally caught seafood.

After organizing training to develop body of knowledge for entrepreneurs to raise the level of local fishery products, Ranong Province, the researcher has evaluated the satisfaction. There were a total of 50 people responding to the questionnaire. Most of the participants were entrepreneurs of local fishery products. can be summarized as follows: 1) Satisfaction with the speakers. The respondents had the highest satisfaction in their ability to explain content at the highest level ($\bar{X} = 4.45$ SD = 0.59).

Discussion

Buying behavior of local fishery products, Ranong Province. Most of them buy local fishery products as food. This is in line with the research of Chaiyarah, B., & Khunthong, (2019) in terms of purchasing objectives of local fishery products. The farmers want to

support community products / OTOP and to continue selling. Influential people in choosing local fishery products. Most of the people who have influence in choosing local fishery products are family and themselves, followed by supervisors (Sampantamit et al 2020), friends and others. in terms of buying local fishery products. Most of them chose to buy local fishery products on public holidays, followed by Saturday-Sunday and Monday – Friday (Pakoksung et al 2022). Most of them choose to buy local fishery products as soon as they see the product. An analysis of the level of marketing mix factors affecting the purchase of local fishery products, Ranong Province. The aspect with the highest average was marketing promotion followed by distribution and price, respectively. The aspect with the lowest average was the product aspect. product side the average was between 3.44-4. with the overall average being at a high level ($\bar{X} = 3.98$, SD = 0.54). When considered individually, it was found that the aspect with the highest mean was product quality, followed by Product shelf-life product certification mark Variety of product types and styles the products are locally unique. The side with the lowest average is the brand of the product. ($\bar{X} = 3.75$, SD = 0.89). When considering each side, it was found that The aspect with the highest average was the

reasonable price of the product, followed by the variety of payment methods. The side with the lowest average is the product price close to the same product. the overall average being at a high level ($\bar{X} = 4.04$, $SD = 0.63$). with the overall average being at a high level ($\bar{X} = 4.04$, $SD = 0.63$). The side with the highest mean is The place to sell is clean and beautiful, followed by products that are always ready for sale. The side with the lowest average is being able to view the product on the website and different applications such as Line or Facebook 6. The mean and standard deviation of the marketing mix factors affecting the selection of local fishery products, Ranong Province. The mean and standard deviation of the marketing mix factors affecting the selection of local fishery products, Ranong Province. Marketing Promotion with an average between 3.88-4.29 with the overall mean at a high level ($\bar{X} = 4.09$, $SD = 0.63$). The side with the highest mean was Salespeople have product knowledge, followed by good-natured salespeople. The aspect with the lowest average was public relations through various media. Research on Upgrading local fishery products to increase product value in Ranong Province The analysis of purchasing behavior of local fishery products found that most of the 400 respondents were through the media that introduced them to the products, namely, friends, recommendation, 34.25%, followed by accidental encounters. Representing 26.75 percent, the person who influenced the decision to buy the product was themselves, representing 46.50 percent, followed by friends/colleagues. Representing 25.50 percent, most of them had the opportunity to decide to buy products as souvenirs, representing 58.25 percent, followed by eating by themselves. Representing 41.75 percent, most of the sources for purchasing products are shops/souvenir shops. Representing 43.50 percent, followed by online orders such as Facebook, Line, representing 24.00 percent, most of the products that choose to buy food

products representing 86.00 percent, followed by products/decorative items/souvenirs accounted for 10.25 percent. Most of the factors for selecting products were standard quality products, accounting for 25.00 percent, followed by helping to support local people to have jobs. accounted for 23.75 percent, most of the standards related to products were FDA and Halal standards, representing 57.50 percent, followed by Community Product Standards (MUHA), accounting for 33.75 percent, most of them bought only those that received Certification only Representing 57.00 percent, followed by choosing to buy without being interested in whether it is certified or not.

Recommendations

The researcher has offered recommendations for future research, various community product development model design methodologies may serve as a framework for evaluating progress based on community norms and individual capacity. The researcher also gave the following additional proposals: there should be a coordination with government or private organizations Participate in the publication and creation of more works. Community product packaging, as well as packaging for items from the same province, should have graphic design. To recognize that they all originate from the same production source, so establishing a distinct identity with a distinct identity. Implementing the principles of website design and product promotion through social media in order to increase the visibility of local fishing products.

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