
Original Paper

The Development of Digital Marketing Communication Skills through Social Media Platform: Case Study of Thai Puan Community, Nakhon Nayok

Patchara Pawnsawan, PhD¹ & Phakkamon Sammanuch²

^{1,2} Educational Research Development and Demonstration Institute, Srinakharinwirot University, Nakhon Nayok, Thailand

Abstract

This research aimed to: 1) develop digital marketing communication skills through social media for youth and stakeholders in the Thai Puan community of Nakhon Nayok Province; 2) enhance the promotion of Thai Puan community products in Nakhon Nayok Province; and 3) transfer knowledge of digital marketing communication through social media to personnel and youth in the community. The study utilized a purposive sampling method, selecting 20 high school students in the area as the sample group. The research tools included: 1) a digital marketing communication skills development model through social media, and 2) a digital marketing communication skills assessment form.

The findings revealed that:

The components of the digital marketing communication process through social media to promote local heritage comprised six elements: (1) social media platforms, (2) digital marketing tools, (3) local heritage knowledge, (4) digital marketing strategies, (5) content creation, and (6) engagement techniques.

The development of digital marketing communication skills showed that the participants' overall skill level was 4.51, indicating a very high level of proficiency.

Additionally, the promotion of Thai Puan community products in Nakhon Nayok Province resulted in the creation of a Facebook page with 200 followers and 2,679 content views. Short video content was also produced, including three videos on TikTok and three videos on Instagram. These outcomes demonstrate that the development of digital marketing communication skills through social media can effectively enhance the promotion of Thai Puan community products in Nakhon Nayok Province.

Keywords: Digital Marketing Communication , Social Media, Thai Puan , Nakon-Nayok , Thailand

1. Introduction

Thailand is known for its ethnolinguistic diversity, encompassing over 70 ethnic groups that span multiple language families. This diversity reflects a rich history of migration and interethnic connections (Pitiphat et al., 2001). Among these groups, the Thai Puan ethnic community has played a significant role in shaping Thailand's cultural landscape. Historical records indicate that the Thai Puan people migrated to Thailand during several waves of resettlement, particularly from the late Thonburi period to the reign of King Rama I (1782). Their settlements are widely dispersed across the country, including northern, central, southern, and northeastern regions (Silabut, 2015).

Nakhon Nayok province, specifically in Koh Wai subdistrict, Pak Pli district, is home to a significant population of Thai Puan descendants. The migration of the Thai Puan to this area likely occurred around 1778-1779, with major settlements in villages such as Ban Tha Daeng, Ban Fang Klong, and Ban Koh Wai. These communities retain distinctive cultural practices, including traditional clothing, language, local cuisine, and customs (Cheawchan, U., Intaprom, W., and Siriworasakul, W. , 2021). Four key cultural identities persist among the Thai Puan in Nakhon Nayok: (1) the Puan language, (2) traditional attire, (3) the Heed 12 Kong 14 cultural traditions, and (4) food preservation techniques.

In recent years, the Thai Puan community in Koh Wai has worked collaboratively with government and private organizations to promote cultural tourism. The community has become a center for cultural exchange, featuring attractions such as handwoven textiles with intricate patterns passed down from Chiang Kwang, Laos, traditional Thai Puan cuisine, and unique cultural rituals like “Bai Sri Su Khwan” which known for Thai Puan blessing ceremony, the annual Sart Puan festival, an important cultural event when people express gratitude and respect for ancestors who have passed away and artistic performances including Ram Puan, Thai Puan traditional dance. These activities aim to celebrate and preserve the Thai Puan heritage (Thailand Village Academy, n.d.).

However, despite the richness of its cultural and craft heritage, the Thai Puan community faces significant challenges in leveraging online platforms for promotion. While the community produces various goods such as handwoven textiles, traditional “Pla Doo” Thai Puan herbal fermented fish, and ancient recipes like Khao Kraya Koo (traditional dessert) and Kai Kem Bai Toey (pandan salted eggs), online marketing remains underdeveloped. Current efforts are limited to a Facebook pages of two products and a TikTok account with only six followers. These promotional activities rely heavily on external individuals rather than community members. Most stakeholders driving community initiatives are middle-aged or elderly, with limited familiarity with social media tools, while local youth participation in promoting community products remains minimal.

Addressing these challenges aligns with the principles of marketing communication, which aim to build awareness, foster understanding, and motivate consumer response to achieve business objectives (Suwattana Wongkapan, 1997). Effective marketing communication encompasses six key strategies: (1) advertising, (2) sales promotion, (3) online media, (4) branding, (5) market research, and (6) search engine optimization (SEO) (Thaibulksms, 2022). Social media serves as a cost-effective tool for consumer engagement, offering a platform for interaction, participation, and decision-making in the purchasing cycle (Tuten & Solomon, 2013, cited in Chaisuwan, B., 2015). Moreover, Kotler and Keller (2016) propose a comprehensive framework for marketing communication, including advertising, public relations, personal selling, direct marketing, event marketing, sponsorship marketing, online and social media marketing, and mobile marketing. These tools ensure consistent and impactful messaging tailored to consumer behavior, ultimately driving purchase decisions (Vantamay, N., 2012).

To address the community’s challenges, this study proposes leveraging digital marketing principles and social media platforms to enhance visibility and accessibility for Thai Puan products and traditions. This approach involves transferring marketing knowledge to community members, particularly youth, to sustain and expand community businesses. By empowering locals with digital marketing skills, this initiative aims to preserve the Thai Puan heritage while fostering economic growth and ensuring cultural transmission to future generations.

1.1 Objectives

1. To develop digital marketing communication skills through online social media platforms among youth stakeholders within the Thai Puan community of Nakhon Nayok Province.
2. To enhance the promotion and visibility of Thai Puan community products in Nakhon Nayok Province.
3. To transfer knowledge of digital marketing communication via online social media platforms to community members and youth, fostering sustainable skill development.

1.2 Hypothesis

The proposed model for developing digital marketing communication skills through social media platforms has demonstrated its effectiveness in significantly enhancing the digital marketing communication skills of youth and stakeholders within the Thai Puan community in Nakhon Nayok Province. Furthermore, the model has proven to be highly impactful in promoting the cultural heritage of the Thai Puan community in Nakhon Nayok, achieving statistically significant results in raising awareness and visibility of its cultural identity.

2. Methodology

2.1 Research Population

The population of this research was Personnel and students within Thai Puan community in Nakhon Nayok Province.

2.2 Sample Group

A total of 20 high school students from local schools, selected using purposive sampling.

2.3 Research Variables

1) The independent variable was Social media platforms for digital marketing and The model for developing digital marketing communication skills.

2) The dependent variable was Digital marketing communication skills.

2.4 Research Instruments

1) The Model for Developing Digital Marketing Communication Skills via Social Media Platforms

2) The Assessment Tool for Evaluating Digital Marketing Communication Skills via Social Media Platforms

2.5 Research Procedure

The research procedure was divided into 2 phases.

Phase 1: The development of a model for enhancing digital marketing communication skills via social media is conducted through the following steps: 1) studying the problems and needs of the Thai Puan community in Nakhon Nayok Province through interviews and purposive sampling to gather relevant data, including the current state of the Thai Puan community, factors influencing community public relations, and marketing channels; 2) reviewing and synthesizing related documents and research to gain knowledge for promoting digital marketing communication skills via social media; 3) identifying components necessary for enhancing digital marketing communication skills; 4) summarizing findings from the literature review and synthesis; 5) drafting a model for developing digital marketing communication skills via social media; 6) creating an assessment tool for digital marketing communication skills via social media; 7) designing a tool to evaluate the model's appropriateness using a 5-point Likert scale (Likert, 1932); 8) presenting the draft model and assessment tools to experts for review and revisions based on their feedback; 9) evaluating the appropriateness of the model and tools with five experts.

Phase 2: The implementation and evaluation of the model for enhancing digital marketing communication skills via social media are carried out through the following steps: 1) conducting an orientation for participants to explain the objectives of the model and prepare them to engage in the activities correctly; 2) assessing participants' initial digital marketing communication skills using the developed assessment tool; 3) conducting a training session where participants study the model and apply the knowledge to the Thai Puan community in Nakhon Nayok Province; 4) re-assessing participants' digital marketing communication skills after the training; 5) collecting and analyzing data from the implementation process; 6) summarizing the findings on the effectiveness of the model in enhancing digital marketing communication skills via social media.

3. Results

Phase 1: The development of a model for enhancing digital marketing communication skills via social media

The results are as follows:

1. Based on the synthesis of documents and research by Liang, X.; Lu, Y.; Martin, J.(2021), Liang, X. et. Al. (2022), Floričić, Tamara, et al (2023), I.V. de Freitas et. al. (2022). , Hausmann, A., & Weuster, L. (2017), Veghes, Calin. (2020). Tang, M.J., Chan, E.T. (2020) and de Amorim, L.A. et. al. (2024), the components of the digital marketing communication process are 1) Social Media Platforms 2) Digital

Marketing Tools 3) Local Heritage Knowledge 4) Digital Marketing Strategy 5) Content Creation 6) Engagement Techniques which can be defined as follow:

Social Media Platforms: Social media platforms are the primary channels for disseminating digital marketing plans, enabling widespread reach to audiences. These platforms allow for audience targeting based on behaviors or demographic information. The choice of appropriate platforms that align with audience behavior significantly affects engagement and message perception.

Digital Marketing Tools: Digital marketing tools play a critical role in managing and evaluating marketing plans. They enable strategists to track progress and adjust strategies appropriately. These tools help identify the most effective types of content and the optimal times for posting to maximize engagement, keeping the audience consistently interested.

Local Heritage Knowledge: Understanding cultural and local heritage knowledge is essential for creating content that resonates with the target audience. This knowledge forms the foundation for producing content that reflects the community's stories and traditions.

Digital Marketing Strategy: A well-structured digital marketing strategy is crucial. It sets the objectives of the marketing plan and aligns with audience interests. Clear strategic goals, particularly in the context of promoting local heritage, ensure the content is credible and compelling, effectively communicating the importance of local heritage.

Content Creation: Creating engaging and meaningful content is at the heart of a successful digital marketing plan, especially when promoting local heritage. Content is critical in communicating the cultural and heritage significance of local knowledge. Effective content creation requires a blend of creativity and an understanding of the target audience's interests.

Engagement Techniques: Engagement techniques such as responding to messages, live streaming, and replying to comments help maintain two-way communication between the audience and the communicator. These techniques enhance audience engagement, fostering a deeper connection to the local heritage shared through the marketing plan.

The components mentioned above can be illustrated in a diagram as follows:

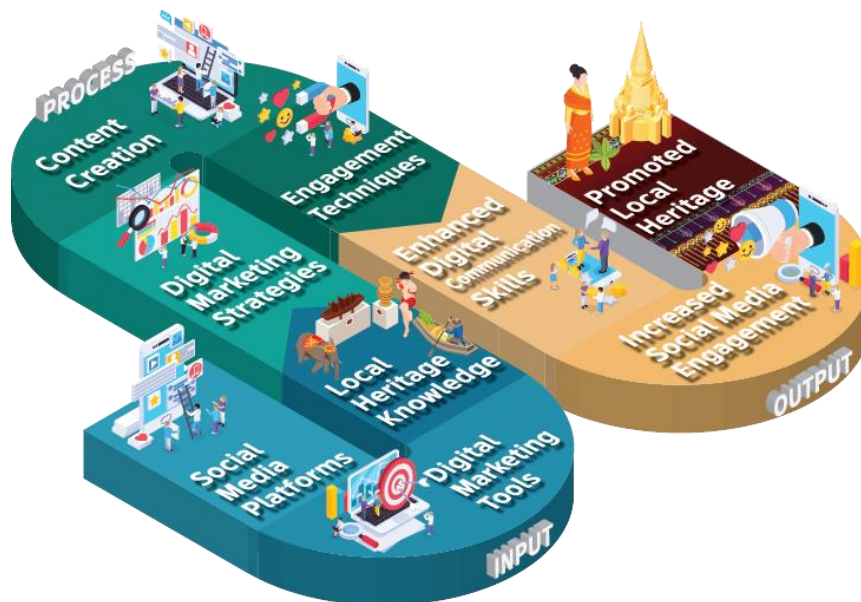


Figure 1. Components of the Digital Marketing Communication Process via Social Media Platforms to Promote Local Heritage

2. From Figure 1, the components of the digital marketing communication process via social media platforms to promote local heritage can be summarized into an activity plan to develop digital marketing communication skills through social media platforms, using the case study of the Thai Puan community in Nakhon Nayok Province.

Table 1. Topics of the Workshop Activities for Developing Digital Marketing Communication Skills through Social Media for Promoting Local Heritage

Plan No.	Topic	Time(Min)	Activity
1	Fundamentals of Digital Marketing Communication	60	<p>Lecture: Basics of Digital Marketing Communication</p> <ul style="list-style-type: none"> • Definition and scope of digital marketing communication • Overview of social media platforms (Instagram, TikTok, YouTube) • Examples of successful local heritage promotion marketing activities <p>Outcome: Students brainstorm local heritage they would like to promote</p>
2	Understanding the Target Audience	60	<p>Group Activity:</p> <ul style="list-style-type: none"> • Introduction to audience segmentation and goal setting • Create a "Persona" for their marketing activity (age, interests, behaviors) <p>Outcome: Students present the Persona of their target group</p>
3	Content Creation and Storytelling for Promoting Local heritage	120	<p>Lecture:</p> <ul style="list-style-type: none"> • The importance of storytelling in promoting local heritage • Types of content: Text, images, videos, stories • Examples of successful storytelling in promoting local heritage <p>Practical Exercise:</p> <ul style="list-style-type: none"> • Design content for promoting local heritage <p>Outcome: Groups present their storytelling content</p>
4	Creating an Online Marketing Plan	60	<p>Practical Exercise:</p> <ul style="list-style-type: none"> • Brainstorming online marketing promotion activities • Create the first post for the selected platform • Presentation and refinement <p>Outcome: Post a promotional activity on social media</p>
5	Graphic Design and Creativity	180	<p>Practical Exercise:</p> <ul style="list-style-type: none"> • Basic graphic design for social media (color,

Plan No.	Topic	Time(Min)	Activity
			fonts, themes)
			<ul style="list-style-type: none"> • Introduction to design tools (Canva, Adobe)
			Outcome: Graphic design work for the marketing plan
6	Creating Short Videos for Social Media	180	Practical Exercise: <ul style="list-style-type: none"> • Basics of video creation (script, visuals, music) • Structuring a video project • Techniques for creating engaging videos (storytelling, filming techniques, editing) • Video strategies for different platforms (Instagram Stories, TikTok, YouTube) • Techniques for grabbing attention with short videos • Examples of successful videos promoting local heritage Outcome: Short videos for promoting local heritage
7	Strategies for Engagement in Social Media	60	Lecture: <ul style="list-style-type: none"> • Methods for encouraging interaction from the target audience through comments, shares, and likes • Strategies for increasing engagement, such as polls, questions, live streams Outcome: Short posts to stimulate engagement in marketing activities
8	Presenting the Marketing Promotion Activity	120	Presentation: <ul style="list-style-type: none"> • Present the marketing promotion activity Outcome: Marketing promotion activity to promote local heritage

3. The Assessment Tool for Evaluating Digital Marketing Communication Skills via Social Media consisted of 15 items. The indicators for the assessment were 1) Ability to effectively use and navigate various social media platforms for marketing purposes. 2) Skill in producing various forms of content such as text, images, and videos that resonate with the target audience and promote a brand or message. 3) Ability to interact with the target audience through comments, responses, and active participation in conversations to build relationships and maintain interest. 4) Understanding and leveraging current trends in social media and digital platforms to enhance content relevance and engagement. 5) Knowledge of privacy policies and safety practices on social media platforms, ensuring that personal and user data are protected. 6) Ability to plan and execute a comprehensive digital marketing strategy that aligns with business goals and audience needs. 7) Skill in identifying and segmenting different audience groups based on demographics, behaviors, and interests to tailor marketing efforts. 8) Developing a coherent content strategy and creating engaging content that aligns with the overall marketing objectives. 9) Proficiency in managing multiple marketing channels to reach and engage the target audience effectively. 10) Ability to analyze marketing performance data and optimize strategies based on insights to maximize engagement and conversions. 11) Ability to convey messages and emotions effectively using visual elements such as images, videos, and graphics to engage the audience. 12) Ability to adjust

communication tone and style depending on the context, platform, and target audience.13) Ability to think critically and strategically to develop effective marketing campaigns and solve complex problems. 14) Demonstrating originality and innovation in marketing campaigns to create unique and engaging content. 15) Ability to work effectively with others in teams to achieve common goals in digital marketing projects. The assessment topics are graded according to the following indicators:

4.50 - 5.00 points denoted Excellent

4.00 - 4.49 points denoted Good

3.00 – 3.99 points denoted Moderate

2.00 – 2.99 points denoted Satisfactory

1.00 – 1.99 point denoted Needs Improvement

3. The evaluation results of the suitability of the digital marketing communication skills model through social media platforms is shown in Table 2.

Table 2. The Evaluation Results of the Suitability of the Digital Marketing Communication Skills Model through social media platforms.

No.	Evaluated Item	Level		Suitability Level
		\bar{X}	<i>S.D.</i>	
1.	The components of the digital marketing communication process through social media platforms to promote local knowledge are appropriate.	5.00	0.00	Most suitable
2.	The components of the digital marketing communication process through social media platforms to promote local knowledge align with the research objectives.	4.80	0.40	Most suitable
3.	The workshop activity plan for digital marketing communication skills through social media for promoting local knowledge is appropriate.	4.80	0.40	Most suitable
4.	The workshop activity plan for digital marketing communication skills through social media for promoting local knowledge aligns with the activity objectives.	4.60	0.49	Most suitable
5.	The digital marketing communication skills assessment tool through social media platforms is appropriate.	4.80	0.40	Most suitable
6.	The digital marketing communication skills assessment tool through social media platforms aligns with the activity plan.	4.80	0.40	Most suitable
7.	The evaluation criteria for digital marketing communication skills through social media platforms are appropriate.	4.60	0.49	Most suitable
	Total	4.77	0.43	Most suitable

As shown in Table 2, The overall evaluation results of the appropriateness of the digital marketing communication skills development model through social media platforms are at most suitable (\bar{X} =4.77, *S.D.* = 0.43).

Phase 2: The Study on the Effectiveness of the Digital Marketing Communication Skills Development Model via Social Media Platforms - A Case Study of the Thai Puan Community in Nakhon Nayok

The research results according to the research objectives are as follows:

1. To develop digital marketing communication skills through social media platforms for the youth involved in the Thai Puan community in Nakhon Nayok Province, as shown in Table 3.

Table 3. Results of Developing Digital Marketing Communication Skills through Social Media Platforms

No.	Evaluated Item	Points		Level
		\bar{X}	S.D.	
1.	Ability to effectively use and navigate various social media platforms for marketing purposes.	4.70	0.47	Excellent
2.	Skill in producing various forms of content such as text, images, and videos that resonate with the target audience and promote a brand or message.	4.65	0.49	Excellent
3.	Ability to interact with the target audience through comments, responses, and active participation in conversations to build relationships and maintain interest.	4.75	0.55	Excellent
4.	Understanding and leveraging current trends in social media and digital platforms to enhance content relevance and engagement.	4.35	0.49	Good
5.	Knowledge of privacy policies and safety practices on social media platforms, ensuring that personal and user data are protected.	4.55	0.51	Excellent
6.	Ability to plan and execute a comprehensive digital marketing strategy that aligns with business goals and audience needs.	4.35	0.49	Good
7.	Skill in identifying and segmenting different audience groups based on demographics, behaviors, and interests to tailor marketing efforts.	4.45	0.51	Good
8.	Developing a coherent content strategy and creating engaging content that aligns with the overall marketing objectives.	4.55	0.51	Excellent
9.	Proficiency in managing multiple marketing channels to reach and engage the target audience effectively.	4.40	0.68	Good
10.	Ability to analyze marketing performance data and optimize strategies based on insights to maximize engagement and conversions.	4.40	0.50	Good
11.	Ability to convey messages and emotions effectively using visual elements such as images, videos, and graphics to engage the audience.	4.55	0.51	Excellent
12.	Ability to adjust communication tone and style depending on the context, platform, and target audience.	4.40	0.50	Good

13.	Ability to think critically and strategically to develop effective marketing campaigns and solve complex problems.	4.35	0.49	Good
14.	Demonstrating originality and innovation in marketing campaigns to create unique and engaging content.	4.55	0.51	Excellent
15.	Ability to work effectively with others in teams to achieve common goals in digital marketing projects.	4.60	0.50	Excellent
Total		4.51	0.52	Excellent

Table 3 shows that the overall digital marketing communication skill level through social media platforms of the sample group scored 4.51, which is considered to be at a very high level. This indicates that the digital marketing communication skills development model via social media platforms is effective in enhancing digital marketing communication skills through social media.

2. To enhance the promotion of Thai Puan community products in Nakhon Nayok Province. The research findings revealed that the increased promotional channels include:

1) Facebook Page: What’s in ThaiPuan was created to serve as a channel for promoting information about the Thai Puan community in Nakhon Nayok Province.

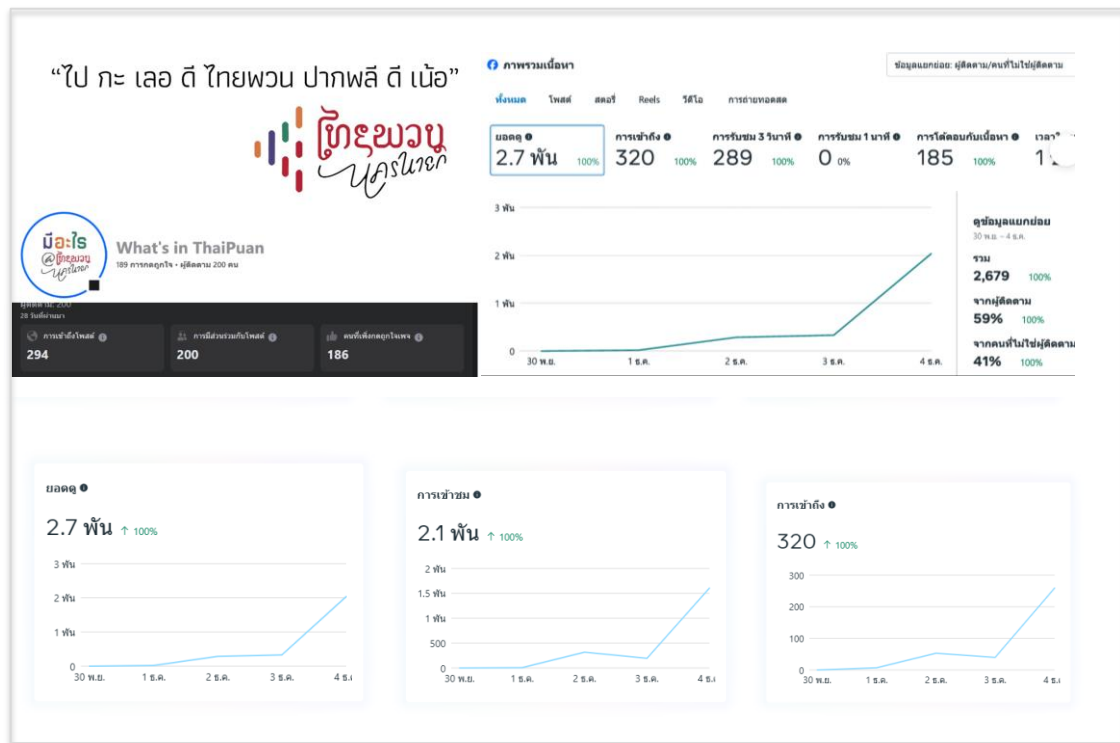


Figure 2. Insight Data of Facebook Page: What’s in ThaiPuan

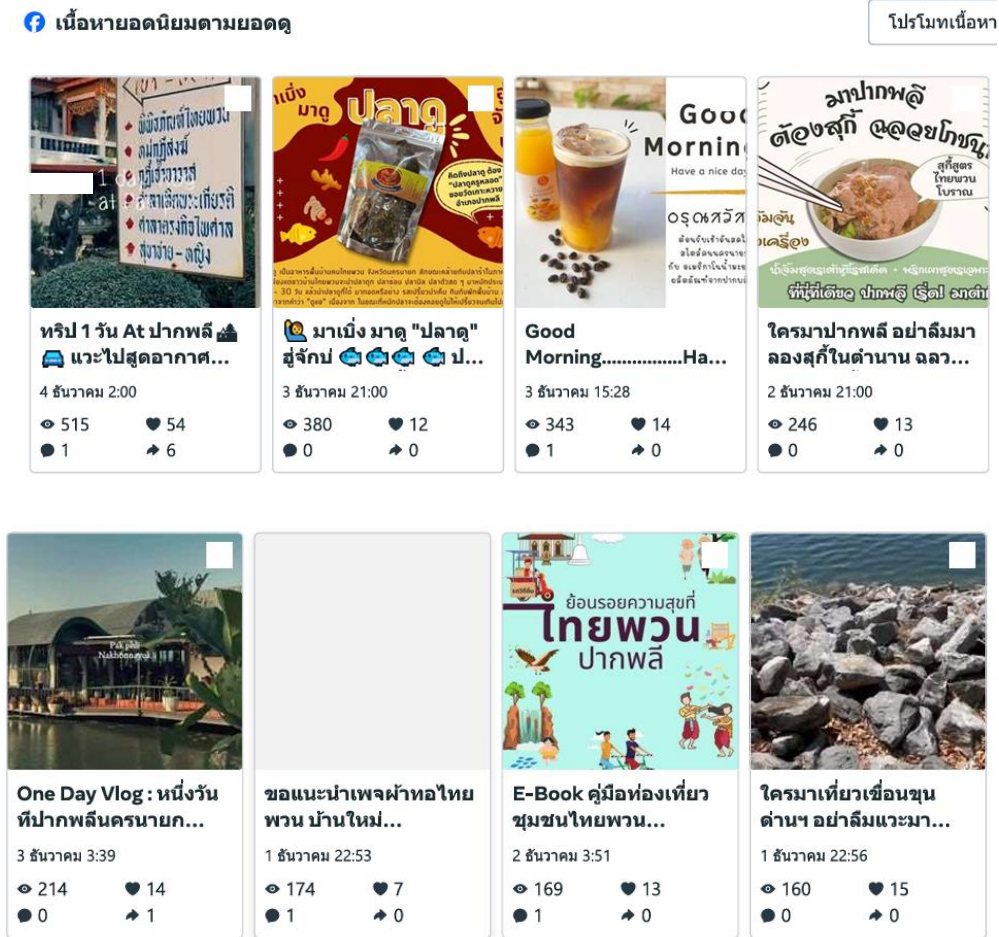


Figure 3. Top Content on Facebook Page: What's in ThaiPuan

2) Short clips on TikTok platform, totaling 3 clips.

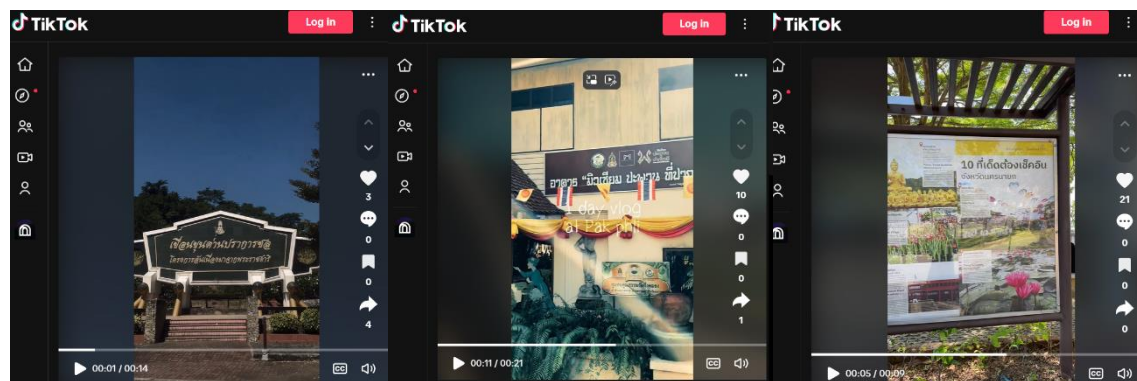


Figure 4. Content on TikTok platform

3) Short clips on Instagram platform, totaling 3 clips.



Figure 5. Content on Instagram platform

3. To transfer knowledge in digital marketing communication through social media platforms to community personnel and youth, as shown in the results of the activities conducted.

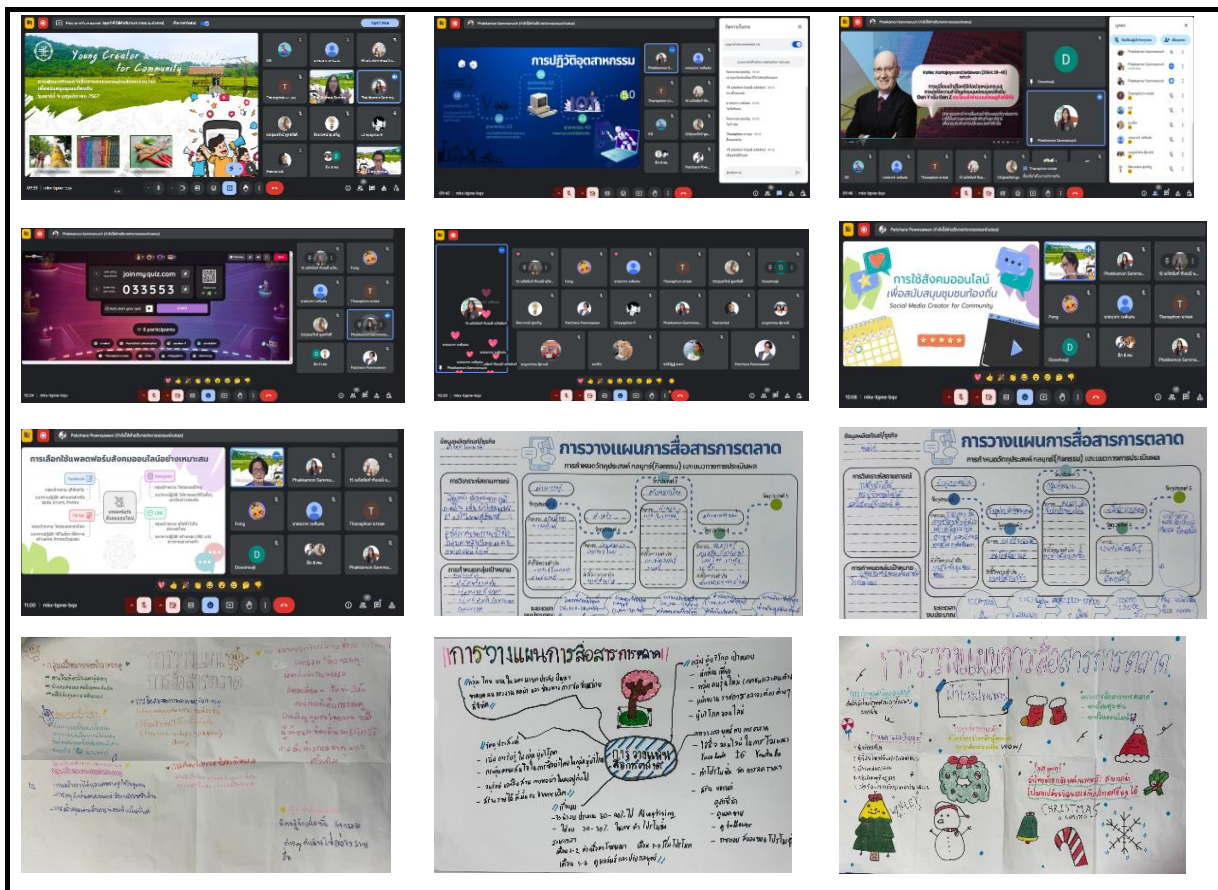


Figure 6. The results of the activities aimed at transferring knowledge in digital marketing communication through social media platforms

4. Discussion

The developed model for digital marketing communication skill development through social media platforms is highly suitable, demonstrating that this model is effective and applicable for skill enhancement. This aligns with the concepts of Kotler and Keller (2016), who presented marketing communication tools that resonate with current consumer behavior, particularly online marketing and social media.

The results of the skill development in digital marketing communication through social media platforms of the sample group were excellent, reflecting that the developed model effectively enhanced the learners' skills. This corresponds with the ideas of Tuten Tracy L. and Solomon Michael R. (2013), who discussed the objectives of communication via social media, such as raising awareness, stimulating demand, encouraging trial, facilitating purchase, and fostering loyalty. The increased promotion channels through Facebook Page and TikTok indicate the application of learned knowledge, aligning with the research objective to enhance community product promotion, especially with Facebook Page, which saw a 100% increase in engagement and content interaction compared to before.

Transferring knowledge in digital marketing communication to personnel and youth in the community ensures the sustainability of the project, empowering the community to independently manage digital marketing in the future. This is in line with the ideas of Wongkapan, S.(1997), who emphasized that marketing communication activities aim to inform and persuade target consumers to respond according to the business's objectives.

The elements of the skill development model, which integrate technology, marketing, and local wisdom, highlight the importance of cross-disciplinary knowledge to maximize skill development effectiveness. This aligns with the study of Floricic, Tamara & Sker, Irena & Maras Benassi, Hermina (2023), which emphasizes the importance of combining technology and local culture knowledge in digital marketing communication.

The research findings show that developing digital marketing communication skills can effectively promote the dissemination of local wisdom and enhance the community's potential to use digital technology for sustainable local development.

5. Recommendations

Since knowledge transfer activities were organized for youth in the community, some may face difficulties in traveling. Therefore, activities should be adapted to online formats. The activities should also be streamlined, combining training sessions on certain topics to give participants more time for hands-on activities.

The outreach should be extended to other community members, especially youth who are more tech-savvy than the elderly. These youth should be involved in various community activities to learn and appreciate the Thai Puan cultural heritage, fostering awareness and a desire to pass on this culture to future generations.

Those wishing to use digital marketing communication processes through social media to promote the community must have a deep understanding of social media systems, digital marketing tools, digital marketing strategies, and content creation aligned with the online platform and target audience. They must also possess a thorough understanding of their local wisdom to effectively and sustainably promote the community.

Acknowledgment

This research was funded by Educational Research Development and Demonstration Institute, Srinakharinwirot University through revenue budget for the fiscal year 2023.

References

- Chaisuwan, B. (2015). Marketing communication through social media: Overview and conceptual framework. *Journal of Communication and Innovation NIDA*, 2(1), 173–197.
- Cheawchan, U., Intaprom, W., & Siriworasakul, W. (2021). DEVELOPING THAI PUAN

- COMMUNITY NETWORK, PAK PLI DISTRICT, NAKHON NAYOK PROVINCE. *Academic Journal Phranakhon Rajabhat University*, 12(1), 185–202.
- de Amorim, L.A. et. al. (2024) Exploring the outcomes of digital marketing on historic sites' visitor behaviour", *Journal of Cultural Heritage Management and Sustainable Development*, 14(6), 934-949. <https://doi.org/10.1108/JCHMSD-11-2021-0202>
- Florivic, Tamara & Sker, Irena & Maras Benassi, Hermina. (2023). Enhancing Digital Promotion of Cultural Attractions: Assessing Websites, Online Marketing Tools and Smart Technologies. *Business Systems Research Journal*, 14, 72-92. <https://doi.org/10.2478/bsrj-2023-0004>
- Hausmann, A., & Weuster, L. (2017). Possible marketing tools for heritage tourism: the potential of implementing information and communication technology. *Journal of Heritage Tourism*, 13(3), 273–284. <https://doi.org/10.1080/1743873X.2017.1334786>
- I.V. de Freitas et al. (2022). Traditional Wine Landscape as a Rural Heritage: Portuguese Verde Wine Vineyards. *Proceedings of the 5th International Conference on Tourism Research*, 2022.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (14th edition)*. Shanghai: Shanghai People's Publishing House.
- Liang, X. et al. (2022) Rotating neurons for all-analog implementation of cyclic reservoir computing. *Nature Communications*, 13, 1549.
- Liang, X., Lu, Y., & Martin, J. (2021). A Review of the Role of Social Media for the Cultural Heritage Sustainability. *Sustainability*, 13(3).
- Pitiphat, S., et al. (2001). *Thai ethnic groups in Muang Chiang Ngoen, Luang Prabang Province, Lao People's Democratic Republic*. Thammasat University, Thai Studies Institute.
- Silabut, P. (2015). *Puan. Memorial book for the royal cremation of Mrs. Sumlee Tosurat*. No publisher.
- Tang, M.J., & Chan, E.T. (2020). Social Media: Influences and Impacts on Culture. In Arai, K., Kapoor, S., Bhatia, R. (Eds.), *Intelligent Computing. SAI 2020. Advances in Intelligent Systems and Computing*, vol 1228. Springer, Cham. https://doi.org/10.1007/978-3-030-52249-0_33
- Thaibulksms. (2022). *6 elements of marketing communication that have a good effect on sales*. [Online]. Retrieved February 26, 2023, from <https://www.thaibulksms.com/blog/post/elements-ofmarketing-communication-that-has-a-good-effect-on-sales/>
- Thailand Village Academy. (n.d.). *Thai Puan cultural tourism community, Ko Wai Subdistrict, Pak Pli District, Nakhon Nayok Province*. [Online]. Retrieved February 26, 2023, from <https://www.thailandvillageacademy.com/th/22-villages-th/thai-puan-community-nakhon-nayok-th/>
- Tuten, T. L., & Solomon, M. R. (2015). *Social Media Marketing*. SAGE Publications.
- Vantamay, N. (2012). *Marketing communication (1st ed.)*. Bangkok, Kasetsart University Press.
- Veghes, Calin. (2020). Cultural Consumption as a Trait of a Sustainable Lifestyle: Evidence from the European Union. *European Journal of Sustainable Development*.9.125
- Wongkapan, S. (1987). *Marketing communication in the advertising business*, Units 1-5. Nonthaburi: Sukhothai Thammathirat Open University.