


Chapter 17

Enhancing Thai Community Product Marketing Through Augmented Reality: A Case Study in Chachoengsao

Prarichart Ruenphongphun

 <http://orcid.org/0000-0001-7286-2652>

Rajabhat Rajanagarindra University, Thailand

Vichuda Junveroad

Rajabhat Rajanagarindra University, Thailand

Natha Sabaisook

Rajabhat Rajanagarindra University, Thailand

Sansern Hunsan

Rajabhat Rajanagarindra University, Thailand

ABSTRACT

Background and Aims: This research investigated how AR technology could enhance local product marketing and competitiveness in Khlong Khuean District, Thailand. Methodology: Using action research methodology with four stages (diagnosing, planning, action, and evaluation), the study collected data from 400 respondents aged 20-60 through validated questionnaires and analyzed results using t-test, ANOVA, and multiple regression analysis. Results: The findings revealed that all six AR features - product information, interactive experiences, brand storytelling, real-time information, product demonstrations, and promotions - influenced purchasing decisions ($R^2 = 0.585$). The "Khlong Khuean Local Market" app received high user satisfaction with a mean rating of 4.68. Conclusion: The implementation of AR technology effectively enhanced product marketing, improving visualization, engagement, and purchase decisions while maintaining cultural authenticity. This project serves as a model for communities seeking to implement digital marketing strategies.

DOI: 10.4018/979-8-3693-9346-8.ch017

INTRODUCTION

Community-based marketing has emerged as a fundamental approach in developing products and services that genuinely reflect and serve local needs. This marketing strategy emphasizes the creation and nurturing of strong relationships between local communities and their customers, fostering an environment where shared interests and values become the cornerstone of product development and promotion. Through various digital channels, this approach maintains continuous engagement with customers, creating vibrant communities where experiences and opinions are freely exchanged (Miyazoe, 2022).

A key strength of community-based marketing lies in its organic nature, where experienced customers naturally become guides and advocates for new community members. This peer-to-peer interaction facilitates authentic communication about product value, creating a trustworthy environment for information exchange. Companies benefit significantly from this approach as they provide real-time insights into local needs through direct observation of customer interactions and feedback within the community. This valuable data enables more effective planning and response strategies, leading to genuine co-innovation where new product values are discovered through actual customer usage patterns (Miyazoe, 2022).

Marketing promotion of community products plays a vital role in local economic development and product sustainability. In today's competitive market, community businesses must understand and adapt to market and consumer needs to address a key weakness - the lack of clear marketing planning, which has historically led to the failure of many community initiatives (Jaroenwanit & Saiyot, 2013).

This approach enhances product quality and standards, develops new products, expands market opportunities, and increases value and competitiveness. These improvements generate sustainable income and community economic development while promoting the preservation and development of local wisdom (Jaroenwanit & Saiyot, 2013).

In the context of modern digital technologies, consumer technological innovation significantly influences the adoption and effectiveness of tools such as Augmented Reality (AR). Research indicates that consumers with higher levels of technological innovation capability tend to derive greater benefits from AR experiences, which can significantly impact their purchasing decisions. These technologically savvy consumers demonstrate an enhanced ability to perceive the benefits of AR, particularly in terms of image enhancement and product visualization (Kim & Choo, 2021).

AR technology improves online shopping experiences in three key areas: customer satisfaction, product evaluation, and consumer engagement, particularly for high-risk products. While AR doesn't significantly reduce purchase uncertainty or directly increase purchase intention, it creates more engaging and satisfying online experiences (Trinidad, 2020). As a digital marketing innovation, AR enables businesses to present products creatively through virtual try-ons, simulated test drives, and virtual tourism experiences, showing high potential to revolutionize future product and service presentation (Son-sue, 2023).

This research, focused on promoting digital technology marketing for community products in Khlong Khuean District, Chachoengsao Province, Thailand, represents a significant step toward developing local economies through digital innovation. The project aims to Enhance the competitiveness of local products through digital technology application in marketing, increase community income through improved market reach and engagement, Strengthen the digital capabilities of local entrepreneurs, Expand market access opportunities for community products and Serve as a model for digital marketing strategy development in other Thai communities.

14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/enhancing-thai-community-product-marketing-through-augmented-reality/379441

Related Content

Volatility Analysis in International Indices

Hakan Altin (2022). *International Journal of Sustainable Economies Management* (pp. 1-17).

www.irma-international.org/article/volatility-analysis-in-international-indices/304461

Reforming Teacher Education for Environmental Justice and Sustainability Leadership: Reorienting Pedagogical Foundations

Ratan Sarkar and Sagnika Sahoo (2026). *Reclaiming the Role of Higher Education in Planetary Wellbeing* (pp. 321-358).

www.irma-international.org/chapter/reforming-teacher-education-for-environmental-justice-and-sustainability-leadership/412114

Economic Indicators of Primary Milk Producers' Co-Operative Societies: Evidence from West Bengal

Debnarayan Sarker and Bikash Kumar Ghosh (2012). *International Journal of Sustainable Economies Management* (pp. 1-19).

www.irma-international.org/article/economic-indicators-primary-milk-producers/69953

Strengthening Strategic Competencies for Decision-Making in the Construction of a Sustainable and Resilient Future

Jose De Jesus Reyes-Sánchez, Sihomara Nephtali Tejada Ortega, Jannet Maricela Barrientos Luján, Mario Alberto García-Camacho and Johana Paola Reyes Davalos (2026). *Addressing Sustainable Development Goals Through Competency-Based Education* (pp. 213-240).

www.irma-international.org/chapter/strengthening-strategic-competencies-for-decision-making-in-the-construction-of-a-sustainable-and-resilient-future/394590

An Emerging Network for Sustainable Agriculture: A Social Network Analysis of Permaculture Practitioners in the Philippines

Jabez Joshua M. Flores, Inocencio E. Buot Jr., Alexander G. Flor, Ricardo T. Bagarinao and Marisa J. Sobremisana (2023). *International Journal of Social Ecology and Sustainable Development* (pp. 1-16).

www.irma-international.org/article/an-emerging-network-for-sustainable-agriculture/326610