The Development of Learning Process in Using Technology for Promoting Sales of

Community Enterprise by Community Participation, Thonburi District. Faculty of Education.

Wannapa Phopli, Samith Jueajinda, and Narongphon Ueaphaijitkun

Dhonburi Rajabhat University. Bangkok: Research and Development Institute,

Dhonburi Rajabhat University

2015

The objectives of this research were 1) to promote the process of learning information technology to community enterprise, and 2) to encourage community enterprise to use information technology for marketing promotion. The sample of this study consisted of Thonburi Gems and Jewelry Community , Thon buri and Palm Leafed- Fishshaped Ornaments Community. The research instruments included the questionnaire (asking for general information of community enterprise and its application of information technology for marketing promotion), training (to promote the process of learning information technology for marketing promotion), post-test, evaluation form, interview (on opinions towards the application of information technology for marketing promotion after training). Data were analyzed quantitatively and qualitatively. Statistics included frequency, percentage, mean and standard deviation.

The results of this research showed that after the training, the post-test score of the sample was higher than its pre-test score at statistical significance level of .01. This implied that the sample community enterprise could use information technology for marketing promotion after participating in the training. The results of follow-up and focus-group showed that both of Thonburi Gems and Jewelry Community , Thon buri and Palm Leafed- Fishshaped Ornaments Community could use information technology for marketing promotion through social media. Thonburi Gems and Jewelry Community used information technology through social media including Facebook, Fanpage, Line and Lineshop. Palm Leafed- Fishshaped Ornaments Community used social media such as Facebook, Line, and Lineshop. Facebook has been used as the public relations channel to promote products,

activities, fair, to contact customer and members. Lineshop has been used as the channel to open virtual shop and to advertise products. Line has been used as the channel to contact customers and members. It can be said that information technology has been used to build the image of the community enterprise in order to increase customers' confidence, to solve marketing problems such as distribution channels problem, to reduce production cost, and to facilitate the communication with customers and members.