

## **The Development of Processed Coconut Products by Bungasire Savings Community Enterprise, Tha Klong Village, Pattani Province**

การพัฒนาผลิตภัณฑ์แปรรูปจากมะพร้าวของวิสาหกิจชุมชน  
กลุ่มออมทรัพย์บุหงาชิเระ บ้านท่าคลอง จังหวัดปัตตานี

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### **Abstract**

This research aimed to firstly explore Bungasire Savings Community Enterprise's capabilities in processing coconut-based products, developing processed coconut products, and enhancing packaging for product value enhancement; and secondly identify approaches for marketing development. Purposive sampling was employed to select 53 members from the Bungasire Savings Community Enterprise, five coconut processing experts, and six packaging specialists. Data were collected through interviews and packaging assessment questionnaires, which were subsequently analyzed using descriptive statistics in percentage, mean, and standard deviation, complemented by an evaluation of product packaging. Findings revealed that the enterprise demonstrated consistent and positive development, emphasizing the use of local resource capital in its product development. Consequently, four new products were developed from processed coconuts, including coconut cooking oil, coconut balm, coconut yellow massage oil, and coconut facial serum. The development of the products also included secondary aspects such as logo and packaging design. This development aimed to increase product value and applied the 2S+2P model for marketing development, which included elements of 1) Storyline, to create brand narration or description; 2) Satisfaction, to ensure customers experience a feeling of worthiness and appreciation when using the product; 3) Promotional activities, to inform customers about the products and implement promotional activities; and 4) Partnership, to build marketing alliances. In conclusion, the results of this study indicated growth at the grassroots level of the economy and demonstrated the strength of community enterprise.

**Keywords:** coconut products, packaging development, community enterprise

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**หน่วยงาน:** สถาบันวัฒนธรรมศึกษากัลยาณิวัฒนา มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตปัตตานี ประเทศไทย

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## บทคัดย่อ

งานวิจัยนี้มุ่งศึกษาศักยภาพของวิสาหกิจชุมชนกลุ่มออมทรัพย์บุหงาซีเร๊ะ ในการแปรรูปผลิตภัณฑ์จากมะพร้าว พัฒนาผลิตภัณฑ์แปรรูปจากมะพร้าว และพัฒนาบรรจุภัณฑ์เพิ่มมูลค่าสินค้า และมุ่งหาแนวทางการพัฒนาการตลาด กลุ่มตัวอย่างเลือกแบบเจาะจง ประกอบด้วยสมาชิกวิสาหกิจชุมชนกลุ่มออมทรัพย์บุหงาซีเร๊ะ จำนวน 53 คน ผู้เชี่ยวชาญการแปรรูปผลิตภัณฑ์จากมะพร้าว จำนวน 5 คน และผู้เชี่ยวชาญด้านบรรจุภัณฑ์ จำนวน 6 คน เครื่องมือที่ใช้ คือ แบบสัมภาษณ์และแบบสอบถามประเมินบรรจุภัณฑ์ วิเคราะห์ข้อมูลด้วยวิธีพรรณนาวิเคราะห์และใช้สถิติค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐานในการวิเคราะห์ประเมินบรรจุภัณฑ์ผลิตภัณฑ์ ผลการศึกษาพบว่า ศักยภาพของวิสาหกิจชุมชนกลุ่มออมทรัพย์บุหงาซีเร๊ะ มีพัฒนาการที่ดีต่อเนื่อง การพัฒนาผลิตภัณฑ์เน้นการใช้ทุนทรัพยากรในท้องถิ่น โดยได้พัฒนาผลิตภัณฑ์ใหม่ที่แปรรูปจากมะพร้าว จำนวน 4 รายการ ได้แก่ น้ำมันมะพร้าวปรุงอาหาร ยาหม่อง น้ำมันเหลือง และน้ำตบเซรั่ม รวมทั้งได้ออกแบบตราสัญลักษณ์ ออกแบบบรรจุภัณฑ์เพื่อเพิ่มมูลค่าสินค้า ตลอดจนได้แนวทางการพัฒนาการตลาด รูปแบบ 2S+2P ซึ่งประกอบด้วย 1) Story สร้างเรื่องราวของแบรนด์ 2) Satisfy สร้างความพึงใจให้ลูกค้า 3) Promotion ส่งเสริมการตลาด และ 4) Partnership สร้างภาคีการตลาด ผลลัพธ์ที่ได้จากการศึกษานี้ ชี้ให้เห็นการยกระดับเศรษฐกิจฐานรากและความเข้มแข็งของวิสาหกิจชุมชน

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## Introduction

Community enterprises serve as a localized strategy for economic development, targeting the enhancement of quality of life at the grassroots level. Managed by cohesive groups of individuals bound by shared ways of life and values, these enterprises produce goods and provide services. Their primary aim is to generate income and achieve self-reliance in terms of resources, productivity, knowledge, wisdom, cultural capital, and social capital (Kaewsri, 2018). These community-based businesses are driven by combining traditional wisdom with new knowledge and technology to manufacture community-beneficial goods through effective cost management (Thongpoon et al., 2017). Furthermore, community enterprises also offer social benefits, such as promoting community resilience and harmony (Rattananuphong et al., 2021).

The Bungasire Savings Community Enterprise is situated in Village Number 10, Ban Tha Klong, Khok Pho District, Pattani Province. Most of the residents in the village are mainly engaged in agriculture, focusing on crops such as coconut, corn, and local vegetables. Consequently, the community has amassed a large capital in raw coconut material. In 2017, the community faced issues related to an oversupply of coconuts and plummeting prices. To counter this, a proposition was made to the villagers to process the raw coconuts into cold-pressed coconut oil products, opening up more opportunities for part-time employment and raising the value of coconuts in the area (W. Mareeka, personal communication, November 16, 2021). During the fieldwork, it was observed that the process of producing cold-pressed coconut oil generated a considerable amount of by-products, primarily residues of creamy coconut milk, that did not contain oil. However, with the aid of local

expertise, these residues were successfully converted into cooking oil, yellow massage oil, balm, and other products. The earnings from the production of cold-pressed coconut oil amounted to approximately 50,000-60,000 baht per year for the group. Unfortunately, this was still below the set target for the 2018-2019 year period.

Given the situation described above, the researcher has developed an interest in exploring the development of processed coconut products and adding value to the products of the Bungasire Savings Community Enterprise. Anticipated benefits from this project included the innovation and development of new products derived from coconuts that would result in increased income for the group and the introduction of economic crops within the community, serving as a crucial step toward the further development of the foundational economy.

### **Objectives**

1. To explore the potential of the Bungasire Savings Community Enterprise and its processed coconut products
2. To develop processed coconut products for the Bungasire Savings Community Enterprise
3. To design packaging that would enhance the value of the products from the Bungasire Savings Community Enterprise
4. To identify approaches for marketing development

### **Literature Review**

#### 1. Community Enterprise

A community enterprise is conceptualized as the organizational management of community affairs related to the production of goods and provision of services by a unified group of individuals who share a common way of life and collaboratively engage in business enterprises to generate income and achieve self-reliance on resources, productivity, knowledge, wisdom, cultural capital and social capital (Kaewsri, 2018). It represents a form of entrepreneurial endeavor for creatively managing community funds for self-sustainability (Phattarachachai et al., 2019). In Suphanburi Province, Nichanon et al. (2022) investigated the revenue growth of community enterprises from the processing of safe agricultural products and discovered the presence of cosmetics and food processing items available in the area, with the potential yield up to 531,600 baht per annum for local enterprises. Petpradub (2018) analyzed the profit-making capacity of coconut products of the Aman Coconut Processing Community Enterprise Group in Narathiwat province and revealed that the business of roasted coconuts experienced an incremental profit each year for the three consecutive years under study relative to the base year. Therefore, it is essential to develop coconut products that offer added value to the community.

#### 2. Product Development

Praneetphonkrang (2004) mentioned that the essence of product development lies in the refinement of existing products or the creation of entirely new ones to enhance their value and differentiate them from competitors. Similarly, Yijohor et al. (2018) proposed incorporating the “3S

model” as a key strategy for achieving success in new product development, especially in the realm of community handicraft products, to align with market demands while offering added value. The 3S model contains three components: Story, Sustainability, and Suitability. In addition, Kunasri et al. (2018) revealed a compelling consumer preference for community-produced items, especially those that incorporate locally sourced ingredients and employ innovative packaging techniques to create distinction and amplify product value. Consequently, it is imperative for community enterprises engaged in product development to prioritize the utilization of community-specific raw materials as a means to maximize the overall value of their offerings.

### 3. Packaging Design

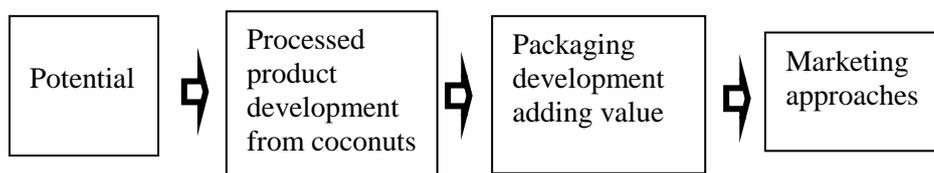
Packaging serves as a shield, safeguarding products against damage during transportation and storage (Plengdeesakul & Plengdeesakul, 2018). It can also be a strategic tool for manufacturers to foster brand awareness (Ritmanee et al., 2017). Saksanga et al. (2018) noted that effective packaging designs can establish credibility and add value to product distribution. Currently, many brands focus more on leveraging community image as a unique selling point to differentiate them from their competitors.

### 4. SWOT and PEST Analysis

SWOT is an analytical tool for assessing an organization’s Strengths, Weaknesses, Opportunities, and Threats to aid in planning and strategizing (Phattarachachai et al., 2019). Conversely, PEST analyzes external factors that impact an organization, including Policy, Economy, Society, and Technology. After conducting a SWOT analysis on the Bungasire Savings Community Enterprise, the researcher identified its strengths, weaknesses, opportunities, and obstacles. PEST, focusing on uncontrollable external factors, was utilized to provide critical information to develop responsive strategies to maximize opportunities for the group.

### Figure 1

*The Research Framework: The Development of Processed Coconut Products by Bungasire Savings Mommunity Enterprise*



*Note.* Research framework by Nipatimah Hayehama

### Research Methodology

Below is the research methodology employed in this study:

#### 1. Data Collection

Purposive sampling was employed to select 53 members of the Bungasire Savings Community Enterprise, five specialists in processed coconut products, and six packaging specialists.

## 2. Research Instruments

2.1 For qualitative data, in-depth semi-structured interviews were conducted with open-ended questions to collect data corresponding to Objectives 1-4.

2.2 For quantitative data, 5-point Likert scale questionnaires on product packaging designs with 16 response items corresponding to sub-points of Objective 3 were administered. Before the administration, the instrument's quality was evaluated by three experts.

## 3. Other Complementary Methods

3.1 A review of related literature was carried out to study the concepts, theories, and related research, defining the conceptual framework of this study.

3.2 Fieldwork was also conducted to obtain detailed information for the research project and consent from volunteers.

3.3 Meetings were organized to perform the SWOT and PEST analyses to identify external and internal factors, weaknesses, and strengths that impact the enterprise.

3.4 The process of developing new products from coconuts involved 1) brainstorming meetings to identify needs for product-processing development, leading to the decision to develop products such as coconut cooking oil, coconut balm, yellow massage oil, and facial serum; 2) experimenting with product development by incorporating comments and suggestions from local specialists; 3) organizing training to transfer knowledge about new prototype products; and 4) testing new products for chemical properties in the laboratory.

3.5 The packaging development process to enhance product value involved 1) studying packaging concepts and identities, 2) interviewing group representatives and analyzing the identity of Bungasire Savings Community Enterprise, 3) organizing packaging design and development activities to enhance product value and distinctiveness, and 4) assessing packaging design with relevant expertise.

3.6 The process of identifying approaches for marketing development involved 1) organizing training sessions to enhance knowledge of marketing management and online media, 2) conducting marketing trial and market testing, and 3) holding group meetings to finalize the marketing development approaches.

## 4. Data Analysis

4.1 Qualitative data were descriptively analyzed and validated for accuracy, directness, and practicality through joint analysis with the Bungasire Savings Community Enterprise and related individuals.

4.2 The quantitative questionnaires, assessed by six packaging design experts, were used to evaluate product packaging design. Data were analyzed using simple descriptive statistics in percentages, frequencies, mean, and standard deviation.

## Findings

Findings are reported in alignment with objectives as follows:

### 1. Potential of Bungasire Savings Community Enterprise and Its Processed Coconut Products

Three significant issues were discovered regarding the potential and the products processed from coconuts by the Bungasire Savings Community Enterprise. These are listed as follows:

#### 1.1 Bungasire Savings Community Enterprise's Capacities

The group has embraced the concept of continuous improvement, having worked collaboratively for over a decade and finally having registered as a community enterprise. Initial development capital was sourced from the Sajja Savings Group. Budgetary money was also secured to aid further development and fund other activities. Emphasis was placed on the productivity derived from local wisdom and the optimal utilization of raw materials in the community. This endeavor has not only nurtured business expertise within community members but also served as a unifying tool, fostering cohesion and collaborative economic development for self-reliance. Today, known as Bungasire Savings Community Enterprise, it remains a strong entity.

#### 1.2 Coconut Product Processing by Bungasire Savings Community Enterprise

The Bungasire Savings Community Enterprise produces various processed coconut products, with cold-pressed coconut oil being the primary source of income for the group. They also manufacture everyday household items, incorporating cold-pressed coconut oil as a main ingredient to reduce household expenses. Surplus products are made available for sale in community markets and to general vendors.

#### 1.3 Analysis of Bungasire Savings Community Enterprise's Capacities

Based on the SWOT and PEST analyses of the potential challenges faced by the Bungasire Savings Community Enterprise, the following were observed:

**Strengths:** The strengths of Bungasire Savings Community Enterprise are internal factors that provide advantages to the group. These strengths include 1) a highly skilled and experienced group leader who excels in development and leadership and has extensive experience working with group networks; 2) abundant access to raw materials within the community, ensuring ease of availability and sufficiency; 3) clear and well-defined policies and operational goals, coupled with a structured organizational approach; 4) members' proficiency in developing products based on local wisdom and acquired skills; and 5) a familial, warm kinship among group members, fostering strong internal relationships.

**Weaknesses:** The weaknesses of Bungasire Savings Community Enterprise refer to the internal factors that pose disadvantages or obstacles to the group's operations. Identified weaknesses include 1) a lack of knowledge in production management, particularly in quality

control and adherence to quality standards during the production process; 2) the absence of FDA certification for the products manufactured, indicating a lack of conformity to quality standards and a deficiency in laboratory testing; 3) limited marketing knowledge characterized by an absence of market analysis planning, insufficient distribution channels, an undefined customer base, and inadequate promotional strategies or techniques; 4) the products lack distinctive branding, with no logo or emblem to convey the image and identity of the group; and 5) a deficiency in IT skills necessary for managing sales, coupled with the absence of strategies for distribution, online sales, and proactive sales.

**Opportunities:** Opportunities refer to the external factors that can aid Bungasire Savings Community Enterprise achieve its objectives. These opportunities include 1) support from government networks aimed at capacity building; 2) recognition and involvement from external agencies who perceive the potential of the group, leading them to participate and conduct research for the group's development, coupled with support in the form of funding, equipment, knowledge, and advice; 3) the selection of the group's products by the district agricultural agency to showcase their specialty and uniqueness at both the provincial and national levels; and 4) the chance to receive feedback and assessments during product contests, paving the way for enhanced reliability of the group's products.

**Threats:** Threats are external environmental factors that can serve as obstacles and cause harm. For the Bungasire Savings Community Enterprise, these threats are categorized as follows: 1) The presence of changing situations, such as political instability, fluctuations in government policy, and varying economic, social, and technological conditions within the country, could hinder the ability of group members to adapt to these external alterations; 2) The stringent requirements of the Thai Industrial Standards Institute (TISI), especially regarding the production location standards, pose challenges to small community enterprises with limited capital capacity; 3) Specific standards for product placement in stores may limit the group's ability to initiate trial sales; and 4) The products of the community enterprise have been certified at the OTOP level, potentially imposing restrictions on the production standards' quality and affecting consumer confidence.

The PEST analysis results (external factors) found that policy-wise, the Thai government had formulated and enforced policies and a promotional act specifically for community enterprises to promote and support community economic growth, aligning with the Philosophy of Sufficiency Economy. Economically, the nation is in a recovery phase, which has led to a reduction in support from external agencies for community enterprises, affecting funding, development, and activities. Socioculturally, there is a prevalent trend focusing on health and self-care, driving an increased interest in quality cold-pressed coconut oil due to its health benefits for the body and skin. Technologically, the progression in information technology has enhanced the accessibility and availability of the group's cold-pressed coconut oil products online, ensuring quicker deliveries and making the products readily reachable for customers.

## 2. Development of Processed Coconut Products for Bungasire Savings Community Enterprise

Bungasire Savings Community Enterprise has innovated by developing four new products from processed coconuts, including cooking oil, coconut balm, yellow massage oil, and facial serum. The subsequent details are as follows:

### 2.1 Development of Cooking Oil from Processed Coconut

To develop coconut cooking oil, the researcher conducted surveys and interviews with the group leader and local specialists experienced in coconut oil creation. The product development team attempted to innovate cooking oil using a hot-pressed method by leveraging the residues: the thin blemish cream from the first layer and the non-oily coconut cream from the third layer, left from the cold-pressed coconut oil production process. The experimentation revealed that the technique to create high-quality coconut oil was similar to the procedure of extracting fresh coconut milk from raw materials. This attempt was recognized as a new product development, reflecting the collective wisdom of the community members and aligning with the local way of life, norms, and culture.

### 2.2 Development of Yellow Massage Oil from Processed Coconut

The initiative to develop balm and yellow oil products was primarily driven by the needs of the group members who aimed to utilize raw coconut oil, a product the group could independently produce. Consequently, representatives from Bungasire Savings Community Enterprise seized the opportunity to acquire knowledge on creating balms and yellow massage oil under the guidance of local expert Somchai Boonpan, the proprietor of Nakee brand yellow oil balm. Subsequently, these representatives have successfully implemented the newfound knowledge to develop their distinct coconut products.

### 2.3 Development of Facial Serum from Processed Coconut

Given the properties of cold-pressed coconut oil, known for its quick absorption into the skin and its health and beauty benefits (Bawalan & Chapman, 2006), the idea of developing a facial serum product using this oil as a primary ingredient was conceived. Subsequently, an experimental study was conducted utilizing local knowledge to produce the serum oil. Members who tried the resultant product observed that cold-pressed coconut oil, when mixed with salt flowers and brown sugar, absorbed more quickly into the skin, maintained the oil texture for a longer period, and provided immediate moisturization from the first use.

### 2.4 Chemical Test Results

Analysis for heavy metal contaminants, including mercury (Hg), arsenic (As), and lead (Pb) was conducted on samples of coconut cooking oil, coconut balm, yellow massage oil, and facial serum. The results revealed an absence of mercury, arsenic, and lead in all four product samples, affirming their safety for consumer use (certified to ISO/IEC 17025). The findings provide a significant measure of accomplishment in developing these new products and attest to the capability of Bungasire Savings Community Enterprise. This safety assurance substantiates the elevation of community economic standards by introducing reliable high-quality products.

### 3. Development of Value-Added Packaging for Bungasire Savings Community Enterprise

The research led to the development of distinctive packaging to enhance the perceived value of the products from Bungasire Savings Community Enterprise. A logo embodying a “betel leaf” image and the word “Plu leaf” was created, drawing inspiration from the Malay word “Sire,” a short name aiming to facilitate brand recall. “Sire” serves to craft a unique identity representing both the community and the group, associating the brand with its roots. Additionally, the logo utilizes a green color palette to signify the organic and natural essence of the products, telling a story of community, nature, and health, while encouraging support for local products. This unique logo was then applied across various product packages to fortify the brand identity of Bungasire Savings Community Enterprise. Subsequently, specialized packaging was designed for the four new additions to the product line: coconut cooking oil, coconut balm, yellow massage oil, and coconut facial serum. Each of the four product packaging designs underwent a meticulous evaluation process involving the analysis of percentages, mean values, and standard deviations. Six packaging experts provided high ratings for all items: cooking oil packaging ( $\bar{X} = 4.02$ ,  $SD = .30$ ), balm packaging ( $\bar{X} = 4.22$ ,  $SD = .30$ ), yellow oil packaging ( $\bar{X} = 4.22$ ,  $SD = .27$ ), and serum packaging ( $\bar{X} = 4.22$ ,  $SD = .30$ ).

### 4. Marketing Development Approaches for Bungasire Savings Community Enterprise

From the trial marketing study conducted through trade fairs at the Pracharat market, online markets, group meetings, and summaries of lessons learned, the Bungasire Savings Community Enterprise derived several marketing development approaches consolidated into the 2S+2P model as follows: 1) Storytelling/Story Line Narratives were emphasized to forge a compelling brand story, presenting the uniqueness and identity of the group to endow the products with added value and distinctiveness from competitors, communicated through various channels such as photos, video clips, and packaging that convey narratives intertwining communities, nature, and health; 2) Satisfaction was pivotal, relying on the intertwining components of product quality, pricing, and service delivery to cultivate customer loyalty and engagement. The group utilized its Facebook page to assess satisfaction and gather essential insights for marketing development; 3) Promotion involved implementing a spectrum of promotional activities, advertisements, and public relations, incorporating strategies such as discounts, product sampling, sales-boosting activities, and utilizing advertising media that efficiently reach target audiences, coupled with proactive promotional efforts; and 4) Partnership was crucial, involving collaborations with diverse networks of partner organizations in both public and private sectors, including community enterprise marketing networks. These partnerships not only served as marketing channels but also facilitated market broadening to different networks across multiple provinces. The fortified relationships emerging from these collaborations could amplify marketing impact and open up avenues to align community products with tourism activities.

**Figure 2**

*Processed Coconut Products*



*Note:* Original photograph by Nipatimah Hayehama, June 12, 2022

## **Discussion**

The discussion centers on themes stemming from the objectives of the study.

### 1. Bungasire Savings Community Enterprise's Capacities and Processed Coconut Products

The findings indicated that Bungasire Savings Community Enterprise has evolved as a crucial entity, originating from the Sajja Savings Group in Tha Khlong Village. The enterprise was established to serve as a capital base for further community development, complemented by various activities carried out by community members to foster mutual support and collective progress within the community. The enterprise emphasized community-engaged product processing stemming from community-based learning, local wisdom, and the availability of raw materials and capital resources. It sought to integrate business operations at the community level, build careers, increase income for community members, serve as a conduit to unite people and capital and encourage participation in economic development and self-reliant community progress. These foundational elements have cohesively contributed to the present-day resilience and success of Bungasire Savings Community Enterprise. Hence, it has demonstrated that the foundation of Bungasire Savings Community Enterprise was a strategic initiative aimed at grassroots economic development to enhance the community's quality of life. It has also demonstrated its efficacy as a unifying mechanism, fostering increased awareness among Tha Khlong Village community members about the richness of their resource base, intellectual capital, and cultural wealth. This newfound awareness has empowered them with the requisite knowledge to manage local resources proficiently, a concept that aligns with Kaewsri's (2018) observations. According to the observations, community enterprises are one of the strategies for economic development at grassroots levels, improving people's quality of life through the characteristic communal governance in product and service production joined by parties sharing a common way of life, collaboratively operating businesses to generate income and achieve self-sufficiency. The success of such enterprises is often attributed to the harmonious integration of resources, productivity, knowledge, wisdom, and sociocultural capital. In line with Ritmanee et al. (2017), the role of community enterprises is to undertake and expand investments, illustrating the ability to secure

maximum returns for the community in the future. This involves product development, utilizing local raw materials to forge a unique identity for community enterprises. Therefore, it could be said that community enterprises play a crucial role in stimulating the grassroots economy, diversifying career opportunities, and fostering job creation and income generation, allowing greater self-reliance among community members. This phenomenon illustrated that the activities of the Bungasire Savings Community Enterprise have contributed to advancing the foundational economy by uplifting the quality of life for locals in Tha Klong Village.

## 2. Development of Processed Coconut Products by Bungasire Savings Community Enterprise

The investigation into Bungasire Savings Community Enterprise revealed the development of four new products: coconut cooking oil, balm, yellow massage oil, and facial serum. The formulation of these new products was strategically informed by distinctive brand identity, consumer needs, raw material costs, and the imperative of sustaining the group in a highly competitive business environment. This intention has led to the development of new products in response to target consumers' needs, stemming from a shared aspiration among group members to develop new products using processed coconuts. Specifically, concerning the product development concept, Plengdeesakul and Plengdeesakul (2018) emphasized the need to align products with customer needs, ensuring the distinctive appeal of the new products. Congruently, Mccathy and Pereault (1991) also highlighted that modifications and refinements in the product are integral to increasing customer satisfaction levels, especially in competitive market situations. Motivating community-based businesses requires continual improvement in products to ensure they remain appealing and current in the eyes of customers (Thongpoon et al., 2017). Kunasri et al. (2018) suggested that product development within community enterprises is often molded by customers' needs. Consequently, in the context of Bungasire Savings Community Enterprise, the development of four new products is perceived as a strategic response to consumer needs in today's competitive business landscape. The enterprise utilizes the availability of local raw materials to uplift its sustainability and market relevance.

In addition, the study found that Bungasire Savings Community Enterprise expressed a desire to expand its product line to include balm and yellow massage oil. This inclination was due to the group's ambition to maximize coconut oil utilization, a raw material they could autonomously produce and a principal component in all existing products. Furthermore, this approach not only establishes a unique selling point for the balm and yellow massage oil but also introduces a different niche to the market. As Thongpoon et al. (2017) articulated, a product brought to market should ideally embody local identity, reflecting the utility of local biodiversity and resources. In line with Tekhanmag (2020), leveraging local wisdom and natural resources in production can establish a product's distinctiveness among competitors. Incorporating stories or narratives can further enhance a product's value, fostering positive customer responses by providing items with meaning and context. It could thus be concluded that establishing a product's identity is partially achieved through incorporating local raw materials available within the community and crafting narratives about the product's origin to equip it with distinctive value. This approach aligns with Bungasire Savings Community

Enterprise's strategy for their new products, which prioritize the use of locally sourced coconut as a primary ingredient, especially in the formulation of balm and yellow massage oil. The use of self-produced coconut oil serves as a unique selling point, giving the products the differentiation they need to penetrate the market. This approach not only reflects the uniqueness of the group's products but also serves as an effective marketing strategy.

### 3. Value-added Packaging Development for Bungasire Savings Community Enterprise

In considering the packaging approach of Bungasire Savings Community Enterprise, it is clear that their packaging was strategically designed to project the image and story of the community as a distinctive element. This method aimed to provide the products with a unique identity and narrative, illustrated directly on the packaging, to enhance their appeal and distinguish them from competitors. Elements such as logo and packaging design play pivotal roles in this strategy. For instance, the new logo, "Baiplu," featuring a depiction of a betel leaf, and the inventive packaging design for new products like cooking oil, balm, yellow massage oil, and facial serum with coconuts and herbs serve to represent and convey the community's identity vividly. These decisions enabled recognition and differentiation, echoing the sentiments expressed by Sueathong (2011). Accordingly, the packaging design should incorporate well-conceived graphic elements, including logo, product name, brand, and illustrative depictions of the product, all to foster awareness and recall among customers. This is harmonious with promotional activities, where the objective is to portray the product in a memorable, positive light, transmitting the product's essence through clear, aesthetically pleasing imagery. This becomes especially significant when it comes to unique packaging that reflects the community's image, cultural lifestyles, wisdom, focus on nature, and environmental friendliness, which can subsequently cultivate a favorable impression of the products. As a result, the products not only meet expected values but also experience value enhancement. Likewise, Bungasire Savings Community Enterprise recognized the significance of creating a distinctive product image, integrating elements and narratives from the community into the packaging to set itself apart from other competitors. The researcher coined the label "betel leaf" and adopted the term "Baiplu," derived from the word Sire, to establish an easily recognizable and memorable brand identity. This approach conforms to Saksanga et al. (2018) concerning the design and development of packaging for Tung Lanna products of Chiang Mai province, demonstrating that strategic packaging fosters product credibility and enhances value in distribution.

### 4. Approaches for Marketing Development

From the market trial studies and lessons learned, a model termed 2S+2P was developed as a marketing approach for Bungasire Savings Community Enterprise. The elements of this included 1) Story, representing the coherent narratives of products and brands, illuminating their distinct value; 2) Satisfaction, focusing on delivering consumer contentment through product quality, fair pricing, and excellent service; 3) Promotion, which includes diverse promotional activities such as advertising and public relations to improve product visibility and appeal; and 4) Partnership, reflecting the synergy created with partner

organizations and community enterprise networks to streamline marketing efforts and enhance product reach. This model, adapted from the concept of the 4Ps in the marketing mix, is crucial for devising marketing strategies that can enhance product distribution efficacy (Chanbuala et al., 2016). It was anticipated that the 2S+2P model could not only boost the sales of the enterprise's products but could also serve as a prototype for future marketing development strategies.

## Conclusion

This study revealed the adequate capacities of Bungasire Savings Community Enterprise, highlighted by the development of four innovative processed coconut products: cooking oil, balm, yellow massage oil, and facial serum. The enterprise has designed distinctive and impactful packaging to add value to these new products and has formulated strategic marketing approaches to fulfill the group's objectives. In alignment with Pattani's provincial development strategy, specifically Strategy Number 2, which aims "to promote the competitiveness of the production process of goods and services to international standards," it is recommended that educational institutions research to enhance the quality of these four products to international, possibly FDA-certified standards. Furthermore, developmental research should be pursued to advance community products, ensuring they achieve internationally recognized standards, a goal shared by enterprises globally.

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