

Empowering Modern Entrepreneurs to Drive Local Economic Growth in Phra Nakhon Si Ayutthaya

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ABSTRACT— This research aimed to develop modern entrepreneurs in order to strengthen local communities and enhance the entrepreneurial potential in Phra Nakhon Si Ayutthaya Province. The primary objective was to foster modern entrepreneurial skills as a driving force for the local economy. The target group consisted of 20 entrepreneurs from Phra Nakhon Si Ayutthaya. A specially designed training course was implemented, based on the ALBR (Active Learning-Based Research) development process. Data were analyzed using content analysis to assess the outcomes of the entrepreneurial development initiative. The results indicated that all 20 entrepreneurs who participated in the modern entrepreneurship skills development program successfully completed the ACT development process. They were able to publish their work on social media platforms, learn and apply online marketing techniques, and engage customers through various digital public relations channels, which were later expanded to include tourism-related pages. The online marketing efforts collectively reached over 9,000 views. Among the participants, five entrepreneurs demonstrated outstanding performance, contributing significantly to their local communities in Phra Nakhon Si Ayutthaya Province. These individuals were able to generate income independently, laying the foundation for sustainable local economic development.

KEYWORDS: Modern Entrepreneur Development, Communities Entrepreneur, Driving the Economy Sustainability, Sustainable Development Goals (SDGs)

1. Introduction

Entrepreneurial goal setting is fundamentally aimed at envisioning and striving toward future success. Contingency plans are in place to manage errors, and corrective actions are implemented to ensure achievement of the goals. Achieving the set goals requires full dedication, proactive strategic planning, the ability to cope with failure, thorough analysis of potential obstacles, and the identification of effective solutions to overcome them. Moreover, it is essential to maintain optimism, cultivate hope, and remain committed to the goal of future success. In this regard, successful entrepreneurs have identified the most highly valued knowledge and skills contributing to their success as including: 1) skills in employing marketing strategies to reach customers, 2) skills in information management, media utilization, and technology, as well as skills in human resource management for efficiency, skills in problem-solving and decision-making, and skills in business knowledge, and 3) skills in communication/negotiation [6].

The challenges and obstacles in digital marketing for entrepreneurs include: 1) consumers' lack of confidence in the quality of community products, 2) entrepreneurs do not provide detailed information about the products, and the visuals used for communication are unappealing, 3) community entrepreneurs lack sustained advertising and public relations efforts, 4) products from entrepreneurs are readily available in the local market. Therefore, the development of digital marketing capabilities among entrepreneurs in Chachoengsao Province, following the training, is at a high level, with the skills being highly applicable to their business operations [4].

[5] state that career advancement through entrepreneurial thinking involves adopting the mindset of an entrepreneur who actively seeks opportunities, engages in creative thinking, drives innovation, and is willing to accept and manage risk. These qualities can be applied to various other professions that must contend with risks arising from shifting economic, social, and technological conditions. The application of this mode of thinking in the workplace contributes to the development of employee potential across all professions, in both the public and private sectors. Promoting an entrepreneurial mindset by encouraging employees to employ creative thinking to foster innovation in the workplace, strategically allocating resources to achieve organizational objectives, offering both monetary and non-monetary incentives, and embracing and managing risks through the ALBR process which refers to the processes of acting (Act), learning (Learn), building (Build), and repeating (Repeat). This process is used to develop entrepreneurial thinking skills. The techniques for self-training to cultivate an entrepreneurial mindset include developing a passion for one's work, embracing risks, thinking creatively, and adopting a positive mindset. This mindset enables employees develop flexibility to adapt to uncertain situations, find solutions to problems, and learn new ways of working, thereby fostering professional growth and career advancement.

This research aims to explore the enhancement of the potential of modern entrepreneurs in the community of Phra Nakhon Si Ayutthaya Province, who exhibit a diverse range of capabilities, including high-quality handcrafted products, the production of both savory and sweet foods, and various services that contribute to the sustainable growth of the community's economy.

1.1 The objective of the research

To develop modern entrepreneurial skills for driving economic growth within the community of Phra Nakhon Si Ayutthaya Province.

1.2 Theoretical and Conceptual Framework

The theoretical and conceptual framework related to entrepreneurship, online marketing, and the development of product and service quality is outlined as follows. According to [6], successful entrepreneurs are characterized by their clear goal orientation and the ability to envision their success. They proactively develop strategic plans, including contingency measures to address potential failures, and are committed to adapting their approaches when challenges arise. They demonstrate full commitment to achieving their objectives, maintain a strong determination to overcome challenges, and engage in strategic planning in advance. They are also resilient in the face of failure, capable of critically analyzing obstacles, and devising effective solutions to overcome them. Moreover, it is essential to maintain an optimistic outlook, sustain a sense of hope, and demonstrate unwavering commitment toward the achievement of future success. In addition, it has been observed that the entrepreneurs who contribute to success place the greatest emphasis on knowledge and skills including: 1) skills in employing marketing strategies to reach customers, 2) skills in information management, media utilization, and technology, as well as skills in human resource management for efficiency, skills in problem-solving and decision-making, and skills in business knowledge, and 3) skills in communication/negotiation.

The primary development methods selected by entrepreneurs in the digital era are: 1) self-directed learning; 2) on-site observations and mentorship; and 3) specialized training and internships with industry experts. This is consistent with the study conducted by [10] which examined the development strategies for the SME agricultural entrepreneurs' network. The study aimed to investigate the current situation of network members, analyze the network's management structure, explore the network's linkages with various groups and organizations, and explore the strategies and plans for developing the network of new-generation SME agricultural entrepreneurs. This study employs a qualitative research methodology, collecting data from 9

regional-level and 1 national-level meetings/seminars with entrepreneurs. The study focuses on 1) exchanging and gathering information on various situations, 2) analyzing the network management structure and exploring the linkages within the network, and 3) investigating strategies for developing network development plans and explaining the interrelationships among the collected data.

The research findings reveal that new-generation agricultural SME entrepreneurs have a clear understanding of self-development principles and strategies. They are well-informed about product development to meet standards and express a strong interest in acquiring knowledge on the implementation of community enterprise activities in accordance with the Community Enterprise Promotion Act of 2005. The analysis of the network management structure of entrepreneurs is categorized into two levels: the network committee and network members. The analysis explores the network linkages with various groups and organizations, both directly connected and coordinated, as well as those linked through activities and various media. These linkages are categorized into eight key areas: 1) learning and developing of member leaders, 2) management of production resources, 3) production development, 4) value-added processing, 5) product standards, 6) marketing and distribution of produce and products, 7) group/network management, and 8) coordination and communication. The strategies and development plans for the network encompass four areas: 1) network member development and network management, 2) production development, 3) marketing and packaging development, and 4) product standards certification and inspection systems.

[1] conducted a study on social media content marketing strategies for cleaning products, focusing on the companies Bingo, Pril Isis, and Life. The study revealed that content marketing on social media platforms such as Facebook and Instagram plays a vital role in attracting customers, enhancing brand credibility, and increasing sales. Additionally, the researchers analyzed the content marketing strategies of Bingo, Pril Isis, and Life in November 2024. The analysis indicated that Life had the highest number of Facebook posts, while Pril Isis received the greatest number of likes and overall engagement (likes and comments), and Bingo attracted the highest number of comments. Furthermore, [8] stated that the role of content marketing within social media communities is significant, serving as a strategic tool for building consumer relationships through the creation and sharing of valuable content on social media platforms. This study aims to explore the role of content marketing within social media communities. The findings indicate that the creation of content communities, platform-specific content, and an understanding of communication channels are essential for effectively utilizing social media content communities. Furthermore, content marketing can facilitate the natural integration of brands into social media conversations.

The development of entrepreneurial skills through the ALBR (Act, Learn, Build, Repeat) process, as proposed by [3] involves the following stages: 1) Act – taking action by initiating the business concept; 2) Learn – gradually making progress toward the desired goal; 3) Build – applying acquired knowledge to refine and enhance the business; and 4) Repeat – iterating the process by taking further action, learning from each new step, and continuously advancing toward the ultimate goal. In addition, [7] conducted a study on the role of entrepreneurs in managing community-based economies in Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Province. The study focused on a sample of 152 individuals, including personnel in leadership positions, such as presidents, and staff members at various levels, all of whom were involved in community business operations. The research employed a questionnaire as the primary data collection instrument, demonstrating a high level of reliability, with Cronbach's alpha coefficient of 0.965. Data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation. The findings indicated that overall community economic management was rated at a high level. The components were ranked as follows: risk management, which involved diversifying product distribution channels; achievement orientation, reflected in effective business management; and independence, demonstrated through the

acquisition and efficient utilization of resources. These results were statistically significant at the 0.05 level.

Regarding Product and Service Quality, a study conducted by [2] investigated the perceived product quality and service quality that influence repurchase decisions of industrial cleaning machines. The objectives of the study were to examine: 1) the perceived product quality affecting repurchase decisions of industrial cleaning machines, and 2) the service quality affecting repurchase decisions of industrial cleaning machines. This study employed a quantitative research approach, with a sample consisting of 368 customers of a company distributing industrial cleaning machines in Pathum Thani Province. Data was collected through a structured questionnaire and analyzed using inferential statistical methods, with a particular focus on multiple regression analysis. The research findings revealed that: 1) perceived product quality, specifically in terms of product reliability and functionality, significantly influenced customers repurchase decisions. However, factors such as product appearance, durability, and craftsmanship did not have a significant impact on repurchase behavior, 2) service quality factors, including tangibility, empathy, and responsiveness, were found to significantly affect repurchase decisions. In contrast, reliability and assurance dimensions did not significantly influence repurchase decisions at the 0.05 level of statistical significance

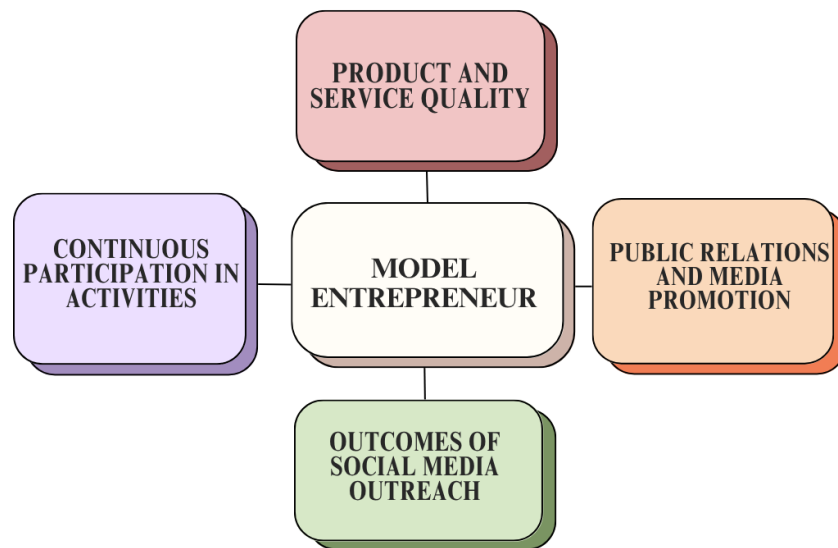


Figure 1: Research Conceptual Framework

2. Research Methodology

2.1 Types of Research

Qualitative case study research was conducted with a purposive sample of 20 local entrepreneurs from the Phra Nakhon Si Ayutthaya.

2.2 Key informants

This study involved 20 local entrepreneurs from communities in Phra Nakhon Si Ayutthaya Province who had completed a training program in modern entrepreneurial skills and voluntarily participated in a project aimed at further developing their businesses.

2.3 Research instruments

- 1) The process of developing modern entrepreneurs based on the ALBR (Act, Learn, Build, Repeat)

framework, implemented through a three-phase learning process: 1.1) Engaging and Entering, 1.2) Growing, and 1.3) Moving Out and On.

2) The quality assessment model for products and services includes the following evaluation criteria (totaling 100 points).

The criteria for evaluating the performance of the five award-winning entrepreneurs are as follows:

- | | |
|---|-----------|
| - Product and service quality | 40 points |
| - The aesthetic quality and creativity of the media used for presentation | 20 points |
| -The number of likes, shares, and overall reach on social media platforms | 20 points |
| - Ongoing participation in the project activities | 20 points |

The quality assessment results of the questionnaire, based on the Index of Item-Objective Congruence (IOC), showed values ranging from 0.60 to 1.00, with only one item (Item 1.2) having a value of 0.40, which is below the minimum acceptable threshold of 0.50 [9]

2.4 Data collection

1. The research team prepared official correspondence to request permission for data collection from the Phra Nakhon Si Ayutthaya Municipality and the Phra Nakhon Si Ayutthaya Community Enterprise to conduct fieldwork.
2. Upon receiving approval from the coordinating agencies to proceed with data collection, the research team engaged with local entrepreneurs who had participated in the project and voluntarily agreed to continue participating in the activities.
3. The research team, accompanied by research assistants (students from the School of Business Administration), conducted scheduled field visits to engage in in-depth discussions with all 20 participating entrepreneurs. The purpose of these visits was to gather insights on existing data, assess the entrepreneurs' needs for online marketing development, and identify specific areas where support from the research team could be provided.
4. Implement the development of entrepreneurs to identify existing practices and encourage entrepreneurs to take proactive steps. These steps include activities such as photographing products, creating simple videos with mobile devices, learning additional techniques in content marketing, and enhancing the effectiveness of social media posts through improved strategies for sharing images and videos. Additionally, the process involves creating dedicated business pages and channels, designing unique product branding, and consistently monitoring and reviewing progress to further develop and enhance content.
5. The research team has continuously monitored various activities over a three-month period, including promotional efforts via social media, the development of new products, packaging design, and aiding entrepreneurs with limitations in online communication.
6. Summary and synthesis of the key issues in developing community entrepreneurs through knowledge exchange with entrepreneurs, academics, and the Phra Nakhon Si Ayutthaya Municipality, aimed at selecting model entrepreneurs.

2.5 Data analysis

The data analysis employs content analysis to extract lessons learned from community entrepreneurs participating in the project.

3. Research Results

The research results were divided into two phases as follows: Phase 1: The development process designed to

enhance the production of goods and services by contemporary entrepreneurs in driving economic growth within the community of Phra Nakhon Si Ayutthaya Province. Phase 2: The outcomes of the development of goods and services among entrepreneurs within the community of Phra Nakhon Si Ayutthaya Province.

Phase 1: Development processes for promoting the production of goods and services by modern entrepreneurs to drive the community economy in Phra Nakhon Si Ayutthaya province.

Entrepreneurs presented their concepts and the outcomes of product and service development through social media platforms. Dissemination effectiveness, audience engagement, customer feedback, and sales performance over a three-month period were evaluated using the ALBR (Act, Learn, Build, Repeat) framework, as proposed by [3]. The research was conducted among community members in Phra Nakhon Si Ayutthaya Province, with the findings summarized as follows:

1. A total of 20 entrepreneurs participated in the project and engaged in the development of online marketing communication materials through the ALBR (Act, Learn, Build, Repeat) process, as demonstrated in the following examples.

Act: Entrepreneurs create product videos using mobile phones for promotional purposes on social media. Some already have existing pages and aim to increase their followers, while others may only have personal Facebook accounts.

Learn: A workshop was organized to train entrepreneurs in online marketing techniques and content marketing writing, specifically aimed at applying these skills to create infographics for sharing on social media. The objective was to facilitate the acquisition of appropriate strategies for online marketing. The workshop was guided by experienced coaches, with support from a team of student assistants. Follow-up assessments revealed that some entrepreneurs either did not have social media pages or were unfamiliar with online marketing practices. Consequently, it was proposed that the development process be collaborative, with entrepreneurs contributing their ideas.

Build: Preliminary data were gathered through a survey of entrepreneurs' perspectives. The findings indicate strong interest among respondents in collaboratively developing infographics to be promoted via a tourism promotion platform.

Repeat: Infographics were posted on a tourism promotion page to observe audience engagement, with the aim of independently developing and refining online marketing strategies.

The learning processes among community entrepreneurs can be characterized as follows: 1) Small group activities: small group discussions serve as a tool to facilitate knowledge exchange. These groups are typically organized according to product categories, which enhances communication and fosters mutual support among participants, 2) Engagement of coaches and student assistants: the inclusion of coaches and student assistants provides personalized guidance and follow-up. This approach acts as a "bridge," increasing entrepreneurs' access to development opportunities, 3) Collaborative knowledge sharing: many entrepreneurs contribute information and ideas collaboratively, particularly in the design of infographics or other content. Some go on to share the knowledge they have gained with others in their communities, and in some cases, they are invited to serve as guest speakers to further disseminate their experiences and expertise, 4) Diverse use of communication tools: although some entrepreneurs are not comfortable managing their own social media platforms, they nonetheless participate by utilizing a centralized project page which is a tourism promotion page as a primary channel for communication and outreach.

2. Among the 20 entrepreneurs, online marketing content was primarily distributed via social media platforms as follows: the majority (18 entrepreneurs) utilized the Silvora tourism promotion page, while 4 entrepreneurs engaged with TikTok, and another 4 used either Facebook Pages or their personal Facebook accounts.

Summary of the products and services participating in the program.



Figure 2: Summary of the products and services participating in the program.

The results indicate that entrepreneurs have adopted online marketing strategies through content marketing, which has proven more effective in enhancing customer awareness and engagement compared to traditional offline marketing. This is substantiated by a peak of 1,311 views on TikTok and individual posts on Facebook pages reaching over 9,000 users.

Phase 2: The outcomes of the development of goods and services among entrepreneurs within the community of Phra Nakhon Si Ayutthaya Province.

The outcomes of product and service development by selected community entrepreneurs were evaluated using a standardized assessment framework. The evaluation criteria included product and service quality, aesthetic appeal and creativity in presentation, engagement metrics such as the number of likes, shares, and reach, and the extent of dissemination through social media platforms.

Table 1: Works of Entrepreneurs Selected as Exemplary Role Models

Award No.	Product/Service Name	Key Features of the Work
1	Jinrawikan Store: Thai-Patterned Fish-Shaped Cloth	- The marketing efforts involved the use of infographics and video clips via Facebook page with 120 followers, and on TikTok with 148 followers. - Establishing a product brand and trade name for effective public relations. - Developing engaging content marketing through a tourism promotion page, resulting in 58 likes, 6 shares, and a reach of 488. Additionally, the TikTok platform achieved a peak viewership of 816. This initiative further expanded into providing marketing expertise as a speaker to empower the local community. - Recognized and awarded for the Thai fabric product transformation into local handicrafts by the National Association of Outstanding Thai Women.

Table 1 (CONs)

Award No.	Product/Service Name	Key Features of the Work
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2	Crochet by Siwa Store	- Produced online marketing materials, including infographics and video clips, through a Facebook page with 312 followers and a TikTok account with 76 followers. - The development of the product brand for promotional purposes has been carried out. - Content marketing has been implemented through a tourism promotion page, resulting in 24 likes, 37 shares, and 1,100 total reach. Additionally, the TikTok account achieved a maximum viewership of 403 people.
3	Phet Nam Nueng Wellness Massage	- Has demonstrated expertise in online marketing, specializing in the creation of infographics and video clips. - Engaged in marketing activities via Facebook, initially gaining 15 followers. - Implemented content marketing through a Facebook page promoting tourism, achieving 30 likes, 26 shares, and 2,100 reaching impressions.
Honorable Mention	Yupin Store: Water Hyacinth Baskets	- Conducted online marketing campaigns using infographics and video clips on TikTok, gaining 83 followers and reaching a maximum viewership of 1,311. - The development of a trademark used for identity creation and promotional activities across various media platforms. - Developed content marketing to promote products through a tourism promotion page, resulting in 8 likes, 6 shares, and 306 reach impressions.
Honorable Mention	Baan Chan Homestay	- The entrepreneur operates an existing page with 3,300 followers; however, engagement on individual posts remains limited, with a maximum of 27 likes and 7 shares per post. - An infographic, collaboratively created by the shop with the assistance of coaches and students, was used for promotional purposes through a tourism promotion page. This resulted in 15 likes, 14 shares, and 506 reaching impressions. - Due to limited proficiency in online marketing, the entrepreneur assigned the responsibility to his son, resulting in inconsistent posting activity.

Knowledge exchange among entrepreneurs was facilitated through the formation of small groups, enhancing accessibility and encouraging active participation by local business owners. This collaborative setting helped them develop skills in information sharing and mutual support, thereby strengthening their collective efforts to increase product visibility and recognition. Moreover, knowledge exchange activities were conducted with local entrepreneurs, contributing to the strategic planning of capacity development within the area. The outcomes may also be disseminated through the Facebook page of the Social Welfare Office, Phra Nakhon Si Ayutthaya Municipality, to raise public awareness of the entrepreneurs' potential. In this regard, the five award-winning entrepreneurs will serve as role models in promoting the development of modern entrepreneurial capacities, particularly in online marketing among other local entrepreneurs.

Developmental outcomes

Tangible marketing communication outputs have been produced, including promotional videos, infographics, brand names, reach metrics, likes/ shares, and new product formats. Additionally, entrepreneurs have developed greater confidence in their marketing efforts and developed clearer strategies for Content Marketing that are more aligned with the characteristics of their products and their brand identity.

Structural outcomes

A "network of entrepreneurs" has been established, where members collaborate by providing recommendations, sharing strategies, and developing collectively. This network serves as a model for the development of new entrepreneurs in other regions, with the Phra Nakhon Si Ayutthaya Municipality acting as a central facilitator in connecting stakeholders. This initiative not only enhances opportunities for learning but also promotes sustainable development.

Impact on the community

- Increase the channels for broader awareness of community products through social media platforms, which are accessible anytime and anywhere, leading to an increase in engagement and following through these media.
- A community model has been established in Phra Nakhon Si Ayutthaya Province, driven by the capabilities of local producers who possess traditional knowledge in product development and craftsmanship passed down through generations. This model has been further strengthened through the ALBR process, which not only fosters local economic growth by increasing income but also stimulates greater interest in the ongoing development and expansion of community products.
- Promote the development of a strong economy and self-sufficient communities by enhancing both production and distribution processes, diversifying marketing channels, and improving the quality of products and services. This includes fostering connections with tourism in the Phra Nakhon Si Ayutthaya province to establish economic sustainability for local communities.

Recommendations for the future development of community entrepreneurs

1. The selection process for entrepreneurs to participate in the program should clearly define the qualifications of participants, including their capabilities, readiness for development, proficiency in utilizing social media for business operations, as well as their age and motivation for personal development.
2. Entrepreneurs should be categorized to design development strategies that align with their inherent potential.
3. The expansion of the online marketing development process, categorized according to the entrepreneurs' capabilities and using the ALBR framework within the real context of Thai society, aims to achieve sustainable development.

4. Conclusion

The research findings highlight two main points. First, 20 community entrepreneurs in Phra Nakhon Si Ayutthaya Province were trained to effectively use social media. Their online marketing efforts led to a maximum of 1,311 views on TikTok and over 9,000 impressions on specific page posts. This success was driven by a comprehensive training program that included small group sessions, expert consulting, and knowledge-sharing, along with the application of various social media tools.

Second, five top-scoring entries were selected as model community products. These entrepreneurs also exchanged knowledge with other local business owners. This project is expected to help with strategic planning to strengthen local entrepreneurship. The results may also be shared on the Facebook page of the Social Welfare Office, Phra Nakhon Si Ayutthaya Municipality, to raise public awareness of the entrepreneurs' capabilities. Ultimately, these efforts aim to promote self-reliance and build a foundation for sustainable economic development in the community.

5. Discussion

The discussion of the research findings was organized into two main points, as follows:

- 1) The results of developing 20 community entrepreneurs in Phra Nakhon Si Ayutthaya Province through the ALBR process are as follows: ACT demonstrated effective outcomes in disseminating content on social media; LEARN involved acquiring knowledge and skills in online marketing and content marketing strategies; BUILD focused on customer engagement to develop promotional materials; and REPEAT involved disseminating promotional content across various platforms and expanding its impact to the tourism page. The results of online marketing efforts indicate that TikTok viewership reached a maximum of 1,311 views, while content marketing through specific posts on the page achieved over 9,000 impressions. This success can be attributed to a comprehensive learning process, which included small group sessions, the use of

consulting teams, knowledge exchange, and the diverse application of social media tools. This approach is consistent with the findings of [7], who studied the role of entrepreneurs in managing the community economy in Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Province. This study is exploratory research. The sample consists of personnel in leadership and staff positions at various levels within community-based businesses, totaling 152 individuals. The research instrument used was a questionnaire with a reliability coefficient of 0.965. Data were analyzed using frequency, percentage, mean, and standard deviation. The research findings indicate that, in the context of community economic management, the mean scores are at a high level, ranked as follows: risk management, which includes identifying diverse product distribution channels; the need for success, which involves effective business management; and independence, which pertains to sourcing and utilizing resources. These findings are statistically significant at the 0.05 level. The research findings are consistent with the study by [1], who examined content marketing strategies for cleaning products on social media platforms. An analysis of the Bingo, Pril Isis, and Life brands revealed that content marketing on platforms such as Facebook and Instagram plays a crucial role in attracting customers, enhancing brand credibility, and increasing sales. The study analyzed the content marketing strategies of these companies in November 2024. It was found that Life had the highest number of posts on Facebook, while Pril Isis received the most likes and comments, and Bingo received the greatest number of comments.

2) Community entrepreneurs' products and services were selected through a standardized quality assessment framework, which evaluated criteria such as the aesthetic quality of promotional media, creativity in product and service presentation, levels of audience engagement (including likes, shares, and reach), and the potential for dissemination via social media. The five highest-scoring entries that met the evaluation criteria were identified as model community products. These selected entrepreneurs also participated in knowledge-sharing and learning exchanges with other local entrepreneurs. This initiative can contribute to strategic planning aimed at strengthening the capabilities of local entrepreneurs. Moreover, the outcomes may be disseminated through the Facebook page of the Social Welfare Office, Phra Nakhon Si Ayutthaya Municipality, to enhance public awareness of the entrepreneurs' potential. These efforts aim to foster greater self-reliance among entrepreneurs and can serve as a foundation for long-term, sustainable economic development within the community. These findings are consistent with the study by [2], who conducted a quantitative study on the perception of product quality and service quality influencing repurchase decisions for industrial cleaning machines. The sample consisted of 368 customers of an industrial cleaning machine distributor located in Pathum Thani Province, selected using a convenience sampling method. The research instrument used was a questionnaire, and the data were analyzed using inferential statistics, specifically multiple regression analysis. The research findings revealed that 1) perceived product quality in terms of product reliability and performance significantly influenced the decision to repurchase industrial cleaning machines. In contrast, product appearance, durability, and design refinement were not found to have a significant impact on repurchase decisions. Service quality factors, specifically tangibility, empathy, and responsiveness, have a significant influence on the repurchase of industrial cleaning equipment. In contrast, reliability and assurance do not have a statistically significant impact on repurchase decisions at the 0.05 significance level. The findings of this study align with [8], who emphasizes the role of content marketing within social media communities. Content marketing functions as a key strategic approach for cultivating consumer relationships by generating and disseminating valuable content across social media platforms. This study aims to examine the role of content marketing in social media communities. The study found that the development of content communities, the creation of platform-specific content, and an in-depth understanding of communication channels are essential for effectively leveraging social media content communities. Content marketing can facilitate the natural integration of brands into social media conversations, allowing them to become an authentic part of the dialogue.

6. Recommendations

6.1 General Recommendations

The results of the study indicate that

1. The Phra Nakhon Si Ayutthaya Municipality should collaborate with relevant organizations, including the Tourism Authority of Thailand, to revitalize local businesses in the Phra Nakhon Si Ayutthaya province. This collaboration should provide entrepreneurs with platforms to showcase their products and services, as well as additional marketing channels. Furthermore, it is crucial to develop a comprehensive management system for community goods and services, ensuring their broader recognition and positioning them as prominent selling points for the province.
2. The Social Welfare Office of the Phra Nakhon Si Ayutthaya Municipality should implement initiatives to enhance the quality of community products by maximizing the use of local raw materials. Additionally, it should collaborate with vocational and higher education institutions to support the development of both product quality and community services.
3. Relevant stakeholders should collaborate to promote online marketing for community products and services. This collaboration should involve grouping related products and services, expanding partnerships, and enhancing production capabilities. Additionally, an efficient management system should be implemented to support these initiatives.

6.2 Suggestions for future research.

1. It is recommended to conduct research on the development of online marketing strategies to enhance the quality of products and services to achieve sustainability, through a place-based development network established through the collaboration of communities and government agencies.
2. A research study should be conducted on the development of knowledge exchange platforms to foster the growth of modern entrepreneurs. This initiative should involve collaboration among entrepreneurs from various age groups, enabling them to adapt to the rapidly changing entrepreneurial environment.

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