

# Guideline to Increase the Efficiency of Marketing Enrichment In Thai Kitchenware Business.

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- **Abstract:** Kitchen utensils are essential for Thai households. The digital world is constantly changing as consumers change the way they shop. Building a stable marketing base is essential for the business so that it can continue to grow. This research aims to study 1) the importance of factors that influence the optimization of marketing value in the Thai kitchenware business 2) Marketing communication strategies, marketable skills, digital marketing techniques and customer relationship management that influences the optimization of marketing value in The Thai Kitchen Ware Business 3) To offer ways to enhance marketing value in the Thai kitchen ware business. Use mix method research, quantitative research: Examples include restaurant operators based in Bangkok by stratified sampling. The sample size is equal to 20 times that of the observed variable, with 17 variables, a sample of at least 340 people and analyze data using descriptive statistics and structural equation modeling (SEM) analysis. Qualitative research, instrumentation, semi-structural interviews to interview 18 key informants: executives, government officials, restaurant operators, Thai household appliances trade association, military housewives' association and police housewives' association. The results showed that 1) marketing communication strategies, marketable skills, digital marketing techniques, customer relationship management and the market value performance in the kitchenware business is highly important 2) Factors influencing the optimization of marketing value in the Thai kitchenware business sort: marketable skills, marketing communication strategies, digital marketing techniques and customer relationship management 3) The optimization approach follows the M2 D C guidelines, starting with exploring customer needs, Commitment to create value for customers, Measurement, Evaluation And analyze the root causes of the problems, and it must adhere to the existing customer base, add a new customer base, modernize products, strategic, managed, and online and offline commerce promotion activities. The findings are useful for Thai kitchenware entrepreneurs as a way to increase marketing efficiency, creating knowledge of the kitchenware business and can encourage entrepreneurs to understand marketing needs to increase the efficiency of the organization sustainably.
- **Keywords:** Thai households, digital world, Marketing communication strategies, marketable skills, digital marketing techniques and customer

relationship management, Qualitative research, instrumentation, semi-structural interviews