



Official publication of the
Center for Research, Innovation, and
Development of St. Paul University
Manila (St. Paul University System)



Peer reviewed and published in collabora-
tion with the ASEAN Media and Commu-
nication Studies and Research Center
(AMSAR), School of Communication Arts
of the Thai Chamber of Commerce (UTCC)

THE PAULINIAN COMPASS

The Asia-Pacific Journal on Compassion Studies

Volume 7 Number 2 January 2023

Communication of the Thai identity of herbal products among Thai small and medium entrepreneurs in the Asian market

Monvadee Siripremruedee, Jantima Kheokao, and Mana Patchimnan
(University of the Thai Chamber of Commerce)

Graceful aging lifestyle of the Thai Generation X by demographic distribution

Sidanuch Kittisareekul, Jantima Kheokao, Tassanee Krirkgulthom, Anchalee Pichedpan, and Pairote Wilainuch
(University of the Thai Chamber of Commerce and Boromrajonani College of Nursing, Saraburi)

A systems approach to investigating research engagement in two selected local higher education institutions in the National Capital Region (Philippines)

Brian Bantugan, Rebecca Añonuevo, and Dennis Maligaya
(St. Paul University Manila, Navotas Polytechnic College, and Pateros Technological College)

Research knowledge transfer in the nursing education colleges of two selected state universities in Luzon (Philippines)

Brian Bantugan, Denice Mikaela Navarro, Chevelle Gaan, and Jonalyn Esco
(St. Paul University Manila, Batangas State University, and Benguet State University)

Research engagement and knowledge networks of the School of Management and Information Technology of the De La Salle-College of St. Benilde (Philippines)

Brian Bantugan, Sharon Candy Manguerra-Mahusay, Angel Martin Manalansan, Nadine-Jell Lopez, and Franchesca Faylona
(St. Paul University Manila and De La Salle-College of St. Benilde)

Content Analysis of Online Clips to Promote Cultural Tourism

Oraporn Suwannasank, Jantima Kheokao, and Anchalee Pichedpan
(University of the Thai Chamber of Commerce)



THE PAULINIAN COMPASS

The Asia-Pacific Journal on Compassion Studies

Table of Contents

From the University of the Thai Chamber of Commerce

From the Editor

Research Articles

- Communication of the Thai identity of herbal products among Thai small and medium entrepreneurs in the Asian market** 1
Monvadee Siripremruedee, Jantima Kheokao, and Mana Patchimnan
(*University of the Thai Chamber of Commerce*)
- Graceful aging lifestyle of the Thai Generation X by demographic distribution** 11
Sidanuch Kittisareekul, Jantima Kheokao, Tassanee Krirkgulthom, Anchalee Pichedpan, and Pairote Wilainuch
(*University of the Thai Chamber of Commerce and Boromrajonani College of Nursing, Saraburi*)
- A systems approach to investigating research engagement in two selected local higher education institutions in the National Capital Region (Philippines)** 25
Brian Bantugan¹, Rebecca Añonuevo², and Dennis Maligaya³
(*¹St. Paul University Manila, ²Navotas Polytechnic College, ³Pateros Technological College*)
- Research knowledge transfer in the nursing education colleges of two selected state universities in Luzon (Philippines)** 39
Brian Bantugan¹, Denice Mikaela Navarro¹, Chevelle Gaan², and Jonalyn Esco³
(*¹St. Paul University Manila, ²Batangas State University; ³Benguet State University*)
- Research engagement and knowledge networks of the School of Management and Information Technology of the De La Salle-College of St. Benildre (Philippines)** 55
Brian Bantugan¹, Sharon Candy Manguerra-Mahusay^{1,2}, Angel Martin Manalansan², Nadine-Jell Lopez², & Franchesca Faylona¹
(*¹St. Paul University Manila and ²De La Salle College of St. Benilde*)
- Content Analysis of Online Clips to Promote Cultural Tourism** 69
Oraporn Suwannasank, Jantima Kheokao, and Anchalee Pichedpan
(*University of the Thai Chamber of Commerce*)

Communication of Thai identity of herbal products among Thai small and medium entrepreneurs in the Asian Market¹

Monvadee Siripremruedee², Jantima Kheokao³, Mana Patchimnan⁴, and Pairote Wilainuch⁵
(University of the Thai Chamber of Commerce)

Abstract The objectives of this survey research were to study the current status of skincare herbal product communication among small and medium entrepreneurs (SMEs) and the perception of communication of herbal products among foreign consumers in the Asian market. Data from in-depth interviews of 31 SMEs and focus group discussions with Japanese and Chinese expatriate consumers living in Thailand and 19 home countries showed that (1) SME entrepreneurs use Facebook as a communication channel the most at 90.32%, followed by their website at 74.19%, and Line at 51.61%. Japanese consumers perceive Thai-branded products through Japanese consumer reviews. Chinese consumers perceive Thai-branded products through WeChat, Xiaohongshu, Sina Weibo, Taobao, and Tiktok. Japanese and Chinese consumers also find that they shop through the store. An online product is most likely a repeat purchase from a reputable website. SMEs believe Thainess can add value to the brand by as much as 60%, followed by putting Thai personality on the packaging. Fifty-six percent of foreign consumers perceive Thainess from the product's packaging, and 52% of Thainess is necessary to communicate to consumers that the product is from Thailand.

Keywords: Communication, Thai Identity, Thainess, Thai Entrepreneurs, Herbal Products

Introduction

The first National Master Plan on the Development of National Herbs, 2017-2021, was born because the Thai government and related agencies have recognized the importance of developing Thai herbs, which reflect a distinctive cultural identity since the Sukhothai period has a body of inherited knowledge or wisdom that has been accumulated until the present. This master plan is under the 20-year national strategy (2018-2037) (Office of the Secretariat of the National Strategy Board and the Office of the National Economic and Social Development Board, 2018) that has been planned to build the credibility of herbal products. Raising the level of awareness of entrepreneurs for export gives Thailand a biological advantage because of its abundant medicinal plant resources (Ministry of Health and Public-Private Organizations, 2016). Herbs are used in producing industrial products such as cosmetics, spa products, food supplements, savory food, sweet food, instant food, and medicine. The Thai government has pushed Thailand to be the leader in herbal product exports (Department of International Trade

Negotiations, 2021). Its main markets are Japan, the Philippines, Vietnam, China, and Australia (Department of International Trade Promotion Ministry of Commerce, 2023).

Thai herbal products have potential in production, but the lack of value proposition of products from folk wisdom and the need to upgrade folk wisdom products (Phetpuk, 2017) is not internationally known (Sonthera et al., 2019). Thai herbal products export must build confidence by creating a Thai identity by presenting the source, properties, and Thai wisdom on the packaging. At the same time, there must be modernity to motivate consumers (Laedpriwan, 2011). Creating an awareness of the importance of products to consumers establishes a state of motivation or interest from various stimuli resulting in purchasing decisions communicating such important information to consumers (Kapferer & Laurent, 1985). Communication must follow the target audience's behavior.

¹ This research article is a part of the dissertation conducted in partial fulfillment of the Doctor of Communication Arts in Marketing Communication degree at the School of Communication Arts, University of the Thai Chamber of Commerce, Thailand.

² Student of Doctor of Communication Arts Program in Marketing Communication. The University of Thai Chamber of Commerce. Thailand. Email: bo.monvadee@gmail.com

³ Associate Professor, Dr. Director of Communication Arts Program in Marketing Communication. The University of Thai Chamber of Commerce. Thailand.

⁴ Assistant Professor and Dean of School of Graduate Studies, The University of Thai Chamber of Commerce. Thailand.

⁵ Professor and Dean of School of Communication Arts, The University of Thai Chamber of Commerce. Thailand.

There are different ways of acquiring information from different countries. The most used social media platforms in Japan as of Q3 2021 were Line (79.6%), Twitter (58.2%), and Instagram (47.7%). The most used social media platforms in China as of Q3 2021 were WeChat (Weixin) (77%), Douyin (70.2%), and QQ. Meanwhile, the world's most used social media platforms for January 2022 were Facebook (2.910 billion people), YouTube (2.562 billion), and WhatsApp (2 billion) (Thomala, 2022). It can be seen that the communication channels of consumers vary.

Conceptual Framework. The conceptual framework by Aaker (1996) includes two perspectives, namely: (1) brand as a product with six dimensions (product scope, product attributes, product quality and value, uses and opportunities, users and association with users, and country of origin); and (2) brand as a symbol with two dimensions: visual imagery and metaphors; and brand heritage. Product scope means that consumers can link herbal products (product class) and Thai brands.

Under “brand as a product”, product attributes refer to the characteristics of herbal products directly nourishing the skin when consumers choose to buy or select a product based on functional and emotional benefits. Product quality and value means a Thai brand is linked with the quality and value of cosmetic products. Uses and opportunities mean that Thai brands are linked to herbal skin care products to give consumers the chance to use them. Users and associations with users indicate that a Thai brand can create a connection between cosmetic products that are suitable for users (user imagery) in each characteristic. Country of origin means the brand is linked to Thailand.

Under “brand as a symbol”, visual imagery and metaphors connect Thai identity and are used to remind audiences of Thailand. Meanwhile, brand image means history or Thai history that has accumulated for a long time which reflects Thainess until it creates uniqueness and value in being Thai.

Berlo's (1960) elements of communication were also used to guide the study. It explains that communication starts with the sender sending content to create mutual awareness by using words, symbols, images, etc. to convey meaning to recipients (Teepapal & Teepapal, 2014). Communication through channels involves personal media such as salespersons and nonpersonal media such as television, radio, newspapers, magazines, letters, or large billboards (Evans & Berman, 1996), presenting through mass media such as communication through television programs or appearing or using them in movies (product placement), new media, word-of-mouth and the like to link messages from the sender to the consumer group.

Methodology

Population and Sample. In this research, the population is divided into 2 groups: (1) SMEs in the herbal product entrepreneurs' potential development project to the international market in 2022 (Ignite Thai Herb), and (2) foreign consumers non-probability sampling living in Thailand and the country of origin (divided into two groups - six Japanese and 13 Chinese).

Research Tools and Testing. Data were collected from 31 SME entrepreneurs in the project to study communication channels and communication content and to explore opinions and views of SMEs towards herbal product communication. Group chat was conducted with foreign consumers with open-ended questions to allow participants to express their opinions, attitudes, or arguments. The questions were divided into three parts: questions about presenting a brand perspective from a product perspective; the symbolic view of the brand; and the perception channel of foreign consumers.

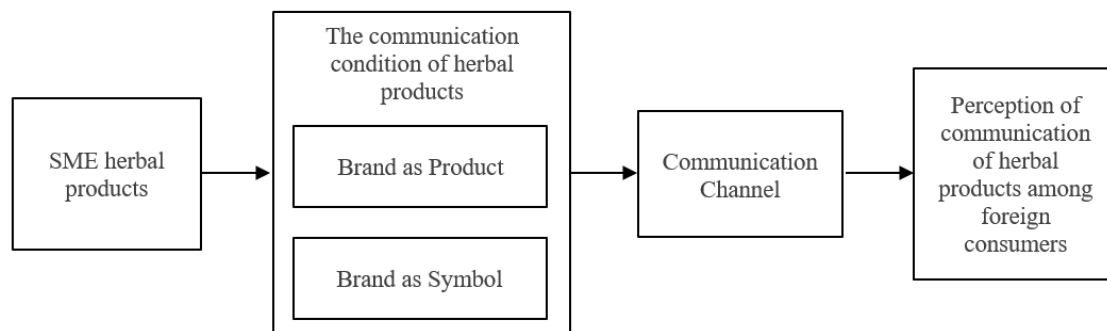


Figure 1. Conceptual Framework

Results

Current status of herbal product communication among SMEs

Product communication channel of SME entrepreneurs. From information on product communication channels of 31 SME entrepreneurs in the project, the communication channels that SMEs chose the most were as follows: Facebook (90.32%) as shown in Figure 2 and Figure 3; Their website (74.19%) in Figure 4 and Figure 5; Line (51.61%); Instagram (45.16%); YouTube (32.25%); Shopee (29.03%); Lazada (6.45%); Tiktok (6.45%) in Figure 6, and 9-11; WeChat, Twitter/Pinterest (3.23%) in Table 1.

Table 1
Communication channels of SME entrepreneurs at present

Rank	Communication Channels	SME Sample Size (n=31)	
		No.	%
1	Facebook	28	90.32
2	Their website	23	74.19
3	Line	16	51.61
4	Instagram	14	45.16
5	YouTube	10	32.25
6	Shopee	9	29.03
7	Lazada	2	6.45
8	Tiktok	2	6.45
9	WeChat	1	3.23
10	Twitter	1	3.23
11	Pinterest	1	3.23



Figure 2

Communication channels through Facebook of SMEs
Source: <https://www.facebook.com/fightfive/>

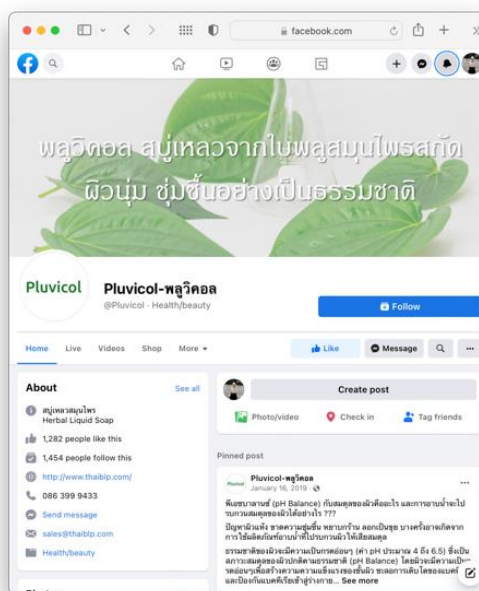


Figure 3. Communication channels through Facebook of SMEs

Source: <https://www.facebook.com/Pluvicol/>

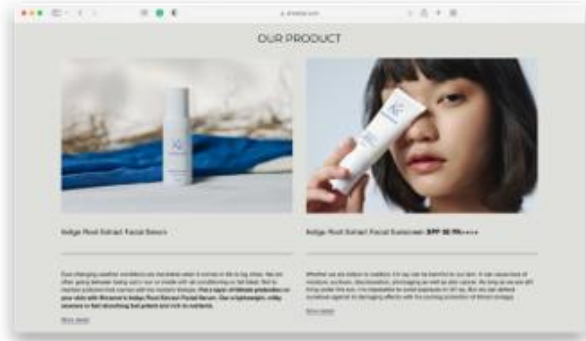


Figure 4. Communication channels through the website of SMEs
Source: <https://www.khramer.com>

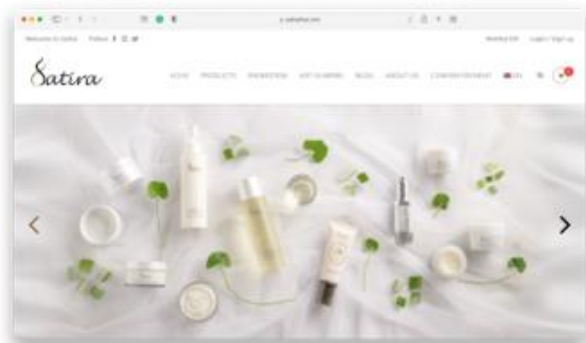
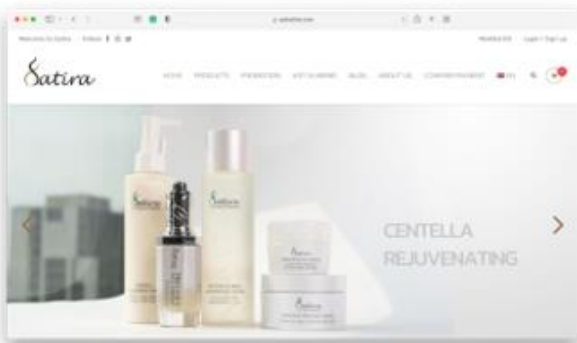


Figure 5. Communication channels through the website of SMEs
Source: <https://satirathai.com/en/#>

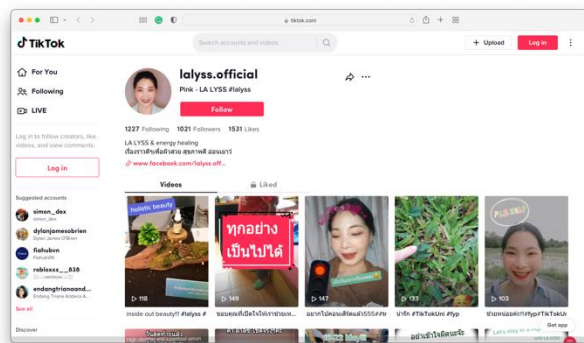


Figure 6. Communication channel through TikTok of SMEs
Source: <https://www.tiktok.com/@lalyss.official>

Content in the communication of herbal products of SME entrepreneurs. The content found the most in communication through various channels among SMEs were: Communication of product characteristics and product quality used the most (100%); Communication of the story of the brand; Benefits of Thai herbs

(74.19%); Found the same number of reviews and shop (70.97%); News sharing content related to product features, product quality implementation or publicity of brand-related information (67.74%); and Philosophy or vision of entrepreneurs (12.90%) as shown in Table 2.

Table 2
Content in the communication of herbal products of SMEs

Communication Channels	SME Sample Size (n=31)	
	No.	%
Brand Story	23	74.19
Philosophy or Vision	4	12.90
Product Story	31	100
Review	22	70.97
Shop	22	70.97
News	21	67.74

Opinions on communicating Thai identity through products to be exported to foreign countries by SME entrepreneurs. Opinions from 25 SMEs out of 31 represented 5 out of 6 of the total number of SMEs in the project and showed that most agree, in order, on the following: (1) Thainess can add value to the brand (60%); (2) Putting Thai personality on the packaging

makes foreign consumers feel Thainess (56%); (3) Thainess is necessary to communicate to consumers that the product is from Thailand (52%); (4) Thainess can create a competitive advantage in the global Asian market (48%); and (5) Thainess can determine the direction of communication of Thai products (44%), as shown in Table 3.

Table 3
Opinions about presenting Thai identity through products of SMEs

Question	Opinions of SME Entrepreneurs (n=25)									
	Disagree		Slightly Agree		Moderately Agree		Strongly Agree		Very Strongly Agree	
	No.	%	No.	%	No.	%	No.	%	No.	%
1 Thainess can determine the direction of communication of Thai products.	0	0	0	0	7	28.0	7	28.0	11	44.0
2 Putting a Thai personality on the packaging makes foreign consumers feel Thainess.	0	0	0	0	4	16.0	7	28.0	14	56.0
3 Thainess can add value to the brand.	0	0	0	0	6	24.0	4	16.0	15	60.0
4 Thainess is necessary to communicate to consumers that this product is from Thailand.	0	0	0	0	6	24.0	6	24.0	13	52.0
5 Thainess can create a competitive advantage in the global Asian market.	0	0	0	0	9	36.0	4	16.0	12	48.0

Various obstacles to global marketing communication among SME entrepreneurs. As a result of interviews of SMEs about various obstacles, it was found that 72 percent of SME entrepreneurs had the most limited budget obstacles, followed by a lack of clarity of brand positioning and a lack of knowledge and understanding of brand communication as shown in Table 4.

Awareness of communication of herbal products among foreign consumers in the global Asian market

Perception channels for foreign consumers. Results from questionnaires about Japanese and Chinese consumers' perception of communication channels of herbal products are as follows:

Japanese consumers perceive Thai-branded products by looking at reviews from Japanese people, especially

on Cosmo's website, which has product ratings. Although salespersons at the store can be relied on to provide information, Japanese consumers still search for information on skin care products they are interested in before purchasing because Thai and Japanese people's skins are different.

Chinese consumers perceive Thai-branded products through WeChat, Xiaohongshu, Sina Weibo, Taobao, and Tiktok (See Table 5).

Additionally, a report from Statista (2022) stated that the most used social media platforms in Japan as of Q3 2021 were Line (79.6%), Twitter (58.2%), Instagram (47.7%), Facebook (30.8%), and iMessage (15.6%). The most used social media platforms in China as of Q3 2021 were WeChat (Weixin) (77%), 2) Douyin (70.2%), QQ (61.5%), Baidu Tieba (57%), and 5) Sina Weibo (50.7%) as shown in Figure 7.

Table 4
Obstacles to global marketing communication among SMEs

Obstacles to Global Marketing Communication among SMEs (can have more than 1 choice)		SME Sample Size (n=25)	
		No.	%
1	There is a lack of clarity in brand positioning.	10	40.0
2	The packaging does not reflect Thai identity.	9	36.0
3	The packaging does not communicate the story of the product.	9	36.0
4	Consumers are unable to recognize the brand.	9	36.0
5	There is a lack of knowledge and understanding of brand communication	10	40.0
6	Budget is limited	18	72.0
Others			
7	There are lots of options, high competition makes consumers aware, difficult to reach brands.	1	4.0
8	There is a lack of packaging design knowledge.	1	4.0
9	There is a lack of knowledge of public relations.	1	4.0
10	There is a lack of branding knowledge.	1	4.0
11	Values that think Thai products must be handmade, raw herbal, lack of technology and innovation, low price-low quality.	1	4.0
12	There is a lack of foreign importers and distributors.	1	4.0
13	There are language proficiency limitations.	1	4.0

Table 5
Perception channels for foreign consumers

Perception Channels	Japanese (n=6)	Chinese (n=12)
Reviews from people of the same nationality	/	/
WeChat	/	/
Xiaohongshu	/	/
Sina Weibo	/	/
Taopao	/	/
Tiktok	/	/



Figure 7. Popular communication channels used by Chinese and Japanese consumers
Source: Statista (2022)

Purchase channels for the foreign consumer.

Consumers of both nations have mostly bought products from the storefront. For consumers, sun protection is significant. A product from Thailand is immediately purchased because Thailand has a hotter climate than Japan. The properties and qualities of protecting the skin are likely to be more effective. In addition, most Japanese consumers' online purchases are repeat purchases from the Official Store or Lazada Mall because they are the most reliable.

In addition, Chinese consumers will have to buy various products from the store. Products have been purchased from retailers in-store such as Sephora, and purchased online through Lazada, Taopao, Jingdong, Kon, or others as shown in Table 6.

Table 6
Purchase channels for foreign consumers

Purchase Channels	Japanese (n=6)	Chinese (n=12)
Brand Storefront	/	/
Sephora (Dealer)	/	/
Lazada (Dealer)	/	/
Taopao (Dealer)	/	/
Jingdong (Dealer)	/	/
Kon (Dealer)	/	/
Deposit from someone else	/	/

Discussion

The communication channels for the products that SME entrepreneurs chose the most were (1) Facebook (90.32%) and (2) their website (74.19%) to identify themselves. Credibility for the brand should be built in communicating with consumers around the world, but marketers must pay attention also to the language used to communicate with consumers (Kongsompong, 2018); (3) Line (51.61%) for discussions and information from consumers; (4) Instagram (45.16%); (5) YouTube (32.25%); (6) Shopee (29.03%); (7) Lazada (6.45%); (8) Tiktok (6.45%); (9 to 11) Each of WeChat, Twitter, and Pinterest (3.23% each).

While Facebook is the most popular platform as of January 2022 with 2.910 billion users worldwide especially in India, with 329.65 million people, and Thailand with 50.05 million people (Dixon, 2022a, 2022b), the most common channels for receiving information for Japanese consumers as of Q3 2021 were Line (79.6%), Twitter (58.2%), and Instagram 47.7%) (Statista, 2022).

SMEs chose Line communication channels that match Japanese consumers the most. Instagram at 45.16 percent and Twitter at 3.23 percent were chosen the least. Japanese reviews through Cosmo's website with product ratings were also preferred because consumers tend to trust others who talk about their experiences with products or brands with their honest opinions (Charinsan, 2018), and the behavior of Japanese consumers is to search for information about the products they are interested in before making a purchase.

While Chinese consumers are aware of Thai branded products through WeChat, Xiaohongshu, Sina Weibo, Taobao, Tiktok, Facebook, Line, Instagram, and Twitter, operators cannot comply with Chinese laws and are, therefore, not allowed in China (Qiu, 2012). WeChat was China's most used (77%) social media platform in Q3 2021 (Thomala, 2022). WeChat is also a symbol of the new generation (Ren & Panyasopon, 2016) (that is fluent and familiar with technology and is open to all forms of online communication (Prapuetchob, 2014). On the other hand, SME entrepreneurs chose to use Tiktok (6.45%) and WeChat (3.23%) the least, resulting in communication that matched the perception of a small number of Chinese consumers.

To reach the needs and create communication opportunities for consumers in each country, SME entrepreneurs should develop communication channels in the form of digital marketing that is modern

(Sumethapiwat, 2016). The communication channels of consumers in each country are different, so SMEs and marketers have to choose communication channels following consumer behavior in each country.

As to the content of the communication of SME entrepreneurs, the main issue is the communication of product characteristics and quality (100%). Next is the story of the brand, followed by the benefits of Thai herbs (74.19%) (which can be demonstrated (such as the source of production, ingredients, and properties), and product price to consumers (70.97%) (Pattanadilok & Tunpow, 2021). Then, an equal number of user reviews and shops. Also, news sharing content related to product features, product quality implementation, or publicity of brand-related information (67.74%), and philosophy or vision of entrepreneurs (12.90%).

In exporting herbal products to foreign markets, SME entrepreneurs agree to put something that conveys Thainess because it can add value to the brand by presenting a Thai identity that reflects the culture, way of life, natural beauty, environment, and charm of tourist attractions in Thailand (Kamnungwut & Klentien, 2019) that distinguish and recognize that the product is from Thailand. Therefore, credibility with foreign consumers should be built by presenting the packaging's source, properties, and Thai wisdom. At the same time, the product must be modern to attract foreign consumers (Laedpriwan, 2011).

Japanese and Chinese consumers mainly shop through the storefront. The storefront or the place is designed to be attractive and outstanding and to make consumers proud to take photos to share with others, to induce some response (Kongsompong, 2018), or to rely on consignment through intermediaries. Designing attractive packaging or designing with various media is another way to do that.

Marketing can be integrated with social media on various channels at the same time as selling in-store. Social media sharing is indirect advertising and word-of-mouth promotion. This official influence is the most used market communication in this era (Bayus, quoted in Belch & Belch, 2020; Kongsompong, 2018).

Most online purchases of products recur from reputable sites. Therefore, selling products of SME entrepreneurs should not neglect the importance of selling only in-store or online. This should be done in parallel so that consumers have the opportunity to see the product and have access to the product as conveniently as possible.

The most challenging obstacle is the limited budget which can be addressed by communication of products via online channels that do not cost much money and can help save operators' expenses (Kongsompong, 2018).

This study recommends the following:

1. Many products in the international market inevitably become competitors. The variety of products makes each brand try to flaunt their qualities and how good their products are to get into the minds of consumers worldwide.

The quality of the product is like the yolk in egg white. To communicate to consumers that a product is good, it must be different and stand out to attract consumers to see it first. This distinction and identity are therefore essential to help consumers capture the attention and recognition of the brand. Thai identity is another way to make a difference in the global market. Because Thailand is full of nature, arts, culture, traditions, architecture, language, food, people, and a unique way of life, they remind foreigners of Thailand. Therefore, communication must present the source of herbal raw materials and the wisdom that has been accumulated for a long time. Properties show the benefits that consumers will receive in addition to making consumers aware and understanding of the product. It can also help add value and build credibility for consumers.

2. In addition to having to create an identity for the brand, communicating those creations to the intended consumer should be efficient and accurate. An effective communication plan will lessen the inefficient use of the budget. Entrepreneurs should study the behavior of sending and receiving messages of target customers in each country as well as the language of different lifestyles and cultures.

In addition to the detailed target audience of the brand, marketers or entrepreneurs must study the popularity of media usage among consumers in each country or even each age group, which has different effects including having to keep track of technology and popularity in each period of each consumer group. Because today's technology is always evolving, delivering messages to consumers regularly requires choosing consistent and inclusive consumer lifestyles that can serve as reminders and build brand recognition.

However, in the chosen communication channel, the choice of language, expressions, images, etc., should communicate following the target audience. The language that can be understood worldwide should be

selected so that foreigners can understand the brand and products. Moreover, each communication channel should use the same name to make searching for information accessible and convenient for consumers.

References

- Aaker, D.A. (1996). *Building strong brands*. London, UK: Simon & Schuster UK Ltd.
- Belch, E. G. & Belch, M. A. (2020). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). New York: McGraw Hill.
- Berlo, D. K. (1960). *The process of communication: An introduction to theory and practice*. Holt, Rinehart, and Winston.
- Charinsan, A. (2018). *Integrated marketing communication: Connecting with consumers in the seamless world*. Expertnetbooks.
- Department of International Trade Negotiations. (2021, February). *Summary of Thai products with potential and opportunity to expand exports with FTA in 2020*. Retrieved from <https://api.dtn.go.th/files/v3/6034a16aef4140103b609eda/download>.
- Department of International Trade Promotion Ministry of Commerce. (2023, January). *Factsheet of cosmetics, soaps, and skincare products January-December 2022*. Retrieved from https://www.ditp.go.th/ditp_web61/article_sub_view.php?filename=contents_attach/762038/762038.pdf&title=762038&cate=831&d=0.
- Dixon, S. (2022a, July). Leading countries based on Facebook audience size as of January 2022. Retrieved from <https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>.
- Dixon, S. (2022b, July). Most popular social networks worldwide as of January 2022, ranked by number of monthly active users. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>.
- Evans, J. R. & Berman, B. (1996). *Marketing* (7th ed.). Prentice-Hall.
- Kamnungwut, W. & Klentien, U. (2019). The development of online media and marketing for OTOP products in Thailand: A case study of OTOP in Nakhonnayok province. *The Journal of Social Communication Innovation*, 7(2), 32-45.
- Kapferer, J. & Laurent, G. (1985). Consumer involvement profile: A new practical approach to consumer involvement. *Journal of Advertising Research*, 25(6), 48-56.
- Kongsompong, K. (2018). *Multicultural service marketing*. Chulalongkorn University Printing House.

- Laedpriwan, S. (2011). Research and development of the herbal-cosmetics package design to export. *Journal of Srinakharinwirot Research and Development*, 3)5(, 147-158. <http://doi.org/10.1016/j.kjss.2016.10.002>.
- Ministry of Health and Public-Private Organizations. (2016). *National Master Plan on the Development of Thai Herbs, Issue 1, 2017-2021*. Department of Development of Thai Traditional and Alternative Medicine Ministry of Public Health.
- Office of the Secretariat of the National Strategy Board and the Office of the National Economic and Social Development Board. (2018). *National Strategy 2018 - 2037*.
- Pattanadilok, S. & Tunpow, K. (2021). Integrated marketing communications of herbal products from one tambon one product (Otop) of 5 stars level in Eastern Thailand. *Journal of Social Science and Buddhist Anthropology*, 6(4), 272-289.
- Phetpuk, P. (2017). *Consulting project: Marketing opportunities of Thai herbal cosmetics in global market* (Master's thesis). Thammasat University Library.
- Prapuetchob, T. (2014). *Comprehensive operational marketing communication*. Tipping Point Press.
- Qiu, D. (2012). *WeChat changes world* (6th ed.). China Wealth.
- Ren, X. & Panyasopon, T. (2016). *The marketing communication strategy of WeChat: Application and the use of Consumers in the People's Republic of China and Thailand*. The National and International Graduate Research Conference 2016.
- Sontheera et al. (2019). Strategy on brand building of herbal cosmetics business group from Thai wisdom for competition in the ASEAN community. *Journal of Humanities and Social Sciences Ubon Ratchathani Rajabhat University*, 7(1), 93-103.
- Statista Research Department. (2022, August 19). Most used social media platforms in Japan as of 3rd quarter 2021. Retrieved from <https://www.statista.com/statistics/684192/japan-most-active-social-media-platforms/>.
- Sumethapiwat, S. (2016). The marketing communications in the age of Thailand 4.0 for sustainable development. *Western University Research Journal of Humanities And Social Science*, 2(2), 110-118.
- Teepapal, D. & Teepapal, T. (2014). *Marketing communication*. Bangkok: Amorn Printing.
- Thomala, L. L. (2022, August 1). Share of internet users of the leading social media in China as of 3rd quarter 2021. Retrieved from <https://www.statista.com/statistics/250546/leading-social-network-sites-in-china/>.