Digital Communication Strategies in Promoting Sustainable Agriculture: Organic Products in Central Thailand

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Abstract

This study examines the determinants affecting the online purchasing decision-making process for organic agricultural products in community enterprises in central Thailand. The breadth of material encompasses: 1) the procurement decision-making process and 2) The concept and theory of online marketing, including content marketing. 3)The concept of the brand and 4)The study examined the concept of technology acceptance, specifically the Technology Acceptance Model (TAM), based on a sample of 400 individuals. The questionnaire employed a rating scale, utilizing the Likert method. We conducted a data analysis utilizing a structural equation model (SEM). This research's findings are advantageous for community enterprises in central Thailand in improving their online marketing strategies. The study demonstrated that the structural equation model for online content marketing, brand equity, and online marketing formats of organic agricultural products in community enterprises displayed R2 values of 0.68, 0.87, and 0.77, respectively. This suggests that the structural model may clarify the differences in online content marketing, brand equity, and online marketing techniques for organic agricultural products inside community enterprises. Corporations. The R2 values for the online marketing model of organic agricultural products in community businesses were 68%, 88%, and 77%, respectively. This shows that the model and the real-world data are strongly linked.

Keywords: *Digital Communication Strategies, Promoting Sustainable, Organic Products in Central Thailand, Structural Equation Model, Online Marketing.*

Introduction

The 21st century has transformed the globe. This era acknowledges the importance of technology in enabling growth. Modern technologies are revolutionizing enterprises and international entrepreneurs. Technology transcends private concerns, influencing professions and encouraging the growth of modern entrepreneurs, technology-oriented marketing strategies, new product and service development, and resolving intricate challenges to achieve diverse developmental goals. In the digital age, groups are not merely creating products and services; they are also creating innovative, boundaryless projects. Technological developments and enhancements in organizing and governance domains, particularly via blockchain and the Internet of Things (IoT), propel current management alterations. Technological advancements and changing human lives complicate the duties of managers and analysts in corporate operations. Thus, understanding innovation, creativity, and technological development is essential for business and economic growth. (Smith,2020; Brown et al.,2022)

Numerous local businesses across the country have received registration approval; however, their potential is deemed moderate. (Smith, J.,2023). As a result, efforts are underway to establish and enhance community enterprises and their capabilities. Examining previous studies on the operational capacity of community enterprise groups identifies a significant challenge: insufficient knowledge of effective administration and insufficient promotion and advancement of information technology to improve marketing prospects for entrepreneurs.(Sutrisno, S., Kuraesin, A. D., Siminto, S., Irawansyah, I., & Ausat, A. M. A.,2023) Earlier research has indicated that branding and managerial issues and constraints predominantly impact community enterprises. The 13th National Economic and Social Development Plan of Thailand

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encourages small companies to augment their business capabilities through the acquisition of contemporary technologies and marketing tactics in reaction to evolving customer behavior. (Wiboonpongse et al., 2020; Kumar & Smith, 2021)

Modern Norm. "The new normal" necessitates behaviors related to social distancing, healthcare, product and investment decisions, and internet usage in a world that has transitioned into the digital marketing era through websites, social media, applications, and other platforms. Traditional marketing methods inadequately engage consumers, leading many business operators to develop more competitive strategies by prioritizing digital marketing and improving online marketing platforms. During the COVID-19 epidemic, many business operators regarded digital platforms as online marketing strategies. Many corporate brands routinely engage with social media platforms due to the significant number of customers who integrate these websites into their daily lives (Chanyanan Somthawinpongsai, Abdul Jalil Khan, Sairish Sairien, Aphinan Busabok, Tassanai Wankong, 2020).

Prior study shows a lack of studies addressing the online marketing platforms used by community-based businesses. We are examining the factors that influence trends in online marketing. Consequently, researchers have investigated the deficiencies noted in prior studies to enhance our comprehension of the formation of digital platforms for organic agricultural products inside community companies. This study stresses community engagement based on cultural knowledge and local wisdom, considers environmental protection, and promotes self-sufficiency to facilitate sustainable community development. This framework seeks to create resilient social enterprises under the 13th National Economic and Social Development Plan, which initially emphasizes advancing communication innovation to enhance future marketing efficiency for community firms.

Literature Review

Theoretical Support

The development of a theoretical framework in this study can explain the connections between concepts and theories related to marketing communication, concepts and theories related to online marketing, and the main objectives of marketing—to disseminate content to consumers. Online marketing can be considered a new trend in business that easily reaches target groups. Additionally, online marketing can develop various channels to reach the desired consumer groups in diverse forms and activities, such as emails or online advertisements on websites (Kadushin, C., 2012). The understanding of branding and brand equity is crucial. Good marketing content directly influences the brand's perceived importance (Aaker, D. A. 1992). According to the Technology Acceptance Model (TAM), having technology that facilitates product search and is easy to use encourages consumers to purchase products through the system, especially when the brand logo is included in the purchasing decision process. (Limna, P., Kraiwanit, T., & Jangjarat, K.2023).

Conceptual Framework

Based on our theoretical work, we have developed a framework and theory centered around concepts and theories related to online marketing. Online social media marketing is a new business channel related to the marketing of products, services, and information, using social media as a tool to fill the gaps in traditional marketing and increase the efficiency of marketing activities through online applications that can disseminate information about products or services to consumers (Akram, U., Junaid, M., Zafar, A.U., Li, Z., & Fan, M. 2021). The online marketing framework for community companies employs the formulation of consumer behavior strategies in e-commerce, considering technological utilization (Chen, T., Luo, H., Wang, P., Yin, X., & Yang, J., 2023). Customers obtain information rapidly via content marketing posts on e-commerce sites. Brand equity is the set of assets and liabilities connected to a firm's brand, name, and symbols that can either raise or lower the value of its goods or services. Consumers' expression of the brand Reflecting the added value of the brand (Aaker, D. A. 1996) using the Technology Acceptance

Model, which is a theory based on the Theory of Reasoned Action that focuses on studying the use of technology from the ease of use and utility (Davis, F. D., Granić, A., & Marangunić, N. **2024**). From the study of online community products, it was found that the decision-making process to buy products through online channels refers to the social media platform where consumers know OTOP products first, the reasons for buying OTOP products online, the types of OTOP products purchased most frequently via social media, the average purchase frequency, the number of OTOP product purchases per month, the average cost of buying OTOP products each time, and the channels they want to buy products through (Wattanaphithak Chaiyanupong; Thanapat Thongkamkaew; Thanapat Jirongworaporn; Thanapat Saechi and Kritsana Uairat, **2024**).

Hypotheses Development

The utilization of content fosters customer confidence and bolsters online commerce by instilling faith in brand characteristics. The Technology Acceptance Model, also known as the TAM, improves the perceived simplicity of use and usefulness, catering to the needs of customers and facilitating online transactions. Additionally, visually appealing and memorable information will stimulate customer purchases (Dwivedi, Rana, & Slade, **2020**; Wong et al., **2021**). Therefore, strategies for creating online marketing content are crucial for word-of-mouth promotion and increasing consumer trust in the product (Hollebeek & Macky, **2019**; Lee, Hsieh, & Chen, **2022**). In summary, consumers who trust a brand are more likely to make online purchases. This is because a reliable brand instills confidence in consumers and encourages them to accept purchasing products through convenient online channels, which acts as a stimulus for consumers to decide to shop online (Huang & Sarigöllü, **2020**; Shin et al., **2021**).

In line with the above findings, we hypothesize that:

Hypothesis 1: The causal relationship model of content marketing, brand value, and technology acceptance affects the online marketing model of organic agricultural products in community enterprises. Consistent with empirical data.

The impact of content marketing on the purchasing decisions of organic agricultural products in community enterprises in central Thailand. Providing useful information to consumers about the nutritional value of agricultural products, such as nutritional benefits and essential nutrients for the body, makes consumers interested in purchasing the products and builds trust in agricultural goods, increasing demand (Duangekanong, **2020**; Taweesuk & Khanchanapong, **2015**). Marketing content that helps consumers remember the products also fosters trust in the products. Marketing information contributes to creating an image of environmental preservation and sustainability, aligning the brand with the green consumer segment (Khanchanapong & Taweesuk, **2021**; Babić Rosario et al., **2020**).

In line with the above findings, we hypothesize that:

Hypothesis 2: Content marketing directly impacts the online marketing model of organic agricultural products in community enterprises.

Hypothesis 3: Content marketing directly impacts the online marketing model of organic agricultural products in community enterprises through brand value.

Branding improves consumer confidence in products, and several studies support this argument. The Thai Agricultural Center and Community Studies found in several studies that brand equity associated with quality, such as organic and healthful products, boosted consumer confidence in the product, resulting in a surge in online ordering (Duangekanong, **2020**). According to the study by Babić Rosario et al. (**2020**), strong brand value makes it easier for consumers to purchase products online. Content marketing and brand value creation instill confidence in consumers and enhance their knowledge about the products (Khanchanapong, Taweesuk, **2021**). Additionally, educational content marketing builds consumer trust and sustainability in online marketing.

In line with the above findings, we hypothesize that:

Hypothesis 4: The brand's value directly impacts the online marketing model of organic agricultural products in community enterprises.

Consumers' purchasing process, through content marketing and brand value, influences the acceptance of technology. Buyers are impressed by the convenience of ordering due to the ease of using technology (Davis, 1989; Venkatesh & Bala, 2008) and have confidence in the system because of the sense of security (Akar, Topcu, 2018). Furthermore, the study by Wang and Kim (2021) found that the quality of content leads to consumer awareness and acceptance of the system, fostering close trust in the brand and ultimately resulting in the purchasing process.

According to the study of López-Miguens and López-López (2020), buyers will have a purchase process when they gain knowledge about the product through content marketing. Technology adoption directly and indirectly affects the purchase process through brand equity. Research by Faghfouri and Rahmani (2020) found that technology adoption increases brand recognition, leading buyers to purchase products based on brand reputation (Elsharnouby, Jameel 2020).

In line with the above findings, we hypothesize that:

Hypothesis 5: The acceptance of technology directly affects the online marketing model of organic agricultural products in community enterprises.

Hypothesis 6: The acceptance of technology has both direct and indirect effects on the online marketing models of organic agricultural products in community enterprises through content marketing.

Hypothesis 7: The acceptance of technology has direct and indirect effects on the online marketing model of organic agricultural products in community enterprises through brand value.

Research Methodology

The researcher will first show the results of the analysis of the variable conditions. This will make it clear if the variables that were looked at don't follow the assumptions, which would cause the model's error values to be too low and the model to not match up with real-world data. Then, the researcher checked how stable the structural equation model estimation was by looking at the normal distribution using the basic assumptions of the general structural equation model analysis. In this analysis, the researcher employed univariate normal distribution analysis, a method that typically scrutinizes the kurtosis and skewness of the variables (Supamas Angsuchoti et al., 2008). This method considers the standard kurtosis and standard skewness values, as determined by Pearson's (1895) and Narong Kulnithith's (2009) criteria, and examines the difference between the mean and the mode. For normally distributed data, the mean equals the mode; for left-skewed data, the mean is less than the mode; and for right-skewed data, the mean exceeds the mode. The researcher followed these steps and then analyzed the bivariate relationships of all observed variables. The questionnaire for this study used a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The final analysis of this study, which included 400 respondents, satisfied the sample size requirement. Before testing the hypothesis, the researcher looked at the measurement model using confirmatory factor analysis with the LISREL program. They looked at the component weight or the reliability of the measure from the reliability (R2), which is a way to show how the external variables of each group of variables changed with the empirical variables.

It shows that the internal latent variables are related to the external latent variables. The reliability values of each latent variable component are CR = 0.85-0.90 and AVE = 0.60-0.65, which indicates that all the measurements in the structural model after model adjustment are suitable for structural equation analysis, meaning that the indicators in the structural model are reliable and can adequately explain the variance of the indicators.

Analysis of Pearson correlation coefficients between 17 empirical variables revealed 136 pairs of positive relationships. The correlation coefficients between the variables ranged from 0.245 to 0.794, indicating statistical significance at the 0.01 level. Overall, we found that the correlation coefficient between all pairs of empirical variables does not exceed 0.80. This relationship shows that the empirical variables do not have a very high level of relationship, there is no problem of multicollinearity (Hair et al., 2010), and all empirical variables are on the same component. Therefore, it is appropriate to analyze the structural equation model. The value of Bartlett's test of sphericity statistic, 5638.641 df = 136 (p = 0.000), indicates that the correlation coefficient matrix is not an identity matrix with statistical significance at the 0.01 level. component analysis. An index value of 0.80 or higher indicates that the data is highly suitable for factor analysis, making it an appropriate tool to check the consistency of the research model with the empirical data (Supamas Angsuchot et al., 2011, citing Hair et al., 2006).

Data Analysis

Examine The Linear Relationship of The Observed Variables Studied in The Model.

Another important preliminary agreement in structural equation modeling analysis using the LISREL program is the requirement for the observed variables studied in the model to have a linear relationship. We verified the linear relationship using a scatter plot graph. Here are the details of the verification process:
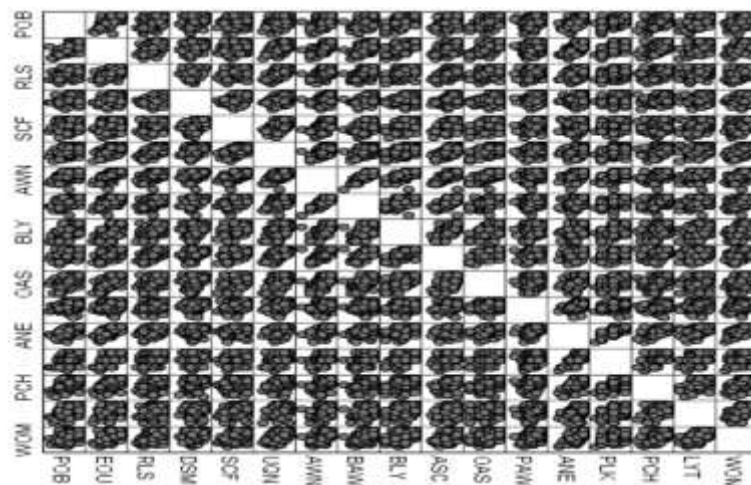
Figure 4.1 A scatter plot graph is created to investigate the linear relationship between the observed variables studied in the model (n = 400).

Measurement Model

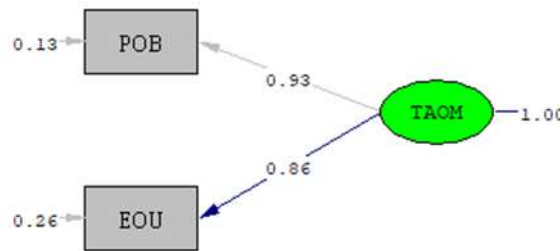*Results of the Technology Acceptance Model Analysis*

The confirmatory factor analysis of the Technology Acceptance Model (TAM) revealed that it was composed of two parts: perceived usefulness (PU) and ease of use (EOU). PU and EOU had factor values of 0.93 and 0.86 and prediction coefficients of 0.87 and 0.74, respectively, with a significance level of 0.01. The benefit variable had the highest reliability, as shown in Table 4.28 and Figure 4.2.

Table 4.2.1 Results of the Confirmatory Factor Analysis of the Technology Acceptance Model

Variable	λ	SE	t	R²
perceived usefulness (PU)	0.93	-	-	0.87
Ease of Use (EOU)	0.86	0.03	26.56**	0.74

Note * means statistically significant at the 0.05 level ([t] >1.96).

** Refers to statistical significance at the 0.01 level ([t] >2.56)

Chi-Square=0.36, df=1, P-value=0.55100, RMSEA=0.000

Figure 4.2.1 Technology Acceptance Model

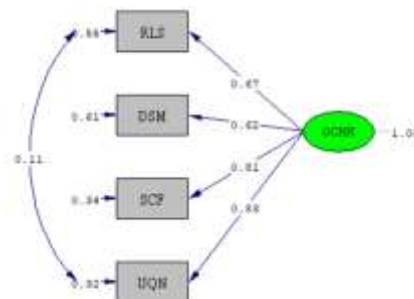*Results of the Analysis of the Online Content Marketing Measurement Model*

The confirmatory factor analysis of the online content marketing measurement model has four parts: relationship building (RLS), social media popularity (DSM), specificity (SCF), and uniqueness (UQN). The standardized component weights for these parts are 0.67, 0.62, 0.81, and 0.83. The prediction coefficients for these parts are 0.45, 0.39, 0.66, and 0.68, respectively, demonstrating statistical significance at the 0.01 level. Table 4.2.2 and Figure 4.2.2 demonstrate that the uniqueness variable is the most reliable.

Table 4.2.2 Results of The Confirmatory Factor Analysis of The Online Content Marketing Measurement Model

Variable	λ	SE	t	R^2
Relationship Building (RLS)	0.67	0.03	12.83**	0.45
Social Media Popularity (DSM)	0.62	0.03	12.69**	0.39
Specificity (SCF)	0.81	0.03	16.72**	0.66
Uniqueness (UQN)	0.83	0.03	16.89**	0.68

Note * means statistically significant at the 0.05 level ([t] >1.96).

** Refers to statistical significance at the 0.01 level ([t] >2.56)

Chi-Square=0.77, df=1, P-value=0.37934, RMSEA=0.000

Figure 4.2.2 Online Content Marketing Measurement Model

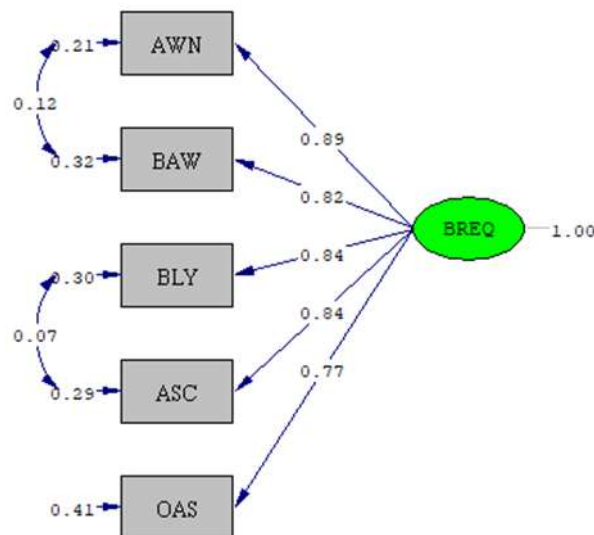*Results of the Brand Equity Measurement Model Analysis*

The confirmatory factor analysis of the brand equity measurement model shows that the model for measuring the latent variable of brand equity (BREQ) has standardized factor loadings of 0.89 for brand awareness (AWN), 0.82 for brand recognition (BAW), 0.84 for brand loyalty (BLY), 0.77 for other assets (OAS), and 0.89 for brand association (ASC). We found the predictive coefficients to be 0.79, 0.68, 0.70, 0.71, and 0.59, respectively. This indicates that the measurement model is statistically significant at the 0.01 level. Among the variables, brand awareness has the highest reliability, while the variable of other assets has lower reliability than the others, as shown in Table 4.2.3 and Figure 4.2.3

Table 4.2.3 Results of the Brand Equity Measurement Model Analysis

Variable	λ	SE	t	R^2
Brand Association (ASC)	0.89	0.03	21.31**	0.79
Brand Awareness (AWN)	0.82	0.03	18.92**	0.68
Brand Loyalty (BLY)	0.84	0.03	19.35**	0.70
Brand Recognition (BAW)	0.84	0.03	19.68**	0.71
Other Assets (OAS)	0.77	0.03	17.59**	0.59

Note * means statistically significant at the 0.05 level ($|t| > 1.96$).

** Refers to statistical significance at the 0.01 level ($|t| > 2.56$)

Chi-Square=2.29, df=3, P-value=0.51362, RMSEA=0.000

Figure 4.2.3 Brand Equity Measurement Model

Results of the Analysis of The Online Marketing Model for Organic Agricultural Products in Community Enterprises

The results of the confirmatory factor analysis of the online marketing model for organic agricultural products in community enterprises show that the model measuring the latent variables of the online marketing model for organic agricultural products in community enterprises (OPDP), which consists of the components: Product Awareness (PAW), Alternative Evaluation (ANE), Product Liking (PLK), Purchase (PCH), Loyalty (LYT), and Word of Mouth (WOM), have standard component weights of 0.75, 0.78, 0.72, 0.88, 0.71, and 0.76, respectively. The prediction coefficients were determined to be 0.56, 0.61, 0.52, 0.77, 0.51, and 0.57, respectively. This demonstrates that the measures exhibit substantial consistency at the 0.01 level, with the Product Liking variable being the most dependable, whereas the Purchase variable being the least dependable, as illustrated in Table 4.2.4 and Figure 4.2.4

Table 4.2.4 Results of the Confirmatory Factor Analysis of the Online Marketing Model for Organic Agricultural Products in Community Enterprises

Variable	λ	SE	t	R²
Product Awareness (PAW)	0.75	0.02	15.85**	0.56
Alternative Evaluation (ANE),	0.78	0.03	17.72**	0.61
Product Liking (PLK),	0.72	0.03	15.93**	0.52
Purchase (PCH)	0.88	0.02	20.40**	0.77
Loyalty (LYT)	0.71	0.03	15.67**	0.51
Word of Mouth (WOM)	0.76	0.03	16.95**	0.57

Note * means statistically significant at the 0.05 level ([t] >1.96).

** Refers to statistical significance at the 0.01 level ([t] >2.56)
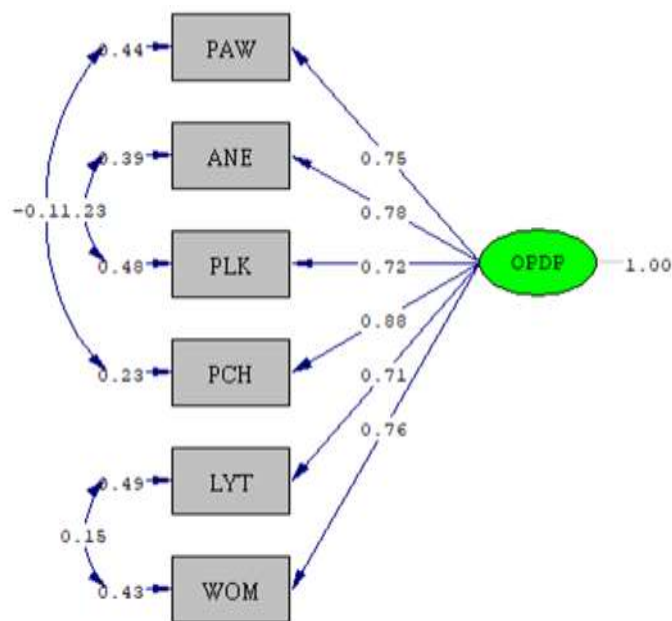
Chi-Square=5.67, df=6, P-value=0.46115, RMSEA=0.000

Figure 4.2.4 Model for Measuring Online Marketing Patterns of Organic Agricultural Products in Community Enterprises

Results Of the Analysis of The Reliability of The Composite Measurement

We analyzed the reliability of each latent variable's components to show that, after model adjustment, we can use all measures in the structural model for structural equation analysis. Therefore, the researcher analyzed the constructed composite reliability (ρv) of the latent variables and the average variance extracted (AVE) of the extracted variables, as shown in Figures 4.2.5–4.2.6 and Table 4.2.5
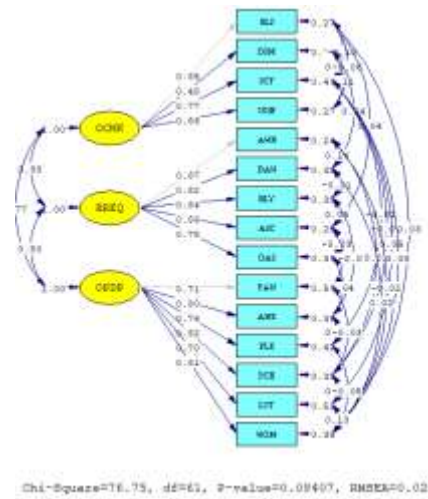
Figure 4.2.5 Model for Measuring Internal Latent Variables

After model adjustment, we used Table 4.2.5 and Figure 4.2.5 to check the measurement of internal latent variables. We found that almost all internal latent variables had component weights of at least 0.50, except the variable of the popularity of information on social media (DSM), which had a component weight slightly below 0.50 but was still acceptable.
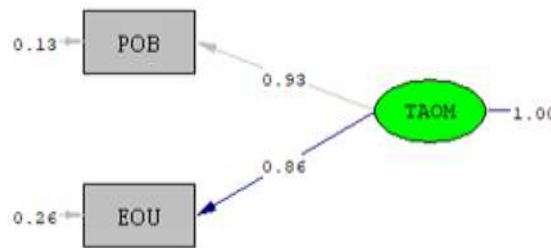
Figure 4.2.6 External Latent Variable Measurement Model

Figure 4.2.6 is used to examine the external latent variable measurement of Technology Acceptance (TAOM), which consists of the Perceived Usefulness (POB) and Ease of Use (EOU)dimensions, with standard component weights of 0.93 and 0.86, respectively.

Table 4.2.5 Results of the Reliability Analysis of the Measurement Components

Variable	λ	ρc	ρv
Technology Acceptance (TAOM)	0.86-0.93	0.891	0.802
Online Content Marketing (OCMK)	0.48-0.86	0.836	0.571
Brand Value(BREQ)	0.78-0.87	0.919	0.697
online marketing models of organic agricultural products in community enterprises (OPDP)	0.70-0.82	0.895	0.590
ρc>.07 (Hair,J., Anderson, R, Tatham, R.,&Black,W.1998)		ρv>.05 (Hair, J., Anderson, R, Tatham, R.,&Black,W.1998)	

From Table 4.2.5 the reliability check of the measures for each latent variable shows that all measures can effectively measure the latent variables and have high reliability. We found that the latent variables—technology acceptance, online content marketing, brand value, and online marketing models of organic agricultural products in community enterprises—mostly have component weight values greater than 0.50, indicating the reliability of the measures.

Therefore, structural equation modeling analysis can utilize the measures of all latent variables.

Comparison of Hypothesis-Based Models and Alternative Models

Presentation of the comparison results between the hypothesized model and the alternative model to demonstrate that the alternative model is more suitable and can be utilized more effectively. This is done by examining the structural validity through the assessment of the goodness-of-fit between the hypothesized model and empirical data, and the alternative model and empirical data, based on the goodness-of-fit statistics and the consistency index as shown in Table 5

Table 5. Results Of Comparing the Model Based on The Research Hypothesis with The Alternative Model

PROGRAM	STATISTICAL VALUE	HYPOTHETICAL MODEL	ALTERNATIVE MODEL
1. Chi-square (χ^2)	LOW NEAR 0	583.68	77.40
	= df	113	68
Relative Chi-square (χ^2/df)	< 2.00	5.16	1.14
2. GFI	> 0.90	0.85	0.98
3. AGFI	> 0.90	0.80	0.95
4. RMR	< 0.05	0.016	0.007
5. RMSEA	< 0.05	0.102	0.019
6. CFI	> 0.90	0.97	1.00
7. CN	> 200	109.49	503.98

The researcher's hypothesized model, based on relevant concepts and theories, does not yet align harmoniously with the empirical data, as Table 5 reveals. Considering the calculated statistics, the Chi-square value is 583.64, df = 113, p-value = 0.000, GFI = 0.85, AGFI = 0.80, RMR = 0.016, RMSEA = 0.102, CFI = 0.97, and CN = 109.49, some of which do not meet the specified criteria. (Joreskog & Sorbom, 1996)

The researcher subsequently undertook model modification by incorporating recommendations for altering model parameters based on the Model Modification Indices (MI). The researcher subsequently modified the parameters by loosening the initial agreements to get uniform error levels, until the goodness-of-fit indices corresponded with the actual data, resulting in the development of an alternative model. The calculated statistics indicate that the structural equation model is appropriate and consistent with the empirical data, with Chi-square = 77.40, df = 68, p-value = 0.204, GFI = 0.98, AGFI = 0.95, RMR = 0.007, RMSEA = 0.016, CFI = 1.00, and CN = 503.98.

Analysis of Variable Relationships

The following details are included in measurement equations, structural equations, and reduced-form equations, which represent the relationships of each variable. The measurement equations, derived from path analysis in the structural model, serve as an alternative model to elucidate the relationships between the measurements. The alternative model demonstrates the relationships of equations by explaining the relationship paths through the measurement equations of each observed variable. The R^2 is the extent to

which the observable variables of each group account for external variance, whereas percentages elucidate the internal latent variance to external latent variables. The study yields findings in the second line of the equation, referred to as the fee parameter, with the values in parentheses denoting the estimation errors. The third line presents the t-value, with a t-value exceeding 1.96 ($[t] > 1.96$) signifying statistical significance at the 0.05 level, and a t-value surpassing 2.56 ($[t] > 2.56$) indicating statistical significance at the 0.01 level (Poolpong Suksa, 2014).

The relationship between the external latent variable measurement model of technology acceptance (TAOM) and the manifest variable.

POB = 0.88**TAOM,	Errorvar. = 0.23,	$R^2 = 0.77$	…(4.1)
(0.02)	(0.01)		
21.87	9.98		
EOU = 0.90**TAOM,	Errorvar. = 0.19,	$R^2 = 0.81$	…(4.2)
(0.02)	(0.01)		
22.82	8.87		

Equations 4.1 – 4.2 revealed that, at the 0.01 level of statistical significance, perceived benefits and ease of use significantly influence technology acceptance, accounting for 77% and 81% of the relationship, respectively.

The path of the relationship of the structural equation model measuring latent variables in online content marketing (OCMK) with manifest variables.

RLS = 0.80**OCMK,	Errorvar. = 0.35,	$R^2 = 0.65$	…(4.3)
-	(0.01)		
-	11.03		
DSM = 0.49**OCMK,	Errorvar. = 0.76,	$R^2 = 0.24$	…(4.4)
(0.03)	(0.02)		
9.77	13.57		
SCF = 0.72**OCMK,	Errorvar. = 0.49,	$R^2 = 0.51$	…(4.5)
(0.03)	(0.01)		
14.92	11.69		
UQN = 0.82**OCMK,	Errorvar. = 0.33,	$R^2 = 0.67$	…(4.6)
(0.02)	(0.01)		
18.33	10.41		

From equations 4.3-4.6, it was found that relationship building, the popularity of information on social media, specificity, and uniqueness are significantly important for online content marketing at the 0.01 statistical level, with the ability to explain the relationships being 65%, 24%, 51%, and 67%, respectively.

The path of the relationship of the BREQ model equation of the latent variable within brand value with the manifest variable

AWN = 0.96**BREQ,	Errorvar. = 0.08,	$R^2 = 0.92$	…(4.7)
-	(0.01)		
-	4.49		
BAW = 0.89**BREQ,	Errorvar. = 0.21,	$R^2 = 0.79$	…(4.8)
(0.02)	(0.01)		
29.28	10.51		
BLY = 0.89**BREQ,	Errorvar. = 0.20,	$R^2 = 0.80$	…(4.9)
(0.03)	(0.02)		

22.23	5.60		
ASC = 0.88**BREQ,	Errorvar. = 0.23,	R² = 0.77	…(4.10)
(0.02)	(0.01)		
22.08	6.13		
OAS = 0.86**BREQ,	Errorvar. = 0.26,	R² = 0.74	…(4.11)
(0.03)	(0.02)		
19.76	6.59		

Equations 4.7-4.11 revealed that brand perception, brand awareness, brand association, and other asset types significantly influence brand value at the 0.01 level of statistical

significance, accounting for 92%, 79%, 80%, 77%, and 74% of the relationships, respectively.

The relationship path of the structural equation model measuring latent variables within the online marketing model of organic agricultural products in community enterprises (OPDP) with manifest variables is presented.

PAW = 0.69**OPDP,	Errorvar. = 0.53,	R² = 0.47	…(4.12)
-	(0.01)		
-	12.77		
ANE = 0.85**OPDP,	Errorvar. = 0.28,	R² = 0.72	…(4.13)
(0.03)	(0.01)		
14.85	9.21		
PLK = 0.81**OPDP,	Errorvar. = 0.35,	R² = 0.65	…(4.14)
(0.03)	(0.01)		
14.23	10.21		
PCH = 0.80**OPDP,	Errorvar. = 0.36,	R² = 0.64	…(4.15)
(0.03)	(0.01)		
14.49	11.88		
LYT = 0.75**OPDP,	Errorvar. = 0.44,	R² = 0.56	…(4.16)
(0.04)	(0.02)		
12.79	10.46		
WOM = 0.82**OPDP,	Errorvar. = 0.32,	R² = 0.68	…(4.17)
(0.03)	(0.01)		
14.64	9.12		

From equations 4.12-4.17, it was found that product awareness, alternative evaluation, product liking, purchase, loyalty, and word-of-mouth are significantly important to the online marketing model of organic agricultural products in community enterprises at a statistical significance level of 0.01, with the ability to explain the relationships at 47%, 72%, 65%, 64%, 56%, and 68%, respectively.

Structural Equation (Structural Equations)

The results of the path analysis from the structural model, which is an alternative model used to explain the influence paths from the prediction equation.
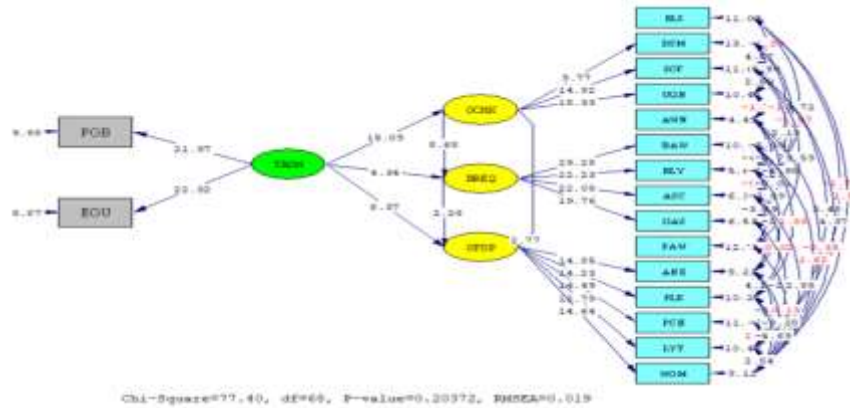
Figure 4.2.7 Alternative Structural Relationship Model Explaining the Relationship Paths from The Prediction Equation (T-Value)

Structural Equations

OCMK =	0.83***TAOM,		Errorvar.	=0.32,	R²=
	0.68……………………..…….……….…….………(4.18)				
	(0.05)		(0.05)		
	15.09		6.18		
BREQ=	0.44***TAOM +		0.47**OCMK,	Errorvar.	=0.13, R²=
	0.87…………............………(4.19)				
	(0.07)	(0.08)		(0.03)	
	4.34	8.68		4.83	
OPDP =	0.17*TAOM +0.28**OCMK + 0.32*BREQ, Errorvar. =0.23, R²= 0.77……..…(4.20)				
	(0.09)	(0.15)	(0.14)	(0.04)	
	8.37	2.77	2.28	5.65	

Equation (4.18) revealed a significant influence of technology acceptance on online content marketing at the 0.01 level, with an explanatory power of 68%. Equation (4.19) revealed a significant influence of technology and online content marketing on brand value at the 0.01 level, with an explanatory power of 87%. With an explanatory power of 77%, equation (4.20) revealed that the acceptance of technology, online content marketing, and brand value significantly influence the online marketing model of organic agricultural products in community enterprises at the 0.01 and 0.05 levels of statistical significance.

Results of the Path Analysis of the Alternative Model

Table 6. Analysis of Total Relationships, Direct Relationships, And Indirect Relationships of the Alternative Model

ตัวแปรตาม	ความสัมพันธ์	ตัวแปรอิสระ			
		TOM	OCMK	BREQ	OPDP
OCMK	DE	0.83***	N/A	N/A	N/A
	IE	N/A	N/A	N/A	N/A
	TE	0.83***	N/A	N/A	N/A
BREQ	DE	0.29**	0.67**	N/A	N/A
	IE	0.56**	N/A	N/A	N/A
	TE	0.85***	0.67**	N/A	N/A
OPDP	DE	0.79**	0.42**	0.32*	N/A
	IE	0.17**	0.21*	N/A	N/A
	TE	0.96**	0.63**	0.32*	N/A

Chi-Square= 77.40, df=68, p-value = 0.204, GFI=0.98, AGFI=0.95, RMR=0.007, RMSEA=0.019, CFI=1.00, CN=503.98

R² for Endogenous Variable					
RLS	DSM	SCF	UQN	AWN	BAW
0.65	0.24	0.51	0.67	0.92	0.79

R² for Endogenous Variable					
BLY	ASC	OAS	PAW	ANE	PLK
0.80	0.77	0.74	0.47	0.72	0.65

R² for Exogenous Variable					
PCH	LET	WOM	POB	EOU	
0.64	0.56	0.68	0.77	0.81	

R² for Structural Equations					
OCMK	BREQ	OPDP			
0.68	0.87	0.77			

เมทริกซ์สหสัมพันธ์ระหว่างตัวแปรแฝง					
	OCMK	BREQ	OPDP	TAOM	
OCMK	1.00				
BREQ	0.92	1.00			
OPDP	0.78	0.74	1.00		
TAOM	0.83	0.85	0.86	1.00	

Table 6. explains the relationship path. Technology acceptance (TAOM) has the most direct influence on online content marketing (OCMK) at 0.83, followed by direct influence on online marketing models of organic agricultural products in community enterprises (OPDP), and Brand value (BREQ) is measured at 0.79, and 0.29, respectively, with an indirect influence on brand value (BREQ) and online marketing methods of organic agricultural products in community enterprises (OPDP) at 0.56 and 0.17. The value of a brand directly influences the online marketing model of organic agricultural products in community enterprises, and technology acceptability also directly impacts this marketing strategy. Technology acceptability exerts an indirect effect on brand value via online content marketing. Technology adoption exerts an indirect effect on the online marketing model of organic agricultural products in community enterprises via online content marketing and brand value, evidenced by a path coefficient of 0.17, which is statistically significant at the 0.01 level.

Discussion

Community enterprises, operated by interconnected individuals who share a common lifestyle and come together to conduct business, are community-run businesses involved in the production of goods and services. (Rostami, K., & Salehi, L. ,2024). They play a crucial role in creating a stable foundation for the country by strengthening grassroots economies, distributing employment opportunities, generating jobs and income, reducing expenses, and promoting self-reliance.(Buheji, M., & Muhorakeye, L.,2023).Community enterprises encounter primary challenges in marketing, finance, and management, impeding their growth into robust entities that can endure in a dynamic economic landscape (Madhu Bala, Deepak Verma, 2018).

The online marketing framework for community firms entails formulating marketing strategies that correspond with consumers' online purchasing behaviors, including technological use.(Aripin, Z., & Yulianty, F.,2023).This paradigm can be categorized under two methodologies: Online stores on Facebook must encompass the management of multiple elements for product sales, including page naming, user identification, provision of address information, mapping, business hours, email communication, consistent page formatting aligned with sales activities, advertisement creation, composition of store reviews, and delineation of the target audience for the pages. (Shetu, S. N.,2023). When acquiring products via Facebook fans, purchasers emphasize the quality of information systems, encompassing elements such as service quality, distribution, system quality, product quality, and sales promotion.(Raees, M., Khan, S., & Zaheer,

K.,2023). All five aspects affect consumer satisfaction with Facebook businesses, and a satisfied client base enhances the organization's advantages, resulting in higher purchase volume and velocity.(Hosain, M. S., & Mamun, A. M. A.,2023).

Theoretical Implications

This study is very important theoretically since it helps to establish brand value and thereby influences consumer acceptability using content marketing. Good content marketing was discovered to affect purchasing decisions and engagement, therefore fostering people to trust the product and generate a positive image (Hollebeek & Macky, 2019; Akram et al., 2021). Furthermore influencing consumer buying behavior is the view of advantages and convenience of adopting technology, as revealed by the Technology Acceptance Model (TAM), which also influences In terms of brand value theory, this study shows how content management communication techniques produce distinctive branding and foster consumer trust— qualities absolutely important in digital marketing (Aaker, 1996; Kim & Ko, 2019). Emphasizing sustainable development approaches that care for the environment and community-level agricultural products, is also crucial in establishing concepts connected to health and environmental marketing (Huang & Sarigöllü, 2020; Khanchanapong & Taweesuk, 2021).

Managerial Implications

This paper emphasizes for community companies the administration of digital marketing planning and resource allocation. Developing a unique image and brand for community items and separating them from rivals depend on effective communication techniques. According to the studies, content management should be carried out properly if one wants to create product confidence. Furthermore, because of the simplicity with which one may acquire product information and transportation, technological integration might draw national sales and foreign clients. Furthermore underlined in the paper is the use of resources grounded on sustainability, which generates a competitive market advantage and advances long-term economic sustainability. (Johnson & Lee, 2021; Martinez & Rivera, 2021)

Conclusion

The overview of this study emphasizes the need for management to develop digital marketing plans and handle resources inside local companies. It emphasizes developing a competitive advantage using successful communication techniques. Attracting consumer interest by leveraging valuable content and stressing the actual advantages of community products depends mostly on developing their image and identity. This will inspire curiosity from the target audience and aid in increasing brand confidence. (N Huey & Simkin, 2022) Furthermore, the incorporation of technology into corporate activities efficiently broadens the clientele to global markets, so boosting sales and chances for expansion. This is particularly true when consumers may easily and fast obtain product information as well as gain from better mobility (Kim, 2023). The study also underlined the need for sustainable resource usage through business models that take environmental and community effects into account, therefore fostering long-term economic development and giving companies inside the community a competitive advantage. Garcia & Valenzuela (2022) This study also shows a way to create marketing plans stressing community involvement and value creation for local products, thereby addressing the requirements and behavior of customers in the digital age. Executives will be guided in establishing plans appropriate for the state of the present market through the facts acquired from the research. 2023: Singh & Singh

Limitations and Future Research Agenda

This study exclusively examines community companies in central Thailand, and the results may not be universally relevant to other regions. This study exclusively examines consumer behavior, disregarding other elements such as economic, social, and cultural circumstances that require additional exploration. Moreover, the swift progression of technology may result in internet marketing platforms not properly integrating

these   emerging   technologies.
Prospective research trajectories Comparative analyses should be undertaken between regions in Thailand or between nations. Furthermore, we ought to undertake longitudinal studies and integrate emerging media such as the metaverse. Furthermore, we want to devise research methodologies distinctively, incorporating experimental procedures. These proposals seek to rectify existing constraints and enhance comprehension of content marketing and brand value that influence internet marketing platforms about organic agricultural products.

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