The Development of Digital Commerce in Community Enterprise Products to Promote the Distribution of Samut Songkhram Province

Authors : Natcha Wattanaprapa, Alongkorn Taengtong, Phachaya Chaiwchan

Abstract : This study investigates and promotes the distribution of community enterprise products of Samut Songkhram province by using e-commerce web technology to help distribute the products. This study also aims to develop the information system to be able to operate on multiple platforms and promote the easy usability on smartphones to increase the efficiency and promote the distribution of community enterprise products of Samut Songkhram province in three areas including Baan Saraphi learning center, the learning center of Bang Noi Floating market as well as Bang Nang Li learning center. The main structure consists of spreading the knowledge regarding the tourist attraction in the area of community enterprise, e-commerce system of community enterprise products, and Chatbot. The researcher developed the system into an application form using the software package to create and manage the content on the internet. Connect management system (CMS) word press was used for managing web pages. Add-on CMS word press was used for creating the system of Chatbot, and the database of PHP My Admin was used as the database management system. The evaluation by the experts and users in 5 aspects, including the system efficiency, the accuracy in the operation of the system, the convenience and ease of use of the system, the design, and the promotion of product distribution in Samut Songkhram province by using questionnaires revealed that the result of evaluation in the promotion of product distribution in Samut Songkhram province was the highest with the mean of 4.20. When evaluating the efficiency of the developed system, it was found that the result of system efficiency was the highest level with a mean of 4.10.