

# Creative Marketing Strategies to Enhance Consumers' Perceived Value of Ratchaburi Sea Salt, Thailand

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**Abstract**— This study investigates the effects of creative marketing strategies on consumers' perceived value of sea salt produced in Ratchaburi, Thailand, a region known for its high-quality traditional sea salt products. In light of increasing competition and the need for local producers to enhance product differentiation, understanding how innovative marketing approaches influence consumer perception is crucial. This research adopts a mixed-method design, combining quantitative and qualitative approaches, to provide a comprehensive analysis. Data were collected from 385 sea salt consumers using structured questionnaires that measured the impacts of online marketing, brand storytelling, and creative promotional strategies on perceived value. Statistical analyses included descriptive statistics to summarize demographic and behavioral data, *t*-tests and ANOVA to compare group differences, MANOVA to assess multiple dependent variables simultaneously, correlation analysis to explore relationships among variables, and Stepwise Multiple Regression Analysis to identify the most influential factors. The findings reveal that online marketing and creative promotional strategies significantly enhance consumers' perceived value, while brand storytelling also plays a meaningful role by fostering emotional engagement and loyalty toward the product. These results highlight the importance of integrating multiple creative marketing approaches to strengthen product positioning and consumer appreciation in traditional and niche markets. The study provides practical insights for local producers and marketers, emphasizing that a well-designed combination of digital marketing, storytelling, and promotional creativity can increase market visibility, improve consumer perception, and ultimately support sustainable business growth. This research contributes to the academic literature by offering empirical evidence on the effectiveness of creative marketing strategies in the context of traditional specialty products, providing guidance for future marketing initiatives and policy development in regional product promotion.

**Keywords**— Creative Marketing, Perceived Value, Sea Salt, Online Marketing, Brand Storytelling.

## I. INTRODUCTION

Ratchaburi, a province located in western Thailand, is widely recognized for its production of high-quality sea salt, which has been cultivated using traditional methods for generations. Despite the superior quality and unique characteristics of Ratchaburi sea salt, local producers often encounter challenges in effectively marketing their products and enhancing consumers' perceived value. Limited brand awareness, intense competition from industrially-produced salts, and a lack of innovative marketing strategies contribute to these challenges.

In today's rapidly evolving digital landscape, creative marketing has become essential for promoting local and niche products. Strategies such as online marketing, brand

storytelling, and innovative promotional campaigns can significantly influence consumer perception, build emotional connections, and differentiate products in the marketplace. Online marketing allows producers to reach a broader audience efficiently, while brand storytelling enables them to communicate the history, culture, and unique qualities of their products, fostering stronger engagement and loyalty. Creative promotional strategies, such as interactive campaigns, limited-time offers, and experiential marketing, further enhance the perceived value by providing memorable and meaningful consumer experiences.

Given these considerations, this study aims to provide empirical evidence on how creative marketing strategies influence consumers' perceived value of Ratchaburi sea salt. By understanding these relationships, local producers and marketers can design more effective marketing initiatives to strengthen brand recognition, enhance consumer appreciation, and ultimately increase sales.

The main objectives of this study are:

1. To investigate the effect of online marketing on consumers' perceived value.
2. To examine the role of brand storytelling in influencing consumer perception.
3. To analyze the impact of creative promotional strategies on perceived value.

The findings of this research are expected to offer practical insights for local producers and marketers, demonstrating how integrated creative marketing approaches can improve consumer perception and support sustainable growth in traditional and niche product markets.

## II. LITERATURE REVIEW

Consumer Perceived Value Theory posits that consumers assess the worth of a product by weighing its benefits against its costs. These benefits can be both tangible, such as quality, price, and functionality, and intangible, such as brand image, emotional satisfaction, and social recognition. Understanding perceived value is crucial for marketers because it directly influences purchase intention, customer satisfaction, and brand loyalty.

Brand Storytelling Theory emphasizes the power of narrative in marketing. By conveying the history, culture, or unique qualities of a product through stories, brands can create emotional connections with consumers, foster engagement, and strengthen loyalty. Storytelling allows consumers to relate personally to the brand, transforming the consumption

experience into a meaningful interaction rather than just a transactional purchase.

Previous research has demonstrated that creative marketing strategies, including online marketing, brand storytelling, and innovative promotional campaigns, can effectively enhance consumer engagement, brand awareness, and perceived value. These strategies have been shown to be particularly effective in differentiated markets where products compete on attributes beyond basic functionality. Creative approaches can evoke positive emotions, encourage word-of-mouth promotion, and improve overall customer satisfaction.

Despite the growing body of research on creative marketing, limited studies have focused specifically on traditional or regional products such as Ratchaburi sea salt. Local products often face unique challenges, including limited brand visibility, competition from mass-produced alternatives, and the need to communicate cultural and artisanal value to consumers.



Fig. 1. Traditional salt production in Thailand.

Therefore, examining the impact of creative marketing strategies on the perceived value of traditional products can provide both theoretical insights and practical guidance for regional producers. This study aims to fill this gap by exploring how online marketing, brand storytelling, and creative promotional strategies influence consumers' perceived value of Ratchaburi sea salt, offering empirical evidence and actionable recommendations for enhancing marketing effectiveness in traditional product markets.

### III. METHODOLOGY

#### 3.1 Research Design

This study employed a mixed-method approach with a qualitative foundation to provide an in-depth understanding of consumer behavior regarding sea salt in Ratchaburi. The mixed-method design allows for both comprehensive qualitative insights and quantitative measurement of key marketing factors, ensuring reliable and robust findings suitable for academic publication.

#### 3.2 Population and Sample

The study population consisted of sea salt consumers in Ratchaburi province. A total of 385 respondents were selected using convenience sampling, which is appropriate for exploratory research in niche markets. The sample size was

determined to ensure sufficient statistical power for multivariate analyses.

#### 3.3 Data Collection

Data were collected using structured questionnaires designed to measure consumers' perceptions of online marketing, brand storytelling, and creative promotional strategies. Respondents rated each item on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire was adapted from previous studies and carefully tailored to the local context to ensure clarity, relevance, and reliability.

#### 3.4 Data Analysis

The collected data were analyzed using appropriate statistical methods, including:

- Descriptive statistics to summarize respondents' demographic characteristics and profiles.
- t-tests, ANOVA, and MANOVA to compare differences across groups.
- Correlation analysis to explore relationships among variables.
- Stepwise Multiple Regression Analysis to identify the most significant predictors of perceived value.

All regression assumptions-including normality, linearity, homoscedasticity, and multicollinearity-were carefully tested to ensure the validity and reliability of the results.

### IV. CONCEPTUAL MODEL

The present study, entitled "Creative Marketing Strategies to Enhance Consumers' Perceived Value of Ratchaburi Sea Salt, Thailand", proposes the following conceptual framework.

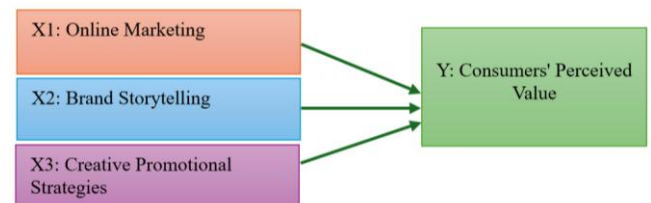


Fig. 2. illustrates the conceptual framework of the study.

### V. RESULTS

TABLE 1. Descriptive Statistics

Variable	N	Mean	SD
Online Marketing (X1)	385	4.12	0.58
Brand Storytelling (X2)	385	3.95	0.62
Creative Promo Strategies(X3)	385	4.05	0.60
Perceived Value (Y)	385	4.20	0.55

TABLE 2. Stepwise Multiple Regression Analysis

Predictor	Beta	t	p-value
Online Marketing (X1)	0.35	6.12	<0.01
Creative Promo Strategies(X3)	0.28	4.85	<0.05
Brand Storytelling (X2)	0.21	3.67	<0.05
<b>R<sup>2</sup></b>	<b>0.58</b>		

Showing consumers' perceived value by factor. The results indicate that online marketing (X1) yielded the highest

perceived value, followed by creative promotional strategies (X3) and brand storytelling (X2).

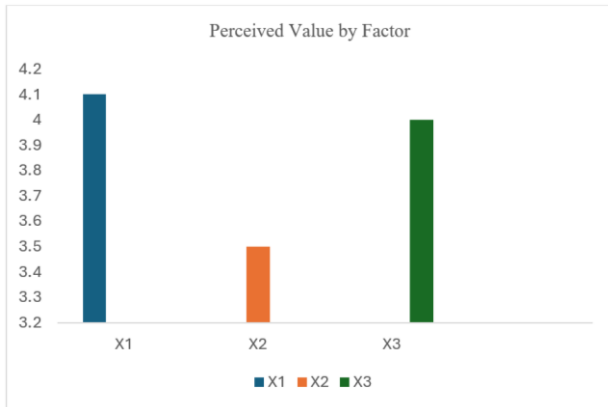


Fig 3. Example Graph: Bar Chart (ASCII) Perceived Value by Factor

## VI. DISCUSSION

The findings of this study indicate that creative marketing strategies have a significant positive impact on consumers' perceived value of Ratchaburi sea salt. Specifically, online marketing enhances product awareness, accessibility, and information dissemination, allowing consumers to easily explore the benefits of the product. Creative promotional strategies, such as innovative campaigns, special offers, and interactive activities, increase consumer engagement and encourage repeat interactions with the brand. Furthermore, brand storytelling plays a crucial role in establishing emotional connections with consumers, reinforcing brand identity, and building long-term loyalty. By conveying the unique history, production process, and cultural significance of Ratchaburi sea salt, producers can create meaningful narratives that resonate with their target audience.

The integration of these strategies provides a synergistic effect: online marketing ensures visibility and reach, creative promotions enhance participation and interest, and brand storytelling fosters trust and loyalty. Collectively, these approaches enable sea salt producers in Ratchaburi to differentiate their products in a competitive market, strengthen brand equity, and ultimately increase consumers' perceived value.

These findings are consistent with previous research highlighting the importance of multi-dimensional marketing approaches in enhancing perceived value, particularly for traditional or niche products. They also provide practical implications for marketers seeking to effectively position their products, maximize engagement, and cultivate lasting consumer relationships.

## VII. CONCLUSION

This study demonstrates that creative marketing strategies have a substantial and positive effect on consumers' perceived value of Ratchaburi sea salt. Among these strategies, online marketing effectively increases product visibility, accessibility, and consumer awareness, while innovative promotional campaigns foster engagement, interest, and repeated interactions with the brand. Brand storytelling contributes to stronger

emotional connections, reinforces brand identity, and enhances consumer loyalty over time. The integration of these strategies highlights the importance of a multi-dimensional marketing approach for traditional products. By combining online presence, creative promotions, and meaningful narratives, local producers can differentiate their products, strengthen brand equity, and improve overall consumer perception. This approach not only supports market competitiveness but also encourages sustainable growth for small and medium-sized enterprises in the region. Furthermore, the findings provide practical implications for marketers, emphasizing that understanding consumer behavior, leveraging digital platforms, and crafting authentic stories are crucial for enhancing perceived value. This research underscores the necessity for strategic marketing in traditional product markets and offers actionable insights that local producers in Ratchaburi can implement to increase consumer satisfaction, brand loyalty, and long-term business success.

## VIII. SUGGESTIONS

1. Practical: Local producers should utilize online campaigns, social media, and creative promotions to enhance perceived value.
2. Research: Future research could explore additional factors, including pricing strategies, packaging, and consumer perceptions in different regions.

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