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## **Satisfaction Toward on Agricultural Extension by Social Media of Phokaruna Co., Ltd. in Chiang Mai Province**

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**Abstract** This research aimed to study the situation of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd. and the satisfaction of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd. Samples were the customers of Phokaruna Co., Ltd. in Chiang Mai Province that visit the social media in agricultural extension services of the company in amount of 280 people. Data were collected using the questionnaires and analyzed by frequency and percent calculation. The research results revealed that 1) the customers of Phokaruna Co., Ltd. that visit the social media in agricultural extension services of the company were mostly male at the age of 41-50 years old. Besides, the level of education was mostly bachelor's degree while the majority had job as agriculturist and the family income per month was 10,001-20,000 baht. Typically, social media using took less than 30 minutes. Overall, the main purpose of using social media was to contact with the company for inquire the details of the products. 2) In case of customer satisfaction on agricultural extension exposure via social media of Phokaruna Co., Ltd. satisfied at high level. Mostly, they were answered the agriculture problems rapidly and save cost when compared with going to find the information by themselves.

**Keywords:** satisfaction, agricultural extension, social media, Phokaruna Co., Ltd.

### **Introduction**

Nowadays, social media has an important role in the daily lives of people in Thai society more and tends to expand continuously in a wide area from the respond of people in the society with the behavior of consuming online media more. The various agencies and organization of the government and private sectors have used social media in the various work operations such as communication, education, marketing, entertainment and political communication. The agricultural sector both the public and private sector has placed importance to using social media in agricultural extension. The social media has been used

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in circulating data, news, agricultural knowledge and open an opportunity for exchanging and sharing useful knowledge to agriculturists and interested people. This has created the agricultural development of the country regarding efficiency increase in the production and quality of the increased production continuously.

Using of social media in the agricultural extension has made the agricultural extension format to start to change from the old way that it used interpersonal media, printing media, audio-visual media and activity media as a new media used in the information technology such as internet that can connect the information around the world conveniently and quickly. Most of them use e-mail, world wide web or www and social network which is the phenomenon of connecting people on the internet world and connecting the network with online community such as Facebook that used the basic system of the website that create interaction between people who used social media in agricultural extension as the community channel that can interact between people and can survey opinions, attitudes or the need of agriculturists or the target group very well. (Udomsin, 2011).

Phokaruna Co., Ltd. has operated the business along with agricultural extension to agriculturists in the North region. The media used in promoting the agriculture will be mixed media including personal media, press and activity media. At present, business operation of the company so that it can be competition today and there has been a change of the strategy in selling the goods and service to use an online media in the format of e-commerce with their own products by using social media that has grown quickly and popular around the world which is Facebook and LINE which are easy and convenient way of communication in a very fast way and reach a large amount of people in a very short period of time which makes the agricultural promulgation, goods advertisement, buying of goods and service of the company to be more convenient and faster and reduce the cost of advertising and also open an opportunity for an exchange and share beneficial knowledge to agriculturists and interested people.

To use social media in promoting the agriculture of the company is to use the technology to promote the work operation to that it would be easy and faster. At the same time, agriculture business in Chiang Mai Province started to use social media more but it is sell their product rather than to promote the agricultural knowledge or information to agriculturists or interested people. We can say that Phokaruna company uses social media in business and promote the agricultural knowledge to agriculturists or interested people completely and provide agricultural information continuously but the important thing in using the social media is to receive continuous development in reaching the social

media, development and improvement on knowledge, finding information, news that would be used in developing the agricultural occupation of agriculturists and agricultural officers and general people, application of various sources so that it would be suitable with agriculture in the local area and the target group.

Starting from the day that the company has started to use an social media in agricultural extension until today, there has never been an customers satisfaction evaluation on agricultural extension exposure via social media of company in order to develop the various formats as mentioned.

From the reason above, the research is interested to study satisfaction toward on agricultural extension by social media of Phokaruna Co., Ltd. in Chiang Mai province in order to evaluate an customers satisfaction on agricultural extension exposure via social media of Phokaruna Co., Ltd. in order to improve the mentioned above to be suitable with agriculturist and the target group which would influence the agriculture development next.

Objectives: 1 To study the situation of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd.

2 To study the satisfaction of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd.

## **Materials and methods**

This research has the main objective to study the satisfaction of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd. which has research conducting method on population, the sample group, tools used in the research, data collection and data analysis are as follows.

### ***Population and sample group***

1.1) The population used in the research was customers of Pokaruna Co., Ltd in Chiang Mai Province who came to use the service of social media in agricultural extension of the company consisting of media users in various districts in Chiang Mai Province having access to the Internet in the number of 1, 115people.

1.2) The sample group was customers of Phokaruna Co., Ltd. in Chiang Mai Province who come to use the service of social media of the company. The researchers sent letters via Facebook and LINE to customers who are population in the number of 1, 115people in order to request cooperation in answering questions and there were 892customers who responded and were glad to provide cooperation. The researcher had specified it to be the Sampling Frame and then specified the size of the sample group by using Taro Yamane (1967)'s formula which had the sample size of 280 people and used

proportionate stratified sampling in order to select according to the district ratio and then sampling in each districts by using the Simple Random Sampling in order to receive the proportionate amount in each district.

### ***The tools used in the research***

This research used questionnaire as a tools in collecting the data which consists of 3 parts of questions as follows.

Part 1 the general characteristic of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd.

Part 2 the situation of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd.

Part 3 the satisfaction of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd.

The researcher had verified the validity and reliability of questionnaires by using Cronbach's Alpha before the data collection actually and verify the validity of questionnaires, the researcher had brought the questionnaire to consult with the advisors and experts on online social media and then adjust the content in the questionnaires so that it would be complete and correct according to the research objective. As for the reliability of the questionnaires, the researchers have answered in the part 3 to test with 30 customers in Lamphoon Province which had Cronbach's Alpha of 0.98.

As for the data collection, the researcher has collected the data by using questionnaires that had been created and interviewed the sample group by themselves. The data were collected from questionnaires and recorded into computer and processed by statistic programs.

### ***The method of data analysis***

The statistics used in analyzing the data were descriptive statistics which was used to find the basic statistic value including frequency, percentage and means of minimum value and maximum value. As for analysis of the satisfaction of customers, it used Weight mean Score by specifying the satisfaction as follows.

4.50 – 5.00 means the highest satisfaction

3.50 – 4.49 means the high satisfaction

2.50 – 3.49 means the moderate satisfaction

1.50 – 2.49 means the low satisfaction

1.00 – 1.49 means the lowest satisfaction

## Results

Regarding the data analysis for the research on " Satisfaction Toward on Agricultural Extension by Social Media of Phokaruna Co., Ltd. in Chiang Mai Province ", the researcher had used the data from the sample group collected in the number of 280 sets in order to analyze by statistical method according to the objective of the research and then proposed the analysis result for 3 parts as follows.

Part 1 the general characteristics of the sample group

Part 2 the situation of the sample group on agricultural extension exposure via social media of Phokaruna Co., Ltd.

Part 3 The satisfaction level of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd.

### *Part 1 Analysis result of the general characteristics of the sample group*

**Table 1.** The amount and percentage of the sample group by sex.

Sex	Amount	Percentage
Man	173	61.79
Woman	107	38.21
Total	280	100

From the table 1, it was found that most of the sample group in the number of 61.79 percent were male and 38.21 percent were female.

**Table 2.** The amount and percentage of the sample group by age.

Age	Amount	Percentage
30 – 40 years old	8	2.86
41-50 years old	143	51.07
51-60 years old	123	43.93
60 years and over	6	2.14
Total	280	100
average		49.27
maximum		66
minimum		31

From the table 2, it was found that the sample group in the number of 51.07 percent were in the age of 41-50 years and then 43.93 percent were in the age of 51-60 years. The average age was 49.27 years and the minimum age was 31 years and the maximum age was 66 years.

**Table 3.** The amount and percentage of the sample group by level of education

Level of education	Amount	Percentage
Lower Primary	-	-
Primary education	7	2.50
Secondary education	56	20.00
Bachelor degree	194	69.29
Postgraduate degree	23	8.21
Total	280	100

From the table 3, it was found that most of the sample group in the number of 69.29 percent graduated with bachelor degree and then 20.00 percent had secondary education. There were people with postgraduate degree for 8.21 percent and people with primary education were in the lowest amount which was only 2.50 percent.

**Table 4.** The amount and percentage of the sample group by occupation

Occupation	Amount	Percentage
Agriculturist	201	71.78
Personal business	43	15.36
private company employees	12	4.29
government officials	24	8.57
Total	280	100

From the table 4, it was found that most of the sample group in the number of 71.78 percent were agriculturist and then 15.36 percent were personal business and 8.57 percent were government officials. There was only 4.29 percent who were private company employees.

**Table 5.** The amount and percentage of the sample group by income

Income	Amount	Percentage
Less than 5000 Baht	9	3.21
5001-10,000 bath	25	8.93
10,001-20,000 bath	132	47.15
20,001 baht and over	114	40.71
Total	280	100
average		18,792.86
the maximum		40,000
the minimum		4,000

From the table 5, it was found that the sample group in the number of 47.15 percent had family income of 10,000-20,000 baht and then 40.71 percent had the income 20,001 baht and over and the average income of 18,792.86 baht and the minimum amount was 4,000 baht and the maximum amount was 40,000 baht.

**Part 2 Analysis result of the situation of the sample group on agricultural extension exposure via social media of Phokaruna Co., Ltd.**

**Table 6.** The number and percentage of the sample group by the time period to used social media to contact with the company.

The time period	Amount	Percentage
06.01AM-12.00PM	48	17.14
12.01PM-03.00PM	20	7.15
03.01PM-06.00PM	24	8.57
06.01PM-06.00AM	188	67.14
Total	280	100

From the table 6, it was found that the time period that the sample group used social media to contact with the company the most was during 06.01PM-06.00AM which was 67.14 percent and then during 06.01AM-12.00PM which was 17.14 percent and the third, was during 03.01PM-06.00PM which was 8.57 percent and during 12.01PM-03.00PM was the lowest amount which was 7.15 percent.

**Table 7.** The number and percentage of the sample group by duration of the used the time in online social media to contact with the company

The duration	Amount	Percentage
Less than 30 mins	129	46.07
30 mins-1 hrs.	97	34.64
1-2 hrs.	50	17.86
2 hrs. and over	4	1.43
Total	280	100

From the table 7, it was found that mostly, the sample group that used the time in online social media to contact with the company for less than 30 minutes was 46.07 percent and then 30 minutes-1 hour which was 34.64 percent and the third, was 1-2 hours which was 17.86 percent and 2 hours and over was in the number of 1.43 percent.

**Table 8.** The number and percentage of the sample group by the purpose of using social media to contact with Phokaruna Co., Ltd.

The purpose to contract with Phokaruna Co.,Ltd.	Amount	Percentage
To buy products	78	27.86
To inquire the details of products	118	42.14
To ask the agricultural problems	73	26.07
To exchange agricultural knowledge	11	3.93
Total	280	100

From the table 8, it was found that customers in the number of 42.14 percent used social media to contact with Phokaruna Co., Ltd in order to

inquire the details of the products and then 27.86 percent used it to buy products and 26.07 percent had used it to ask the agricultural problems and it was found that only 3.93 used it to exchange agricultural knowledge.

**Part 3 Analysis result of the satisfaction level of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd.**

**Table 9.** The satisfaction level of the sample on agricultural extension exposure via social media of Phokaruna Co., Ltd.

Subject	The satisfaction level					$\bar{X}$	S.D.	Meaning
	The highest level (Percent)	The high level (Percent)	The moderate level (Percent)	The low level (Percent)	The lowest level (Percent)			
1. Customers have received information from the company easily and quickly.	148 (52.86)	107 (38.21)	25 (8.93)	-	-	4.44	0.65	high
2. Customers have received agricultural information that is modern and up-to-date.	70 (25)	78 (27.86)	118 (42.14)	14 (5)	-	3.72	0.89	high
3. Customers can express their opinions.	151 (53.93)	84 (30)	28 (10)	17 (6.07)	-	4.32	0.89	high
4. Customers can create their individuality.	96 (34.29)	146 (52.14)	22 (7.86)	16 (5.71)	-	4.15	0.79	high
5. Customers can contact with Phokaruna Co., Ltd quickly.	162 (57.86)	86 (30.71)	32 (11.43)	-	-	4.46	0.69	high

**Table 9.** The satisfaction level of the sample on agricultural extension exposure via social media of Phokaruna Co., Ltd. (continued)

Subject	The satisfaction level					$\bar{X}$	S.D.	Meaning
	The highest level (Percent)	The high level (Percent)	The moderate level (Percent)	The low level (Percent)	The lowest level (Percent)			
6. Customers can communicate with the company accurately, certainly and without error.	192 (68.57)	88 (31.43)	-	-	-	4.69	0.47	highest
7. Customers can communicate with the company without a time limit.	179 (63.93)	67 (23.93)	34 (12.14)	-	-	4.52	0.70	highest
8. Can communicate with a variety persons relating to the agricultural information via the Phokaruna Co., Ltd.	37 (13.21)	176 (62.86)	67 (23.93)	-	-	3.89	0.60	high
9. To save cost when compared with going to find the information by themselves.	198 (70.71)	67 (23.93)	15 (5.36)	-	-	4.65	0.58	highest

**Table 9.** The satisfaction level of the sample on agricultural extension exposure via social media of Phokaruna Co., Ltd. (continued)

Subject	The satisfaction level					$\bar{X}$	S.D.	Meaning
	The highest level (Percent)	The high level (Percent)	The moderate level (Percent)	The low level (Percent)	The lowest level (Percent)			
10. Phokaruna Co., Ltd had outstanding products presentation which was different from other places.	185 (66.07)	56 (20)	20 (7.14)	19 (6.79)	-	4.45	0.94	high
11. Customers have received news and interest agricultural knowledge.	161 (57.50)	88 (31.43)	31 (11.07)	-	-	4.46	0.69	high
12. Customers have exchanged agricultural information with variety persons.	120 (42.86)	132 (47.14)	28 (10)	-	-	4.32	0.65	high
13. Customers have been answered or solved the agricultural problems from Phokaruna Co., Ltd.	218 (77.86)	54 (19.29)	8 (2.85)	-	-	4.75	0.49	highest
14. The after-sales service via Facebook or LINE.	174 (62.14)	59 (21.07)	34 (12.15)	13 (4.64)	-	4.41	0.88	high

**Table 9.** The satisfaction level of the sample on agricultural extension exposure via social media of Phokaruna Co., Ltd. (continued)

Subject	The satisfaction level					$\bar{X}$	S.D.	Meaning
	The highest level (Percent)	The high level (Percent)	The moderate level (Percent)	The low level (Percent)	The lowest level (Percent)			
15 Customers can verify the products shipping information via Facebook or LINE.	165 (58.93)	104 (37.14)	11 (3.93)	-	-	4.55	0.57	highest
16. Customers have trust in the quality of the products by seeing data on Facebook or LINE.	148 (52.86)	93 (33.21)	39 (13.93)	-	-	4.38	0.72	high
17. Phokaruna Co.,Ltd. have good relationship with customers via Facebook or LINE.	159 (56.78)	87 (31.07)	22 (7.86)	12 (4.29)	-	4.40	0.81	high
18. Selling via Facebook or LINE consistent with the need of customers who cannot come to buy products by themselves.	166 (59.29)	76 (27.14)	38 (13.57)	-	-	4.46	0.72	high
19 Products selling channels via Facebook or LINE of the company is suitable.and easy to purchase.	176 (62.86)	81 (28.93)	23 (8.21)	-	-	4.54	0.64	highest

**Table 9.** The satisfaction level of the sample on agricultural extension exposure via social media of Phokaruna Co., Ltd. (continued)

Subject	The satisfaction level					$\bar{X}$	S.D.	Meaning
	The highest level (Percent)	The high level (Percent)	The moderate level (Percent)	The low level (Percent)	The lowest level (Percent)			
20. Products selling channel via Facebook or LINE of the company is suitable.and easy to transfer money.	185 (66.07)	71 (25.36)	24 (8.57)	-	-	4.58	0.65	highest
	Total					4.41	0.70	high

From the table 9, it was found that in the overall customers have satisfaction in receiving agricultural news on social media from Phokaruna Co., Ltd. in a high level ( $\bar{x} = 4.41$ ). The point that customers have satisfaction in the highest level including answering questions or solving agricultural problems from Phokaruna Co., Ltd. ( $\bar{X} = 4.75$ ) and communication with Phokaruna Co., Ltd. accurately, certainly and without error ( $\bar{X} = 4.69$ ) and the point of save cost when compared with going to find the information by themselves ( $\bar{X} = 4.65$ ). As for the points that customers have satisfaction in a high level including communication with the company quickly ( $\bar{X} = 4.46$ ) and receiving news and interesting agricultural knowledge ( $\bar{X} = 4.46$ ) and selling via Facebook and LINE consistent with the needs of customers who cannot come to buy products by themselves.

## Discussion

Research result on Satisfaction toward on Agricultural Extension by Social Media of Phokaruna Co., Ltd. in Chiang Mai Province has important point that can be discussed as follows.

1. From the data of general characteristics of the sample group it was found that customers of Phokaruna Co., Ltd who received the agricultural news via online social media from Phokaruna Co., Ltd, most of them are male with

the age between 50-41 years graduating with bachelor degree. Most of them are agricultural profession with the average income between 10,20-001, 000 baht. We can see that customers who use online social media of Phokaruna Co., Ltd mostly would be in middle age and have been through reasonable work time and experience and most of them are agriculturist and graduated with bachelor degree so they have knowledge, ability in using online social media in communicating in order to find knowledge and develop their occupation and to be people with average income. is moderate. The time that customers use online social media to contact with the company the most is between 06.01PM- 06.00 AM which is the time off the work and need to rest by using online social media which is consistent with Rodtadsana (2011) which reports that the time period that the sample group used Facebook the most is 06.01PM - 10.00PM. This might be because the said period of time is after work and the time that the sample group uses the internet or Facebook for relaxation after work. Using of online social media to contact with the company mostly would be less than 30 minutes. The main purpose that customers used online social media in contacting with the company is to ask the details of agricultural products of the company which is consistent with Rodtadsana (2011) who found that the objective in using Facebook King Power of customers is to find information on the sale promotion the most.

2 As for the studying result of the satisfaction of customers on agricultural extension exposure via social media of Phokaruna Co., Ltd., it was found that in the overall, customers are satisfied in receiving agricultural news via social media from Phokaruna Co., Ltd in a high level. Customers are satisfied in the highest level on answering or solving agricultural problems from Phokaruna Co., Ltd. This is because customers use the answers received in solving the agricultural problems by themselves. This is consistent with Rodtadsana (2011) who found that customers of Facebook King Power has satisfaction to answering questions to the fan page the most because customers can receive answers to solve the problems that happen from using the service directly and this is consistent with Sothanasatien (2013) who said that utilizing and satisfaction in the media depend on the anticipation to receive the benefit from that thing.

## **Conclusion**

Regarding the research on Satisfaction toward on Agricultural Extension by Social Media of Phokaruna Co., Ltd. in Chiang Mai Province, the research result can be concluded as follows.

1. The sample group 51.07 percent is between 41-50 years with the average life of 49.27 years and 69.29 percent have graduated with a bachelor

degree. Most of them are agricultural profession in the number of 71.78% and 47.15 percent has monthly family income of 10,001-20,000 baht. The average income amount is 18,792.86 baht. The time period that the sample group use online social media to contact with the company the most is between 06.01 PM-06.00 AM which is 67.14 percent. The sample group in the number of 46.07 percent uses the time in online social media to contact with the company less than 30 minutes and 42.14 percent have the purpose in using online social media to contact with Phokaruna Co., Ltd in order to inquire the details of the products.

2. In the overall, customers are satisfied in receiving agricultural news via online social media from Phokaruna Co., Ltd in a high level. the point that customers are satisfied the most is answering to questions or solving agricultural problems from Phokaruna Co., Ltd and secondly, they can communicate with Phokaruna Co., Ltd accurately, certainly, and without error and the point of save cost when compared with going to find the information by themselves.

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