

Marketing Strategies for Recycled Innovative Products and Processing Industry of Steel Furniture and Home Décor Products in Bangkok, Thailand

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Abstract

The objectives of this research are 1) to study the marketing strategies for recycled innovative products and processing industry of steel furniture and home décor products in Bangkok, 2) to study the factors influencing marketing strategy, and 3) to propose strategies for developing marketing strategies. The research method is done with the data collection from the questionnaires on 400 consumers who bought the processed steel furniture and home décor products in Bangkok and the in-depth interviews with 18 experts in the processing industry of steel furniture and home décor products and academicians. The research results reveal that the variables that influence the marketing strategy with statistical significance at 0.01 level are; 1) the competitiveness of the products, 2) the use of digital media in marketing strategies, and 3) marketing strategies. The forecasting power is 68.3% which can define the forecasting equation in the form of standard scores of $Y = 0.051 + 0.233 X_1 + 0.326 X_2 + 0.317 X_3$. It is also found that the key to strategic and marketing management is to provide the best value of products to customers which will allow the operators to have more market shares. This can satisfy customers and financial results from investments as well as creating wealth for shareholders. Especially the increasing profits and growing market shares will make the business gain the most profits and revenues in the long term.

Keywords: Marketing Strategies, Recycled Innovative Products, Furniture and Home Décor Products

Introduction

The furniture industry is the large industry with high export value. However, as hardwood furniture is now more expensive, the furniture made from steel is developed to become very popular due to its durability. It can be designed to be suitable for use. In Thailand, it is found that the recycled innovative products and processing industry of furniture and home decor products made from steel are competitive (Kasikorn Thai Center, 2018: 1-7). The production trend of environmentally friendly products and the direction of Thailand 4.0 policy of the government that focuses on using innovation to drive the economy result in the response of industry and the attempt to develop, design, and invent the innovation and advanced technology to create added value and competitiveness in order to compete with foreign countries in the free world market (Federation of Thai Industries, 2018). This includes the recycled innovative products and processing industry of furniture and home decor products made from steel due to the rapid growth of both export and growth of the domestic market. Therefore, the development needs to be accelerated both in pattern and quality as well as the marketing strategies of the business to be competitive in the global market. As the world is now transformed into the digital era, the entire world is getting more connected. The trade barriers are reduced resulting in the international market system. People in the society can

easily experience different products. The market system becomes single market. More products and services are imported from foreign countries. Trade liberalization makes the market no longer blocked. Thus, the industry needs to use changing marketing strategies and innovations. However, as the current economic situation is in a recession and there is high market competition, the operators have to use different marketing strategies to make their goods or products have high market space or market shares. As this industry is the unique industry with new products, in making the industry more competitive, it is necessary to create innovative marketing strategies that are different from other goods and products. From this reason, the researcher is interested in conducting the research on "Marketing Strategies for Recycled Innovative Products and Processing Industry of Steel Furniture and Home Décor Products in Bangkok" in order to create knowledge for product owners to understand the consumer's attitude towards the products which factors affect the intention to buy products as well as being the guidelines for industrial development to achieve success for the growth and increase of market value sustainably. The researcher has set the objectives of the research 1) to study the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok, 2) to study the factors that influence the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok, and 3) to propose marketing strategy innovations to develop marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok.

Scope of contents

This research aims at developing marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok to create the competitiveness and business performance. The researcher brought the concepts and theories from studying 1) the concepts and theories about the recycled innovative products and processing industry of furniture and home decor products made from steel of Solomon (2011); Drucker, Collins, Kotler, Kouzes, Rodin, Rangan, & Hesselbein (2008); Jochen & Joris (2013); Christopher (2008), 2) marketing strategies 4C of Belch & Belch (2009); Cristina & Lei (2012), 3) marketing strategies 4 E's of Brennan, Baines, Garneau and Vos. (2008); Proctor (2008); Moutinho and Southern (2010); 4) concepts about using integrated Digital media to promote marketing strategies, 5) concepts about competitiveness of Michael E. Porter. (1985). There are some more findings from reviewing related literatures. The scope of contents is defined with the dependent variables of approaches for implementing the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel. The independent variables are 1) Competitiveness of the products, 2) Use of digital media with marketing strategies, 3) Marketing strategies, 4) Development of marketing strategies with the inter-relationship of variables following the research conceptual framework as shown in the Figure.

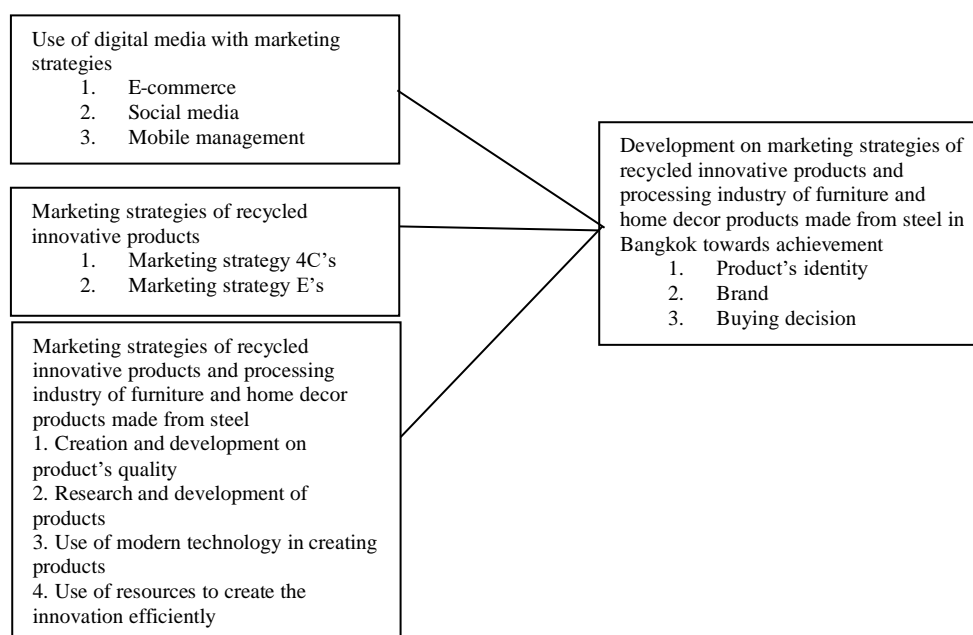


Figure 1 Research conceptual framework

Research methodology

This study uses the mixed research method. The population and samples are determined by 1) quantitative research to collect the data on factors affecting the development of recycled innovative products and processing industry of furniture and home decor products made from steel in order to create forecasting equations using the formula to calculate the sample size with unknown population at the 95% confidence level and not more than 5% error (Kanlaya Wanichbancha, 2011: 74). The sample size is 385 people + 5% to 400 people using convenient random method. The data is collected from the consumers buying processed furniture and home decor products in Bangkok. They are people who visited the product exhibition. The data collection is done by using questionnaires. 2) Qualitative research is done by collecting the data from the key informants who are experts in the processing industry of furniture and home decor products made from steel from 3 groups; 1) 6 corporate experts such as the president of associations, institutes, or the top executives of the large companies in the industry, 2) 6 high level officials of the government agencies from the Ministry of Commerce, Ministry of Industry, and others, and 3) 6 academicians from non-profit organizations. These are totally 18 people attending the in-depth interviews.

The tools used in studying and finding the quality: 1) The quantitative research uses questionnaires developed by the researcher to collect the opinions and various factors affecting the development of marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel. This is divided into Section 1: Personal data such as gender, age, educational level, occupation, average monthly income, purchased products, focus on the products, and problems about products. These are alternative questions. Section 2 is about various factors that influence the marketing strategies. This section is described with 5-level rating scales. Section 3 is the recommendation for other opinions. This is open-ended section. The tool quality is found by finding the Item-Objective Congruence Index (IOC) from 2 industrial experts, 1 statistics expert, and 2 operators. The items with the score of at least 0.60 are selected to measure reliability by finding the Cronbach's alpha coefficient which must be greater than 0.75 and over. 2) The qualitative research uses the interview forms created in accordance with

conceptual framework and theory. The validity of the content has been examined to be covered by the experts.

Data collection and data analysis: The researcher gathered quantitative data from the consumers who bought the processed furniture and home decor products made from steel in Bangkok. The data was analyzed by using basic statistics, correlation analysis, and regression analysis to find the influence and create forecasting equations. The qualitative data collection was conducted by interview. The permission was requested for recording. The reliability was found with triangulation technique from the informants. The interview duration and locations were different. The data had to be reviewed prior to the content analysis by emphasizing the interpretation of inductive conclusion. The priority was given to the holistic understanding within the studied contexts. The significance of all possible cases was reinforced by contextual analysis and content analysis in order to better understand the concepts and the inter-relationships of variables.

Research Results

Results of study on the marketing strategies and factors influencing the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel

The researcher divided the presentation into 2 parts as follows:

Quantitative research results: From the data collection on 400 consumers who bought the processed furniture and home decor products made from steel in Bangkok, the study results are as follows:

1) The consumers who bought the processed furniture and home decor products made from steel in Bangkok and answered the questionnaires are mostly female aged over 40 years. They have bachelor's degree and work as the employees in the private companies with the monthly income of 15,000-20,000 baht. The purchased products are steel furniture followed by home decor products. Most of the products are given the priorities in the price. The problems encountered with products are currently in quality / standards followed by exterior patterns / styles, prices, brand, respectively.

2) According to the opinions of various factors influencing the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel, the results of study are as shown in Table 1.

Table 1 Mean and standard deviation of the opinions on the factors influencing the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel of the questionnaire respondents (n=400)

No.	Factors influencing the marketing strategies	\bar{X}	S.D.	Meaning	Rank
1	Creation and development on product's quality	3.91	0.75	Much	3
2	Research and development of products	3.88	0.675	Much	6
3	Use of modern technology in creating products	3.9	0.685	Much	4
4	Use of resources to create the innovation efficiently	3.87	0.669	Much	7
5	E-commerce	3.89	0.633	Much	5
6	Social media	3.88	0.587	Much	6
7	Mobile Marketing	3.82	0.594	Much	8
8	Marketing strategy 4C's	3.9	0.74	Much	4
9	Marketing strategy 4 E's	3.92	0.683	Much	2
10	Product's identity	3.89	0.67	Much	5
11	Brand	3.87	0.605	Much	7
12	Buying decision	3.95	0.57	Much	1

According to the table, it is found that the consumers who bought the processed furniture and home decor products made from steel in Bangkok have the opinions that all factors influence the marketing strategies at the high level. The factors agreed most for the importance are; 1) Buying decision, 2) Marketing strategy 4 E's, 3) Creation and development on product's quality, 4) Use of modern technology in creating products, and 4) Marketing strategy 4 C's and E-commerce (equal points), 5) E-commerce and 5) Product's identity, 6) Research and development of products and 6) social media (equal points), 7) Use of resources to create the innovation efficiently and 7) Brand (equal points) and 8) Mobile marketing.

As in this research the researcher wants to create the research model equation studying the influence of 3 independent variables; 1) Competitiveness of recycled innovative products and processing industry of furniture and home decor products made from steel, 2) Use of digital media in marketing strategies, and 3) Marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok. The results of correlations are analyzed to find the duplication of variables being various factors of the model. It is found to be related and not overlapping. All correlations are less than 0.8 and the above variables are used for multiple regression analysis and the results are as shown in Table 2-3.

Table 2 Multiple regression analysis on the factors related to the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.051	0.145			
Competitiveness	0.233	0.029	0.236	9.754*	0.0000
Use of digital media in marketing strategies	0.326	0.032	0.335	13.59*	0.0000
Marketing strategies	0.317	0.046	0.324	7.14*	0.0000

Table 3 Analysis on the forecasting power among factors related to the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel

Model	R	R Square	Adjusted R Square	df1	Sig- F Change
1	0.827	0.683	0.656	3	0.0000

According to Table 2 and Table 3, it is found that various factors are related to the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok with statistical significance at 0.01 level. The forecasting equation can be defined as the standard scores $Y = 0.051 + 0.233X_1 + 0.326X_2 + 0.317X_3$. Various factors are related and result in descending order as follows; 1) Use of digital media in marketing strategies has the multiple regression coefficient equaling to 0.326, 2) Marketing strategies have multiple regression coefficient equaling to 0.317 and, 3) Competitiveness with multiple regression coefficients equaling to 0.231. The forecasting power of the 3 factors is 68.3%

Research results to present the strategies in developing the marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok

Qualitative research results: According to the analysis on the interview with the experts in the competitiveness of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok, the 18 informants gave the opinions in several issues as follows:

1) The competitiveness of recycled innovative products and processing industry of furniture and home decor products made from steel in 4 factors is revealed in the research results as follows. 1) Creation and development on product's quality: Both the operators and the consumers feel that once purchased, they may not receive the benefits as expected. It is the risk that the operators and consumers perceive as having risk if purchased and it will cause damage. Therefore, they delay the decision making in developing and purchasing. In this regard, the attitude towards the products when compared to competitors requires the marketing communication process by drawing on unique characteristics to reinforce the image that is memorable and outstanding. However, the risk from quality is caused by the products not being able to be used as expected or not worth the money they paid. 2) Research and development of products: In the utility, the consumers feel that it may be dangerous because the products may not be safe or may cause short circuit. However, if the consumers know that the products meet the standards of the reliable institute or the agency reliable by the operators, the attitude towards the products affects the product's reliability. The tendency to make the decision to purchase is related to the positive response to the Brand. If the product meets the needs of the buyer, it will psychologically result in the tendency to be more loyal to the brand. The consumers are more willing to buy for various areas of development. 3) Use of modern technology in creating products: The quality of products and the product characteristics which are ineffective and do not meet the customer requirements will not be able to satisfy customers in paying according to the value of the product price. The products must satisfy the operators which are usually of higher quality in demand rather than low quality products. The quality of products is measured by the quality of raw materials, design and production standards. 4) Use of resources to create the innovation efficiently: The worthiness of products will be examines according to the regulations on product quality control at every step from the procurement of materials used in the production, product development, and sales in order to use the products including the guidelines for preventing quality hazards, product development process and various risk assessments considering the real quality of conditions in various areas of development.

2) Use of digital media in marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok in 2 factors is revealed in the research results as follows. 1) E-commerce: In the future, the advertisements for the purchase and sale of goods and services will be done through all types of e-commerce. This makes the market grow all the time because it is easy to access. The automatic trades can be made and sold worldwide for 24 hours a day. The target group of customers can be accessed directly. The sale can be increased and the operators can be facilitated in many ways. The advancement of information technology systems and infinite information is the ultimate business innovation. It is the tool for running business to be efficient, effective, and quickly becoming popular. The e-commercial activities can be conducted in the sale of products and services, money transfers, and securities trading. Various services are provided via internet that is like a mall. This results in the goods being traded at lower prices than general stores that have the storefront. Therefore, promoting marketing strategies must be adjusted in a timely manner. 2) Social media: Social networking is one of the channels that respond the lifestyles of today's people. The occurrence of online

social networks to meet different needs such as in working, learning, relaxing or entertaining enhances the trend of online social network to grow rapidly to become a part of today's lifestyle. The pros and benefits of using online social networks are regarded as the ways to promote products to buyers and to other buyers for acknowledging and sharing experiences or interests and other activities altogether as well as being the huge source of information that buyers can help creating the contents based on their individual interests. The use of digital media to promote products is a part of communication that leads to word-of-mouth or viral distribution. This is the effective method with low budget to reach target audience. It stimulates the process of decision making to buy products and services. The internal demand will be stimulated and the actions will occur immediately in seeking the information. When there is the need, the information will be searched to be supplementary with the buying decision. Therefore, in running a successful business, the buyers must be motivated for viewing and ordering through the website. The operators must provide complete product information to answer the questions about products and services as well as trying to attract buyers to want to order products and services. Thus, the process and design of the purchase order must be easy to understand and not complicated to purchase. Trust is another thing that needs to be created for buyers to trust in products and services. There are many ways, depending on the reputation and the size of the operator. 3) Mobile management: It is the digital media for effective marketing as it is like a small and convenient computer by communicating directly to the target group. It is also the channel for publicizing various activities and product promotion with images or video that can be done quickly and accurately. Nowadays, it plays an important as the significant marketing tool to stimulate the buying decision. In this regard, the use of digital media should be in 3 forms in combination with content management or objectives in the same direction in every tool in order to create awareness and encourage continuous buying behavior of target buyers. This is the process for managing the relationship of buyers to create product value in the form of increasing sales for achieving the best profits as targeted eventually.

3) Marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok in 2 factors is revealed in the research results as follows. 1) Marketing strategy 4C's: The market changes into the era of increasingly intense competition. The bargaining power of the manufacturers begin to decrease to transfer to a new power such as various trade groups. The 4C's marketing strategy is the new market approach that has been developed to respond the needs of consumers most relevantly. As the consumer behaviors have changed, the production of products at present must mainly consider the needs of customers. The operators must know first which product the customers or consumers want. This is the cost of consumers. In pricing, the manufacturers must consider the cost of consumer more than the cost of the manufacturer which is the convenience in buying. The operators must mainly consider the convenience in buying goods of consumers. The buying channels may be increased for customers and the good communication will make customers trust and rely on the products resulting in more orders of purchase. 2) Marketing strategy 4 E's: It is the new strategy that reaches the minds of buyers the most and it starts to have been used variously especially online marketing. 4E marketing causes more response to consumers. The consumers are provided with good experiences. In the era where the internet has played a role in allowing customers to access products more easily and the competition increases, the operators have to find the ways to make products and services reach consumers well. In the modern world, who can reach customers more can sell more products. They can attract customers in the long run. There are techniques for creating new promotions that will improve the target audience in creating the experiences and feelings for the products. It will make the consumers want to try to experience or use the service with social network as an aid. When the consumers see or feel, they will desire to tell

the others. This will become the Word-of-mouth approach immediately by implying the promotions of special price to encourage easier decision making. This strategy is built on 4P to better respond to the world in the internet age.

4) Development on marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok in 3 factors is revealed in the research results as follows. 1) Product's identity: The recognition on the identity and product strengths in the benefits and outstanding features with unique characteristics will make the products have more strength and value. This influences the values, attitudes and buying behaviors of consumers and will ultimately lead to the success of the business. From all of the importance to operators in the development of attitudes, it is important for consumers' buying intentions separating the level of relevance of the products so that consumers can see the nature of recycled products more clearly. Creating knowledge for product owners to study and increase knowledge and understanding about consumers' attitudes towards products which affect the intention to buy the help developing the production and stimulating the consumption of products correctly. This also provides guidelines for the product owners to be able to develop the steel furniture and office supply processing industry to grow and increase its market value. 2) Brand: Brand is everything that makes up a product. It is the name that has one or more relationships related to the product used for identifying the characteristics of the product. Some marketing activities aim to differentiate the brand from competitors in the buyer's sense. Branding is very important to differentiate every product. The fact that buyers have a good attitude towards the brand is from reliability. Thinking about or meeting the needs of buyers lead to repeated buying continuously and not switching to other products. The sales volume becomes higher and the product prices can be increased. Maintaining customers and brand loyalty are the buying behaviors and the psychological point of view which can be easily measured by repeated buyers and word-of-mouth. The product brand has more value than the function and usefulness of the product because it can symbolize the emotion as well as other meanings that are intangible. It is the proposal of the product owners that will create strengths to see the value and satisfaction. This can be seen from the overview of quality and services as well as the ratio between what customers receive and what they lose expressed in the form of likes and dislikes on the products and will respond to the brand in the form of satisfaction and product purchase decision. 3) Buying decision: It is the internal driving force which is positive attitude towards products shown through buying. This will arise from the accumulation of feelings and understanding of innovative products. The product owners have to use appropriate marketing strategies to stimulate this attitude and norm to influence the intention of the products. The factors that influence the product quality certification affect the purchase intent. The differences in products will also influence the attitude towards the product and brand. Because it causes different, it creates more confidence which will ultimately stimulate demand and product purchase decisions. The product owner must organize activities so that the buyers know the products well and responds to the intention to buy the product and has a positive attitude towards the product that is trustworthy after use and have positive preference that will affect the next purchase intent.

Research Discussion

According to the quantitative and qualitative studies, the research results can be discussed as follows.

1) The competitiveness of processed recycled innovative furniture and home decor products made from steel is the productivity and value of products manufactured from the resources of operators which is an important factor in establishing standards and status of the organization in the long term. If using resources economically and producing high productivity, it is

considered highly efficient. Specific target setting consists of creating and developing product quality, research and product development using modern technology in creating products and using resources to create innovation is important. The processed recycled innovative furniture and home decor products made from steel should be of very good quality and value. This is in line with Sharma, Deepak & Agrawal (2010) suggesting that the attitude of purchase intent makes the product owner able to develop and design effective marketing strategies when buyers use them and they effectively meet the expectations. The product characteristics should meet the product quality requirements which can be measured by design and production standards. In creating new innovations, the clear goal must be set with the aim to meet the changing needs of customers resulting in sustainable profits in the future. In addition, the products must be modern in line with the beliefs and expectations of the buyers. This is consistent with Jae Wook, Johio, Qualls and Keyessok (2008), suggesting that customer buying intentions are related to market factors. If the marketing cost reduces, the sales increases, and the operating costs decrease, the profits will increase. The customer's purchase intention is to have positive attitude towards the products with consistent buying behavior as well as giving advice or informing others to buy. This should aim to build a long-term relationship which will also create a willingness to buy for customers. It is caused by the process under the knowledge, experience, expertise and skill of the creators to create new things with quality that will affect the survival. It leads to the development and growth by measuring from the products. It is the value that the customer will evaluate from the benefits of the products according to the perception of what has been received or the experiences received as expected such as the quality of the products generated by use. In meeting the goals, it will create more business opportunities and the intention to buy the product is from the buyer's commitment to the brand which arises from experience in using the products. When the buyers have the intention to buy that brand, they will not change their mind to buy the competitor's brand although it is cheaper, have better properties, or are more easily to find. From creating new products that will increase the ability to retain customers, the result of services to meet the needs of customers from the improved product quality and service can create product value resulting in the increase, customer expansion, market expansion, and business growth.

2) The use of digital media with marketing strategies is a change of communication methods to digital media (Digital). It is a new method of communication that is efficient, fast and effective by measuring the number of buyers that have increased as targeted. It includes the use of electronic commerce, social media and management. The processed recycled innovative furniture and home decor products made from steel can motivate buyers to become loyal to the products. This is in accordance with Schiffman & Kanuk (2007) proposing the satisfaction and impression on loyalty which will result in repeat purchases and word-of-mouth. Marketing activities can be conducted to make the brand distinct from competitors. Branding is important to differentiate every product. Buyers will have positive attitude towards the products. Confidence will be gained resulting in higher sales volumes. However, increasing product prices have to differentiate the products from competitors, create the symbolic distinction with uniqueness. Effectively creating brand will increase market share and increase profits. This is in line with Brennan (2009) which suggests that customer satisfaction factors that influence purchase intent and product owners should improve satisfaction and the product owners should manage marketing ingredients that satisfy customers in buying. The marketing activities are partly for differentiating the products from the competitors in the feeling of the buyers.

3) The marketing strategies for recycled innovative products will be a process to use the mixture of marketing communications using digital media to convey meaning, to achieve brand awareness, to create good attitude, and to stimulate the consumers to decide to buy the

products. The integrated support in creating the brand image can create value in the view of consumers which is the mean to communicate to consumers leading to market share. Sales can also increase as targeted. Creating attitudes towards new products in the future to be successful and good for the products requires the addition of value in the minds of customers which will be strengths over the competitors. This will ultimately stimulate demand and purchase intent of customers. In this regard, consumers' purchase intentions often involve a tendency to respond as a result of learning about things or the types of items that are expressed in favor. It comes from learning and will determine the treatment of various consumer products as a whole resulting from product or service evaluation. Therefore, in developing the processed recycled innovative furniture and home decor products made from steel successfully, the process in creating product understanding and achieving satisfaction shall be used. It will come from the influence of an effective communication, motivation, and emotional reactions that are critical to business operations such as creating an attitude that will influence the traditional consumption behavior. In addition, branding is very important to the survival and growth of the operators. Creating brand identity is the creation of all four components; product dimension, organization characteristics, relationship, and symbolic dimension. This helps the consumers be able to differentiate the brand from the competitors' brands. The brand should be connected with the features and benefits of the products. It can be started with planning, maintenance, and promotion. The brand protection is important in creating a successful brand. The result is consumer loyalty that leads to growth and brand strength. This is in line with Brennan, Baines, Garneau and Vos (2008), which suggest that creating a product identity with consumers establishes the brand identity in a specific sense. In branding a product, it includes attractive features, value, potential benefits, and the importance of the product experience. The factor related to the creation of the brand identity is the creation of the linking factors that exist in the marketing objectives as part of the branding concept and overall business goals.

4) The development of marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok is for the operators to make the consumers trust in the brand resulting from the relationship and behaviors towards the brand. This is in accordance with Proctor (2008) which proposed that creating value for the brand resulted in more trust than the brand. The image of the brand leads to the positive perception of the connected consumers that creates a better image. It can create a strong bond with consumers that creates brand loyalty as well as resulting in repeated purchases and word of mouth. The customers will not change the mind to buy the competitor's brand. For the development by using digital media to promote innovative recycled products, the communication tool is required in various forms to reach the buyers most efficiently and with the least budget whether advertising, public relations or promotion. This is in accordance with Moutinho & Southern (2010) that offers to make businesses and services successful responding the needs or desires of most buyers. Using digital media to promote marketing strategies will define a set of characteristics in creating the linking factor to show the essence of the product. These factors are created from the participation of all stakeholders in general. For marketing in the digital age, the operators have to adjust a lot to make the brand be recognized by consumers. They change their mind quickly and they need quick response. This is consistent with Doyle & Stern (2006) which suggests that the mechanism to reach more consumers will make consumers more confident in the products. Being satisfied will lead to brand loyalty. In order to create brand value, it is necessary to use digital marketing communications to help the brand remain in the eyes of consumers continuously. It can reinforce and create recognition in situations where consumers make more product choices.

According to the study results, the researcher has analyzed and synthesized the approaches for the development of marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok as shown in the Figure.

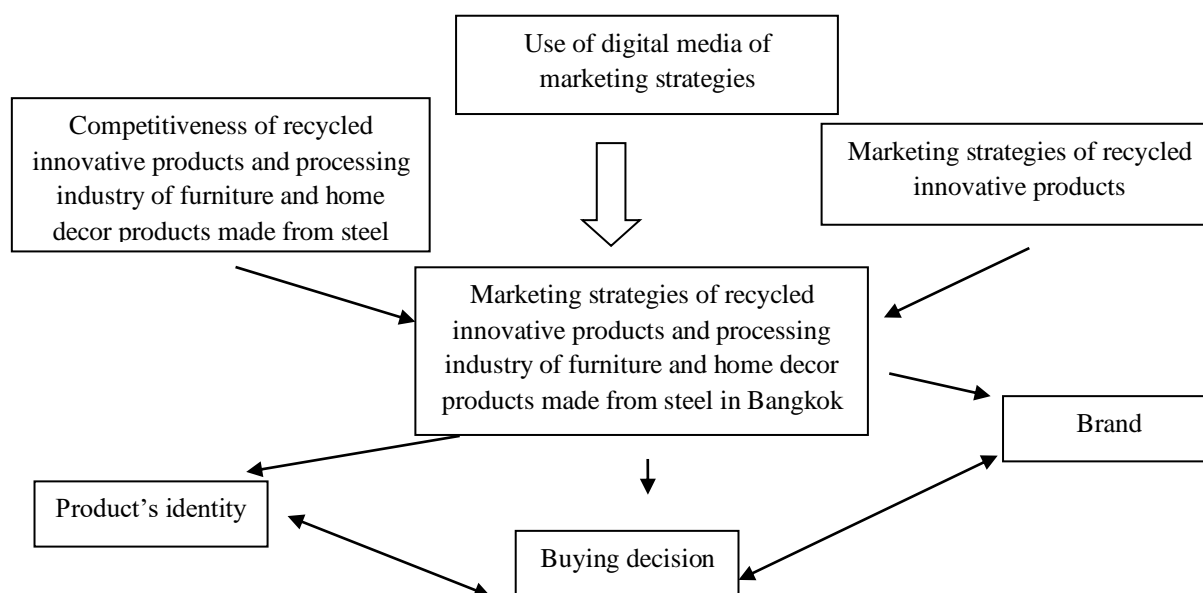


Figure 2 Effective marketing strategies of recycled innovative products and processing industry of furniture and home decor products made from steel in Bangkok

Recommendations: The researcher has the following recommendations from the research: 1) The product owners should adjust the management to be more efficient resulting in the lowest cost but the highest quality in order to respond and present to customers better than competitors. The customer groups are expanded to create the opportunities in becoming the market leader resulting in the sustainably successful business, 2. The product owners should set the clear goals for changing the marketing, technology, processes for the achievement considering the needs of customers in the market mainly. 3) The product owners should improve the products to be different from the competitors, create the distinctive symbol with unique characteristics, and to increase market share and profits. Recommendations for further researches: 1) There should be the study on the connection among other industries both upstream and downstream in order to understand and complete the process of industrial business and 2) there should be the study of future image by using EDFR research techniques to get the future picture of this type of industry.

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