

A Study of Entrepreneurs' Confidence in Geographical Indications for Value Adding of Gems and Jewelry Products in Chanthaburi Province

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Abstract

Geographical Indications (GI) give goods made from local resources more legitimacy and create value additions for various products. Gems and Jewelry are products that have contributed to Chanthaburi's long-standing renown but have not yet been recognized for GI. The principles are to 1) investigate the entrepreneurial viewpoints regarding the belief that GI will increase the value of its products, 2) contrast the views of those products toward the use of GI to boost value and inspire confidence in customers, 3) examine the link between variables influencing the value added of gems and jewelry products with GI. In-depth interviews were used as the research methodology. Data was gathered from 14 owners of Small and Medium-sized enterprises (SMEs) in gems and jewelry businesses who were required to be members of the Chanthaburi Gem and Jewelry Traders Association (CGA). The finding revealed that entrepreneurs support and encourage the registration of GI for gems and jewelry products to increase the company's reliability, boost product market value, and foster customer trust. Gems and jewelry entrepreneurs in Chanthaburi trust GI to add value; therefore, GI is a tool that may be utilized to enhance the worth of gems and jewelry products. Plus, it increases consumers' trust in the product's origin and quality.

Keywords: Geographical Indications, Entrepreneurs, Confidence, Value added, Gems and Jewelry

Introduction

Thailand is a global hub for adding value to gemstones (Lawson & Chowdhury, 2022). The trade report for gems and jewelry in 2022 (January to May) shows that there was 248,785.29 million baht worth of exports, indicating that Thailand's exports have a significant opportunity to boost the nation's value and revenue of gems and jewelry-related commodities (Information and Communication Technology Center with cooperation of the Customs Department, 2022). It is the third export goods among Thailand's top ten export markets. Products made of gems and jewelry are used as a strategy for national development, trade, and

investment sectors to boost global market competitiveness. The National Economic and Social Development Plan Twelfth Edition 2017-2021 designates the Ministry of Commerce as the primary operating unit (Office of the National Economic and Social Development Board Office of the Prime Minister, 2016). Under the Bureau of International Trade Promotion Policy of the Department of International Trade Promotion (DITP), Ministry of Commerce, Thailand, it is a product that is also included in the government action plan for the fiscal year 2019 to promote Thailand to become the principal marketplace for gems and jewelry globally (Jewelry Hub) (Department of International Trade Promotion, 2018).

To restore the goal of becoming Jewelry Hub. It is vital to consider the quickly shifting tendencies of the world economy to revive its goals. In the current market trend, Taherian (2020) has found that 8 topics crucial to changing the global economy can be outlined. 1) Increased business partnerships with domestic parties. 2) Online shopping is more prevalent in physical stores. 3) Using digital technologies separates experienced users from less proficient ones. 4) There is a propensity for domestic investment to rise. 5) Opinions about the healthcare system will be uniform. 6) Being unemployed will not be associated with being lazy. 7) Regaining confidence takes time. 8) Insurance will become more significant. These topics are relevant to stakeholders from all sectors. Local markets enable the development of trust and the opportunity for customers to verify their conformity through an unofficial social system within the neighborhood (Vandecandelaere et al., 2010).

I was looking back on Thailand's gems and jewelry sector. Thai gems and jewelry are still in high demand among overseas consumers, especially in the sizable US market (Table 1). This is partially attributable to the country's confidence and position as a key Asian center for the trade in colorful gemstones (Department of International Trade Promotion, 2020). Particularly in the province of Chanthaburi, which is the center of crucial Thai trade and jewelry production, including polished gems (diamonds, precious, and semi-precious gemstones), gold, silver, and imitation jewelry (Intayot, 2020). So, Chanthaburi Province could be a global for gems and jewelry industry source. The next concern is how to increase the potential that already exists. From the past performance, Chanthaburi Provincial Development Plan 2023-2027 (Chanthaburi Province, 2021) revealed that due to the lack of a development strategy and actionable steps to transform Chanthaburi into a Jewelry Hub, opportunities to thrive in an increasingly competitive environment are lost.

Chanthaburi excels of knowledge, experience, and talent regarding the heat treatment of gemstones. In the Chanthaburi family of gemstone traders, gem cutting and gem examination expertise has long since been gathered. Escalating commerce, investment, tourism, and the gems and jewelry industry to a high-value economy is also a strategic objective for the development of Chanthaburi Province in the second development issue (Chanthaburi Province, 2020). According to comments made by Suwanik (2022), it is critical for the gems and jewelry sector to have a clear direction and objective. Intayot (2020) defined that a few issues with the law and rules existed. The main factors that made Chanthaburi the center of the world's gemstone trade were suitable facilities, good location, and laws that encourage entrepreneurship. They key barrier factors were raw materials, labor, marketing, and product

styles. It conducts research to indicate the commodity sector in gems and jewelry, particularly registering the geographical indication. This will result in laws supporting this sector even more, including those governing foreign trade. Concerning labor, technological development, finance, tax, marketing development, and brand-building, Thailand benefits from being a leader in its field and a suitable location for trading gems and jewelry. It would be unfortunate if we could not build on or continue what we accomplished internationally.

Table 1 The United States top-selling Thai gem and jewelry exports (GIT Information Center, 2022)

No.	List	Year		
		2019	2020	2021
1	Polished Diamond	\$119,144,196	\$77,827,845	\$94,984,376
2	Polished Precious Stone	\$140,861,485	\$90,570,364	\$96,441,158
3	Polished Semiprecious Stone	\$55,757,394	\$45,615,400	\$28,686,088
4	Gold Jewelry	\$460,108,706	\$339,276,230	\$627,382,775
5	Silver Jewelry	\$439,848,492	\$424,086,778	\$611,963,448
6	Imitation Jewelry	\$39,102,135	\$32,522,428	\$54,933,431

On the consumers' side, Srikrisanapol (2017) explained that product, pricing, location, promotion, reliability, store image, salesperson, and experience are all elements that influence consumer purchases. One of the key factors is reliability. Rodklin and Panrod (2019) confirmed that the consumers' decision to purchase gem and jewelry products live on Facebook (Facebook Live) in Thailand is based on their level of trust. Consumers are becoming more selective in their purchases, especially regarding food, and they pay close attention to the product's quality (ingredients, flavor, texture, etc.) and the manufacturing process. (Vandecandelaere et al., 2010). Consumers expect items to be reliable and to have a guaranteed method, just like with gemstones and jewelry products. Geographical Indication can help with this problem. A product granted the right to a GI may also have a unique mark, and as a result, the GI's prestige enhances the trademark. This prestige is derived from intrinsic and extrinsic factors related to the goods or services, such as marketing strategies and competition, but in the case of the GI, from the local environment (Medeiros et al., 2016). To empower consumer confidence that gems and jewelry bought in Thailand are high-quality goods among both Thai and foreign clients. The Gem and Jewelry Institute of Thailand (GIT) and government agencies (Ministry of Tourism & Sports, Office of the Consumer Protection Board (OCPB), and Tourist Police Bureau) have worked together on the project "Buy with Confidence (BWC)," It was established, concentrating on Bangkok, Chanthaburi, and other key tourist destinations (The Gem and Jewelry Institute of Thailand (Public Organization, 2019). Regarding the advantages of geographical markers for business owners, the potential for GI protection to give manufacturers more control over determining the pricing and overall reputation of the product

could lead to a distortion of the current channels or the nature of the connections. Therefore, it is essential that such protection offer producers additional benefits to make the change in distribution channels and the effort required to establish or modify new trust relationships worthwhile (Maina et al., 2019).

Geographical Indications (GI) are another element that can be used to maximize client confidence. It acts as a support for the sentiment of trade. Secondly, it improves the product's image and helps to make it more valuable than previously (The Office of Small and Medium Enterprises Promotion (OSMEP), 2017). Additionally, there is the Protection of Geographical Indications Act of 2003, which offers legal protection and encourages the improvement of local product quality. This will enhance the nation's commerce development even more (Department of Intellectual Property¹, 2016). It is apparent in gems and jewelry products registered with the Department of Intellectual Property and categorized as handicrafts / industrial. The Department of Intellectual Property, Ministry of Commerce, has announced GI registration. There are only two products of this kind exist: 1) Nil Muang Kan or Muang Kan Black Spinel (Kanchanaburi Province) (Department of Intellectual Property, 2018) and 2) Muk Phuket or Phuket Pearl (Phuket Province) (Department of Intellectual Property², 2016).

For these reasons, it is interesting to investigate how entrepreneurs in Chanthaburi Province employ geographical indications on their gems and jewelry products. Although Chanthaburi Province confidently, a renowned supplier of gems and jewelry, was identified as having the potential to enhance Thailand's product exports, it has yet to be registered. Since 2003, the Geographical Indication Protection Act has been in force. It was published on October 31st, 2003, in the Government Gazette, Volume 120, Part 108 Kor, and has been in force since April 28th, 2004, respectively (Department of Intellectual Property, 2003).

Nowadays, there has been no organization to apply for the registration of gems and jewelry items from Chanthaburi Province for more than 18 years as of the present (2022). The research focuses on the challenges surrounding using geographical indications in gems and jewelry products. To understand the issues that prevent the use of geographical indications and business owners' opinions on confidence and other variables impacting the value of marketing products. Besides, there is a potential to use the finding of this study as data to support the registration of geographical indications for gems and jewelry made in the Chanthaburi Province.

Literature review

Confidence and creditability

Confidence is a personality trait (Personality) of the person who exhibits it, including opinions, attitudes, behaviors, expectations, and behavioral characteristics that may be identical to, equivalent to, or like belief, motivation, faith, hope, confidence, trust, optimism, and decision-making (Simintiras et al., 2014). Some academics believe confidence is the conviction that future events will manifest precisely as anticipated based on prior experiences or events (such as past performance). Confidence is a delicate thing in addition to saying this. Contrary to the foundation of trust, which is not precise and relies on intuition, emotions, and feelings in

the case of trust, the reason for confidence is evident, specific, and (most of the time) rational. Regardless matter whether the intended action is taken intentionally or unintentionally, many people are free to act as a guide to the manifestation of Shared Values (Earle, 2009).

Conviction or confidence is the potential anticipation that one can grow. Additionally, it is a component of personality. When the trustworthiness or honesty of another person or thing is recognized, a person's or a group of people's personality is associated in a way that causes it to alter. Because of this, the person's developed confidence in that person or item frequently reacts (Uthaipreeda, 2013).

Perry (2011) supports that a fascinating meaning of confidence is "strong belief, trust, and confidence in oneself." It also relates to self-confidence because it is a belief in one's abilities and power. Self-confidence is the conviction that a person, whether a man or woman, can succeed. When performing unique duties, self-confidence is context-specific, and some people do this by engaging in various activities. Similarly, the principle of self-efficacy and confidence in oneself were connected (Self-Efficacy Theory).

Credibility or Creditability refers to a trait that a person or object should possess. Trust is a person's impression of the truth about a piece of information, according to Eisend (2006). It is a multifaceted concept that functions as an information receiver to evaluate the news source of a presenter of the communications related to that information and the content of the information's core. Expertise and dependability are two crucial qualities that Shimp and Andrews (2013) classified credibility sources into two key categories: expertise and trustworthiness. Moreover, creditability is the ability to trust another person. Individuals exchange confidence with one another. According to the theory, consumers must be interested in and confident in the corporate structure. When employing these firms' services, consumer confidence will increase. Customers divide companies into main kinds when evaluating service providers: high degree of reliability and honesty (Wutthiphongphiphat, 2016).

The 4 Ps marketing mix

The practice of responding to customers to comprehend and meet their requirements is known as marking. There are no marketing segments, and a single offer or single plan in mass marketing, a comprehensive market strategy draws in the entire market. For mass marketing, marketers typically understand the 4 Ps marketing mix as putting the organization's marketing strategy into practice. It serves as a commercial tool for deciding on product contents (Product), determining product prices (Price), influencing customer purchasing decisions (Promotion), and delivering goods to consumers (Place) (Wu & Li, 2018).

The marketing mix focuses on various sectors as part of the marketing plan. The 4 Ps: Product, Price, Place, and Promotion are common ways to describe this concept (Kenton, 2023). Cruz-Milán (2021) further notes that each marketing ingredient is a particular subunit and attainable tactical activity of the company for carrying out a more thorough marketing strategy. Indeed, methods, concepts, and theories provide the context for the marketing mix in many significant businesses.

The concept of consumer needs is met by-product added value. Functional, symbolic, and experiential needs are its three dimensions, which reflect the values (Smith & Colgate, 2007). The requirements drive consumers' impressions of value, wants, and preferences in functional symbolic, and experience value. Such a classification cannot be suggested to be a cost/sacrifice of customer value model, nor can it be a subset of a high-value structure (Park et al., 1986). Tungpitukkai and Jamsai (2020) insists that product value creation can take on many different shapes, depending on the product's design and the manufacturing process, and it occasionally requires running many processes at once. Getting outcomes serves the following purposes: increasing the value of goods and services that the target consumer group wants. The preferences and requirements of the consumer determine a product's added value in the first place. Its goal is to understand consumer attitudes toward using goods and services from a physical, emotional, and emotional standpoint. The elements that affect consumers to choose or not to choose products for their daily needs and what happens once the outcomes are known until the consumer understands, are being studied. It evaluates and considers the chance to provide value in various disciplines to satisfy customer wants. It discusses adding value by stating that different processes raise the product's worth. The development of products, including distribution, public relations, advertising, and marketing promotions, will be facilitated using marketing tools. As a result, it is an element with a high price range (Janpla et al., 2011).

Geographical Indications (GI)

Geographical Indications (GI) are labels placed on products from a specific region when the product's reputation or quality results from its manufacture. GI is comparable to a regional brand that denotes product quality and origin (Department of Intellectual Property, 2022). Geographical indications fall within the umbrella of intellectual property, just as trademarks. A product's quality, identity, reputation, or distinctiveness related to a particular local area is expressed or indicated by including a Geographical Indication in the patent. The World Trade Organization's (WTO) agreement and agreements on intellectual property rights connected to trade require countries who are WTO members to offer protection for items using geographical indications (Trade-Related Aspects of Intellectual Property Rights: TRIPS). Thailand is one of the 193 countries comprising the World Intellectual Property Organization (WIPO) membership, which covers more than 65,900 geographical indication products.

Furthermore, 130 products from 76 provinces nationally have received certification for geographical designations. About 2,900 producers and distributors have received the Geographical Indication Seal, and the northern region has the most geographically registered items, followed by the central region, the northeastern region, the southern region, and the eastern region, in that order. Since 2004, more items have been registered in the last five years (from 2016 to 2020), making up 51.5 percent of all products with a registered geographical indication.

Besides this, it states that registration of geographical indication items may be requested for products being registered abroad. It is an additional avenue for the chance to increase the

size of the product market internationally. As a high-quality or high-value product, geographical indication items appeal to nations in the European Union, the United States, and Japan. It is evident that the promotion of prospects for competition in the global market results from acknowledging the quality of products with registered geographical indications (Kasikorn Research Center, 2020).

Research methodology

This qualitative study aims to fully understand the specifics of the variables or effects that impact the reliability of geographical indications used to add value to gem and jewelry products. Insights from the viewpoint of these vendors are thoroughly described in the qualitative study. There are two different study methods: (1) documentary research, which examines entrepreneurs in the gems and jewelry businesses' levels of confidence by gathering data from book articles and related research papers, and (2) qualitative research, which explores and analyses data by conducting in-depth interviews with entrepreneurs in the gem and jewelry industries.

The sample size is 50, entrepreneurs and members of Chanthaburi Province's Gem and Jewelry Traders Association (Intayot & Pimoljinda, 2018). 20 were selected at random. Only 14 of the 20 participants supposed to be interviewed for the study agreed to participate, as seen in Figure 1. Six participants opted out of the study. The interviewee refused because they did not want to, there was a COVID-19 outbreak risk, they could not schedule an interview time, and they had to travel to another location for work.

The transcripts of the audio recordings were examined and used to compile data. This gives the researcher information about how entrepreneurs feel about the geographical indications. The flowchart clarifies the structure and step-by-step, in-depth interview process (Figure 2).

Interviews conducted informally were conducted in a casual, conversational atmosphere. The interview was held in the owner's shop, with no specific guidelines regarding the process or how to reply to questions. The Thai language was used during the discussions. To gather comprehensive data and meet the most objective requirements, this researcher personally performed this interview with significant informants. The researcher created a semi-structured interview to act as a framework and scope for the interview.

They recorded the interview's audio while taking notes on a gadget to ensure thorough memory of the facts discussed. The researcher then assembled the data obtained from the recording. A descriptive analysis was used. Analyzing the data in two sections, analytical induction and content analysis, was used to systematically gather and analyze the data collected from interviews with all key informants.

The Human Research Ethics Review Board, Part 2 (Humanities and Social Sciences Group), Project Code HU 020/2565, has approved the protocol for this study. IRB2-019/2565 is the certificate number for the Research and Innovation Administration Division of Burapha University, which has been implemented following standards (Standard Operating Procedures, SOPs).

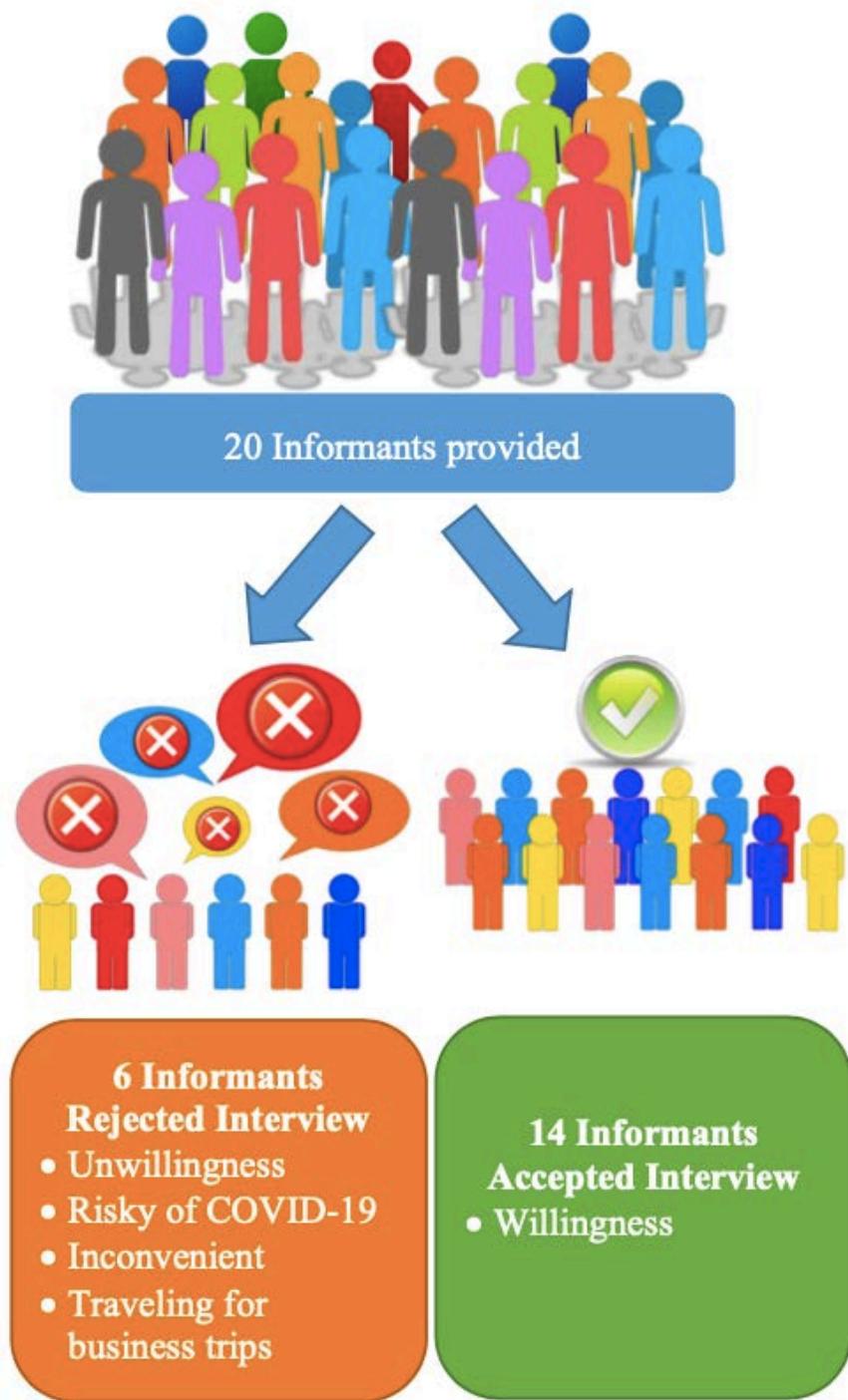


Figure 1 Willingness and Unwillingness of Key informants' group

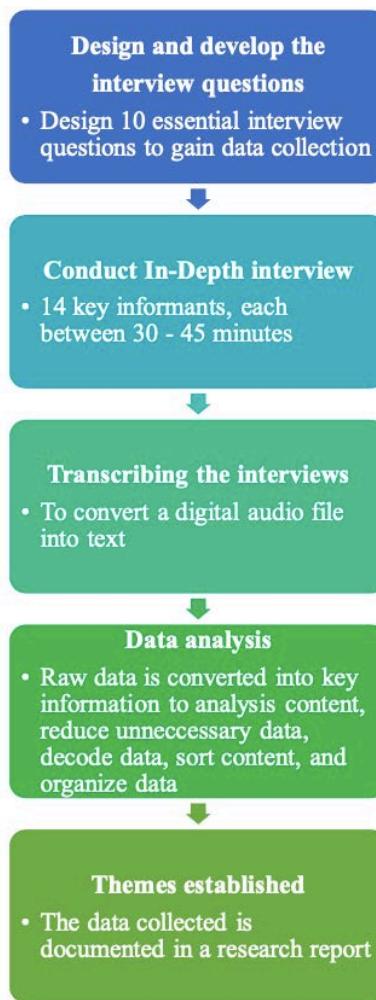


Figure 2 Structure and step by step of in-depth interview process

Research findings and discussion

Findings and discussion are broken down into the following 10 sections:

Section 1: Specifics about the crucial sources

The identities of key informants will not be released due to this research project. If a study project meets the criteria for research ethics, it may be approved by exemption from the meeting's resolution (Exemption Determination). Research information gathered through surveying, interviewing, or observing broad public behavior falls under criterion 5. The data, however, must not be able to be linked to specific persons and must not affect how society views certain groups of people in terms of their way of life, employment, welfare, or economy, or pose any legal dangers. The researcher has given the key informants a false name as a response.

Table 2 General outline of the key informants

No.	False Name	Sex	Age (Years)	Work Experience* (Years)	Expert		Business Type
					Gems	Jewelry	
1	GI1	Female	48	15	-	Gold & Silver	Retail
2	GI2	Female	48	15	Gems	Gold & Silver	Retail & Wholesale
3	GI3	Male	50	10	Diamond & Gems	Gold & Silver	Retail
4	GI4	Female	32	8	Gems	Gold & Silver	Retail & Wholesale
5	GI5	Female	26	9	Gems	Gold & Silver	Retail
6	GI6	Male	55	25	Diamond & Gems	Gold & Silver	Retail
7	GI7	Female	38	6	Gems	Gold & Silver	Retail
8	GI8	Female	55	19	Gems	Gold & Silver	Retail
9	GI9	Female	35	10	Gems	Gold & Silver	Retail & Wholesale
10	GI10	Male	44	10	Gems	Gold & Silver	Retail
11	GI11	Female	35	10	Diamond & Gems	Gold & Silver	Retail & Wholesale
12	GI12	Female	48	17	Gems	Silver	Retail & Wholesale
13	GI13	Female	39	3.5	Gems	Silver	Retail & Wholesale
14	GI14	Female	39	10	Diamond & Gems	Gold & Silver	Retail

Remark: Work Experience* is defined as work in the gem and jewelry industry

Data was collected from Table 1 for all 14 interviewees; all business owners are part of the Chanthaburi Gem and Jewelry Traders Association and conduct business there. Certain kinds of firms fall under the category of Small Business Enterprises (SMEs) since these organizations take the form of family businesses that pass on their operation from one generation to the next. Family members and other close friends represent employees. The number of staff is therefore low. The nature of operating a business and providing service entails 8 individuals working in retail only and 6 individuals working in both retail and wholesale.

Aged between 26 to 55, the respondents were split into 3 men and 11 women. On average, the interviewees had over 11 years of experience working in the gem and jewelry industry. Gems and jewelry were the subjects of two separate groups of interviews. 9 interviewees were knowledgeable about gems, and 4 knew about diamonds and gems. At last, 12 interviewees knew about gold and silver jewelry, compared to 2 who knew only about silver jewelry.

Section 2: Growing consumer trust in the gems and jewelry business

The group of entrepreneurs offers information in the same direction to increase consumer trust in the trade in gems and jewelry. The first is the certification of a product issue. The card that follows will be a guarantee of product quality. Gem and jewelry testing laboratories have issued numerous assurance documents or certificates. Through certification and the marketing of a global gem festival in Chanthaburi, business is utilizing the slump to

increase consumer confidence in the quality of Thai goods (Lawson & Chowdhury, 2022). To confirm and increase customer confidence, this also includes membership credentials and licensing obtained from institutions and organizations, both public and private. It can be inferred from this that the goods being sold here are authentic and not fake. Discussions to help customers understand information come in second. When it comes to issues of information and specific, such as mentioning the establishment's length of operation, introducing the product, and explaining in-depth knowledge on topics both related to and irrelevant to the product, if the product has issues, advice and suggestions for fixes are provided. The after-sales service is in the third position. The product's after-sales services are crucial (Rebelo et al., 2021). It will be a question of advice regarding how to use, maintain, and care for the product, including developing a virtual community, which will be discussed in this section to improve credibility. The virtual community is a contact channel between business owners and customers through various electronic media. Like the nature of Couchsurfing, members' trusting, or something close to trust, is initially developed in a virtual realm and then successfully transferred to the offline world (Luo & Zhang, 2016)

Section 3: Information on Geographical Indications (GI)

Three categories serve as the foundation for the questions used to analyze GI data:

- Issue 1: Knowledge and Comprehension of GI
- Issue 2: Procedures and methods for GI registration
- Issue 3: Benefits of registering GI

According to the three studies above, most entrepreneurs' responses to the first problem lack knowledge and understanding of GI. Few individuals can accurately describe what GI is. Entrepreneurs misunderstand the interview questions while they are being asked, in addition. Entrepreneurs assume answers before expressing comments from their experiences, perspectives, familiarity with, or involvement in both participation and non-participation. Inconsistent results are the outcome.

Some entrepreneurs have attempted to elaborate on the details of the additional information that was described but was unrelated to GI. Like the second and third questions, the entrepreneurs cannot respond since they are unaware of the requirements for registering GI or its advantages.

Section 4: Reliability of geographical indications

The findings of Section 3 show that most entrepreneurs need to become more familiar with geographical indications. Therefore, the researcher divided material about geographical indications into three topics and gave it to the interviewees: 1) the fundamentals of geographical indications, 2) the steps and methods for acquiring GI registration and, 3) the advantages of GI registration. The researcher used documents and in-depth material, such as brochures from the Department of Intellectual Property website (Geographical Indications section). The researcher and entrepreneurs conducted conversations and asked questions to shape their knowledge of geographical indications. After giving an overview of geographical

indications, the researcher asked entrepreneurs about their reliability by allowing them to clarify the following two subjects: 1) Trust level of GI (Reliable, Neutral, Unreliable) and 2) Building buyer confidence with GI.

According to the study's findings, in subject 1, most entrepreneurs (12 individuals, or 85.71 percent) held the same viewpoint. It represents an opinion of reliable geographical indications for entrepreneurs. Building clients' or buyers' trust in goods and services relates to how geographical indications transfer their trustworthiness. Further, the credibility of GI is demonstrated by certain entrepreneurs' opinions, which are comparable to that of other agencies or institutions. To create creditability, these organizations must have issued certificates. Only a tiny percentage of entrepreneurs (2 individuals, 14.29 percent) currently have a stable credit rating; however, the benefits of GI use on gems and jewelry products still need to be determined.

Some entrepreneurs have inquired for information about GI, including whether using GI can help them build credibility with their businesses and their customers, due to some misunderstandings and suspicions regarding GI. Even though the researcher has previously explained the information regarding the GI, it still needs to be made acceptable for entrepreneurs. From the entrepreneur's point of view, due to regional inequalities and a lack of comprehensive local economic adaptation, the GI program is still far from guaranteeing that every product and place of origin benefits from it (Laksono et al., 2022).

Section 5: The potential for geographical indications to increase the value of gems and jewelry products

According to the fifth part's findings most entrepreneurs (11 individuals, or 78.57 percent) believe that GI could raise the worth of gems and jewelry products. This enables the product's price to go up above the standard selling price by displaying the link in the product's price. This verifies that these products were sourced locally. Two business owners, or 14.29 percent, believe that other factors contribute to the worth of gems and jewelry products than the use of GI to boost that value. Interestingly, the market's customer demand and the product's trend will be taken into consideration when estimating each product's value. One entrepreneur (7.14 percent) voiced that it is impossible to predict whether GI will raise the value of gems and jewelry products. The entrepreneur's need for in-depth research on GI data is the cause. In such a case, entrepreneurs were concerned that the benefits of the GI plan have not yet become clear because it increases product pricing (premium price). However, the increased manufacturing and processing expenses offset this increase (Santeramo et al., 2021).

Section 6: Comparisons and differences between the use of GI and the absence of GI in improving product marketing (the 4 Ps of Marketing Mix)

Based on the study, 13 entrepreneurs, or 92.86 percent, stated their viewpoints consistently. They are supported by the fact that not employing GI will result in business as usual and that present method of selling products. The value of gems and jewelry products can

be raised using GI. Given that the goods sold in the shop are not Chanthaburi native products, just one entrepreneur (1 individual, or 7.14 percent) has a different viewpoint.

Entrepreneurs have provided marketing justifications for each element of employing GI, which is in a positive direction. It can be explained using the marketing framework (4Ps of Marketing Mix): **1) Product** reliability is based on product quality. It functions as a product guarantee. Geographical origin separates products from their conventional counterparts and protects them from fraud and unfair competition. Geographical origin is a difficult-to-reproduce trait considered a quality cue (De Filippis et al., 2022). **2) Price** the price will go up even more. Other elements like material cost or components utilized in the product are also included. As a result, price increases could reach as much as 10%. Gal and Jambor (2020) claimed that given the competition from the more effective New Wine World, employing GIs as indicators of distinctive quality can increase the product's price. **3) Promotion** By empowering entrepreneurs to build up a plan for promotion, such as a discount, exchange, or giveaway for some products, the promotion will attract more customers. Some entrepreneurs may also offer extra details that buyers or clients must clarify, understand, or explain in condition for them to purchase products with GI. To learn more about GI, this section describes it in detail. It often has positive ripple effects that enhance a region's reputation and could have an impact on other commodities produced there (Khondkar, 2014). **4) Place** the location will serve as a channel for communications relating to GI via offline and online platforms. It attracts shoppers or clients interested in gems and jewelry products, so they may quickly obtain information. Some business owners go on to say that public relations through these channels also includes other elements like methods for attractively decorating the storefront, taking beautiful product images, and entering information, including details of products, etc.

Vandecandelaere et al. (2010) clarify that the selection of the place to sell the goods, the distribution channels, and the channels via which it will be sold are all intricate complex decisions (for example, a wholesaler, a retailer, an exporter, etc.). Distant markets typically have promised (especially in developed nations), as consumers value and are prepared to pay more for goods that are seen as “niche” and “gourmand,” respectively. Nevertheless, as the physical distance between of production and consumption grows, so do the costs, which are defined as the difference. Depending on GI characteristics and target market preferences, three critical avenues for distributing GI products could be considered: 1) Local direct selling and conventional distribution, 2) Widespread dissemination, and 3) Cutting-edge distribution.

This is consistent with the benefits of having a geographical indication, including the ability to add value to the product, the ability to achieve a competitive differential for the territory compared to rivals, as well as the ability to organize production, promote tourism in the area and favor the development of rural areas. A set of resources and abilities that cannot be bargained for, duplicated, or replaced by rivals can be built into a competitive advantage. As an intangible asset, brands can give businesses a competitive edge (Castro et al., 2021).

Section 7: Deciding to Use GI to Boost the Business's product value

The study showed that most entrepreneurs shared the same view (9 individuals, or 64.92 percent). They show the decision to use GI to increase the cost of products, which includes gems and jewelry. Their arguments are consistent and all related to how GI can promote client confidence and the value of products as a significant area of research focuses on the property of GI that increases producer revenue by creating a price premium that internalizes the value of public goods. ((Laksono et al., 2022). Some interpret that geographical indicator protection may increase value and result in financial benefits in some areas for local agricultural products with specialized markets and high-end consumers (Lamlert & Yenbutra, 2020).

On the other hand, just three entrepreneurs (21.43%) clarified their thoughts in agreement. They declared that if GI were to be applied in the marketplace, they would do so. It implies that if other stores employ GI, their store must do the same to compete in the market. Surprisingly, one entrepreneur, or 7.14 percent of all interviewees, chose not to use GI, claiming that their store had no Chanthaburi-made products. GI is not required, thus. Moreover once, one entrepreneur (7.14 percent) needs help deciding whether to utilize GI or not to raise the value of their gems and jewelry products. The role of GIs is restricted, and not all of them are linked to a reasonable price premium (Gal & Jambor, 2020). However, yet to have more information on other significant factors like production, added value, or trade flows (De Filippis et al., 2022).

The rationale is to investigate the facts and specifics of GI first thoroughly. After that, the question of whether to adopt GI would be answered. Because it is still being determined how or if GI will help to raise the value of gems and jewelry products.

Section 8: Chanthaburi-produced gems and jewelry that should be designated as Geographical Indications

According to this statement entrepreneurs consistently stated their views regarding gems and jewelry that should be registered with a geographical indication. There are two parts, including gems and jewelry. Gems that need to be designated for geographical indications are Yellow Sapphire, Green Sapphire, Black Star Sapphire, Star Gemstones, Siam Ruby, Sapphire, and Garnet. Puzzle ring and Garnet jewelry are kinds of jewelry that need to be geographically tagged.

Section 9: Factors influencing the value added of gems and jewelry with GI

The findings in section 9 indicate that entrepreneurs articulated their opinions on a range of topics relating to variables impacting the value addition of gems and jewelry products by GI, which may be summed up as follow:

- Credibility and customers' trust in the brand
- Current economic circumstances
- The gems and jewelry market are highly competitive
- The product's aesthetic appeal and design
- The price of raw materials, labor, and other production costs

- Current marketing trends

Overall, these elements unquestionably affect which of the three pillars (economic, social, or environmental) can achieve its aims most fully. Positive results are the result of group management and process strengthening. Likewise, social networks, which connect many stakeholder groups that can be involved at various stages of the GI process, such as research and educational institutions, public agencies, consumer associations, non-governmental organizations, etc., are another significant critical aspect of GI systems. A social network's importance is vital from a social and an economic perspective. Maintaining these networks makes the GI system more resilient and indicates the need more accurately for local adjustment (Vandecandelaere et al., 2010). Several variables defining the socioeconomic traits of the producer's group may also impact the actual involvement of GIs. Communities that have a solid foundation and are well-run can operate more effectively for the good of their members. Gains in welfare can be achieved with even a minimal amount of consumer knowledge and standard setting (for both character and level of quality). These gains will determine information costs and the cost of developing quality systems (Gal & Jambor, 2020).

Section 10: Additional Advice on Geographical Indications for Improvement

According to the final section's findings, 13 respondents, or 92.86 percent of the entrepreneurs, agreed that GI in public relations needs to be developed and improved. As a result, they were never provided with any information regarding geographical indications. Entrepreneurs concluded that the bulk of GI were agriculture or OTOP products (One Tambon One Product: OTOP) based on what they saw in the media. World Intellectual Property Organization (2022) maintained that agricultural goods, foodstuffs, beverages with alcohol, handicrafts, and industrial goods are frequently identified by their geographic origin. Entrepreneurs are unaware that GI facilitates the registration of gems and jewelry. Some business owners disclose further information, saying that while they are familiar with the Department of Intellectual Property's facts and information, unaware of GI. Some entrepreneurs also noted that the nonpartisan organization should be responsible for GI registration for gems and jewelry products. Additionally, government agencies must carefully plan training sessions, conferences, and public relations campaigns about GI for gems and jewelry entrepreneurs. Both buyers and consumers should understand the information and details. Lastly, one entrepreneur (7.14 percent) is the only one who with no new ideas for this section.

This segment of the interview yielded material that is relevant to the Chiang Rice case. Most individuals are still unaware. Geographical Indication: What is it? The rights and advantages of geographical indication registration have yet to be widely known. Considering this, the research team (Chiang Rice Research Project) concluded that all relevant government agencies must cooperate to raise public awareness, promote stronger trade protection and competitiveness, and add value to local products through the Geographical Indication Registration procedure. However, the legal framework for protecting geographical indications must also be transparent and show why protected rights are superior to those not. Increasing

people's knowledge of their communities' rights regarding geographical markers and working together to uphold those rights in another aspect will lead to the growth of robust communities (Kooptarnond et al., 2018).

Conclusions

The following three key study concerns can be addressed using the research's findings. Gems and jewelry entrepreneurs in Chanthaburi trust GI to add value; consequently, one marketing tool is geographic indications. They can be utilized to enhance the worth of gems and jewelry products. As marketing mix component, GI can raise the value, price, and credibility of the quality of gem and jewelry products. From an entrepreneur's perspective, employing GI is preferable to not using them. Gems and jewelry products with GI and variable factors are linked by 1) credibility and customers' trust in the brand, 2) current economic circumstances, 3) the gems and jewelry market are highly competitive, 4) product's aesthetic appeal and design, 5) cost of raw materials, labor, and other production costs 6) current marketing trends.

The research was constrained because there were fewer significant contributors than intended. Because of this, there is less diversity in the material gleaned from the in-depth interviews than expected. Finally, data collection integrity is at 70%. The research findings will be reported to the relevant government organizations about gem and jewelry products that should be pushed and registered to become products with GI registration in the future, such as Suea Chan Tha Boon, Prik Thai Chan, and Tu Rian Jan. In addition, this study can also serve as a guide for gathering information to investigate other possible goods and can encourage the registration of geographical indications in other locations.

Future research

The following study's research will concentrate on the consumer side to discover what consumers believe about using GI to increase consumer confidence and add value to gems and jewelry products. Given that some respondents misunderstood the question, future studies should create interview questions that are simple to grasp.

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