

Exploration of community products to raise the standard level of the Bung Khong Long District, Bung Kan province, Thailand.

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ABSTRACT

The purposes of this research were (1) study the situations of the community product at Bueng Khong Long district in Bueng Kan province (2) study the opinions of community product manufacturers and suppliers at Bueng Khong Long district in Bueng Kan province (3) survey the readiness of community products to promote as good product of Bueng Khong Long district and (4) to collect the data for the product community development to be good product of Bueng Khong Long district. This research used interview to collect the data from OTOP manufacturers at Bueng Khong Long district in Bueng Kan province. For general information, the results of 18 interviews from manufacturer representative groups showed that 50 percent of groups were OTOP groups and only 11.11 percent of groups were community enterprise groups. Most productions were food and drink and the other was cloth. There were 11 to 20 members in each group that made the group average income per month for selling their products below 10,000 Baht. For the data of the OTOP manufacturers commented on their readiness of their community products to promote as good product of Bueng Khong Long district in Bueng Kan province, 18 manufacturer groups had capability and readiness to develop community products as good product of Bueng Khong Long district in Bueng Kan province if they had got support to develop their product, tourism development, and more marketing development.

Keywords: Community Products

INTRODUCTION

Bung Khong Long District is a district in Bueng Kan province, it is established in 1982 as Tambon. Bung Khong Long is separated

from Tambon Mak Khaeng, It is named Tambon Bung Khong because in the area has a very big marsh with water all the year and It looks like the Mekong River.



Fig. 1 Khong Long marsh

Bung Khong Long marsh has many kinds of fresh - water fish that farmers in this district and nearby district use to live their life all year. To make this district unique so Bung Khong Long is named for it and promoted as Ampur in 1993.

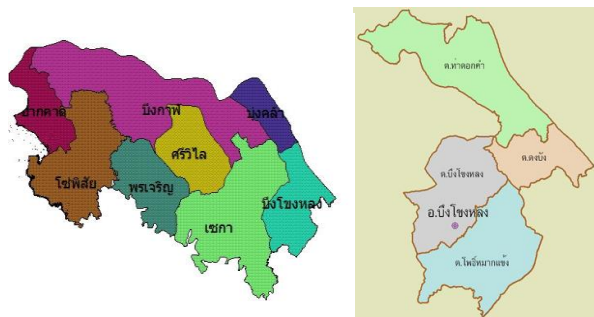


Fig. 2 Bueng Khong Long map

Some areas of Bung Khong Long marsh border on Mekong River which use to be the area of Nong Khai province. The act of Bueng Kan province establishment 2011 was published in the government gazette volume 128 episode 18 was forced on 23 March 2011. Bueng Kan province established by consolidating by 8 districts including Bueng Kan, Seka, So Phisai, Bung Khla, Bueng Khong Long, Pak Khat, Amphoe Phon Charoen, and Si Wilai of Nong Khai province.

Bueng Khong Long is in Bueng Kan province, there is interesting place “Khong Long marsh”. Khong Long is a big marsh, it is the 1,098th wetland in the world. It has the beach for recreation and water activities .It is far from Bueng Khong Long only 3-4 kilometers. Furthermore, there are interesting OTOP products including 2 main groups:

- 1) Fish product consist of pickled fish, Bonneville fish
- 2) fabric product consist of loincloth, Bang Sai Royal Folk Arts And Crafts Center product Ayutthaya province.



Fig. 3 Community Products off Bueng Khong Long District.

Following government policy changing from hundred percent governance supports to participation of the private sector and educational institutions, focusing on community product manufacturers who want to raise their capability. To study the operation and observation of the readiness of community product for maximum efficiency to upgrade community products as good product of Bueng Khong Long district.

According to the reasons above, the researcher emphasizes on the importance of Bueng Khong Long area that becomes new tourist attraction to improve quality of Bueng Khong Long people life and study the operation and observation of the readiness of community product for maximum efficiency so the researcher wants to study the topic "Exploration of community products to raise the standard level of the Bung Khong Long District, Bung Kan province." . Moreover, the researcher wants to study general information about community product of Bueng Khong Long that how many types are there? and does each type ready to upgrade their own products as good product of Bueng Khong Long district in the future?

RESEARCH PURPOSES

1. To study the situations of the community product at Bueng Khong Long district in Bueng Kan province

2. To study the opinions of community product manufacturers and suppliers at Bueng Khong Long district in Bueng Kan province.
3. To survey the readiness of community products to promote as good product of Bueng Khong Long district.
4. To collect the data for the product community development to be good product of Bueng Khong Long district.

LITERATURE REVIEW

1. Bueng Khong Long district information.

Bueng Khong Long located in the end of Eastern side of Bueng Kan province.

Location

North : Amphoe Bung Khla

East : Bolikhamxa (Laos)

West : Amphoe Seka

South : Amphoe Ban Phaeng,
Amphoe Na Thom
(Nakhon Phanom)

Bueng Khong Long district consists of 4 sub districts 56 villages.

1. 17 villages in Bueng Khong Long sub district.
2. 15 villages in Pho Mak Khaeng sub district.
3. 11 villages in Dong Bang sub district.
4. 13 villages in Tha Dok Kham sub district.

2. Marketing Mixed Strategies Theory

Marketing strategy

An effective marketing strategy combines the 4 Ps of the marketing mix. It is designed to meet the company's marketing objectives by providing its customers with value. The 4 Ps of the marketing mix are related, and combine to establish the product's position within its target markets. (Kotler, et al., 2005)

Marketing Mixed Strategies

The marketing mix is the set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. It consists of everything that a company can do to influence demand for its product. It is also a tool to help marketing planning and execution.

The 4Ps of marketing: product, price, place and promotion

The marketing mix can be divided into four groups of variables commonly known as the 4 Ps:

1. Product Strategy

Products are the goods and services that your business provides for sale to your target market. When developing a product you should consider quality, design, features, packaging, customer service and any subsequent after-sales service.

2. Price Strategy

Price concerns the amount of money that customers must pay in order to purchase your products. There are a number of considerations in relation to price

3. Place Strategy

Place is in regards to distribution, location and methods of getting the product to the customer. This includes the location of your business, shop front, distributors, logistics and the potential use of the internet to sell products directly to consumers. including price setting, discounting, credit and cash purchases as well as credit collection.

4. Promotion Strategy

Promotion refers to the act of communicating the benefits and value of your product to consumers. It then involves persuading general consumers to become customers of your business using methods such as advertising, direct marketing, personal selling and sales promotion.

Marketing tools

Each of the four Ps has its own tools to contribute to the marketing mix:

- Product: variety, quality, design, features, brand name, packaging, services
- Price: list price, discounts, allowance, payment period, credit terms
- Place: channels, coverage, assortments, locations, inventory, transportation, logistics

- Promotion: advertising, personal selling, sales promotion, public relations

FRAMEWORK

Population

Community product manufacturer groups at Bueng Khong Long district in Bueng Kan province.(4 sub districts, 56 villages)

Sample

18 community product manufacturer groups at Bueng Khong Long district in Bueng Kan province.

DATA COLLECTION METHODS

1. This research used qualitative method to observe the readiness of community products to promote as good product of Bueng Khong Long district by using In-depth interview

2. Data sources

2.1 Primary Source of Data

Primary source of data was collected by interview from 18 community product manufacturer groups at Bueng Khong Long district in Bueng Kan province.

2.2 Secondary Source of Data

Secondary Source of data was the data from documents, books, textbooks and resources on the internet. The researcher studied research results in the past such as publishing, reference models, marketing theories, media, statistics and articles from the internet.

RESEARCH INSTRUMENTS

In-depth interview was used to collect the data in this research. In-depth interview was tested before the data collection by pretest. The In-depth interview consists of 3 parts.

Part 1 General information (Open-end response questions) - name, group name, group address

Part 2 Questions of Comments about the readiness of community products to promote as good product of Bueng Khong Long district.

Part 3 Suggestion question about the readiness of community products to promote as good product of Bueng Khong Long district.

DATA ANALYSIS

The researcher used content analysis to analyze the data for checking the accuracy and completeness of the information.

Firstly, the analysis categorized the text that was identical or similar in the same category. Then the researcher analyzed the data and presented it by using descriptive analysis. Finally, the researcher concluded all data by using short statements as concept topics that reflected the meaning of this research.

RESULT

Research results from the survey of community product manufacturers.

1. General information of community product manufacturers

The results of 18 interview manufacturer representative groups showed that 50 percent of groups were OTOP groups and only 11.11 percent of groups were community enterprise groups. Almost productions were food and drink and the other was cloth. There were 11 to 20 members in each group that made the group average income per month for selling their products below 10,000 Baht. Almost community product manufacturer groups were processed fish products, clothes and wickers . There were 3 distribution channels 1) Middleman took products from group location, 2) manufacturer groups send products to Bang Sai Royal Folk Arts And Crafts Center and 3) manufacturer groups bough product at fresh market or carnival in Bueng Khong Long district.

2. Comment information of community product manufacturers on their readiness of their community products.

18 product manufacturers emphasized on product development to promote as good product of Bueng Khong Long district in Bueng Kan province. Every groups had got the intention and readiness to enhance the

development of products. If they had got support from governance and private sectors about the development of processing knowledge and marketing, they were ready for learning to develop their production capability to be good product of Bueng Khong Long distric

CONCLUSIONS AND SUGGESTIONS

1. Research suggestions

Community product groups would be good product of Bueng Khong Long district if they were supported by the governance and private sectors to make community product well know and go together with tourism development.

2. Research implications

For future research in this field, some suggestions for future study are as follows.

2.1 Future research should categorize by product group to study factors that affect to capability in each community product group. All information were used as model for development and upgrade quality level to promote as good product of Bueng Khong Long district.

2.2 Future research should follow the continuation of community product groups that developed to promote as good product of Bueng Khong Long district.

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