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### Abstract

The objectives of this research were 1) to study the health products career; 2) to investigate the problems of health products career; 3) to explore the trends of promoting and developing health products career; and 4) to examine the relationships of general characteristics and situations of health products career with its problems and the trends of promoting and developing of this career.

The sample group comprised 250 people in Chaiyaphum Province. The research tool used was a questionnaire, then the data were analyzed by using SPSS for Windows 10.0.7.

The research findings were as followed:

1. In general characteristics, most of the subjects were found to be females, 41-50 years of age, having finished primary school, doing farm as chief career and making health products as minor career. Monthly family average income was 5,029.80 Baht. However, monthly family average expenditure was 4,776.40 Baht.

2. In situations of health products career, most were found with processed vegetable and fruit products (34.0%), followed by herbal drinking products (28.0%)

3. In problems of health products career, most problems were found in general at the fair level. However, the most problems that they faced were technology and materials, followed by promotion and support.

4. In trends of promotion and development of health products career, most of the subjects were found wanting the government to give them financial support in their career, follow by seeking suitable markets for their products in the populated areas.

5. The test of relationships of variables with other aspects at 0.05 significant level found that:

- 5.1 Most of the general istics character were related to the trends of promotion and development of health products career.

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5.3 Most of problems of health products career was relate to the trend of promotion and development of health products career.

6. Factor Analysis technique could determine 11 trend and 2 factor: promoting health products career and developing health products career.