

ABSTRACT

Title of Research Paper : Acceptance of ISO 9000 of the Industrial
Entrepreneurs : A Case Study of Samutsongkhram
Province

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The study was conducted for the following objectives: 1) to find out the level of acceptance of ISO 9000 of the industrial entrepreneurs in Samutsongkhram Province, and 2) to identify the factors influencing their acceptance of ISO 9000. The survey samples were 131 entrepreneurs of the Type 3 factories in Samutsongkhram Province. This number accounted for 66.2 percent of the total population. A questionnaire was employed to collect the data. The descriptive statistics used were percentage, mean and standard deviation while the inferential statistics to test the hypotheses were t-test and F-test.

The findings were briefly stated as follows:

General characteristic of industrial entrepreneurs. About 31.5 percent or one-third of the industrial entrepreneurs who answered the questionnaire had more than 10 years of work experience in industry. About two-third had a registered capital of below 50 million baht. Only 6.2 percent had a registered capital of more than 100 million baht. About half of them (42.2%) had no knowledge about ISO 9000. The markets for their products are mostly local markets (80.8%). The foreign markets are in the Asian zone (33.3%) more than the American Zone (3.7%) and the European Zone (3.7%).

It was found that the industrial entrepreneurs accepted the ISO 9000 at a moderate level ($\bar{X} = 2.68$). They accepted the usefulness of the ISO 9000 most ($\bar{X} = 2.94$) followed by the introduction of ISO 9000 to use in factories ($\bar{X} = 2.67$) and request for the ISO 9000 ($\bar{X} = 2.45$), respectively.

The entrepreneurs were found to acknowledge the ISO 9000 at a moderate level ($\bar{X} = 2.74$). When individual variables were considered separately, the industrial entrepreneurs were found to acknowledge the request for the ISO 9000 and the quality

standard system of the ISO 9000 at a higher level than any other variable ($X = 2.87$ and $X = 2.78$ respectively). The least acknowledged variable was motivation from the Ministry of Industry concerning the ISO 9000 ($X = 2.63$).

When the hypotheses were tested, the variables found to be significantly related to the entrepreneur's acceptance to enter the ISO 9000 system at the 0.05 level were type of products, the market, knowledge about the ISO 9000, and realization of the benefit of the training and financial support provided by the Ministry of Industry. On the contrary, no significant relationship with the entrepreneurs acceptance to enter the ISO 9000 system was found when the entrepreneur's experience, capital size, length of operation time in the business, and perception of complication in requesting for the ISO 9000.

Recommendations

1. Policy Implications for the Government

1) the government should make a push to develop the quality standard suitable form individual business to bring about efficiency and effectiveness in investment

2) Thailand's quality standards should be set in order to be a tool to develop the universal quality standard system.

3) There should be a plan that classifies the industrial entrepreneurs on the basis of their projects in order to provide them with support in developing the ISO 9000 and other international quality standards.

4) An evaluation agency should be established to evaluate the past ISO 9000 development to learn from the past mistakes in Thailand.

The entrepreneurs are recommended to set their procedures in developing their own quality standard so that the government agency concerned can appropriately accommodate or support them.

2. Operational implications.

1) The local authorities in Smutsongkhram must classify products into types to find out which deserves to use the ISO 9000 in order to support the right target.

2) One criterion in selecting trainees is that the persons selected must be able to extend the training knowledge to the business. So these people should be, for example, business owners, shareholders, managing directors and so on.

3) All forms of public relations must be used continuously to provide the entrepreneurs with a full knowledge and understanding about the quality standards.

4) The inspection agencies in the local areas should be strengthened to increase their work efficiency.

5) Cooperation should be sought from other agencies in inspecting the quality standard of factories.

3. Recommendations for further research

This study concentrated on Samutsongkhram Province only. Therefore, further research should study other nearby provinces such as Samutsakhorn Province to make a comparison and to use the findings as the data for developing the quality standards for factors.