

Abstract

The thesis entitled “The Study of OTOP Consumers’ Behavior and OTOP Manufacturers’ Marketing Abilities” with particular emphasis on locally - made cloth and clothing aims to explore the consumers’ behavior, the factors affecting their purchasing decisions, and the marketing abilities of the OTOP manufacturers.

The thesis is based on survey research. Data was collected from 343 respondents who bought locally - made cloth and clothing at the Fourth OTOP Fair (OTOP CITY) during December 16 - 24, 2006, at the Impact Exhibition Center, Muangthong Thani. The research also used interviews to survey the marketing abilities of the manufacturers of locally - made cloth and clothing. The data was analyzed using Chi - square test, independent Samples t - test, and one - way Anova.

The survey of the respondents who were the buyers of OTOP cloth and clothing found that most of them were single females, aged between 26 and 35, with Bachelor’s degrees. Most of them worked in the private sector with monthly income ranging from 10,001 - 20,000 Bath, and most were not originally from Bangkok.

Most of these respondents purchased OTOP cloth and clothing approximately once a year. They owned about 1 - 5 pieces of cloth and 1 - 5 articles of clothing. Most of them would look for durable products with fine and smooth texture, and the prices must be reasonable. Popular color choices were blue and brown. In addition, they were satisfied with fashionable - designed clothes made from cotton. Most of them knew about the OTOP Fair from television commercials.

The hypothesis was partially validated. The accepted hypothesis was that respondents who bought the OTOP products had different consumer behaviors and the level of the difference was at 0.05 which is statistically significant. Factors including gender, age, educational background, and income affected their purchasing decisions, and the level of the difference was at 0.05 which is statistically significant.

With regard to the manufacturers of the locally - made cloth and clothing, the survey found that the manufacturers gave priority to the consumers’ needs and convenience. Their other concerns were product quality, pricing, distribution channels

and governmental support. In addition, all three groups of manufacturers had suitable marketing abilities. Through the application of their experience and knowledge and local wisdom, they were well-informed and able to accurately analyze the consumers' needs. Such abilities contributed to their marketing success.

Based on the results of the survey, significant recommendations can be made. The manufacturers of OTOP cloth and clothing should take into consideration product quality and reasonable prices. Cotton products were the most popular. Hand-woven silk ranked second in terms of popularity. The consumers who were the main target group were females, aged between 26 and 35. Their favorite products were blouses, dresses, and scarves made in different patterns of design and colors, all reflecting Thai identity.