MARKETING MIX AFFECTING TO CONSUMER BEHAVIOR ON PURCHASING PRODUCT OF ONE TAMBON ONE PRODUCT (OTOP) IN SARABURI PROVINCE



A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL STAMFORD INTERNATIONAL UNIVERSITY MASTER OF BUSINESS ADMINISTRATION ACADEMIC YEAR 2014

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	Product of One Tambon One Product (OTOP) in Saraburi Province		
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Abstract

In research studies, marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in Saraburi Province has objective 4 point follow these 1) To study marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP). 2) To study marketing mix in perspective of board OTOP Complex Saraburi to consumer behavior on purchasing product of One Tambon One Product (OTOP). 3) To study marketing mix in perspective of potential customer to consumer behavior on purchasing product of One Tambon One Product (OTOP). 3) To study marketing mix in perspective of potential customer to consumer behavior on purchasing product of One Tambon One Product (OTOP). Board OTOP Complex Saraburi group 10 persons and potential customer group 5 persons use the interview method as a tool to collect data. The researcher has analyzed data by using synthesized content. In general customer group from sample population 278 people use the questionnaire as a tool to collect data which is reliability value 0.877. The researcher has analyzed data by using descriptive statistic; percentage, mean and standard deviation.

The research result found that perspective of board OTOP Complex Saraburi, perspective of potential customers, and perspective of general customer about marketing mix affecting to consumer behavior on purchasing products of One Tambon One Product (OTOP) in Saraburi Province. All aspects of marketing mix affect to consumer behavior on purchasing products of One Tambon One Product in Saraburi Province except the promotion aspect is less affecting to consumer behavior on purchasing product of One Tambon One Product in Saraburi

Therefore, from the research, it can be suggested board director OTOP Complex Saraburi should standardize and certify the quality of OTOP product by focusing on marketing mix (4 P).

Keywords: Marketing mix, Consumer Behavior, One Tambon One Product

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CHAPTER 1

INTRODUCTION

Background

The national development of Thailand has the National Economic and Social Development Plan issue 1-9 of the past. The successful of Thailand in economic development makes the country could grow quickly. An average about 7 percent per year (1961 - 2006), Thailand has escaped from being classified as a poor country and become a developing country. But economic growth of such is just the nature of the growth in overall external imbalance of the actual development because Thailand still has poverty remained and more widespread. Income inequality between rural and urban to distribute benefits among groups of people in society. There are other social problems which affect the quality of life for Thai people, such as Narcotic problems, Crime, and etc. Meanwhile the rapid development of Thailand in the past, it is a wasteful use of natural resources and lack of regard for the impact on the state and the country faced a shortage of resources and severe environmental degradation. From the above problems demonstrate the development failed and is not sustainable. There are good economics, but society has a problem lower quality of life (Office of the National Economic and Social Development Board, 2006)

When Thailand faced with the economic crisis that occurred in 1997 and make Thailand more quickly and severely affected across the country. All people faced economic system disruption problem, Business bankruptcy problem, and unemployment problem. The unemployment problem's level of grassroots population, which a large group of many countries were beset with poverty problems that deteriorating increased. If Thailand realize the real cause of the Thailand's economic impact is severely by the Thailand's infrastructure is weak due to the administration Thailand the past is a lack of balance and not contributes to prosperous of people.

Both public and private sector of Thailand recognizes the need for strengthening and rehabilitation the various infrastructure of the country all levels to strengthen the foundation and balance the economy under "Sufficiency Economy Philosophy" (The National Economic and Social Development Office, 2006) Thailand government create a new strategic framework for develop country which focuses on development the middle way and based on balanced holistic development by focusing on people-center development for make the country progress. All people happy without poverty and can self-reliance to making a strong country.

The field of poverty reduction, the government focus on rural development and urban development for sustainability and economic regeneration on the grassroots level. The government has set a strategic restructuring of Thailand's economic foundation and especially to stimulate the economic system through projects, such as set up the community funds project, the moratorium's agriculturist project, the 30 baht every treatment project and the important project is One Tambon One Product Project.

Government policy make on project of the "One Tambon One Product" to promote and support local development processes for making a strong community and can self-reliance. Government will support people participation in generating revenue for themselves and their community. Government will focusing on creating products and services that conform to the basis and potential community including resources, local wisdom, and local culture which varies according to a specific area and focus on promoting the community in the learning process, Resource management, Production, Marketing and capital management to help the community. It also promoted to development of design and quality standards that featured a unique quality to add value to products and consumer demand both in domestic market and abroad market. It can a source of income for the community and Thailand economy. This government policy will lead to poverty reduction in the future. (Government policy to reduce poverty, 2014, online)

Therefore, the study marketing mix of OTOP Complex Saraburi. It is important to see the impact on the consumer behavior of customers to purchase products at the OTOP Complex Saraburi. In the implementation of the business will successful must the ability to adapt market competition and economic condition as well which the owner of business must have the ability to manage business including marketing management and product development. If has been developing and promoting factors in various fields of the marketing mix. It will make a lot of revenue to OTOP Complex Saraburi. Therefore, this study aimed to study the situation and market ability in perspective of board OTOP Complex Saraburi, in perspective of customer and in perspective of potential customer who come to orders a lot of product. That affect total sales product of OTOP complex Saraburi for bring the result as a guide to solve problem, contribute to the development, strengthening and increased ability for competitive market. It will be good results for development OTOP Complex Saraburi that is the foundation for a strong economy in the future.

Objective of Study

1. To study marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP).

2. To study marketing mix in perspective of board OTOP Complex Saraburi to consumer behavior on purchasing product of One Tambon One Product (OTOP).

3. To study marketing mix in perspective of potential customers to consumer behavior on purchasing product of One Tambon One Product (OTOP).

Scope of Study

1. Scope of Area

This study will examine the marketing mix in the implementation of OTOP Complex Saraburi about consumer behavior purchasing product, by in-depth analysis perspective of board OTOP Complex Saraburi, perspective of potential customers, and perspective of general customers.

2. Scope of Period

The duration of the study begins from October 2013 to January 2014

Research Questions

How could the sales of OTOP product to be increased in perspective of 3 group follow this?

- 1. The perspective of board OTOP Complex Saraburi?
- 2. The perspective of potential customer?
- 3. The perspective of general customer?

Expected Results

The study leads to the development OTOP business system by using marketing mix concept. The marketing mix increases sales product of the OTOP Complex Saraburi and makes OTOP Complex Saraburi has strong growth business and can help gain income of OTOP Complex Saraburi more.

Definition of Terms

Definition of terms of this study are the following:

One Tambon One Product (OTOP) is a local entrepreneurship stimulus program designed by Thailand's former Prime Minister Thaksin Shinawatra during his 2001-2006 Thai Rak Thai's government. The program aimed to support the locally made and marketed products of each Thai Tambon (sub-district). Drawing its inspiration from Japan's successful One Village One Product (OVOP) program, the OTOP program encourages village communities to improve the local products' quality and marketing, selecting one superior product from each tambon to receive formal branding as its *"starred OTOP product"*. It provides both a local and national stage to promote these products. OTOP products include a large array of local products, including traditional handicrafts, cotton and silk garments, pottery, fashion accessories, household items and food. After a military junta overthrew Thaksin's government in 2006 following an election cancelled for irregularities, the OTOP program was cancelled. However, it was soon revived and rebranded.

Marketing Mix is a set of decision that needs to be considered prior to introducing a new product. These variables are also called the P's of marketing. They help an industry in making strategic decisions required for the smooth running of an organization.

Consumer Behavior is characterize use of a consumer to buy a motive or incentive from the feelings of the consumer to make purchasing decision. The study of consumer behavior is the study of the properties of the desired consume OTOP products, Types of OTOP products, Quantity per frequency of consumption, Consumption characteristics and influencing consumer behavior.

Enterprise is activities of person or group owns and is collaborating with other agencies. They have learning, management, production, processing, marketing, and

financial support to the local economy. Consistent with the social, cultural and environmental resources of the district. These will give local people a better living.

The purchasing decision is the act or nonverbal expression of each symptom on the decision to buy product which will give to the rate of consumer behavior. Buyer will be studied by decide the trial, named after the namesake behavior and purchasing decisions.

OTOP Complex Saraburi is an OTOP distribution center to retail all member OTOP product both packaged products and other products to various destinations. OTOP Complex Saraburi also sale OTOP product for customer that visit OTOP Complex Saraburi for purchase OTOP product's Saraburi Province.

Perspective is opinion or attitude of people towards something that people interested at the moment and can convey their opinions or attitudes to other people know about their opinions or attitudes.

Potential customer is a customer who order OTOP product large amount from OTOP Complex Saraburi.

General customer is a customer who purchase OTOP product little amount from OTOP Complex Saraburi. General customer also mean new customer of OTOP Complex Saraburi or tourist who purchase OTOP product at OTOP complex Saraburi.

Organization of the Study

Marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in Saraburi Province. In this paper is divided into five chapters.

Chapter1: Introduction session, which consists of background, objective, scope, research questions, significance, definition, and organization of the study.

Chapter2: Review of the related theories, concepts, and literatures.

Chapter3: Samples, methodology, instruments, data collection, and data analysis

Chapter4: Results and tables of the survey

Chapter5: Summary of the study, discussions, conclusions, recommendation and recommendation for further researcher.

CHAPTER 2

LITERATURE REVIEWS

The study title "Marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in Saraburi Province" The researcher has collected all the documents and related research, respectively, as follows.

- 1. Marketing mix
- 2. Consumer behavior
- 3. Information about OTOP product
- 4. Relevant literatures reviews
- 5. Conceptual Framework

Marketing Mix

Dividing the multitude of marketing variables or mix into four distinct categories makes it much easier to formulate a marketing strategy. The four categories are product, place, price, and promotion, and are commonly called the "four p." Note also that the client is not part of, but rather is the target of the marketing mix. (Perreault, Jr. and McCarthy, 2006: 38)

According to Philip Kotler "Marketing Mix is the set of controllable variables that the company can use to influence the buyer's response". Each company aim to build up composition of 4'p (product, price place, promotion) which can make level of highest consumer satisfaction. Thus marketing mix is assemble keeping in mind the need of target customer and it depending on available resources and marketing objectives of company. (Philip, Kotler, 2001:9)

Product mean the goods and services offered by the organization. A shirt, some food, a car, a mobile phone, all are product. All these are purchased because consumer satisfy or need product for response the need of themselves. Product can also take the form of a service like package mobile phone, bus ticket, etc. Thus product mean good and services offered by company or shop to sell to customer. (Philip, Kotler, 2001:10)

Price mean amount charged for a product or service. It is the second most important element in the marketing mix. Price is not just a number on a tag. It comes in many forms and performs many functions. Rent, fares, fees, rates, retainers, wages, and commissions are all the price you pay for some good or service. In fact, pricing is a very crucial decision effect on demand for the product and also on the profitability of the company. (Perreault, Jr. and McCarthy, 2004)

Place mean location of manufacturer to be sold good or service to consumer. Place also mean locate of product or service where consumer can conveniently make purchase product or services. This involves a chain of individuals and institutions like distributors, wholesalers and retailers who constitute company's distribution network also called a channel of distribution. The company has to decide whether to sell directly to the retailer or through the distributors/wholesaler etc. Channel of distribution mean way of product change to market place. Channel of distribution is consist manufacturers, middleman, consumers or industrial users. (Perreault, Jr. and McCarthy, 2004)

Promotion mean an important ingredient of marketing mix as it refers to a process of informing, persuading and influencing a consumer to make choice of the product to be bought. Promotion is done through means of personal selling, advertising, publicity and sales promotion. Promotion activity can be dividing as follows (Perreault, Jr. and McCarthy, 2004)

- Advertising is events in the news about the organization, products, services or ideas that need to be paid by patrons list.

- Personal selling is activities inform and motivate the individual market. This is sale strategy by salespeople of company.

- Sale promotion is promotion activities by salesperson, new, and promotion. Chanel of promotion 3 form are stimulate consumers called promotion -oriented consumers, stimulate agent called promotion aimed to middlemen, and Stimulate personal selling, called the promotion that leads to salesman.

- Public Relation is promote product or service in positive attitude by company that want to present product or service to consumer.

- Direct Marketing is communication to direct response that marketer to promote product or service of their company to end user consists of telephone sales, Direct Mail, Sales by catalog sales and Newspapers which provide customers with incentives response activities.

Product

According to William J. Stanton "Product is a set of tangible and intangible attributes manufacturer's prestige, retailer's prestige and manufacturer's and retailer's services which buyer may accept as offering satisfaction of wants and services."(William J. Stanton, 1975) A product is more than just a physical product with its related functional and aesthetic features. It includes accessories, installation, and instructions which fulfills some psychological needs and the assurances that service facilities will be available to meet the customer needs after the purchase. (Jerome McCarthy, 2004)

According to Armstrong and Kotler define product as "anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need."(Armstrong & Kotler, 2005: 223) Most definitions are similar and it should be emphasized that a "product is not limited to finished goods." (Perreault, Jr. and McCarthy, 2004) All businesses, whether for profit or not have at least one product. Even government, by providing services and physical goods, has products.

Product Classification

Marketer have traditionally classified on the basis of use, durability, and tangibility. Kotler has stated a brief idea about the various categories and each product type has an appropriate marketing mix strategy. (Kotler, 2009: 359)

Based on use the product can be classified as:

Consumer goods mean personal consumption goods by the households or ultimate consumers who consumed this goods such as groceries, stationery and clothes. Kotler classify the vast array of goods consumers buy on the basis of convenience goods, shopping goods and specialty goods. (Kotler, 2009: 360)

1. Convenience Goods are goods that the consumer usually purchases convenience goods frequently, immediately, and a minimum of effort. For example soft drink, water, soaps, shampoo, and newspapers. Convenience goods can be further divide 3 group. Staples are goods consumers purchase on a regular basis. A consumer might routinely purchase these goods such as ketchup, toothpaste, cracker and cookie. Impulse good are goods consumers purchase without any planning or search information for purchase goods such as candy, cartoon book, and magazines. Emergency goods are goods consumer purchase when a need is urgent such as umbrellas during a rainstorm, torch and candle during a dark area or night time, and boot and shovels during winter season. Convenience goods are usually sold at convenient retail outlets.

2. Shopping Goods are goods that the consumer characteristically compares on bases as suitability, quality, price, and style of people. For example furniture, laptop, cloth, shore, used cars, and major appliances. Kotler further divide this category 2 group. Homogeneous shopping goods are similar in quality but different enough in price to justify shopping comparisons. Heterogeneous shopping goods are differ in product feature and services that may be more important than price. The seller of heterogeneous shopping goods must have well-trained salespersons to inform and advise customer to purchase this goods.

3. Specialty Goods are goods that have unique characteristics or brand identification for a sufficient number of buyer are willing to make a special purchasing effort. For example TV sets, cars, stereo components, photographic equipment, women's dress, and men's suits. A Mercedes is a specialty goods because interested buyers will travel far to buy one. Specialty goods don't require comparisons, buyers invest time only to reach dealers carrying the wanted products. Dealer don't need convenient locations, although it must let prospective buyers know their locations.

Industrial Goods mean goods for consumption or use as inputs in production of other products or also called industrial goods. Industrial goods can be classified in terms of their relative cost and how they enter the production process include materials, capital items and supplies. (Kotler, 2009: 360)

1. Materials are goods that enter the manufacturer's product completely. It divide into 2 classes. Raw material divide into 2 major groups. Farm products are supplied by many producers who turn them over to marketing intermediaries and who provide assembly, grading, storage, transportation and selling service. Natural products are limited in supply. They usually have great bulk and low unit value and must be move from producer to end user. Price and delivery are the major factors influencing the selection of suppliers. Manufactured material divide into 2 groups. Component materials are usually fabricated further. Component parts are parts enter the finished product with no further change in form.

2. Capital items are long-term goods that facilitate developing or managing the finished product. It include 2 groups as installations and equipment. Installations consist of buildings and heavy equipment. They are usually bought directly from the producer whose sale force includes technical personal and along negotiation period precedes the typical sale. Equipment consist of portable factory, tool, and office equipment. These type of equipment don't become part of finished product. It has a shorter life than installations but a longer life than operating supplies.

3. Supplies are short- term goods and services that facilitate developing or managing the finished product. Supplies are 2 kinds: maintenance, repair items, and operating supplies. Together, they also called MRO goods. Supplies are the equivalent of convenience goods. They are usually purchased with minimum effort on a straight-rebuy basis.

Based on durability the products can be classified as

Durable Goods are tangible goods that normally survive users such as refrigerator, machine tools, car, and clothing. Because these goods are products which used for a long period i.e., for months or years together. Durable products normally require more personal selling and service, command a higher margin and require more seller guarantees. (Kotler, 2009: 359)

Non-durable Goods are tangible goods that normally consumed in one or a few users such as beer, salt, sugar, and soap. Because these good are purchased frequently and the appropriate strategy is to mark them available locations and advertise to induce trial and build preference.

Based on tangibility the products can be classified as

Tangible Goods are consumer goods or industrial goods and durable or non-durable also in this category which these good that can be touched and seen. For example bike, groceries, book, raw- materials, pen, and etc. These goods are tangible goods. (Kotler, 2009: 360)

Intangible Goods are service provided to consumer and organization. As a result they normally require more quality control, supplier credibility and adaptability. For example haircuts, internet service, cable TV, and insurance services. These goods are intangible goods.

Price

According to Phillip Kotler, "Price is the money or other considerations (including other goods and services) exchanged for the ownership or use of a goods or service." Pricing is another important element of marketing mix which is role the success of a product in the market. If the price is high, it effect to consumer purchase product less amount than before. If the price is low, it effect to producer or seller get profitability less than before. The factors usually taken into determining the price of a product can be divide follow as these. (Kotler, 2012: 423)

Cost is factor affect to change price of product. Because it is determine factor to set a price of product to sell product at market. If high cost to produce product, it is high price to sell product. If low cost to produce product, it is low price to sell product. All above it is production device and determine price for sell product.

Demand is important factor affect to change price of product. Because when there is limited supply of a product and the demand is high, people buy product even price of product is high price which are change by product. The price elasticity is depend on responsiveness of demand to change in price of product that consumer or buyer want it.

Competition is factor affect to change price for similar product. The producer are produce similar product. They will set price of product closely because they don't want to lose customer or get low profit. Additional if producer compete to set price of product as low price. The result competition is price war of product will occur such as soft drink, washing powder and etc.

Marketing Objectives is factor affect to change price of product. Because some company may have different marketing objectives such as maximization of profit or maximization of sales. If the objective is to maximize sales, a low price will be fixed.

Government Regulation is factor affect to change price of some essential products are regulated by the government under the Essential Commodities Act such as prior to liberalization of the economy, crops and rubber prices were decided by the

government. Therefore, Government regulation is factor that determining the prices of products by the producers.

Place

Place identified information, image, and distribution channel. A distribution channel or place has been defined by Kotler (2003) as the set of firms and individuals that take title or asset in transfer title to the particular goods or service as it move from the producer to final consumer. Additional place also mean locate of product or service where consumer can conveniently make purchase product or service.

According to William J. Stanton "A distribution channel or place consists of the set of people and firms involved in the transfer of title to a product as the moves from producer to ultimate consumer or business user." A distribution channel also refer to connecting the manufacturers or producer to middle man or agent or wholesaler and retailer to end user or final consumer. This is process of distribution channel transfer goods or service from producer to final consumer. (William J. Stanton, 1975)

A channel of distribution functions as the following:

- 1. It is provide a link between production and consumption.
- 2. It is gather market information.
- 3. It is communicate promotional offers.
- 4. Find and communicate with prospective buyer.
- 5. Physical distribution is transporting and storing.
- 6. Financing is other parties finance the stock.
- 7. Risk taking are all risks connected with the carrying out the distribution function.

Distribution Channel Levels

The producer and the final customer are part of every channel. It will use number intermediary levels to designate the length of a channel. The producers or manufacturers usually use services of one or more middlemen to supply their goods to the consumers. But sometimes they do have direct contact with the customers with no middlemen in between them. The level channels used for distribution of consumer goods can be divide as follows. (Kotler, 2012: 456)

Zero level channel

A zero level channel or also called a direct marketing channel consists of a manufacturer selling directly to the final customer. The major of zero level channel are door- to-door sales, home parties, mail order, telemarketing, TV selling, Internet selling, and manufacturer-owned stores. Mistine sales representatives sell cosmetics door-to-door; Tupperware representatives sell kitchen goods through home parties; Samsung sell computers and other consumer electronics through its own stores. (Kotler, 2012: 456)

One level channel

A one level channel contains one selling intermediary such as a retailer. The one level channel is preferred by manufacturers of consumer durables goods such as refrigerator, air conditioner, washing machine, and etc. It is also used for distribution through large scale retailers such as departmental stores (Big C, Lotus, and Power Buy) and supermarket. (Kotler, 2012: 456)

Two level channel

A Two level channel contains two intermediaries. In consumer market, these are a wholesaler and a retailer. The two level channel is manufacturer sell product to wholesaler to distribute product over there area for sale product to retailer then retailer will sell product to final consumer in specific area. In two level channel, value of consumer purchase is small and frequency of purchase product is high. (Kotler, 2012: 456)

Three level channel

A Three level channel contains three intermediaries. In consumer market, these are a wholesaler, an agent, and a retailer. The three level channel is manufacturer sell product to wholesaler and wholesaler sell product to agent and agent who sell to retailer for sell to final consumer. (Kotler, 2012: 456)

Promotion

Promotion are activities to communicate with consumers. An organization can use one or more of five promotional alternative to communicate with consumers as follow:

- Advertising
- Personal selling

- Public relation
- Sales promotion
- Direct marketing

Three of promotional element as adverting, sale promotion, and public relation are often to use mass selling goods because they are used with group of prospective buyers. In contrast, personal selling users customized interaction between a seller and prospective buyer. Additional personal selling activities include telephone, face-toface, and electronic communication. Another promotional alternative is direct marketing also uses messages customized for specific customers. (Kotler, 2012: 338)

Advertising is any paid form of non-personal communication about an organization, goods, service, or idea by an identified sponsor. The paid form of this definition is important because the space for advertising massage normally must be bought. An occasional exception public service announcement where the advertising time or space is donated. For example a full-page four color advertising in Time magazine costs \$255,840. The non-personal component of advertising is also important because the non-personal can help company to promote goods or service in various way. Advertising involves mass media such as TV, radio, internet, and magazines which are non-personal and do not have an immediate feedback loop as does personal selling. (Kotler, 2012: 338)

Personal selling defined as the two-way flow of communication between a buyer and seller designed to influence a person's or group's purchase decision. Unlike advertise, personal selling is usually face-to-face communication between the seller and buyer. A salesperson can control to whom the presentation is made, reducing the amount of wasted coverage or communication with consumers who are not in the target consumer. (Kotler, 2012: 339)

Public relations is a form of communication management that seek to influence the feelings, opinions, prospective customer, stockholders, employee, and other publics about a company and its products or services. Many tools such as special events, annual reports, press conferences, and image management may be used by a public relations department, although publicity often plays the most important role. Publicity is a non-personal indirectly paid presentation of an organization, goods or service. A difference between publicity and both adverting, personal selling is the

indirectly paid dimension. With publicity a company does not pay for space in mass medium such as television or radio but attempts to get the medium to run a favorable story on the company. (Kotler, 2012: 340)

Sales promotion is a short-term inducement of value offered to arouse interest in buying a good or service. Used in conjunction with advertising or personal selling, sales promotions are offered to intermediaries as well as to ultimate consumers. The tool include coupons, samples, and contests. Sales promotion cannot be the sole basis for a campaign because gain are often temporary and sale drop off when the deal ends. (Kotler, 2012: 341)

Direct marketing is uses direct communication with consumers to generate a response in the form of an order, a request for further information, or a visit to a retail outlet. The communication can take many forms including face-to-face selling, direct mail, catalogs, and online marketing. Like personal selling, direct marketing often consists of interactive communication. (Kotler, 2012: 341)

Consumer Behavior

Consumer behavior has a meaning or concept to many and there are many similar characteristics as follows.

According to Solomon Bamossyet al, consumer behavior is the study of processes involved when individuals or groups select, purchase, use or dispose of products, services, and ideas to satisfy needs and desires. (Solomon Bamossyet, 2006: 6) Philip Kotler also define consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services and ideas to satisfy their needs and wants. (Kotler, 2012: 151)

According to Schiffman, and Kanuk, the behavior is consumers show searching for purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. (Schiffman, and Kanuk, 2007: 3)

All above these are define of consumer behavior which marketers must fully to understand both the theory and reality of consumer behavior. A consumer's buying behavior is influenced by cultural, social, and personal factors. Of these, cultural factors exert the broadest and deepest influence.

Cultural Factors

Culture, subculture, and social class are particularly important influences on consumer buying behavior. Culture is the fundamental determinant of a person's wants and behavior. Through family and other key institutions, a child growing up in the United States is exposed to values such as achievement and success, activity, efficiency and practicality, progress, material comfort, individualism, freedom, external comfort, humanitarianism, and youthfulness. A child growing up in another country might have a different view of self, relationship to others, and rituals. Marketers must closely attend to cultural values in every country to understand how to best market their existing products and find opportunities for new products. (Kotler, 2012: 151)

Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups, and geographic regions. When subcultures grow large and affluent enough, companies often design specialized marketing programs to serve them.

Virtually all human societies exhibit social stratification, most often in the form of social classes, relatively homogeneous and enduring divisions in a society, hierarchically ordered and with members who share similar values, interests, and behavior. One classic depiction of social classes in the United States defined seven ascending levels: lower lowers, upper lowers, working class, middle class, upper middles, lower uppers, and upper uppers.

Social class members show distinct product and brand preferences in many areas, including clothing, home furnishings, leisure activities, and automobiles. They also differ in media preferences; upper-class consumers often prefer magazines and books, and lower-class consumers often prefer television. Even within a category such as TV, upper-class consumers may show greater preference for news and drama, whereas lower-class consumers may lean toward reality shows and sports. There are also language differences—advertising copy and dialogue must ring true to the targeted social class. (Kotler, 2012: 153)

Social Factors

In addition to cultural factors, social factors such as reference groups, family, and social roles and statuses affect our buying behavior.

Reference groups: A person's reference groups are all the groups that have a direct (face-to-face) or indirect influence on their attitudes or behavior. Groups having a direct influence are called membership groups. Some of these are primary groups with whom the person interacts fairly continuously and informally, such as family, friends, neighbors, and coworkers. People also belong to secondary groups, such as religious, professional, and trade-union groups, which tend to be more formal and require less continuous interaction.

Reference groups influence members in at least three ways. They expose an individual to new behaviors and lifestyles, they influence attitudes and self-concept, and they create pressures for conformity that may affect product and brand choices. People are also influenced by groups to which they do not belong. Aspirational groups are those a person hopes to join; dissociative groups are those whose values or behavior an individual rejects.

Where reference group influence is strong, marketers must determine how to reach and influence the group's opinion leaders. An opinion leader is the person who offers informal advice or information about a specific product or product category, such as which of several brands is best or how a particular product may be used. Opinion leaders are often highly confident, socially active, and frequent users of the category. Marketers try to reach them by identifying their demographic and psychographic characteristics, identifying the media they read, and directing messages to them. (Kotler, 2012: 153)

Family: The family is the most important consumer buying organization in society and family members constitute the most influential primary reference group. There are two families in the buyer's life. The family of orientation consists of parents and siblings. From parents a person acquires an orientation toward religion, politics, and economics and a sense of personal ambition, self-worth, and love. Even if the buyer no longer interacts very much with his or her parents, parental influence on behavior can be significant. Almost 40 percent of families have auto insurance with the same company as the husband's parents.

A more direct influence on everyday buying behavior is the family of procreation—namely, the person's spouse and children. In the United States, husband—wife engagement in purchases has traditionally varied widely by product category. The wife has usually acted as the family's main purchasing agent, especially for food, sundries, and staple clothing items. Now traditional purchasing roles are changing, and marketers would be wise to see both men and women as possible targets. (Kotler, 2012: 154)

Roles and status: A person participate in many groups—family, clubs, organizations. Groups often are an important source of information and help to define norms for behavior. I can define a person's position in each group in terms of role and status. A role consists of the activities a person is expected to perform. Each role in turn connotes a status. A senior vice president of marketing may be seen as having more status than a sales manager, and a sales manager may be seen as having more status than an office clerk. People choose products that reflect and communicate their role and their actual or desired status in society. Marketers must be aware of the status-symbol potential of products and brands. (Kotler, 2012: 155)

Personal factors

Personal characteristics that influence a buyer's decision include age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values. Because many of these have a direct impact on consumer behavior, it is important for marketers to follow them closely. (Kotler, 2012: 155)

Age and stage in the life cycle: Our taste in food, clothes, furniture, and recreation is often related to our age. Consumption is also shaped by the family life cycle and the number, age, and gender of people in the household at any point in time. U.S. households are increasingly fragmented—the traditional family of four with a husband, wife, and two kids makes up a much smaller percentage of total households than it once did. The average U.S. household size in 2008 was 2.6 persons. (Kotler, 2012: 155)

In addition, psychological life-cycle stages may matter. Adults experience certain "passages" or "transformations" as they go through life. Their behavior as they go through these passages, such as becoming a parent, is not necessarily fixed but changes with the times.

Occupation and economic circumstances: Occupation also influences consumption patterns. Marketers try to identify the occupational groups that have above-average interest in their products and services and even tailor products for certain occupational groups: Computer software companies, for example, design different products for brand managers, engineers, lawyers, and physicians. (Kotler, 2012: 156)

Personality and self-concept: Each person has personality characteristics that influence his or her buying behavior. By personality, it mean a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli (including buying behavior). I describe personality in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability. (Kotler, 2012: 156)

Lifestyle and values: People from the same subculture, social class, and occupation may lead quite different lifestyles. A lifestyle is a person's pattern of living in the world as expressed in activities, interests, and opinions. It portrays the "whole person" interacting with his or her environment. Marketers search for relationships between their products and lifestyle groups. A computer manufacturer might find that most computer buyers are achievement-oriented and then aim the brand more clearly at the achiever lifestyle. Here's an example of one of the latest lifestyle trends businesses are targeting. (Kotler, 2012: 157)

Consumer decisions are also influenced by core values, the belief systems that underlie attitudes and behaviors. Core values go much deeper than behavior or attitude and determine, at a basic level, people's choices and desires over the long term. Marketers who target consumers on the basis of their values believe that with appeals to people's inner selves, it is possible to influence their outer selves—their purchase behavior. (Kotler, 2012: 159)

The Buying Decision Process

Marketing executives should know better understanding of consumers. How do you found them to make decisions to buy goods and services in each time that used to consumer products? In addition to various factors that influence as mentioned above. Therefore, the process of consumer decision making has been studied as a step or sequence of actions since the beginning of the consumer to buying behavior. First of all, it must be aware of the role that they had done to make purchasing decisions that are in a time, it can distinguish the following 5 roles. (Kotler, 2012: 166)

1. Initiator is a person who serves as a creative or think before any others in society and markets. It has been proposed or recommend the purchase of goods and services come out to be a model to imitate the behavior of the buyer or other customer later such as Hollywood actor to leader of the fashion world.

2. Influencer is an influential individual or group by providing advice and convince buyers or consumers that are close together. There was a decision to buy goods and services based on what they have told your or it could be a model to influence who be found such as leading individuals in society, famous athletes, celebrities, and etc.

3. Decider is a person commits the decision to buy the goods and services that will buy or not buy a product. What is to buy, when is to buy, how is to buy, and where is to buy, such as parents buy their own clothes or uniforms to children in the primary school and etc.

4. Buyer is the person who made the purchase of goods and services according to their own needs or according to another decision to buy or according to an influential prototype has shown up. The most persons often to act as a buyer by a majority of the market.

5. User is people who is the consumer of goods and services derived from the purchase it by oneself or others to buy goods and services to respond the needs of both the body and mind of consumers that exist at that time. (Kotler, 2012: 167)

When I know the roles people have in the purchase decision of consumers in different ways, then I can divide steps or process making a purchase into 5 steps following.

1. Problem Recognition: The beginning of the buying decision process that the buyer to realize and recognize the problem for themselves. There was a need to resolve problems found it. Difference between the desires with sentiment of the problem. This demand can be caused by external stimulate such as when a buyer walks through the restaurant could smell the delicious aroma makes want to eat it or may be stimulated from advertising on television. When you watching advertising on television, so marketing executives can make external stimulate using the marketing

mix in different ways to stimulate interest. The demand for products and services of the Company. (Kotler, 2012: 167)

2. Information Search: When a buyer get problem and realize of the demand to seek information from previous experience had seen in the past. But if there are not enough data to make decisions on problems and need to seek information from the outside such as family, friends, people close up to you or derived from advertising sales staff, dealers, retailers, etc. The amount of information that consumers need to find and adopted to buying decision goods and services is based on information available to consumers and how is the problem has an important? If the issue is very important to find more information. Marketing executives can facilitate to consumers by bringing out a way to communicate the marketing mix of the company to the consumer. For create opportunities for the sale of products fast, for example consumers want to buy a home computer to search for information about using the computer to solve problems and want to buy a computer. May find the information directly from the manufacturer or search by dealer computers or other sources, such as newspapers, journals, computers, and etc.

Management of information consumers seek information related and the selection of influential sources of consumer information resources, which consists of 4 groups.

2.1 Personal Sources including family, friends, neighbors, acquaintances, and so on.

2.2 Commercial sources including advertising sales agents, commercial packaging and exhibitions, and etc.

2.3 Public sources including the mass media and consumerism organizations.

2.4 Experiments sources include the exploration of product quality (Including Thailand Industrial Standards Institute. Department of Industrial Promotion Ministry of Industry) and market research unit of the product. (Kotler, 2012: 168)

Influence of source 4 source is different. Depending on the type of product and consumer characteristics such as the product easy to buy inexpensive commercial sources are most influential. Case of consumers are characterized by high trust group. Personal Sources is the most influential source and etc. **3. Pro-Purchase or Alternative Evaluation**: At this stage, the consumer or buyer can find information on the buying decision already. After that there will be set various criteria for comparative analysis and evaluation chose one of the two that will make buying decision. For example buying a computer may have several versions and different systems according to the quality and functionality. Service after purchase. Price level to purchase. Center of product or dealer close to your home and various convenience. When evaluated several alternatives and then make the buying decision but if you can't commit to that decision. Consumers also can find information again. Evaluation methods that are commonly used are 6 types.

3.1 The most outstanding product selection: This method will make by comparing multiple products, then gradually cut away the inferior quality products to products that consumers deem best.

3.2 Product grouping: This method is separated into two group acceptable group and unacceptable group. Then cutting group did not accept and the decision to buy from an accepted cutting group did not accept the decision to buy from an accepted again.

3.3 Setting rules: This method will make by setting rules about the quality, quantity, price, product features and bring out various branded products. Consumer interest compared to established criteria. Branded products that have features similar product on the basis set chosen.

3.4 Rating: This method is make by a prioritization of features. Then rating for features product each of aspect. Then bring product into consideration and rating for features of any product which ones has the most total points will be selected.

3.5 Compare branded products with product: This method is considered the ideal consumer determine the style about the best product that he needs and bring an existent brand compared. The closest any brand will be chosen.

3.6 Value estimates: This method is make by determining the weight of each feature. Then multiplied by the rate of consumer trust on the features in each of the other brands. It is the attitude of consumers towards branded products. Which brand has the higher attitude will be chosen. (Kotler, 2012: 169-170)

4. Purchase: At this stage, consumers have a choice or a decision to buy the product or any branded products and then to solve problems or satisfy the needs

that exist. Worth the money to purchase product and other benefits. Buyers will pay for the goods and services with cash, credit card or loan as the terms and conditions of purchase product at that time. (Kotler, 2012: 170)

5. Post-purchase: After the purchase, then consumption then. Consumers will aware of the products that can solve problems or satisfy the needs or not. Consumers are using the expectation has set before the acquisition is measured. If the product is expected to benefit over the expected has set before. Consumers will be satisfied. But if the product is equal to the expected benefits. Consumers will be satisfied. If the product is less than the expected benefits. Consumers are not satisfied. The expectations of the consumers will be higher or lower depending on information received from various sources. Therefore, the publicity about the benefits of the product according to sources of consumer information. Marketing executives should be required to set a strategy for allow consumers to get more satisfaction. Information to be made that the product benefits over reality to allow consumers to get satisfaction is to make information about the benefits of the product is equivalent to the fact that there is so when the consumer is not satisfied with the products and services that will make the consumer stop buy and find new information to be used in the decision to buy in the future. But if consumers are satisfied with the products and services. Consumers would be turned back to buy again or buy another one. (Kotler, 2012: 170-171)

Information about One Tambon One Product (OTOP)

The original OTOP or also called OVOP movement was initiated in 1961 by a small mountain town, Oyama, in Oita prefecture in Japan. Harumi Yahata, the president of the Oyama agricultural cooperative, encouraged the diversification of the town's agricultural practices, and directed farmers from traditional rice production to plums and chestnuts, and later to high-grade mushrooms and herbs as well as a variety of processed agricultural products

Due to Oyama's geographical disadvantage as a mountainous location, each farmer's rice field was very small, with consistently low incomes for the farmers at that time (Wahlin and Natsuda 2008). In consequence, many young people had left the town to search for employment in the cities. The town was facing a serious population problem.

Plum and chestnut were generally viewed as the most appropriate commercial agricultural products due to the fact that they already grew wild around the town. The idea of a NPC (new plum and chestnut) movement came from the farmers' struggle to escape from poverty. The movement was mainly supported by young farmers, as opposed to elderly conservative farmers and the state's agricultural policy, which encouraged rice production (Fujita 2006: 19). The NPC movement re-vitalized the town: its population, which had dropped from 7,000 to less than 4,000 before the movement, stabilized thereafter.

Importantly, the people of Oyama town believed that 'resources are limited, but wisdom is unlimited'. This encouraged the practice of using 'local wisdom' as a key to the successful development of higher value added activities – a critical element for success. Farmers realised that the distribution of profit from raw agricultural products was unbalanced: For instance, if the price of an agricultural product to the customer in 260 yen (retail price), an Oyama farmer typically would receive 100 yen. Therefore, farmers developed a variety of processed agricultural products, including plum wines and *umeboshi* (plum pickles), and later engaged in an organic restaurant business that used locally available resources. Consequently, Oyama's agricultural cooperative (with848 household members) generated 5.49 billion yen of sales output in 2008, becoming one of the most successful rural enterprises in Japan.

Inspired by Oyama's success, the governor of Oita prefecture, Morihiko Hiramatsu, subsequently introduced the OVOP movement into the whole prefecture in 1979. The OVOP movement involved each village within the prefecture specializing on the production of one distinctive product. It aimed to develop products or services within a community by adding value to locally available resources, and also to enhance local community's capability and sustainability through engaging the activities by improving local leadership and human resources.

Hiramatsu advocated the importance of locally-led development rather than heavy dependence on the government (Kurokawa 2009). His ideal concept of the role of the local state in the OVOP movement was as a catalyst for local communities, rather than providing subsidies for poor farmers. He acted as a salesman for Oita products, organizing Oita foods fairs, promoting particularly Oita's local *shochu* (spirits) in luxury restaurants in Tokyo, and once even taking Oita beef to the Tokyo meat market. The OVOP movement targeted value creation and the establishment of brand names for local products. For instance, *kabosu* limes are not only distributed as a primary agricultural good, but also processed as juices, salad dressings and other value added products. Through the creation of their Oita brand, '*Seki Saba*' (mackerels caught in the Saganoseki area) are traded at almost three times the price of mackerels caught in the ocean of the adjacent prefecture, located just 30 km away from Saganoseki. In addition, the movement encouraged human resource development by establishing a number of training schools, designed for particular needs. These included an Agricultural Training School, a Commerce School, and a Tourism School to educate potential entrepreneurial leaders. (Kaoru Natsuda, Kunio IGUSA, 2011)

In 2001 year, Thailand is facing economic crisis and all people experiencing various problems. The problems that were among the agriculturist of Thailand was beset. That is poverty of people. The government has a policy statement to Parliament to provide One Tambon One Product Project. So that each community has the local knowledge to develop products. Prime Minister's Office has determined with steering committee for One Tambon One Product of 2001 has the authority to set policy, strategy and master plan. The implementation "One Tambon One Product" set standards and criteria for selection and the best products on account of the district including support for accordance with the policies strategy and plan effectively. Philosophy of "One Tambon One Product" is the one to create prosperity to the community. By producing or managing the resources available locally to become quality product. Their own unique features that are consistent with the culture of the region. Can be supplied in the market, both domestic and international. There are 3 fundamental reasons. (Office of the National Economics and Social Development Board, 2006: Online)

1. Local yet Global

2. Self-Reliance-Creativity

3. Human Resource Development

Product does not mean the product only. It is a process of thought including services, tourism, wisdom, culture and extension local knowledge for OTOP products to become high-quality products for the widely known throughout Thailand and around the world. The purpose of One Tambon One Product of government policy statement to parliament and according to the rules of the Prime Minister's Office. Steering committee of One Tambon One Product national 2001 has purpose to implement as following.

1. Create jobs and improve earnings to local community

2. Reinforce self-reliance in local community

3. Promote local wisdom and local resources

4. Support human resource development

5. Encourage initiatives in product development

Concepts and the history of One Tambon One Product is concept in the development quality products of community by each community has at least one outstanding product. The product based on indigenous knowledge cultural traditions and using local resources to strengthen the identity of the community or district that the concept of "One Tambon One Product" is a tool to expedite the learning process of community development and improve the quality of community products to satisfied the need of the global market. (Kulthida Tuamsuk, Thongchai Phabu, Chollabhat Vongprasert: 2013)

Product Classification Divided into 5 categories: (Thaitambon: Online)

1. Types of food mean agricultural products such as fresh vegetables, fruits, processed food products, food processing ready to consume and Semi-processed foods. Including food processing that uses raw material for downstream industries such as pastes, and etc.

2. Type of beverage mean product category of alcoholic beverages such as distilled alcohol, alcoholic liquors and includes beverages ready drink, soluble products such as ginger tea powder and Tea products such as herbal tea, Chinese tea, and etc.

3. Type of clothes and garments mean woven and knitted fabrics from the natural fibers or natural fiber mix polyester such as batik cloth and clothing product category and accessories from all types of materials such as scarves, hats, bags, belts, necklaces, earrings, shoes, and etc.

4. Type of utensils and decorations items mean product category of furniture, office equipment, and home furnishings. Including products of plaiting weaving machine that is intended to be usable as tables, chairs, artificial flowers, and etc.

5. Type of inedible herbs mean natural productivity from the non-consumption such as herbal cosmetics, herbal soap, herbal shampoo, herbal oils, and etc.

In the case of problems can't be classified in any product. It can be consider product classification by the purposes or benefits of product.

From concept and principle of One Tambon One product conclusion that "One Tambon One Product concept" is a guideline to promote and creations products wherewith has marketing activities, production, management, and the application of technology in the production will leads to rural development and create prosperity for the community. This concept can raise the standard living of people in the community better by production or managing local resources available to become high- quality products and accordance with the local culture for widely known throughout Thailand and around the world.

Framework use for the selection the best One Tambon One product of Thailand 2004. The initial framework start by Steering Committee of One Tambon One Product National (SCOTP) which has the Chairman of the Committee has determined a framework for implement One Tambon One product project about OTOP Product Champion. The selection product from the best product of province, regions, country and also including local links to global reaches. Framework use for selection the best product of province, regions and country following these.

1. Exportable and Brand Equity

- 2. Continuous production and quality remains the same.
- 3. Standardization, Quality and Customer satisfaction
- 4. Story of Product

In 2004 Management Subcommittee of (SCOTP) has determine guidelines for selection of the best One Tambon One Product in year 2004. By defining feature of OTOP products that will selected must be a product of the manufacturer community One Tambon One Product with manufacturers of small and medium-sized enterprises (SMEs). That is links with the community and provide an opportunity for manufacturers or operators to submit products to select in 2 003 and never submitted products selected have the opportunity to enter into the selection process in 2004. It emphasizes quality and standard of products. The products must be certified by defined as important. Especially type of food and beverage product must pass a standard or the

development process to get standard. In the period before implement the selection OTOP producers will receive training to basics about general knowledge. In part of the product will be supported to development quality for minimum standards before selecting product. (Project information One Tambon One Product 2006: Online)

The OTOP policy has been modified and refocused from time to time since its inception in 2001. In 2002, the policy was designed to identify OTOP products in parallel with various government-led marketing activities. Government programmers were mostly geared to post-production activities and OTOP exhibitions in various places in Bangkok. Furthermore, large numbers of events and fairs were set up in major provinces in all regions.



 Table 2.1 OTOP Focus Activities from 2001 to 2010

Year	Activities
2001	Ministerial Integration
2002	Search for OTOP Products
2003	OTOP Product Champion (OPC)
2004	Standard Champion
2005	Marketing OTOP
2006	Search for Excellent OTOP and OTOP Village Champion (OPC)
2007	Knowledge-Based OTOP
2008	Entrepreneur Promotion
2009	OTOP Tourism Village

Source: (Community Development Department (CDD), Ministry of Interior)

Since 2003, more concentration has been placed on export linkages under the Department of Export Promotion. During these years, a logo for OTOP products, E-commerce and the OTOP Product Champion (**OPC**) scheme were introduced. (Kaoru Natsuda, Kunio IGUSA, 2011)

The level of OTOP product champion consist several factors including the general criteria and specific criteria. In 2004 The SCOTP has policy focused to "The quality and standards of products". As product that submitted for selection product must receive certification standard as a priority. Especially type of foods and beverages product must pass a standard or development process to receive the standard. Therefore SCOTP has determined general criteria and specific criteria by determined a total score to 100 points, including the criteria for the production and strength of the community 40 points, the product 30 points and the standard product 30 points will be used to determine the product level into 5 levels according to their points as following.

Number	Level of	Number of stars	Point	Remark
	star			
1	5	***	More 90 points	These products have standard quality or the potential to export.
2	4	**	70 - 89	These products have potential, acceptable of national level and can development to global.
3	3	****	50 - 69	It is mid-range product that can be develop to a level 4 stars.
4	2	***	30 - 49	It is product can develop to a level 3 stars and evaluate the potential periodically.
5	1	Σ	Below 30 point	This product is unable to develop a level 3-star because it is very weak and difficult to develop.

Table 2.2 Shows the level of OTOP product according to the point.

Source: (Project information One Tambon One Product: 2006)

Summary of One Tambon One Product Movement is generating revenue process by of self-reliance. This is a concept that focuses on generating revenue from products in each village or tambon. This concept can support and encourage local products and the market for this particular product. So those involved in this movement need to dedicate energy of creativity and the desire to use the resources found primarily local.

Relevant Literatures Reviews

Kamolrat Khanun (2008) had studied the problems and obstacles in marketing of One Tambon One Product producer groups in Chatuchak Bangkok. The objective was to study marketing barriers for manufacturers of OTOP products. The samples used in the study was the president or owner of 25 were used to collect data included interviews about barriers for marketing OTOP manufacturers. The results showed that the problems marketing in aspects of the product most of the products have been developed to suit the festival. Aspects of Packaging Design, the group has designed by themselves for the group has uniqueness, Add value to the product. Aspects of pricing due to relatively high prices of raw materials. Aspects of distribution, most products are available at locations distributed in an area near the source of production in the area appropriate due to travel to the convenience store. Distribution of some groups is not appropriate because the distribution is rather limited and getting to shop isn't convenience to find this shop. The promotion from the agency involved in the distribution of goods provide by the Office of Commerce. Aspects of marketing promotion, the budget to advertise and promote products most don't have the budget to advertise and promote products because the cost is quite high. The support from the relevant agencies, the product of a group recognizes widespread. Most of the support of the relevant authorities, the product of the group's most widely known.

Ketsarin Chomtrakan (2008) had studied the marketing mix factors affect the buying behavior OTOP products of consumers Bangkok. The objective was to study the buying behavior OTOP products and factors of marketing mix to influence purchase behavior OTOP products compare purchase behavior OTOP products and factors of marketing mix to influence purchase behavior OTOP products of the consumer by type demography. The samples used in the study 384 people. Instrument used in the research were questionnaires using frequency, percentage, average, standard deviation, T- test and analysis of variance. The results of the comparison of the marketing mix factors affecting consumer purchase behavior OTOP products by demographic characteristics showed that the overall difference is statistically significant at the 0.01 level and when researcher considering in each sides found that, consumers whose have monthly income and marital status difference. Consumers

focus on the marketing mix to influence purchase behavior OTOP products all 4 sides differ with statistical significance at the 0.01 level. Consumers whose have education, marital status, occupation and monthly income difference. Consumers have purchase behavior OTOP products vary statistically significant at the 0.01 level.

Malini Tachutkul (2007) had studied the factors that affect the decision to buy silk products of One Tambon One Product of consumers in Nakhon Ratchasima Province. Research objectives: 1) to study the factors that affect the decision to buy silk products of One Tambon One Product's consumer in Nakhon Ratchasima. The sample group are consumers who purchase silk products 384 people. The result found that most consumers are female aged between 41-50 years. The reason of consumers buy product because reliability of product and criteria for selection product will be based on quality. Likelihood that consumers buy product because demand. Gender differences affect the decision to buy silk products of the OTOP in the frequency of purchasing silk products. Quantity to buy silk products each time and the amount paid each time not difference. Age of consumer differences affect the decision to buy silk product of One Tambon One Product project. In terms of quantity to buy silk products each time different statistically significant at 0.05 level but the decision to buy silk product of One Tambon One Product project in the frequency of buying silk products in period 3 years ago and the amount paid on the purchase of silk each time not difference.

Prakan Sribut (2007) had study consumer behavior of OTOP products with the marketing capabilities of the manufacturer a case study of OTOP products type fabrics and native clothing. Objective to study consumer behavior and decision to purchase OTOP products type fabrics and native clothing of consumer groups including the marketing capabilities of the manufacturer. The sample groups are consumer in community and local products festival or OTOP CITY 4th were 343 people. The result found that the marketing ability of manufacturers OTOP products type fabrics and native clothing take into consideration the needs and comfort of consumers first and fabrics are produced to match the needs of most consumers. Importance of product quality with appropriate pricing together. Distribution channels has distribution center for groups regular customers already and state agencies to support manufacturers with the experience, knowledge and wisdom that has been inherited from the past together. Knowledge from various sectors has been combined with a focus primarily on the consumers. It allows manufacturers to obtain and analyze the various needs of consumers as well and then be defined as the marketing mix. It is part of the successful manufacturers in the market.

Lumyang Seantavi (2007) conducted research on the integration of marketing for OTOP product to economies countries group in Asia -Pacific. Objective to study has 3 point follow these 1) model for integrating marketing OTOP Thailand, 2) features one of the exporters Thailand OTOP producers and countries that export their products, 3) Comparison of OTOP Thailand product categories in the period of operation form distribution manufacturers and exports to countries that form an integrated marketing campaign by using the questionnaire of manufacturers members. The result found that 5 main point follow these 1) the sample is of the opinion that direct marketing is the most effective marketing promotion. 2) Product types of silk Thailand are integrated marketing over other products. 3) sample period of operation on. 4) A sample group has distribution format by establishing an export department and integrated marketing more than any other distribution formats. 5) The exportation of One Tambon One Product's Thailand to Australia has marketing integration over the exported goods to other countries.

Suphas Chaichan (2007) had studied the opinion of people to OTOP products in Chiang Rai Province. In term of marketing mix consisting product factor, price factor, place factor, and promotion factors for study the developmental aspects of the OTOP products more efficiently. A sample group is population in municipal Chiang Rai city were 398 people. The result found that opinion of people to OTOP products in municipal Chiang Rai city in term of marketing mix found that the overall of respondents were focus on the marketing mix at moderate level and found that the factors have the highest average are as follow distribution factor, promotion factors, and products factors respectively. Factor has the lowest average is price factor. So the respondents gave priority to consider buying the products OTOP of people in municipal Chiang Rai city is moderate level and found that the average of the highest list product are as follow quality standard products list, list of products have many styles to choose from, and list of product packaging are beautiful and high quality respectively. Price factor found that respondents gave priority to consider buy products OTOP of people in municipal Chiang Rai city is moderate level and found that the highest average is product price list appropriate for the quality. The distribution factors found that a list of items with the highest average distribution locations nearby attractions. The promoting factor found that the list of the highest average is an exhibit items in an exhibit annual or festive several of provinces.

Thitikorn Saysudta (2006) had studied the marketing strategy of a business One Tambon One Product A case study housewife group made dried banana at Ban Tha Kok, Khemarat Tambon, Khemarat district Ubon Ratchathani Province. Objective to study the marketing strategy of a business One Tambon One Product in Ubon Ratchathani. The sample group consisted owner of business 100 people. The result found that business strategy of the housewife group made dried banana Ban Tha Kok focus on strategic marketing of the product first, the distribution channels, pricing and promotion respectively. Product aspect focus on the quality of the product by using traditional manufacturing. Place aspect available in both local and non-local and primarily focused on wholesale not through middlemen. Price aspect determine price based on cost plus basis primarily of the reasonable costs and the market price of the assembly and has discount to consumers for cash sales only. Promotion aspect don't have advertising, pamphlet, handbill and radio as consumers tell each other.

Kaoru Natsuda and Kunio IGUSA (2011) had studied about investigation on the development of the *One Tambon, One Product* (OTOP) program in Thailand, based on the earlier experience of the *One Village, One Product* (OVOP) movement in Japan. Conceived in Japan as a policy to reverse rural depopulation, in Thailand it has become more focused on poverty alleviation. They show the OTOP program to have been providing communities with the chance to market local output and to create employment opportunities. The paper includes a short sample survey of Chiang Mai province's OTOP, and an enterprise case study. The result found that OTOP has operated as a rural development strategy in the context of widespread rural poverty, whereas OVOP was conceived as a strategy to prevent rural depopulation in the context of a rapidly growing industrial economy. Nevertheless, the OTOP experiment has been a way of increasing the help to existing enterprises, including community based ones, as well as of helping new enterprises to establish. Employment for people, such as older women, who might not easily find jobs otherwise, have been a benefit of the OTOP scheme, and help with marketing has been a particularly important kind of support.

Curry Robert L Jr. and Sura Kanchana (2007) conducted research on The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) developed an integrated-thematic approach to human resource development (HRD). It thereby provided a capstone to an intellectual legacy that began with ideas put forth by T.W. Shultz and other early human capital theorists. However, many modern theorists remain skeptical about the approach, believing that it is too abstract to be implemented in a meaningful way. With this point in mind, it is useful to consider whether two elements of Thailand's overall national economic development strategy are examples of successful adaptation and implementation of UNESCAP's capstone to HRD theory. One element is the country's Sufficiency Economy concept and the second is its One Tambon One Product (OTOP) program. In summary this research OTOP is a useful example of a program that provides a linkage among private and public sector development initiatives. Sufficiency Economy provides the thematic foundation from which OTOP has come about, and together they combine to make operational the integrative-thematic HRD approach put forth by UNESCAP

Pongsakornrungsilp, Yalada Siwarit Pornpresert and Suchart Chansamran (2004) had studied the purchasing behavior of consumers on onetambon-one-product (OTOP) goods, rating the importance of the marketing mix of OTOP goods, factors relating to the marketing mix of OTOP goods, and the difference in rating the importance of the marketing mix of OTOP goods with the purchase quantity. Data was collected by sending questionnaires to consumers who buy OTOP goods in three southern border provinces (Yala, Pattanee, Narathiwat) and 363 were received. The results of the study showed that most consumers bought fresh and preserved food. The marketing mix, rating by the consumers found that pricing and distributing factors ware important in the high level. However, promotion and product factors ware important in the moderate level. The findings of the study also indicated that the consumers' characters such had statistically significant correlation with the marketing mix of one-tambon-one-product goods of consumers. The consumers who differ in purchasing quantity have a significant difference with the product and promotion factors.

Conceptual Framework

In study research title marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in Saraburi Province the researcher has conceptual framework as this.

Independent variables

Dependent variable

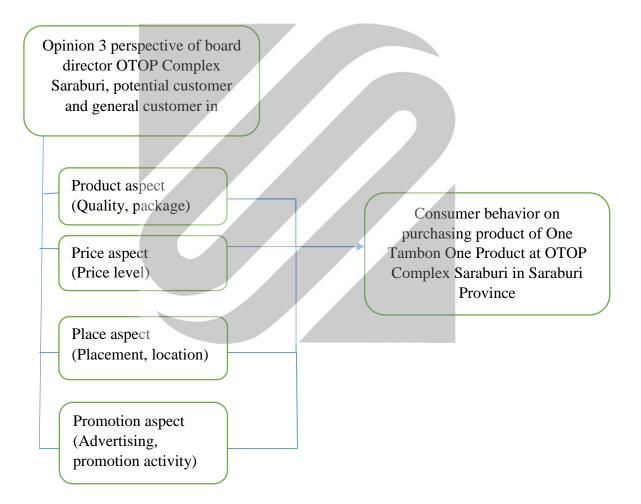


Figure 2.1 Conceptual Framework

The researcher use Marketing Mix Theory of Gary Armstrong and Philip Kotler (2005) to determine conceptual framework in this researcher.

CHAPTER 3

RESEARCH METHODOLOGY

The research title marketing mixes affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in Saraburi Province studies on the general overview and analysis in perspective of the operator and the consumer. Management analysis in various fields such as marketing management and organization management.

Populations and Samples

In sample size of this study the researcher divide 3 groups. Area collect data is OTOP Complex Saraburi in Saraburi province.

Qualitative study have 2 groups. The first group are board director OTOP Complex Saraburi 10 persons because they know about OTOP product that OTOP Complex Saraburi sell OTOP product to customer. The second group are potential customers of OTOP Complex Saraburi 5 persons because they always purchase OTOP product large amount at OTOP Complex Saraburi.

Quantitative study has 1 group. That is general customers of OTOP Complex Saraburi 278 people. The calculation sample size of general customer the researcher using customer's statistical data that come to purchase OTOP product at OTOP Complex Saraburi per month 4000 people. The researcher collected data on 3-9 March 2014 time 8.30 – 17.30. That period the researcher estimate customer come to purchase OTOP product at OTOP Complex Saraburi 910 people. The researcher calculate sample size using Yamane formula. (Yamane, Taro. 1973)

$$n = \frac{N}{1+N(e)^2}$$

n = Sample size

N = Population size

e = Allowable error and determine error equal to 0.05

$$n = \frac{910}{1+910 (0.05)^2}$$
$$= \frac{910}{3.275}$$
$$= 278$$

From the calculate sample size of general customer 278 people.

Methodology

1. Qualitative study used in the research in order to understand the generality and implementation board director OTOP Complex Saraburi. Researcher analyzes the potential implement of the marketing mix by using in-depth interviews with the board director OTOP Complex Saraburi are 10 persons and potential customers of OTOP Complex Saraburi are 5 persons. Potential customers of OTOP Complex Saraburi are 5 persons from list name customer top 5 persons who the most order or purchase product at OTOP Complex Saraburi. Researcher appoint board director OTOP Complex Saraburi and potential customer to interview which researcher interview board director OTOP Complex Saraburi 3 persons per day and researcher interview potential customer 3 persons per day also. Researcher bring data to analyze content according to marketing mix that researcher study in this research.

2. Quantitative study used in the research in order to understand the perspective of general customer to marketing mix factors by using questionnaire with customers that purchases OTOP product in OTOP Complex Saraburi amount 278 people by using the accidental sampling method. Researcher use Yamane formula to calculate sample size amount 278 people and detail to calculate sample size of customer look at topic of population and samples. Researcher use questionnaire to collect data from 1 person until 278 people then bring data to analyzes by using program

3. Mix method used in the research for combine opinion in perspective of board director OTOP Complex Saraburi and opinion in perspective of the potential customers of OTOP Complex Saraburi which are result of qualitative study and opinion in perspective of the general customer which is result of quantitative study. Researcher present clearly result of this research both of qualitative and quantitative. This is reason of researcher used mix method study this research.

Instruments Used In Research

Instruments which are used in research to collect data consist of 3 parts as follow in-depth interview for qualitative study 2 pasts and questionnaire for quantitative study 1 past.

1. The in-depth interview is instrument used in qualitative study to understand generality and implementation of the board of OTOP Complex Saraburi. Implementation potential analysis in marketing mix aspect by using in-depth interviews with board director OTOP Complex Saraburi amount 10 persons. The question asks the board director OTOP complex center amount 10 question. The question is open-ended interview schedule for board director OTOP Complex Saraburi comment opinion for evaluating marketing mix management at OTOP Complex Saraburi.

2. The in-depth interview is instrument used in qualitative study to understand the opinions of potential customer by using in-depth interviews with potential customer amount 5 persons. The question asks the potential customer of the OTOP Complex Saraburi amount 2 questions. The question is open-ended interview schedule for potential customer of OTOP Complex Saraburi comment opinion in perspective potential customer that marketing mix affects to consumer behavior purchasing product of One Tambon One Product at OTOP Complex Saraburi in Saraburi Province.

3. The questionnaire is instrument used in quantitative study to understand the opinions in perspective of customer to marketing mix factor by using an interview schedule with customer that purchase an OTOP product at OTOP Complex Saraburi in Saraburi Province. The interview schedule is divided into 4 parts

Part 1 General information about the respondents, there are 4 questions

Part 2 Marketing-mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi Province. The question about product aspect amount 4 questions, price aspect amount 3 questions, place aspect amount 5 questions, promotion aspect amount 5 questions. The total questions in interview schedule are 17 questions Part 3 Behavior purchasing on product of One Tambon One Product (OTOP) in Saraburi Province, the questions in this part are amount 6 questions

Part 4 Customer suggestions to OTOP Complex Saraburi in Saraburi Province.

A method to create an instrument, there are instructions on how to create and how to determine the quality of tools as follows:

Researchers used rating scale 5 level scale of Likert Scale (Bontum Kitpidaburisod, 1999: 138.). In measurement the opinions marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi Province which is rated as following.

Score	5	means Strong agree
Score	4	means Agree
Score	3	means Neutral
Score	2	means Disagree
Score	1	means Strong disagree

The translation results, evaluation criteria to measure the opinions marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi Province. There are 5 levels of rating criteria to determine the average score. The researcher determined the average score using formula (Ferguson George Andrew, 1976)

= Maximum – minimum				
	Interval			
	=	5-1		
		5		
	=	0.80		
Score level	4.20 - 5.00	mean Strong agree		
Score level	3.40 - 4.19	mean Agree		
Score level	2.60 - 3.39	mean Neutral		
Score level	1.80 - 2.59	mean Disagree		
Score level	1.00 - 1.79	mean Strong disagree		

Data Collection

Researcher has collected data on this research, there are 6 steps as follows:

1. Researcher brings permission document from Stamford International University for request assistance to collect research data.

2. Researcher studied basic information of OTOP Complex Saraburi in Saraburi Province.

3. Researcher studied the relevant research information, relevant academic textbooks and generating research questions for using in interview and taken content to advisor to check the accuracy of the content and edit content before bring to tryout with group people that isn't sample group amount 278 people. Then researcher has brought data to fill data in program SPSS and find out reliability by using the alpha coefficient Cronbach method in program SPSS to get the reliability value of the product, price, place and promotion. The overall reliability value is equal to 0.877.

4. Researcher appoints date to interview with the board of director OTOP Complex Saraburi and potential customer to gather information by recording information into the interview schedule.

5. Researcher using the accidental sampling method with general customer group and ask general customer group to answer my questionnaire.

6. Researcher verifies the integrity of content from interviews and questionnaire and then gather information to analyze content and statistical analysis.

Data Analysis

The researcher takes data to process and analyze by statistical methods to analyze the data as follows.

1. Qualitative study to understand the generality and implementation of board directors OTOP Complex Saraburi. Researcher is analyzing the potential implement of the marketing mix consists of four aspects product, price, place and promotion. Researcher is analyzing data by using synthesized content and descriptive presentation.

2. Qualitative study to understand the opinions of potential customer in perspective potential customer that marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product at OTOP Complex Saraburi in Saraburi Province. Researcher is analysis data by using synthesized content and descriptive presentation.

3. Quantitative study to understand the opinions in perspective general customer to marketing mix factor. Researcher is analysis data by using statistics as follows:

3.1 A general information about the customer, including gender, age, education level, occupation will be analyzed by using descriptive statistic; percentage, mean and standard deviation.

3.2 A level opinion of general customer about marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product at OTOP Complex Saraburi in Saraburi Province. Researcher will be analyzed by using descriptive statistic; percentage, mean and standard deviation.

3.3 A consumer behavior on purchasing product of One Tambon One Product at OTOP Complex Saraburi in Saraburi Province. Researcher will be analyzed by using descriptive statistic; percentage, mean and standard deviation.

3.4 A customer 's suggestions to improve the development and operation of OTOP Complex Saraburi in Saraburi Province. Researcher will be analyzed by using qualitative content and descriptive presentation.

4. Mix method study to understand the opinions 3 perspective of board directors OTOP Complex Saraburi, potential customer and general customer about marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product at OTOP Complex Saraburi in Saraburi Province that are same direction or not. Researcher used mix method because collect data from questionnaire data and interview data and analyze data by using synthesized content, statistics and descriptive presentation.

CHAPTER 4

RESEARCH FINDINGS

This research is study marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in Saraburi Province. Researcher have objective as following. 1) To study marketing mix affect to consumer behavior on purchasing product One Tambon One Product (OTOP). 2) To study marketing mix in perspective of board of committee OTOP Complex Saraburi to consumer behavior on purchasing product One Tambon One Product (OTOP). 3) To study marketing mix in perspective of potential customers to consumer behavior on purchasing product One Tambon One Product (OTOP). 3) To study marketing mix in perspective of potential customers to consumer behavior on purchasing product One Tambon One Product (OTOP). This research expected to bring research results to improve the actual operation of the marketing mix as a tool in order to effectuate the quality aspect and total sales products of OTOP Complex Saraburi in Saraburi Province.

A General Basis Information of Business

Organization: OTOP Complex Saraburi Location: Phukae Sub-district Chaloemphrakiat District Saraburi Province Telephone Number: 036-369469 (Fax) Mobile Number: 089-5138012 (Yui), 085-4208184(Aung), 089-1528167 (Tew) Website: http://www.saraburiotop.com Facebook: otopcomplex saraburi



Figure 4.1 Map of OTOP Complex Saraburi Source: (Saraburiotop: Online)

History of OTOP Complex Saraburi

Originally this group was established as a manufacturing center for the community which included production of cereals, cookies, fruit pies, cookies, herbs, processed agricultural products. In 2010 Government has supported by Saraburi Province developers has come to discuss that, where are product delivery? This group answer to him that sell to top supermarket, the mall, and the imperial mall. Saraburi Province developers suggest to establish a distribution center of OTOP products that Authaysaengsakul family preceded by Mrs. Nongkran Authaysaengsakul and 2 children provide land 2 acres to establish a distribution center OTOP products. OTOP Complex Saraburi open on 13th November 2010 by Governor Saraburi Province Mr. Thaworn Prommichai is president open OTOP Complex Saraburi which has a government agencies as a consultant and advocate. In the beginning period OTOP Complex Saraburi has employees 4 people, revenue and expenditure are very similar. Later OTOP Complex Saraburi has meeting for development and increase income. The result meeting found that weak point is public relations aspect. OTOP Complex Saraburi has make label public relation installed along the route to see clearly, increase to bring popular product from various district to sell at OTOP Complex Saraburi, open to sell shares of OTOP Complex Saraburi. Currently, OTOP Complex Saraburi has amount shares 222 shares and the public sector to support both academic and budget. (Saraburiotop: Online)

Board of committee OTOP Complex Saraburi consist of

1.	Mr. Decha Nawanoi	President
2.	Mr. Somporn Hlekkaew	Vice-president
3.	Ms. Rabiab Bonaon	Treasurer
4.	Mrs. Wongsri Polpong	Secretary
5.	Ms. Apithta Muksikapan	Product standards Committee
6.	Mr. Jumpol Jitripoch	Audit Committee
7.	Mr. Peeruntorn Marung	Private Coordination Committee
8.	Mr. Pongpat Nilchat	Public Relation
9.	Mr. Nipat Audta	Traffic Committee

10. Mrs. Nattaya chaiya Local Coordination Committee

11. Ms. Nareerat Authaysaengsakul Manager OTOP Complex Saraburi

Board of committee in network OTOP Complex Saraburi Phukae Sub-district Chaloemphrakiat District Saraburi Province consist of

1. Ms. Nareerat Authaysaengsakul Network president OTOP Complex Saraburi

2.	Mr. Decha	Nawanoi	Vice-president
3.	Mr. Somporn	Hlekkaew	Vice-president
4.	Ms. Rabiab	Boonaon	Committee
5.	Mrs. Cholnicha	Tochpraseach	Committee
6.	Mr. Pongpat	Nilchat	Committee
7.	Mrs. Banyen	Sondee	Committee
8.	Mrs. Chanthana	Dara	Committee
9.	Mr. Peeruntorn	Marung	Committee
10.	Mr. Nipat	Audta	Committee
11.	Mrs. Sumali	Wonthana	Committee
12.	Mrs. Katsuda	Preechakansakul	Committee
13.	Mrs. Pratana	Kamsaard	Committee
14.	Mrs. Nongkran	Kankat	Committee
15.	Ms. Apithta	Muksikapan	Committee
16.	Ms. Phongsri	Ngambonrat	Committee
17.	Mr. Somkid	Koedjaroen	Committee
18.	Mrs. Sunee	Dechkul	Committee
19.	Mrs. Bangaorn	kongthip	Committee
20.	Mrs. Pairin	Yaemkat	Committee
21.	Mrs. Sunisa	Numjan	Committee

The Advisory Board

1. Mr. Paibool Booranasanti

Chief of Information Technology for Community Development Group Saraburi Province

2. Mrs. Aree Siriwan

Saraburi Province developers Adviser OTOP Complex Saraburi

Role of Community

The operations are benefit to community including.

1 The product sales that produce from community. Product are agricultural products such as corn, mushrooms, grapes, vegetables.

2 OTOP Complex Saraburi bring agricultural products processed into processed products such as health drinks and dry food.

3 OTOP Complex Saraburi is the center and distributor product of the each district in Saraburi province.

4 OTOP Complex Saraburi plays a role to help communities in various aspect such as creating jobs for people in the community, the people in the community have made a significant income and the most important is representatives of the community to sale product on behalf of the OTOP Complex Saraburi.

Role of the social

1 OTOP Complex Saraburi is place of training course for people interested a coaching career in food production and food processing to be your career in the future.

2 OTOP Complex Saraburi is place to study the production of community products for another institution that interested such as the production of cereal cookies, fruit pie, processed foods from agricultural crops.

3 OTOP Complex Saraburi is a property of knowledge about the management of the business community, product development, marketing network community product.

4 OTOP Complex Saraburi allow each school's students to study production process and practice to making products available in the community for teach the youth to know value of products available in their communities.

5 OTOP Complex Saraburi is a place for seminar and technical meetings about OTOP product.

Data Analysis The Marketing Mix Affecting to Consumer Behavior on Purchasing Product of One Tambon One Product (OTOP) of OTOP Complex Saraburi in General Customer Group

Part 1: The analysis general information about consumers including gender, age, education, and occupation by using frequency distribution and percentage of consumers as shown in table 4.1.

	General information about consumers	Number	Percentage
Gender	Male	96	34.50
	Female	182	65.50
	Total	278	100.00
Age	Below 20 years old	25	9.00
	21-30 years old	37	13.30
	31-40 years old	63	22.70
	41-50 years old	74	26,60
	51-60 years old	59	21.20
	61-70 years old	15	5.40
	Above 70 years old	5	1.80
	Total	278	100.00
Education	Elementary school	15	5.40
level	Junior high school	25	9.00
	High school	72	25.90
	Vocational or equivalent	30	10.80
	Bachelor's degree or higher	131	47.10
	Other	5	1.80
	Total	278	100.00

Table 4.1 Number and percentage of general information about consumers.

	General information about consumers	Number	Percentage
Occupation	Student	35	12.60
	Bureaucrat	59	21.20
	Public officials	19	6.80
	Private officials or employee	88	31.70
	Business owner	53	19.10
	Agriculturist	5	1.80
	Other	19	6.80
	Total	278	100

Table 4.1 Number and percentage of general information about consumers (Cont.)

From Table 4.1 it found that most consumers are female 182 people or 65.50 percent. The age found that most consumer were in range 41-50 years old or 26.60 percent and followed by the age range 31-40 years old or 22.70 percent respectively. The education level found that most consumers were bachelor's degree or higher group 131 people or 47.10 percent and followed by high school or vocational school group 72 people or 25.90 percent respectively. The occupation found that most consumers were private officials or employee 88 people or 31.70 percent and followed by bureaucrat 59 people or 21.20 percent and business owner 53 people or 19.10 percent respectively.

Part 2: The data analysis about marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) of OTOP Complex Saraburi in general customer group by using descriptive statistics to analyze statistics is mean (\bar{x}) and standard deviation (S.D.) The overview results of the analysis as shown in table 4.2

Table 4.2 Mean and Standard Deviation of marketing mix affecting to consumerbehavior on purchasing product of One Tambon One Product (OTOP) ofOTOP Complex Saraburi in overview of general customer group.

Opinions ma	rketing mix about OTOP	Ī	S.D.	Result
	product			
Product		3.96	0.54	Agree
Price		3.68	0.53	Agree
Place		3.95	0.51	Agree
Promotion		3.24	0.78	Neutral
	Total	3.71	0.42	Agree

From Table 4.2 it found that overview of marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) of OTOP Complex Saraburi in general customer group which was at level of agree. ($\bar{x} = 3.71$, S.D. =0.42) When consider marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in each aspect found that product aspect was at level of agree which is the highest average level ($\bar{x} = 3.96$, S.D. =0.54), followed by place aspect was at level of agree ($\bar{x} = 3.95$, S.D. =0.51), price aspect was at level of agree ($\bar{x} = 3.68$, S.D. =0.53) and the lowest average level is promotion aspect was at level of neutral ($\bar{x} = 3.24$, S.D. =0.78) respectively.

Table 4.3 Mean and Standard Deviation of marketing mix affecting to consumerbehavior on purchasing product of One Tambon One Product (OTOP) ofOTOP Complex Saraburi in product aspect, price aspect, place aspect, andpromotion aspect of general customer group

Opinions marketing mix about OTOP product	Ā	S.D.	Result
Product			
Do you think brand of OTOP products have	4.06	0.68	Agree
reliability?			
Do you think quality of OTOP products have	3.99	0.74	Agree
standards?			
Do you think type, model, and size of OTOP	3.75	0.78	Agree
products match your need?			
Do you think packaging of OTOP product is	4.04	0.68	Agree
beautiful?			
Total	3.96	0.54	Agree
Price			
Do you think price of OTOP products at OTOP	3.88	0.87	Agree
Complex Saraburi has price tag clearly?			
Do you think OTOP product at OTOP Complex	3.63	0.78	Agree
Saraburi has prices appropriate both quantity and			
quality?			
Do you think OTOP product at OTOP Complex	3.54	0.89	Agree
Saraburi center has available in several price levels?			
Total	3.68	0.53	Agree

Table 4.3 Mean and Standard deviation of marketing mix affecting to consumerbehavior on purchasing product of One Tambon One Product (OTOP) ofOTOP Complex Saraburi in product aspect, price aspect, place aspect, andpromotion aspect of general customer group (Cont.)

Opinions marketing mix about OTOP product	Ā	S.D.	Result
Place			
The location of OTOP Complex Saraburi has strong	3.77	0.77	Agree
stability.			
OTOP Complex Saraburi has separate categories	3.91	0.73	Agree
products clearly.			
OTOP Complex Saraburi has product categories	4.03	0.76	Agree
labeled for clear visibility.			
OTOP Complex Saraburi has product placement that	3.96	0.73	Agree
easy to buy.			
OTOP Complex Saraburi has parking facilities for	4.10	0.82	Agree
adequate service.			
Total	3.95	0.51	Agree
Promotion			
You receive advertising information of OTOP	2.72	1.07	Neutral
Complex Saraburi via radio enough.			
You receive advertising information of OTOP	2.83	1.09	Neutral
Complex Saraburi via website enough.			
You receive advertising information of OTOP	3.48	1.02	Agree
Complex Saraburi via billboard enough.			
You receive advertising information of OTOP	3.17	1.16	Neutral
Complex Saraburi via OTOP exhibition enough.			
Do you think services from employees are good?	4.01	0.85	Agree
Total	3.24	0.78	Neutral
Total 4 aspect	3.71	0.42	Agree

From Table 4.3 it found that marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) of OTOP Complex Saraburi in general customer group which the overview was at level of agree. ($\bar{x} = 3.71$, S.D. =0.42) When consider in each aspect and each question found that product aspect, the question that high average scroll at level of agree was "Do you think brand of OTOP products have reliability?" question (\bar{x} =4.06, S.D. =0.68) and followed by "Do you think packaging of OTOP product is beautiful?" question which is at level of agree $(\bar{x} = 4.04, S.D. = 0.68)$. Price aspect found that the question that high average scroll at level of agree was "Do you think price of OTOP products at OTOP complex center has price tag clearly?" question ($\bar{x} = 3.88$, S.D. =0.87) and followed by "Do you think OTOP product at OTOP complex center has prices appropriate both quantity and quality?" question ($\bar{x} = 3.63$, S.D. =0.78). Place aspect found that the question that high average scroll at level of agree was "OTOP complex center has parking facilities for adequate service" question (\bar{x} =4.10, S.D. =0.82) and followed by "OTOP complex center has product categories labeled for clear visibility" question (\bar{x} =4.03, S.D. =0.76). Promotion aspect found that the question that high average scroll at level of agree was "Do you think services from employees are good?" question (\bar{x} =4.01, S.D. =0.85) and followed by "You receive advertising information of OTOP complex center via billboard enough" question ($\bar{x} = 3.48$, S.D. =1.02) respectively. In promotion aspect found that the overview was at level of neutral. ($\bar{x} = 3.24$, S.D. =0.78) The question that lowest scroll was "You receive advertising information of OTOP complex center via radio enough" question (\bar{x} =2.72, S.D. =1.07), "You receive advertising information of OTOP complex center via website enough" question ($\bar{x} = 2.83$, S.D. =1.09) and "You receive advertising information of OTOP complex center via OTOP exhibition enough" question ($\bar{x} = 3.17$, S.D. =1.17) respectively.

Part 3: Behavior purchasing on product of One Tambon One Product (OTOP) in
Saraburi Province. This part is data analysis about behavior purchasing on product of
One Tambon One Product (OTOP) in Saraburi Province of OTOP Complex Saraburi
by using frequency distribution and percentage of consumers as shown in table 4.4
Table 4.4 Number and Percentage of behavior purchasing product of One Tambon
One Product (OTOP) in Saraburi Province of OTOP Complex Saraburi.

Behavior purchasing product of One Tambon One	Number	Percentage
Product		
What kind of OTOP product are you purchase the most at		
OTOP Complex Saraburi?		
Type of food	156	56.10
Type of beverage	29	10.40
Type of clothes and garments	18	6.50
Type of utensils and decorations items	11	4.00
Type of inedible herbs	64	23.00
Total	278	100.00
Are you purchase OTOP product based on any reason?		
Believe product has quality	138	49.60
Price is cheap	21	7.60
Product has an attractive appearance	25	9.00
Advertising	11	4.00
Suggestion from other person	23	8.30
Souvenirs	60	21.60
Total	278	100.00
Who has the most influence on purchase decision OTOP		
product?		
Yourself	175	62.90
Friend	25	9.00
Boy - Girlfriend / husband / wife	14	5.00
Family members	64	23.00
Total	278	100.00

Table 4.4 Number and Percentage of behavior purchasing product of One Tambon
One Product (OTOP) in Saraburi Province of OTOP Complex Saraburi
(Cont.)

Behavior pur	chasing product of One Tambon One	Number	Percentage	
	Product			
How much satisfaction when you are purchase OTOP product				
already?				
Very satisfy		30	10.80	
Satisfy		162	58.30	
Neutral		83	29.90	
Dissatisfy		3	1.10	
Very dissatisfy		0	0.00	
	Total	278	100.00	
Are you want to come back to purchase OTOP product again				
or not, if you have	chance?			
Come back		246	88.50	
Not come back		2	0.70	
Not Sure		30	10.80	
	Total	278	100.00	
Do you think that will suggests people to purchase OTOP products or not?				
Suggest		261	93.90	
Not Suggest		0	0.00	
Not Sure		17	6.10	
	Total	278	100.00	

From Table 4.4 it found that most general customer had behavior purchasing on product of One Tambon One Product (OTOP) in Saraburi Province of OTOP Complex Saraburi which was type of food 156 people or 56.10 percent, followed by type of inedible herbs 64 people or 23 percent and type of beverage 29 people or 10.40 percent respectively. The most reason to purchase OTOP product is believe product has quality 138 people or 49.60 percent and followed by it purchase product as souvenirs 60 people or 21.60 percent respectively. The most who has influence on purchase decision OTOP product is yourself 175 people or 62.90 percent and followed by family members 64 people or 23 percent respectively. The satisfaction when you are purchase OTOP product already is at level of very satisfaction 162 people or 58.30 percent and followed by level of neutral 89 people or 29.90 percent respectively. The most result of question "Are you want to come back to purchase OTOP product again or not, if you have chance?" is come back to purchase OTOP product again 246 people or 88.50 percent and followed by not sure to purchase OTOP product again 30 people or 10.80 percent respectively. The most result of question "Do you think that will suggest people to purchase OTOP products or not?" is suggest people to purchase OTOP products 17 people or 6.10 percent respectively.



CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATION

This research is study marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in Saraburi Province. Researcher have objective to study marketing mixes affect to consumer behavior on purchasing product One Tambon One Product (OTOP) in perspective of board OTOP Complex Saraburi, potential customers, and general customer. Researcher will bring research result to develop distribution of OTOP products at OTOP Complex Saraburi for increase total sale product and gain profit more.

Conclusion

1. The opinions in perspective of board OTOP Complex Saraburi to marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi Province.

In operation of OTOP Complex Saraburi found that board of director OTOP Complex Saraburi have a brainstorm of all district committees together determine an operating plan of OTOP Complex Saraburi for using a guideline to develop and evaluate OTOP Complex Saraburi. The plan is divided into an operating plan short-run 1 year and an operating plan long-run 5 years. An operating plan determine goal, strategy, budget, time, and responsible plan clearly by divided into following

- Product development
- Place renovation
- Price of product
- Promotion in OTOP Complex Saraburi and outside OTOP Complex Saraburi
- Budget
- Personnel development
- Social Development

The allocation budget to operate OTOP Complex Saraburi found that board director have plan on funding from member all district by OTOP Complex Saraburi sell share to member or people in Saraburi Province who interested to invest at OTOP Complex Saraburi. In addition OTOP Complex Saraburi has received financial support from government agencies. In 2013, OTOP Complex Saraburi has received budget to develop OTOP Complex Saraburi amount 30 million for construct production building, provide food center and place renovation.

The recruitment process for board director OTOP Complex Saraburi found that OTOP Complex Saraburi recruit board director from member all district by member all district nominate committee each district 2 persons from 13 district in Saraburi Province total 26 persons and committee selected by vote remain 6 persons and 4 persons from shareholders of OTOP Complex Saraburi. The total board director OTOP Complex Saraburi are 10 persons and divided position into following

- President
- Vice-president
- Treasurer
- Secretary
- Product standards Committee
- Audit Committee
- Private Coordination Committee
- Public Relation
- Traffic Committee
- Local Coordination Committee

The evaluation operating of OTOP Complex Saraburi found that board director have meeting 1 time per month for inform total sale OTOP product, revenue, expenditure, barriers during operations. Sometime board of director have meeting 3-4 times per month in case there is urgent work to be performed. OTOP Complex Saraburi has comment box and website or Facebook fan page then bring feedback to improve go on.

The selection OTOP product for sell in OTOP Complex Saraburi found that board director determine quality criteria of OTOP product or product to be sold at OTOP Complex Saraburi. Product must be marked of Food and Drug Administration. Product assessed through standard of OTOP product. Product has star rating standard of OTOP product level 3-5 stars. The determination price of OTOP product for sell in OTOP Complex Saraburi found that OTOP Complex Saraburi will be charged profit 25 percent of the product cost. If product is monopoly product and market demand, OTOP Complex Saraburi will be charged profit more through the approval of board of director OTOP Complex Saraburi who is determine price of product.

The distribution OTOP product and placement OTOP product at OTOP Complex Saraburi found that OTOP Complex Saraburi has placement OTOP product by divided into zones of product. OTOP Complex Saraburi has distribute OTOP product to the mall, top supermarket, and other department store in Saraburi province and other province. OTOP Complex Saraburi advertise about distribution channels of OTOP product on website, and installed billboards promoting OTOP products at beside the street.

The promotion OTOP product found that OTOP Complex Saraburi has promote OTOP product with advertising billboard in front the street, exhibition OTOP product in various provinces, and advertising on the website of Saraburi Province. OTOP Complex Saraburi has provide employee to introduce new product of OTOP product or detail of OTOP product that customer has doubt.

The marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi found that product factor is product has quality, production standards, and star rating standard of OTOP product level 3-5 stars. Product is local product in Saraburi Province. Price factor is price of product is not expensive. Place factor is location easy to visit this place.

The development for increase total sale OTOP products at OTOP Complex Saraburi found that OTOP Complex Saraburi should be installed billboards promoting OTOP products more than ever. OTOP Complex Saraburi should be promoted OTOP product that is product from Saraburi Province more. OTOP Complex Saraburi should coordinate with Tour Company or group tour both Thai and foreigner to visit and purchase OTOP product at OTOP Complex Saraburi for increase total sale OTOP products more.

2. Summary opinion in perspective potential customer of OTOP Complex Saraburi 5 persons about marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi Province.

Product aspect found that product produced in the local community and it is a quality product that is affordable prices. There is an age limit on the manufacturing date, expiry date and marked of Food and Drug Administration. OTOP Complex Saraburi has criteria of OTOP product to be sold at OTOP Complex Saraburi by using star rating standard of OTOP product level 3-5 stars.

Price aspect found that the determination price of OTOP product from manufacturer and OTOP Complex Saraburi will charge cost to management at OTOP Complex Saraburi which is prices appropriate both quantity and quality of OTOP product.

Place aspect found that OTOP Complex Saraburi has placement OTOP product by divided into zones of product clearly. Board of director has been place renovated several times until now it are beautiful place and modern.

Promotion aspect found that OTOP Complex Saraburi has advertise via exhibition OTOP product in various provinces, and advertising on the website of Saraburi Province. OTOP Complex Saraburi has installed billboards promoting OTOP products at main road of Saraburi Province and attractions in Saraburi Province. Member of OTOP Complex Saraburi think that OTOP Complex Saraburi should increase public relations more.

3. Opinion in perspective general customer about marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi Province as following.

From the research result found that overview of general customer about marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product at OTOP Complex Saraburi which was at level of agree ($\bar{x} = 3.71$, S.D. =0.42). When consider marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in each aspect found that product aspect was at level of agree which is the highest average level ($\bar{x} = 3.96$, S.D. =0.54), followed by place aspect was at level of agree ($\bar{x} = 3.95$, S.D. =0.51), price aspect was at level of agree ($\bar{x} = 3.68$, S.D. =0.53) and the lowest average level is promotion aspect was at level of neutral ($\bar{x} = 3.24$, S.D. =0.78) respectively.

4. Behavior purchasing on product of One Tambon One Product (OTOP) in Saraburi Province at OTOP Complex Saraburi of general customer as following.

From the research result found that most general customer had behavior purchasing on product of One Tambon One Product (OTOP) in Saraburi Province of OTOP Complex Saraburi which are type of food 156 people or 56.10 percent, followed by type of inedible herbs 64 people or 23 percent and type of beverage 29 people or 10.40 percent respectively. The most reason to purchase OTOP product are believe product has quality 138 people or 49.60 percent and followed by it purchase product as souvenirs 60 people or 21.60 percent respectively. The most who has influence on purchase decision OTOP product are yourself 175 people or 62.90 percent and followed by family members 64 people or 23 percent respectively. The satisfaction when you are purchase OTOP product already are at level of very satisfaction 162 people or 58.30 percent and followed by level of neutral 89 people or 29.90 percent respectively. The most result of question "Are you want to come back to purchase OTOP product again or not, if you have chance?" are come back to purchase OTOP product again 246 people or 88.50 percent and followed by not sure to purchase OTOP product again 30 people or 10.80 percent respectively. The most result of question "Do you think that will suggest people to purchase OTOP products or not?" are suggest people to purchase OTOP product 261 people or 93.90 percent and followed by not sure to suggest people to purchase OTOP products 17 people or 6.10 percent respectively.

Discussion

From the research result can bring result to discussion by classified as following.

1. Product aspect

From the research result found that market mix in product aspect affecting to decision on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi. In perspective of board OTOP Complex Saraburi, potential customers, and general customer are in the same direction. That is at level of agree which are community product that have quality, selection process, quality criteria must have marked of Food and Drug Administration and star rating standard of OTOP product level 3-5 stars, and packaging of OTOP product is beautiful. This research is

according to research of Mr. Suksophon DuangKaew (2009) that study about factors affecting buying decision of the federation of savings and credit cooperatives Thailand Limited.

2. Price aspect

From the research result found that market mix in price aspect affecting to decision on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi. In perspective of board OTOP Complex Saraburi, potential customers, and general customer are in the same direction. That is at level of agree which is prices appropriate both quantity and quality of OTOP product and when compare product with same product. This research is according to research of Ms. Salakcit Hirunsali (2010) that study about the behavior of buying decision OTOP product of people at Bang Kuay in Nonthaburi Province found that price aspect has influence to buying decision OTOP product because buyer has level of very satisfy about prices appropriate and does not expensive.

3. Place aspect

From the research result found that market mix in place aspect affecting to decision on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi. In perspective of board OTOP Complex Saraburi, potential customers, and general customer are in the same direction. That is at level of agree which is place famous and reliable. Location are convenient to contact or visit this place and employee to recommend OTOP product as well. This research according to research of Mr. Olan Thupatemi (2007, Abstract) found that place aspect has influence to buying decision OTOP product of customer such as location of shop is easy to find this place, parking for adequate service, and product placement by divided into zones of product clearly.

4. Promotion aspect

From the research result found that market mix in promotion aspect affecting to decision on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi in perspective of board OTOP Complex Saraburi, potential customers, and general customer are in the same direction and found that promotion, public relations and advertising in various forms are at level of neutral. If increase communication channels to be more popularly known to increase total sale product and profit more.

Recommendation

1. Product aspect

In instant food should not have additives such as sodium too because may not be appropriate in children, elderly, and people who have underlying diseases. Some product such as cosmetics should has sample size that is a small packing for testing product. Product should focus on distribution is the product of Saraburi Province to make a difference OTOP center in other provinces.

2. Price aspect

Price tag is too small. It should be clearly labeled. The price tag should display every product available and should has a map to show any product available in any area of building that distribute product.

3. Place aspect

Parking places should has sunshade more than ever. Guidepost or advertisements billboard of OTOP Complex Saraburi is not enough from downtown Saraburi Province. OTOP Complex Saraburi should be adjusted billboard of OTOP Complex Saraburi more clearly such as base of billboard is yellow color, letter of billboard is rad color, and size of billboard is large enough.

4. Promotion aspect

OTOP Complex Saraburi should be improve performance of employee more because some employee has bad behavior to serve customer. OTOP Complex Saraburi should has employee can explain property of OTOP product from other province. OTOP Complex Saraburi should has assessed for outstanding employee of OTOP Complex Saraburi for motivation to employee who has good behavior to serve customer. OTOP Complex Saraburi should promote OTOP product in other form more than ever.

Recommendations for Further Research

In this research study, marketing mix (4P's) has been taken into account which is very important factor for success of OTOP Center. A practical next step for continuing this study would be to find out which of the issues is marketing mix (7P's) affecting to consumer behavior on purchasing product of One Tambon One Product. As for future research opportunity, I suggest that to study compare to two OTOP Center about success factor in management of OTOP Center differences province.



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APPENDIX A A SAMPLE POPULAR PRODUCTS OF OTOP AND ACTIVITY OF OTOP COMPLEX SARABURI

Red Roselle dried	OTOP Complex Saburi	ThaiTambon
Cotton Skirt	OTOP Complex Saburi	Тетелог
Cotton Skirt	OTOP Complex Saburi	ThalTambon
Cotton Skirt	OTOP Complex Saburi	ThaiTambon
Cotton Skirt	OTOP Complex Saburi	ThaiTambon

A sample popular products of OTOP Complex Saburi

Cotton Skirt	OTOP Complex Saburi	ThaiTambon
Cotton Skirt	OTOP Complex Saburi	ThaiTambon
Cotton Skirt	OTOP Complex Saburi	ThaiTambon
Cotton Skirt	OTOP Complex Saburi	ThaiTambon
Sun flower Cookies	OTOP Complex Saburi	ThaiTambon

Camphor	OTOP Complex Saburi	ThaiTambon
Coarse Rice	OTOP Complex Saburi	ThaiTambon
Roselle Cookies	OTOP Complex Saburi	
Roselle Cookies with white sesame	OTOP Complex Saburi	
Roselle Cookies with black sesame	OTOP Complex Saburi	

Roselle Cookies with sun flower	OTOP Complex Saburi	
Cereals Coolies	OTOP Complex Saburi	Anită în transci sen Cereals Cookies Mai ante
Cereals Coolies	OTOP Complex Saburi	Por cals Coaster Por ca

In front of OTOP Complex Saraburi



Production zone of OTOP Complex Saraburi

Activity of OTOP Complex Saraburi



The meeting board director of OTOP Complex Saraburi



Knowledge Community Center for who interested this business



Manager (Ms. Nareerat Authaysaengsakul) introduce OTOP product that are popular products of OTOP Complex Saraburi



The Prime Minister (Ms. Yingluk Chinnawat) visited OTOP product at OTOP Complex Saraburi

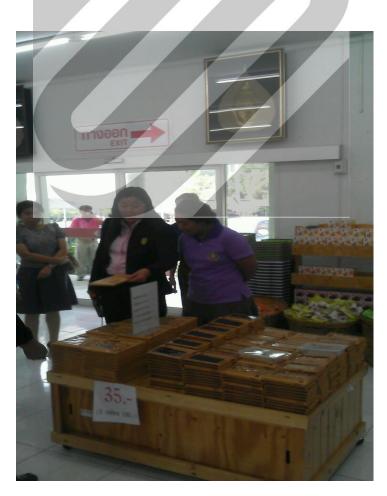


Placement products of OTOP Complex Saraburi



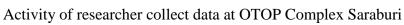
OTOP Saraburi villa





Placement products in OTOP Complex Saraburi





APPENDIX B

LETTER OF ALLOWANCE

Bangkok Campus. 16 Motorway Rd., Prawet, Bangkok 10250, Thailand Tel. +66 2 7694000, Fac. +66 2 7694099 Hua Hin Campus: 1458 Pelchkasem Rd., Cha-Am, Pelchburi 76120, Thailand Tel. +65 3 2442322, Fax: +66 3 2442324

100



11th December 2013

GS039 2/2013

Re: Allowance for the MBA students to conduct research

To whom it may concern,

Stamford international University has been established since 1996 in Cha-am, Petchaburi. Since 2000, we have offered international programmes at our Bangkok Campus, which is now located at Rama IX, Bangkok. The university now provides the students with the Master of Business Administration.

The university would like to ask for your allowance and cooperation to give the MBA students, *Mr. Prapat Wareesri student ID no.* 012370005, the permission to conduct research on the topic of "*THE MARKING-MIX AFFECT TO CUSTOMER* BEHAVIOR PURCHASING PRODUCTS OF ONE TUMBON ONE PRODUCTS (OTOP) IN PHUKAE SARABURI PROVINCE CENTER" under supervised by Dr. Martin Goerlich

All data gathering during this study will remain confidential, which your name will not be exposed in any circumstance. The Graduate School has approved this project. If you wish, you may request a copy of the summary of findings from the study from the university. He will collect the data at ONE TAMBON ONE PRODUCT (OTOP) Phukae, Saraburi province center between December 1st, 2013-January 31st, 2014

Thank you for your cooperation. Please do not hesitate to contact Stamford International University with any concerns you may have.

Yours sincerely,

Dr. Afitep Saekow Dean of Graduate School Stamford International University

Bangkok Campus. 16 Motorway Rd., Prawet, Bangkok 10250 Thailand Tel: +66 2 7694000; Fax: +66 2 7694099 Hua Hin Campus 1458 Petchkasem Rd., Cha-Am, Petchburi 76120, Thailand Tel. +663 2442322; Fax: +663 2442324

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GS039 2 / 2556

11 ธันวาคม พ.ศ. 2556

เรื่อง ขอความอนุเคราะห์ในการส่งนักสึกษาเข้ารับการการศึกษาและเก็บข้อมูลงานวิจัย เรียน คุณนารีรัช อุทัยแสงตระกูล สิ่งที่ส่งมาด้วย แบบสอบถามเพื่อการวิจัย ทำนวน 1 ชุศ

ด้วย นายประกัทร วารีสรี นักสึกษาระดับปริญญาโท รหัสนักสึกษา 012370005 หลักสูตร บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยมหาวิทยาลัยนานาชาติแสดมฟอร์ด วิทยาเขตกรุงเทพ กำลังทำ วิจัยเรื่อง " THE MARKING-MIX AFFECT TO CUSTOMER BEHAVIOR PURCHASING PRODUCTS OF ONE TUMBON ONE PRODUCTS (OTOP) IN PHUKAE SARABURI PROVINCE CENTER " โดยมี ศร. Martin Goerdich เป็นอาจารย์ที่ปรึกษา

ในการนี้ นักสึกษามีความประสงค์จะทาดารเก็บข้อมูลเพื่อการวิจัยจากกลุ่มด้วอย่าง จึงขอความ อนุเคราะห์จากทำหแจกแบบสอบถามที่แนบมาพร้อมหนังสือนี้ ผู้วิจัยขอรับรองว่าจะ ไม่ส่งผลเสียหาย หรือส่งผลกระทบต่อการทำงานแต่อย่างใด โดยเข้าศึกษาและเก็บข้อมูลงานวิจัย ที่ศูนย์ส่งเสริมและ พัฒนาผลิดภัณฑ์ หนึ่งตำบลหนึ่งผลิดภัณฑ์ (OTOP) พุแก จังหวัดสระบุรี ในระหว่างวันที่ 1 ธันวากม 2556 - 31 มก่รากม 2557

จึงเรียนมาเพื่อโปรคพิจารณาให้ความอนุเคราะห์ และขอขอบคุณมา ณ โอกาสนึ่

ขอแสดงความนับถือ

(คร. อภิเทพ แซ่โค้ว)

คณบดี บัณฑิตวิทยาลัย

มหาวิทยาลัยนานาชาติแสตมฟอร์ค

APPENDIX C

QUESTIONNAIRE AND CODING

QUESTIONNAIRE

Research title "Marketing mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) in Saraburi Province"

This questionnaire is a part of research paper as a partial fulfillment of the requirement for Master of Business Administration: Stamford International University. This questionnaire aims to measure the level of the marketing-mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi province. Your response will be treated with strict confidence and will be used for research purpose only. Your cooperation in answering this interview schedule is greatly appreciated. This questionnaire is divided into four parts as follow

NOTICE: All interview schedule are 4 part

Part 1 General information about the respondents.

Part 2 Marketing-mix affecting to consumer behavior on purchasing product of One Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi Province.

Part 3 Behavior purchasing on product of One Tambon One Product (OTOP) in Saraburi Province.

Part 4 Consumer suggestions

PART 1: General information about the respondents.

NOTICE: Please mark the \checkmark in the space between the texts that you want to selected.

\square	1. Male	2. Female
	1. Below 20 years old	2. 20-30 years old
	3. 31-40 years old	4. 41-50 years old
	5. 51-60 years old	6. 61-70 years old
	7. Above 70 years old	
	1. Elementary school	2. Junior high school
	3. High school	4. Vocational or equivalent
	5. Bachelor's degree or hi	igher 🗌 6. Other
	1. Student	2. Bureaucrat
	5. Business owner	6. Agriculturist
	7. Other	
		 1. Below 20 years old 3. 31-40 years old 5. 51-60 years old 7. Above 70 years old 1. Elementary school 3. High school 5. Bachelor's degree or high 1. Student 5. Business owner

PART 2: Marketing-mix affecting to consumer behavior on purchasing product of One

Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi Province.

NOTICE: Please mark ✓ the in the box that shows opinions marketing mix about OTOP. That is effect to purchase decisions product of One Tambon One Product (OTOP)

At OTOP Complex Saraburi in Saraburi Province.

	Strong	Agree	Neutral	Disagree	Strong
Opinions marketing mix	Agree (5)		(2)	(2)	Disagree (1)
about OTOP product Product	(5)	(4)	(3)	(2)	(1)
Froduct					
1. Do you think brand of					
OTOP products have					
reliability?					
2. Do you think quality of					
OTOP products have					
standards?					
3. Do you think type, model,					
and size of OTOP products				5	
match your need?					
4. Do you think packaging of					
OTOP product is beautiful?					
Price					
1. Do you think price of					
OTOP products at OTOP					
Complex Saraburi has price					
tag clearly?					
2. Do you think OTOP					
product at OTOP Complex					
Saraburi has prices					
appropriate both quantity and					
quality?					
3. Do you think OTOP					
product at OTOP Complex					
Saraburi has available in					
several price levels?					

Opinions marketing mix	Strong Agree	Agree	Neutral	Disagree	Strong Disagree
about OTOP product	(5)	(4)	(3)	(2)	(1)
Place	(0)		(0)	(-)	(-)
1. The location of OTOP					
Complex Saraburi has strong					
stability.					
2. OTOP Complex Saraburi					
has separate categories					
products clearly.					
3. OTOP Complex Saraburi					
has product categories labeled				N	
for clear visibility.					
4. OTOP Complex Saraburi					
has product placement that					
easy to buy.					
5. OTOP Complex Saraburi					
has parking facilities for					
adequate service.					
Promotion					
1. You receive advertising					
information of OTOP					
Complex Saraburi via radio					
enough.					
2. You receive advertising					
information of OTOP					
Complex Saraburi via website					
enough.					
3. You receive advertising					
information of OTOP					
Complex Saraburi via					
billboard enough.					
4. You receive advertising					
information of OTOP					
Complex Saraburi via OTOP					
exhibition enough.					
5. Do you think services from					
employees are good?					

PART 3: Behavior purchasing on product of One Tambon One Product (OTOP) in Saraburi Province.

NOTICE: Please mark the \checkmark in the box that effect to purchase decisions product of

One Tambon One Product (OTOP) at OTOP Complex Saraburi in Saraburi Province. 1. What kind of OTOP product are you purchase the most at OTOP Complex Saraburi?

	1. Type of food		2.	Type of beverage
	3. Type of clothes and garments			Type of utensils and decorations
items				
	5. Type of inedible herbs		6.	Other
2. Are	you purchase OTOP product based of	on any	rea	ason?
	1. Believe product has quality	C		2. Price is cheap
	3. Product has an attractive appearan	nce [4. Advertising
	5. Suggestion from other person			6. Souvenirs
	7. Other			
3. Who	o has the most influence on purchase	decisi	on	OTOP product?
	1. Yourself			2. Friend
	3. Boy - Girlfriend / husband / wife			4. Family members
	5. Mass media			6. Other
4. Hov	w much satisfaction when you are put	rchase	07	FOP product already?
	1. Very satisfaction 2.	Satisf	act	ion
	3. Neutral 4.	Dissa	tisf	faction
	5. Very dissatisfaction			
5. Are	you want to come back to purchase	отор	pr	oduct again or not, if you have
chance	e?			
	1. Come back	2. Not	co	ome back
6. Do :	you think that will suggests people to			
				ggests
\bigcirc	3. Not Sure	4. Othe	er.	
PART	4: Customer Suggestion for OTOP Con	nplex S	ara	buri in Saraburi Province
			Th	ank you for answer questionnaire.

Descriptive

[DataSet1] C:\Users\DELL\Documents\OTOP Phukae.sav

Descriptive Statistics

	Ν	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
totalpro	278	2.75	5.00	3.9613	.54250
totalpri	278	2.00	5.00	3.6847	.53072
totalplac	278	2.60	5.00	3.9547	.51304
totalpromo	278	1.40	5.00	3.2432	.77925
total4p	278	2.52	4.77	3.7110	.42147
Valid N (listwise)	278				

Descriptive Statistics

	Kurtosis				
	Statistic	Std. Error	ľ		
totalpro	590	.291	Į		
totalpri	064	.291			
totalplac	054	.291			
totalpromo	164	.291			
total4p	.607	.291			
Valid N (listwise)					

Descriptive

Descriptive Statistics

	Ν	Minimum	Maximum	Mean	Std. Deviation
pro1	278	3	5	4.06	.677
pro2	278	2	5	3.99	.743
pro3	278	2	5	3.75	.780
pro4	278	2	5	4.04	.684
totalpro	278	2.75	5.00	3.9613	.54250
pri1	278	1	5	3.88	.867
pri2	278	2	5	3.63	.785
pri3	278	1	5	3.54	.889
totalpri	278	2.00	5.00	3.6847	.53072
plac1	278	2	5	3.77	.766
plac2	278	1	5	3.91	.731
plac3	278	2	5	4.03	.762
plac4	278	2	5	3.96	.730
plac5	278	2	5	4.10	.815
totalplac	278	2.60	5.00	3.9547	.51304
promot1	278	1	5	2.72	1.071
promot2	278	1	5	2.83	1.097
promot3	278	1	5	3.48	1.019
promot4	278	1	5	3.17	1.158
promot5	278	1	5	4.01	.852
totalpromo	278	1.40	5.00	3.2432	.77925
Valid N (listwise)	278				

Frequencies

		sex	age	educat	occu	behav1	behav2	behav3
N	Valid	278	278	278	278	278	278	278
	Missing	0	0	0	0	0	0	0

		behav4	behav5	behav6	
N	Valid	278	278	278	
	Missing	0	0	0	

sex	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ชาย	96	34.5	34.5	34.5
	หญิง	182	65.5	65.5	100.0
	Total	278	100.0	100.0	

age								
		Frequency	Percent	Valid Percent	Cumulative Percent			
Valid	10-20	25	9.0	9.0	9.0			
	21-30	37	13.3	13.3	22.3			
	31-40	63	22.7	22.7	45.0			
	41-50	74	26.6	26.6	71.6			
	51-60	59	21.2	21.2	92.8			
	61-70	15	5.4	5.4	98.2			
	71-80	5	1.8	1.8	100.0			
	Total	278	100.0	100.0				

age

educat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ประถมศึกษา	15	5.4	5.4	5.4
	มัธขมต้น	25	9.0	9.0	14.4
	มัถขมปลาข/ปวช	72	25.9	25.9	40.3
	อนุปริญญา/ปวสหรือเทียบเท่า	30	10.8	10.8	51.1
	ปริญญาตรีหรือสูงกว่า	131	47.1	47.1	98.2
	6	5	1.8	1.8	100.0
	Total	278	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	นักเรียน	35	12.6	12.6	12.6		
	ข้าราชการ	59	21.2	21.2	33.8		
	พนักงานรัฐวิสาหกิจ	19	6.8	6.8	40.6		
	พนักงานลูกจ้าง/องก์กรเอกชน	88	31.7	31.7	72.3		
	เจ้าของกิจการส่วนตัว	53	19.1	19.1	91.4		
	เกษตรกรรม	5	1.8	1.8	93.2		
	ก้าขาย	19	6.8	6.8	100.0		
	Total	278	100.0	100.0			
behav1							

occu

behav1

	behav1								
		Frequency	Percent	Valid Percent	Cumulative Percent				
Valid	อาหาร	156	56.1	56.1	56.1				
	เกรื่องคิ่ม	29	10.4	10.4	66.5				
	เสื้อผ้าและเครื่องแต่งกาย	18	6.5	6.5	73.0				
	ของใช้และของตกแต่ง	11	4.0	4.0	77.0				
	สมุนไพรและอาหารส่งเสริมสุขภาพ	64	23.0	23.0	100.0				
	Total	278	100.0	100.0					

behav2

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	เชื่อว่าผลิตภัณฑ์มี	กุณภาพ	138	49.6	49.6	49.6
	เพราะราคาถูก		21	7.6	7.6	57.2
	สินค้ามีรูปลักษณ	ะน่าสนใจ	25	9.0	9.0	66.2
	ได้รับข้อมูลจากสื่	อต่างๆและ โฆษณา	11	4.0	4.0	70.1
	มีกนแนะนำ		23	8.3	8.3	78.4
	เป็นของฝาก		60	21.6	21.6	100.0
	Total		278	100.0	100.0	

behav3

behav3									
		Frequency	Percent	Valid Percent	Cumulative Percent				
Valid	ตนเอง	175	62.9	62.9	62.9				
	เพื่อน	25	9.0	9.0	71.9				
	แฟน/สามี/ภรรยา	14	5.0	5.0	77.0				
	สมาชิกในครอบครัว	64	23.0	23.0	100.0				
	Total	278	100.0	100.0					

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	มากที่สุด	30	10.8	10.8	10.8
	มาก	162	58.3	58.3	69.1
	ปานกลาง	83	29.9	29.9	98.9
	น้อย	3	1.1	1.1	100.0
	Total	278	100.0	100.0	



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	มา	246	88.5	88.5	88.5
	ไม่มา	2	.7	.7	89.2
	ไม่แน่ใจ	30	10.8	10.8	100.0
	Total	278	100.0	100.0	

behav6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	แนะนำ	261	93.9	93.9	93.9
	ไม่แน่ใจ	17	6.1	6.1	100.0
	Total	278	100.0	100.0	

Case Processing Summary

		Ν	%
	Valid	30	100.0
Cases	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.886	17

Scale Statistics

Mean	Variance	Std. Deviation	N of Items	ľ
62.80	75.476	8.688	17	ľ

	pro1	pro2	pro3	pro4	pri 1	pri2	pri3	plac1	plac2	plac3	plac4	plac5	promot1	promot2	promot3	promot4	promot5
pro1	1.000	.636	.443	.264	.236	.221	.406	.111	.344	.041	013	.058	.042	.279	.142	.364	.210
pro2	.636	1.000	.333	.314	.284	.383	.374	.242	.405	.435	104	.374	.277	.441	.118	.441	.038
pro3	.443	.333	1.000	.553	.089	.527	.291	.594	.424	.306	.359	.478	.195	.445	.247	.388	.320
pro4	.264	.314	.553	1.000	149	.352	004	.447	.101	.154	.222	.423	099	218	.128	106	.086
pri1	.236	.284	.089	149	1.000	.208	112	.077	.425	.296	.088	112	.023	.330	021	.055	008
pri2	.221	.383	.527	.352	.208	1.000	.323	.569	.610	.704	.409	.731	.451	.534	.547	.442	.359
pri3	.406	.374	.291	004	112	.323	1.000	.005	.371	.204	.011	.234	.396	.476	.403	.468	.545
plac1	.111	.242	.594	.447	.077	.569	.005	1.000	.433	.505	.668	.639	.317	.208	.532	.338	.184
plac2	.344	.405	.424	.101	.425	.610	.371	.433	1.000	.492	.386	.555	.240	.448	.318	.326	.444
plac3	.041	.435	.306	.154	.296	.704	.204	.505	.492	1.000	.417	.723	.288	.486	.443	.307	.125
plac4	013	104	.359	.222	.088	.409	.011	.668	.386	.417	1.000	.591	.193	020	.533	.008	.454
plac5	.058	.374	.478	.423	112	.731	.234	.639	.555	.723	.591	1.000	.269	.330	.403	.242	.426
promot1	.042	.277	.195	099	.023	.451	.396	.317	.240	.288	.193	.269	1.000	.570	.681	.711	.289
promot2	.279	.441	.445	218	.330	.534	.476	.208	.448	.486	020	.330	.570	1.000	.236	.775	.307
promot3	.142	.118	.247	.128	021	.547	.403	.532	.318	.443	.533	.403	.681	.236	1.000	.523	.389
promot4	.364	.441	.388	106	.055	.442	.468	.338	.326	.307	.008	.242	.711	.775	.523	1.000	.263
promot5	.210	.038	.320	.086	008	.359	.545	.184	.444	.125	.454	.426	.289	.307	.389	.263	1.000

Inter-Item Correlation Matrix

APPENDIX D

IN-DEPTH INTERVIEW

(IN-DEPTH INTERVIEW)

For board director OTOP Complex Saraburi, Phukhae, Saraburi Province (10 persons)

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1. Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

2. How do you plan allocate budget or funding to management OTOP Complex Saraburi?
3. How do you recruitment process for board director OTOP Complex Saraburi?
4. How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?
5. How do you method to selection product for sell in OTOP Complex Saraburi?

6. How do you determine price of OTOP product for sell in OTOP Complex Saraburi? 7. How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi? 8. How do you do marketing plan for OTOP product in terms of promotion? 9. What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi? 10. What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products? Thank you for answer interview schedule

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(IN-DEPTH INTERVIEW)

For Potential customer of OTOP Complex Saraburi, Phukhae, Saraburi Province (5 persons)

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1. What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

2 What do you think should be improved OTOP product to be successful more?

Thank you for answer interview schedule

Interviews Board of Committee in Network OTOP Complex Saraburi Phukae Sub-District Chaloemphrakiat District Saraburi Province 10 Persons

The objective of the study in interviews board of committee in network OTOP Complex Saraburi Phukae Sub-district Chaloemphrakiat District Saraburi Province for study marketing mix in perspective of board of committee OTOP Complex Saraburi to consumer behavior on purchasing product of One Tambon One Product at OTOP Complex Saraburi.

The list name's board of committee OTOP Complex Saraburi to interviews this research.

1. Ms. Nareerat	Authaysaengsakul	Manager OTOP Complex Saraburi
2. Mr. Jumpol	Jitripoch	Audit Committee
3. Mr. Peeruntorn	Marung	Private Coordination Committee
4. Mr. Pongpat	Nilchat	Public Relation
5. Mr. Nipat	Audta	Traffic Committee
6. Mrs. Nongkran	Kankat	Committee
7. Mrs. Chanthana	Dara	Committee
8. Mrs. Banyen	Sondee	Committee
9. Mrs. Pratana	Kamsaard	Committee
10. Mrs. Sumali	Wonthana	Committee

The 1st committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"Yes we have, OTOP Complex Saraburi has meeting for prepare operating plan both short run and long run. The period of short run operating plan is 1 year and the period of long run operating plan is 5 years. The operating plan consist of Human Resource management, Place Management, Sale and Distribution Product, and Public Relation or Advertise Product from OTOP Complex Saraburi." **Question** How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"OTOP Complex Saraburi has meeting for allocate budget or funding to management OTOP Complex Saraburi by sell share of OTOP Complex Saraburi. The budget that OTOP Complex Saraburi expect from sell share of OTOP Complex Saraburi is 5 million and evaluation periodically. In addition to funding from members already, OTOP Complex Saraburi ask for support from public sector also."

Question How do you recruitment process for board of committee OTOP Complex Saraburi?

"In 1 year OTOP Complex Saraburi has big meeting. When board of committee terminate term of office, OTOP Complex Saraburi has recruitment board of committee OTOP Complex Saraburi by members at the meeting to nominate committee to be board of committee OTOP Complex Saraburi and assigned responsibility to the new board of committee each party to operate go on."

Question How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has evaluation at the meeting which usually has a meeting 1 time per month. Some months have meeting 3-4 times per month in case to be decided important issue. Board of committee and members will be big meeting each year 1 time for evaluate operation of OTOP Complex Saraburi or total sale OTOP product."

Question How do you method to selection product for sell in OTOP Complex Saraburi?

"Products sold in OTOP Complex Saraburi must be has quality certified such as Food and Drug Administration certified or community product assessed through standard of OTOP level 3-5 stars."

Question How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"Most operators will set the price in advance and when operators bring product to sell at OTOP Complex Saraburi. The operators of OTOP Complex Saraburi plus 25 percent for management fee at OTOP Complex Saraburi and consider the quality of the product as important."

Question How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"Board of committee classify a category of products for easy to buy product. Customers can visit product or buy products easily. OTOP Complex Saraburi has employee advice customers in each zone of products sold."

Question How do you do marketing plan for OTOP product in terms of promotion?

"I think, the employee to provide services or to advise customers about product sold and have product samples to try or taste. In terms of promotion must be have public relation about product more and mark advertise banner to promote product more."

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Important factors are the quality of the product, appropriate price, reliability of the product that is product of OTOP Complex Saraburi, and service quality of employees."

Question What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"It is about improve the quality of product at OTOP Complex Saraburi to be standard and become a unique product that can't find other place except OTOP Complex Saraburi in Saraburi Province and include expansion marketing to the international market in the future."

The 2nd committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"OTOP Complex Saraburi has prepared operating plans of OTOP Complex Saraburi on all sides and improved plan to suit the circumstances Financial, Product, Quantity of production and Human Resource management."

Question How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"Usually OTOP Complex Saraburi has meeting at least once a month. The meeting has convened at OTOP Complex Saraburi and outside OTOP Complex Saraburi sometimes. If there is urgent work to be performed, OTOP Complex Saraburi will be meeting more than once time. Perhaps OTOP Complex Saraburi has meeting 3-4 times per month such as product release from OTOP Complex Saraburi, Television program filmed television shows about OTOP product at OTOP Complex Saraburi. The meeting according to position board director OTOP Complex Saraburi has 10 people but sometime committee network OTOP Complex Saraburi convened together for consider whether to sell a share or not."

Question How do you recruitment process for board of committee OTOP Complex Saraburi?

"Selection of board of committee OTOP Complex Saraburi in the big meeting. It has a majority of votes at the meeting to become board of committee OTOP Complex Saraburi."

Question How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"The evaluate operation of OTOP Complex Saraburi will be on the same track every week. OTOP Complex Saraburi will check total sale OTOP product, the performance of employee in OTOP Complex Saraburi, and allow customers to comment on OTOP products that are satisfied or not. Customers can comment via comment box and website or Facebook fan page then bring feedback to improve go on."

Question How do you method to selection product for sell in OTOP Complex Saraburi?

"The duty of selection product will be duty of Ms. Nareerat who is manager OTOP Complex Saraburi because she known which product is demand of customers. OTOP Complex Saraburi will consider product from quality of the product and standard of the product that has been certified by the relevant agencies. The overall focuses on the community product."

Question How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"OTOP Complex Saraburi will be charged profit 25 percent of the product cost. If product is monopoly product and market demand, OTOP Complex Saraburi will be charged profit more through the approval of board director OTOP Complex Saraburi who is determine price of product."

Question How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi will promote OTOP product in all aspect and discuss which part of OTOP Complex Saraburi must be improve. OTOP Complex Saraburi has train employee about detail of OTOP product to enable employees can explain features OTOP product to customer that purchase OTOP product at OTOP Complex Saraburi, OTOP Villa exhibition, and various fairs."

Question How do you do marketing plan for OTOP product in terms of promotion?

"OTOP Complex Saraburi will promote OTOP product with advertising board in front of the street, exhibition OTOP product in various provinces, and advertising on the website of Saraburi Province." **Question** What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"I think product at OTOP Complex Saraburi because it is OTOP product level 3-5 stars that is local product in Saraburi Province only. In addition OTOP Complex Saraburi has wide range of products and match customer need."

Question What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"In terms of personnel, OTOP Complex Saraburi is not enough such as employee that serve customers when many customers come to visit or purchase OTOP product. Employee can't serve customers fully. In terms of product, it is good but some new product must recommend to customers who don't know about new product at OTOP Complex Saraburi. In terms of price, it is standard of price in market which customer can purchase product because product has available in several price levels. In terms of place, In front of OTOP Complex Saraburi must renovate because it has a power cord threaded together which bus tour can't enter to park inside OTOP Complex Saraburi. Placement of OTOP product in OTOP Complex Saraburi is good already. In terms of promotion, it must be advertising more and public relation OTOP product into international market for international customers in the future."

The 3rd committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"Yes we have, OTOP Complex Saraburi has operating plan for implement OTOP Complex Saraburi which is long-run plan that government to support implement OTOP Complex Saraburi."

Question How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"OTOP Complex Saraburi has sell shares to member of OTOP Complex Saraburi and people who interested in Saraburi Province also. We have funding from agencies involved too." **Question** How do you recruitment process for board of committee OTOP Complex Saraburi?

"The election of committees each district and sent list of committees to OTOP Complex Saraburi to be board of committee OTOP Complex Saraburi. The previous board of committee assign duty and responsibility for the new board of committee OTOP Complex Saraburi."

Question How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has evaluated in the marketing and implementation of OTOP Complex Saraburi regularly every month for inform the operating results or problems of OTOP Complex Saraburi."

Question How do you method to selection product for sell in OTOP Complex Saraburi?

"OTOP product or product to be sold at OTOP Complex Saraburi must be marked of Food and Drug Administration because it is important to sale of food and beverages. If product has star rating standard of OTOP product too. It would be great."

Question How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"OTOP Complex Saraburi has determine the price of OTOP product by plus the price more from cost of product 25 percent in order to sell their OTOP products at this OTOP Complex Saraburi."

Question How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi have placement OTOP product by divided into zones of product, Public Relations about distribution channels of OTOP product on website, and installed billboards promoting OTOP products at beside the street."

Question How do you do marketing plan for OTOP product in terms of promotion?

"OTOP Complex Saraburi have advertise, Public Relations OTOP product on website, and installed billboards promoting OTOP products at beside the street."

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"I think product and price because if OTOP Complex Saraburi has product that has standard and quality which is important factor. In terms of price, it must be product that isn't expensive."

Question What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"OTOP Complex Saraburi should be focus on promotion OTOP product more than ever such as Public Relations about OTOP product in other province. In terms of product, it should be focus on local product to sell at OTOP Complex Saraburi and recommend people support community product for economic growth."

The 4th committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"Yes we have, OTOP Complex Saraburi has operating plan both short-run and long-run for each agenda every 2 years. OTOP Complex Saraburi has meeting for check problem may be occur in operating of OTOP Complex Saraburi. If there are problems or urgent. It will be meeting more than 1 time per month."

Question How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"OTOP Complex Saraburi has prepare to make plan in document form for check plan in the past. OTOP Complex Saraburi has sale share of OTOP Complex Saraburi to member or people in Saraburi Province who interest to join investment. The goal of sale share is not enough for management OTOP Complex Saraburi at first time because OTOP Complex Saraburi sold out share of OTOP Complex Saraburi just 2 million baht. Later OTOP Complex Saraburi has sold out OTOP product 20 million baht because there has adjust public relations strategies of OTOP Complex Saraburi and expanding distribution OTOP product more. OTOP Complex Saraburi has funding to management OTOP Complex Saraburi again. This time OTOP Complex Saraburi has budget from sale share of OTOP Complex Saraburi 30 million baht more because people interest to join investment more. The budget is bring to develop OTOP Complex Saraburi such as distribution centers, product and vocational training center."

Question How do you recruitment process for board of committee OTOP Complex Saraburi?

"Board of committee OTOP Complex Saraburi has election from member in each district in 13 district of Saraburi Province. Board of committee OTOP Complex Saraburi 5 persons from member in 13 district and 4 persons from shareholders of OTOP Complex Saraburi."

Question How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has evaluated in the marketing and implementation of OTOP Complex Saraburi regularly every month for inform the operating results or problems of OTOP Complex Saraburi"

Question How do you method to selection product for sell in OTOP Complex Saraburi?

"Product that sold at OTOP Complex Saraburi is a consignment and produce by OTOP Complex Saraburi. Most of product that sold at OTOP Complex Saraburi is type of food that has marked of Food and Drug Administration because it is important to sale of food and beverages. If product has star rating standard of OTOP product too. It would be great."

Question How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"OTOP Complex Saraburi will be charged profit 25 percent of the product cost. If product is monopoly product and market demand, OTOP Complex Saraburi will be charged profit more through the approval of board of director OTOP Complex Saraburi who is determine price of product." **Question** How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has placement OTOP product by divided into zones of product. OTOP Complex Saraburi has distribute OTOP product to the mall, top supermarket and other department store in Saraburi Province and other province. When board director OTOP Complex Saraburi explain how to management OTOP center in other province and bring OTOP product to sell there for introduce OTOP product from Saraburi province too."

Question How do you do marketing plan for OTOP product in terms of promotion?

"OTOP Complex Saraburi will promote OTOP product with advertising billboard in front the street, exhibition OTOP product in various provinces, and advertising on the website of Saraburi Province."

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product aspect is product has quality and production standards. Place aspect, location is easy to visit this place and there has placement product that easy to select product."

Question What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"Place aspect, OTOP Complex Saraburi should be develop street to enter into OTOP Complex Saraburi and should be has food center for customer who come to purchase OTOP product this place."

The 5th committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"The plan of OTOP Complex Saraburi has meeting about marketing plan for check trend of OTOP product. OTOP Complex Saraburi has plan to find out a new target group for introduce OTOP product from OTOP Complex Saraburi." **Question** How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"OTOP Complex Saraburi has sell shares to member of OTOP Complex Saraburi and people who interested in Saraburi Province also. This part is duty secretary of OTOP Complex Saraburi to manage budget."

Question How do you recruitment process for board of committee OTOP Complex Saraburi?

"Board of committee OTOP Complex Saraburi has election from member in each district in 13 district of Saraburi Province. Board of committee OTOP Complex Saraburi 5 persons from member in 13 district and 4 persons from shareholders of OTOP Complex Saraburi."

Question How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has meeting for discuss about weak point of OTOP Complex Saraburi and if total sale OTOP product decrease board of directors find solution that occur."

Question How do you method to selection product for sell in OTOP Complex Saraburi?

"OTOP product or product to be sold at OTOP Complex Saraburi must be marked of Food and Drug Administration because it is important to sale of food and beverages. If product has star rating standard of OTOP product too. It would be great."

Question How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"OTOP Complex Saraburi compare prices with the market prices of the same type which have been adjusted according to the situation of the market price."

Question How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has placement OTOP product by divided into zones of product. OTOP Complex Saraburi has distribute OTOP product to the mall, top supermarket and other department store in Saraburi province and other province." **Question** How do you do marketing plan for OTOP product in terms of promotion?

"OTOP Complex Saraburi will promote OTOP product with advertising board in front the street, exhibition OTOP product in various provinces, and advertising on the website of Saraburi Province."

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product has quality and production standards. There has placement product that easy to select product. Price of product is not expensive."

Question What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"In the advertisement is not enough. OTOP Complex Saraburi should be installed billboards promoting OTOP products more than ever."

The 6th committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"Yes we have, OTOP Complex Saraburi has operating plan for OTOP Complex Saraburi on regularly both long run and short run."

Question How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"OTOP Complex Saraburi has sell shares for funding to management OTOP Complex Saraburi. People in Saraburi Province who interested can join invest this place."

Question How do you recruitment process for board of committee OTOP Complex Saraburi?

"OTOP Complex Saraburi has appointment to member and committee of OTOP Complex Saraburi come to meeting at OTOP Complex Saraburi for nominated member to select to be board of committee OTOP Complex Saraburi." **Question** How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has annual meeting to inform member and committee of OTOP Complex Saraburi to know about total sale of OTOP product and various problem that occur."

Question How do you method to selection product for sell in OTOP Complex Saraburi?

"OTOP product or product to be sold at OTOP Complex Saraburi must be marked of Food and Drug Administration because it is important to sale of food and beverages."

Question How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"Entrepreneurs will set the price before sending OTOP product to OTOP Complex Saraburi and then OTOP Complex Saraburi will be charge price of OTOP product for cost of sale at OTOP Complex Saraburi."

Question How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has placement OTOP product by divided into zones of product. OTOP Complex Saraburi has distribute OTOP product to the mall, top supermarket and other department store in Saraburi province and other province."

Question How do you do marketing plan for OTOP product in terms of promotion?

"OTOP Complex Saraburi will promote OTOP product with advertising board in front the street, exhibition OTOP product in various provinces, and advertising on the website of Saraburi Province."

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product has quality, production standards, and reliability of OTOP product." Price of product is not expensive. Good publicity in any exhibition OTOP product." **Question** What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"OTOP Complex Saraburi should focused to local product for promote product in province more than ever. OTOP Complex Saraburi should be installed billboards promoting OTOP products more. Price of some OTOP product should adjust price to appropriate more."

The 7th committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"Yes we have, OTOP Complex Saraburi has operating plan both short-run and long-run for each agenda every 2 years. OTOP Complex Saraburi has meeting for check problem may be occur in operating of OTOP Complex Saraburi. If there are problems or urgent. It will be meeting more than 1 time per month."

Question How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"OTOP Complex Saraburi has sell shares to member of OTOP Complex Saraburi and people who interested in Saraburi Province also. We have funding from agencies involved too."

Question How do you recruitment process for board of committee OTOP Complex Saraburi?

"The election of committees each district and sent list of committees to OTOP Complex Saraburi to be board director OTOP Complex Saraburi. The previous board of committee assign duty and responsibility for the new board of committee OTOP Complex Saraburi."

Question How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has evaluated in the marketing and implementation of OTOP Complex Saraburi regularly every month for inform the operating results or problems of OTOP Complex Saraburi." **Question** How do you method to selection product for sell in OTOP Complex Saraburi?

"OTOP product or product to be sold at OTOP Complex Saraburi must be marked of Food and Drug Administration. If product has star rating standard of OTOP product too. It would be great."

Question How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"Entrepreneurs will set the price before sending OTOP product to OTOP Complex Saraburi and then OTOP Complex Saraburi will be charge price of OTOP product for cost of sale at OTOP Complex Saraburi."

Question How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi have placement OTOP product by divided into zones of product, Public Relations about distribution channels of OTOP product on website, and installed billboards promoting OTOP products at beside the street."

Question How do you do marketing plan for OTOP product in terms of promotion?

"OTOP Complex Saraburi have advertise, Public Relations OTOP product on website, and installed billboards promoting OTOP products at beside the street."

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product has quality, production standards, and reliability of OTOP product." Price of product is not expensive. Good publicity in any exhibition OTOP product."

Question What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"In the advertisement is not enough. OTOP Complex Saraburi should be installed billboards promoting OTOP products more than ever."

The 8th committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"Yes we have, OTOP Complex Saraburi has operating plan both short-run and long-run for each agenda every 2 years. OTOP Complex Saraburi has meeting for check problem may be occur in operating of OTOP Complex Saraburi. If there are problems or urgent. It will be meeting more than 1 time per month."

Question How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"OTOP Complex Saraburi has sell shares to member of OTOP Complex Saraburi and people who interested in Saraburi Province also."

Question How do you recruitment process for board of committee OTOP Complex Saraburi?

"Board of committee OTOP Complex Saraburi has election from member in each district in 13 district of Saraburi Province. Board of committee OTOP Complex Saraburi 5 persons from member in 13 district and 4 persons from shareholders of OTOP Complex Saraburi."

Question How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has evaluate total sale OTOP product increase or decrease every month. OTOP Complex Saraburi has dividend from sale OTOP product to member of OTOP Complex Saraburi."

Question How do you method to selection product for sell in OTOP Complex Saraburi?

"OTOP product or product to be sold at OTOP Complex Saraburi must be marked of Food and Drug Administration because it is important to sale of food and beverages. If product has star rating standard of OTOP product too. It would be great." **Question** How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"OTOP Complex Saraburi will be charged profit 25 percent of the product cost. If product is monopoly product and market demand, OTOP Complex Saraburi will be charged profit more through the approval of board director OTOP Complex Saraburi who is determine price of product."

Question How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has placement OTOP product by divided into zones of product. OTOP Complex Saraburi has distribute OTOP product to the mall, top supermarket and other department store in Saraburi province and other province."

Question How do you do marketing plan for OTOP product in terms of promotion?

"OTOP Complex Saraburi has promote OTOP product via internet, brochures, flyers, various media, and introduce OTOP product or OTOP Complex Saraburi through board of visitors at OTOP Complex Saraburi. In addition OTOP Complex Saraburi introduce OTOP product in various provinces too."

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product has quality, production standards, and reliability of OTOP product." Price of product is not expensive. Good publicity in any exhibition OTOP product."

Question What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"OTOP Complex Saraburi should focused to local product for promote product in province more than ever. OTOP Complex Saraburi should be installed billboards promoting OTOP products more. Price of some OTOP product should adjust price to appropriate more."

The 9th committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"The plan of OTOP Complex Saraburi has meeting about marketing plan for check trend of OTOP product. OTOP Complex Saraburi has plan to find out a new target group for introduce OTOP product from OTOP Complex Saraburi."

Question How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"OTOP Complex Saraburi has sell shares for funding to management OTOP Complex Saraburi. People in Saraburi Province who interested can join invest this place."

Question How do you recruitment process for board of committee OTOP Complex Saraburi?

"Board of committee OTOP Complex Saraburi has election from member in each district in 13 district of Saraburi Province. Board of committee OTOP Complex Saraburi 5 persons from member in 13 district and 4 persons from shareholders of OTOP Complex Saraburi. The agenda of board of committee OTOP Complex Saraburi is 2 years."

Question How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has check total sale OTOP product and profitability of OTOP product each year."

Question How do you method to selection product for sell in OTOP Complex Saraburi?

"First is OTOP product or product must be marked of Food and Drug Administration and OTOP product has star rating standard of OTOP product too. This are criterions to selection OTOP product or product at OTOP Complex Saraburi." **Question** How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"OTOP Complex Saraburi will be charged profit 25 percent of the product cost. If product is monopoly product and market demand, OTOP Complex Saraburi will be charged profit more through the approval of board director OTOP Complex Saraburi who is determine price of product."

Question How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi have placement OTOP product by divided into zones of product, Public Relations about distribution channels of OTOP product on website, and installed billboards promoting OTOP products at beside the street."

Question How do you do marketing plan for OTOP product in terms of promotion?

"OTOP Complex Saraburi will promote OTOP product with advertising board in front the street, exhibition OTOP product in various provinces, and advertising on the website of Saraburi Province."

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product has quality and production standards. There has placement product that easy to select product. Price of product is not expensive."

Question What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"OTOP Complex Saraburi should focused to local product for promote product in province more than ever. OTOP Complex Saraburi should be installed billboards promoting OTOP products more. Price of some OTOP product should adjust price to appropriate more."

The 10th committee

Question Do you prepare a marketing plan or operating plan for OTOP Complex Saraburi or not and how do you do a marketing plan or operating plan for OTOP Complex Saraburi?

"Yes we have, OTOP Complex Saraburi has operating plan both short-run and long-run for each agenda every 2 years. OTOP Complex Saraburi has meeting for check problem may be occur in operating of OTOP Complex Saraburi. If there are problems or urgent. It will be meeting more than 1 time per month."

Question How do you plan allocate budget or funding to management OTOP Complex Saraburi?

"OTOP Complex Saraburi has sell shares to member of OTOP Complex Saraburi and people who interested in Saraburi Province also. We have funding from agencies involved too."

Question How do you recruitment process for board of committee OTOP Complex Saraburi?

"Board of committee OTOP Complex Saraburi has election from member in each district in 13 district of Saraburi Province. Board of committee OTOP Complex Saraburi 5 persons from member in 13 district and 4 persons from shareholders of OTOP Complex Saraburi."

Question How do you evaluate operation of OTOP Complex Saraburi or total sale OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi has meeting for discuss about weak point of OTOP Complex Saraburi and if total sale OTOP product decrease board director find solution that occur."

Question How do you method to selection product for sell in OTOP Complex Saraburi?

"OTOP product or product to be sold at OTOP Complex Saraburi must be marked of Food and Drug Administration because it is important to sale of food and beverages. If product has star rating standard of OTOP product too. It would be great." **Question** How do you determine price of OTOP product for sell in OTOP Complex Saraburi?

"OTOP Complex Saraburi will be charged profit 25 percent of the product cost. If product is monopoly product and market demand, OTOP Complex Saraburi will be charged profit more through the approval of board director OTOP Complex Saraburi who is determine price of product."

Question How do you distribute OTOP product and placement OTOP product at OTOP Complex Saraburi?

"OTOP Complex Saraburi have placement OTOP product by divided into zones of product, Public Relations about distribution channels of OTOP product on website, and installed billboards promoting OTOP products at beside the street."

Question How do you do marketing plan for OTOP product in terms of promotion?

"OTOP Complex Saraburi will promote OTOP product with advertising board in front the street, exhibition OTOP product in various provinces, and advertising on the website of Saraburi Province."

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product has quality and production standards. There has placement product that easy to select product. Price of product is not expensive."

Question What do you think OTOP Complex Saraburi should be develop for increase total sale OTOP products?

"OTOP Complex Saraburi should be focus on promotion OTOP product more than ever such as Public Relations about OTOP product in other province. In terms of product, it should be focus on local product to sell at OTOP Complex Saraburi and recommend people support community product for economic growth."

Interviews Potential Customer of OTOP Complex Saraburi Phukae Sub-District Chaloemphrakiat District Saraburi Province 5 Persons

The objective of the study in interviews potential customer of OTOP Complex Saraburi Phukae Sub-district Chaloemphrakiat District Saraburi Province for study marketing mix in perspective potential customer of OTOP Complex Saraburi to consumer behavior on purchasing product of One Tambon One Product at OTOP Complex Saraburi.

The list name's potential customer of OTOP Complex Saraburi to interviews this research.

- 1. Mrs. Wongsri Polpong
- 2. Mr. Nattanan Srirasa
- 3. Mr. Somboon Menak
- 4. Mrs. Boonruang Yujumnian
- 5. Mr. Nobporn Kungwicha

The 1st potential customer

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product has quality, production standards, and star rating standard of OTOP product. OTOP product has marked of Food and Drug Administration. There has placement product that easy to select product. Price of product is not expensive. The publicity of OTOP product via various exhibition of OTOP product."

Question What do you think should be improved OTOP product to be successful more?

"OTOP Complex Saraburi should be improved advertisement more. OTOP Complex Saraburi should be installed billboards promoting OTOP products more than ever."

The 2nd potential customer

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product has select various types. Price of product is not expensive. Everyone can buy product at OTOP Complex Saraburi. There has placement product that separate categories products clearly."

Question What do you think should be improved OTOP product to be successful more?

"OTOP Complex Saraburi should be more model, and size of OTOP product for match your need. It should not increase price of popular product when trend of popular product to increase. OTOP Complex Saraburi should be installed billboards promoting OTOP products more."

The 3rd potential customer

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"I think product factor that product has quality and various types. Place of OTOP Complex Saraburi look elegant and modern. Price of product is not expensive. Placement of product that easy to buy or select a product."

Question What do you think should be improved OTOP product to be successful more?

"OTOP Complex Saraburi should has advertisement more and signs for OTOP Complex Saraburi is less than another OTOP center. Size of billboards promoting OTOP products should be bigger and clear visibility."

The 4th potential customer

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"I think people come to purchase OTOP product at OTOP Complex Saraburi believe in quality of product and production standards. Price of product is not expensive. Placement of product that easy to buy or select a product." **Question** What do you think should be improved OTOP product to be successful more?

"OTOP Complex Saraburi should be improved entrance of OTOP Complex Saraburi because there is narrow way. Bus can't enter into this place. OTOP Complex Saraburi should has advertisement more."

The 5th potential customer

Question What do you think marketing mix factor that affect to purchasing decisions of buyer OTOP products at OTOP Complex Saraburi?

"Product has quality, production standards, and star rating standard of OTOP product. OTOP product has marked of Food and Drug Administration. OTOP Complex Saraburi should bring popular product in Saraburi Province to sale at OTOP Complex Saraburi."

Question What do you think should be improved OTOP product to be successful more?

"OTOP Complex Saraburi should has size of products as diverse or sample size of new product for customer determine to purchase OTOP product more. OTOP Complex Saraburi should be installed billboards promoting OTOP products more such as main road of this province and attractions of this province."

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