

ABSTRACT

This research aimed to: 1) Develop an electronic commercial system to advertise by social media for handmade products; 2) increase the market for art and handmade products by the use of information technology; 3) Advertise handmade products to Thais and foreigners; 4) Promote sustainable preservation of local handmade products to young people; and use electronic technology to help development of business efficiency and support the ASEAN Economic Community. The study collected data from 322 students at Ubon Ratchathani University about the handmade production process by in-depth interviews, questionnaires, fanpage on website www.facebook.com, and ecwid program about young people's use of social media related to handmade products. Then the data were used to develop information technology appropriate to this use. The developed system focused on the creation of a Prototype catalog and this was evaluated by 10 groups of handmade product makers, seven from Ubon Ratchathani and three from Yasothon. Results showed that all these groups had fanpages that presented their products. The catalog system used a basket order system that calculated the products' prices, and payment and transportation can be chosen by the customers and a buying history was recorded. A video of this process was broadcast through www.youtube.com. Facebook's record of users' behavior found that the majority of users were females from the Faculty of Management Science. The students' purpose of using Facebook was to buy products. Results of the surveys indicated that the handmade products needed to have a variety of designs, Facebook was convenient, famous, up to date, provided a service system, and unpopular products could be sold. The young people's groups were more interested in Facebook than the products' websites. The study suggests that handmade products sold on Facebook should be attractive, new, distinctive, up-to-date, a good idea, and durable. The goods that interested the young people's groups included clothes, accessories, beauty items, souvenirs, food, basketry, and decorations, respectively. Importantly, selling products on Facebook needs to publicize products more to make people know about them, and always keep them up-to-date. Also, reliability, safety, convenience, ease, and sincerity should be considered.

Keywords: Culture, Catalog, System, Fanpage, Facebook, Information, Technology, Handmade Products