

Vanlaya Raksakulkarn 2006: An Economic Analysis of Production, Marketing of Cotton  
Handicraft Products and Performance Evaluation of Ban-Doi Keaw Cotton Weaving Group  
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The main objectives of this study were to analyze the production cost, marketing channel, evaluation of cotton handicraft products (CHPs) and to analyze strengths, weaknesses, opportunities and threats of the agricultural cotton weaving group in Ban-Doi Keaw Tambon Doi Keaw Amphoe Jomthong Changwat Chiang Mai. The data used in this study was obtained from an interview of all 18 members of the agricultural cotton weaving group, 1 merchant and 100 consumer of CHPs. A basic economic cost and return analysis, marketing channel analysis, SWOT analysis and CIPP model were employed as the analytical tools to achieve the objectives.

The results of this study indicate that the CHPs made by the members of the agricultural cotton weaving group in Ban- Doi Keaw can be classified into two categories. The first CHPs category was made from cotton threads dyed with the natural color, while the second CHPs category was made from the cotton threads dyed with synthetic color. The major production cost of CHPs was variable cost accounting for 99.80 percent of the total cost while the fixed cost was only 0.20 percent. The important variable cost items of CHPs productions were cottons threads and labor. On the average, the economic return to family labor used and total capital invested in the CHPs making was 18.53 baht per hour and 158.26 percent respectively. The results of marketing channel analysis of the CHPs showed that the average marketing cost and profit margin of the traders accounted for 1.75 and 18.53 percent of the consumer prices. The analytical results of consumer survey indicated that the product quality was the most effective buying criteria of the consumers. It was found that the satisfaction of consumers associated with the prices and products of CHPs were of the highest level while marketing outlets and marketing promotion of CHPs were of medium level. The analysis of the CIPP model associated with 3-key performances indicators of the group (context, process and product) indicated that the group had a high success level, and 1-key performance indicator of the group (input) had a medium success level. The SWOT analysis of the agricultural Cotton Weaving Group also indicated that the Cotton Weaving Group can make use of some strategies focusing on her strengths and opportunities, while avoiding her weaknesses and threats in order to achieve the better Performance of the group.

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