

Parichat Suprom 2007: Electronic Commerce Using for Promote Benjarong Products Selling in One Tambon One Product Project of Ban-Nongbua Cooperative Youth Group, Kanchanaburi Province.
Master of Arts (Cooperative Economics), Major Field: Cooperative Economics, Department of Cooperatives. Thesis Advisor: Mr. Preecha Sitdhikornkrai, Ph.D. 132 pages.

The objective of this research is to analyze how change the marketing when eletronic commerce (e-Commerce) using for promote Benjarong products selling in One Tambon One Product Project of Ban-Nongbua cooperative youth group Kanchanaburi Province. The marketing mixed and SWOT Analysis were used as the tools of analysis. Linear regression method was used for forecast selling in case of non-using e-Commerce system. The results of study found that e-Commerce have effected to volume of Benjarong product selling. On the aspect of marketing, the Benjarong product of Ban-Nongbua become well-known of customer. The weakness e-Commerce system was found that the customer behaveiors prefer to touch the goods before decision-marking to purchase. The threat of e-Commerce using was about knowledge of Ban-Nongbua cooperative youth group's members in computer and internet.

This study has the suggestion.as follows, to establish exhibition of goods of One Tanbon One Product Project to promote handicraft of Thai craftsmanship popularly, for enhanced the chance of customer to touch with goods before decision-making to buy. Ban-Nongbua youth group should improved product quality to be beuty and elaborate for customer satisfaction. The government should support the network between producer and other organizations to expand the production, improve quality and standard of product that respond to serve requirements of all market levels. These would enhance producer learning and could rely on self-help continuously. The government should send officer to give the understanding to people in computer and internet, and should support using internet extensively because that was major tool of e-Commerce that advertised goods and increased marketing chance of goods in One Tambon One Product Project to know both of domestic and foreign customers.



Student's signature



Thesis Advisor's signature

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