

Manoros Thongros 2007: Economic Analyses of Production, Marketing and Performance of the Pakabbua Ban-Kham-Kwang Woman Group in Changwat Ubon Ratchathani. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Somsak Priebprom, Ph.D. 152 pages.

The main objectives of this thesis were to analyse the production cost, marketing channels of Pakabbua cotton handicraft products (CHPs) and to analyse performance, strengths, weaknesses, opportunities and threats of Pakabbua Ban-Kham-Kwang woman group in Changwat Ubon Ratchathani. The data used in this thesis was obtained from an interview of all 20 members of Pakabbua Ban-Kham-Kwang woman group and 50 selected consumers of Pakabbua CHPs. A basic economic cost and return analysis, marketing channels analysis, SWOT analysis and CIPP model were employed as the analytical tools to achieve the objectives.

The study result indicated that the major production cost of Pakabbua CHPs made by the members of Pakabbua Ban-Kham-Kwang woman group was cotton thread cost. The results of marketing channels analysis of Pakabbua CHPs showed that the most important outlet of the woman group's products was the sale at the trade exhibitions and fairs. The analytical results of consumer survey indicated that the product quality was the most effective buying criteria of the consumers. Moreover, the consumers of Pakabbua CHPs were highly satisfied by the contents of products, prices, marketing outlets of Pakabbua CHPs. The analysis of the CIPP model associate with 4 key performance indicators of the group (context, input, process and output) indicated that Pakabbua Ban-Kham-Kwang woman group had a highly success level. The SWOT analysis of Pakabbua Ban-Kham-Kwang woman group also indicated that the woman group could be able to use some strategies focusing on her strengths and opportunities in order to achieve the better performance of the group.

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