

Pawina Thatsakorn 2010: An Economic Analysis of Production, Marketing and Performance Evaluation of Ban Pan-na Weaving and Natural Dyeing Group in Amphoe Sawang Daen Din Changwat Sakon Nakhon. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Somsak Priebprom, Ph.D. 205 pages.

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 cotton weaving and natural dyeing group in Ban Pan-na Amphoe Sawang Daen Din Changwat Sakon Nakhon. The data used in this study was obtained from an interview of all 50 members of the cotton weaving and natural dyeing group, 1 merchant and 100 consumers 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 major CHPs made by the member of the cotton weaving and natural dyeing group in Ban Pan-na were cotton fabric with natural colour dye, scarf and shawl. The major production cost of CHPs was a variable cost accounting for 99.72 percent of the total cost while the fixed cost was only 0.29 percent. The important variable cost item of CHPs productions were cotton threads and labor. On the average, the economic return to family labor used and total capital invested in CHPs making were 3.73 baht per hour and 116.01 percent. Respectively, The analytical results of consumer survey indicated that the product quality was the most effective criteria factor affecting the buying decision of the consumers. Moreover the satisfaction assessment of the consumers associated with the product price, place and promotion contents of the CHPs were done and analyzed. It was found that the consumers were satisfied at the highest level by the product content of the CHPs, while the prices, marketing outlets and marketing promotion of CHPs were able to highly satisfy the consumers. The analysis of the CIPP model associated with 4-key performance indicators of the group (input, context, process and product) indicated that the group had a highest success level. The SWOT analysis of the cotton weaving and natural dyeing group also indicated that the cotton weaving and natural dyeing group could make use of some strategies focusing on her strengths and opportunities, while avoiding her weakness and threats in order to achieve the better business performance of the weaving and natural dyeing group in Ban Pan-na.

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Thesis Advisor's signature

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