

COMMUNITY PRODUCT DEVELOPMENT FROM LOCAL WISDOM IN KUMPHAWAPI DISTRICT, UDON THANI PROVINCE

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Abstract

The objectives of this research were to study the market factors influencing purchasing decisions regarding local community products in Kumphawapi District, Udon Thani Province, and enhance the quality of these products. A mixed-methods research approach was employed. The research samples consisted of 400 tourists visiting Udon Thani Province, while 5 key informants included business operators in Kumphawapi District and five community leaders. Research findings indicated that marketing factors—specifically those related to the community context, local wisdom assets, and product development and value creation—influenced purchasing decisions regarding community products. Key aspects of community product development included applying the marketing mix, implementing marketing promotion strategies, and employing strategic market segmentation based on consumer behavior and preferences.

Keywords: Community Product, Kumphawapi District, Udon Thani Province

Introduction

Udon Thani Province is a large province and a center of transportation and tourism in the Northeast of Thailand. It is also a land with one of the oldest civilizations in the world. There are also natural attractions and famous handicrafts. As the motto of Udon Thani Province is Nong Prajak and the city, it is famous as a source of Dharma. Ban Chiang Civilization, a five-thousand-year World Heritage Site. Nature creates the Pink Water Lily Lake. Udon Thani Province has an area of about 11,730 square kilometers. It is divided into 18 districts, 2 districts, namely Mueang Udon Thani District. Nong Wua Seo District, Nong Han District, Ban Phue District, Ban Dung District, Kumphawapi District, Non Sap District, Phen District, Nam Som District, Kut Chap District, Si That District Wang Sam Mo District, Thung Phon District, Sangkom District, Chai Wan District Nong Saeng District, Nayung District, Phibun Rak District, Ku Kaeo District, and Prajak Silpakhom District, the northern territory is connected to Nong Khai Province, and the south is connected to Khon Kaen and Kalasin Province. It is

connected to the east with Sakon Nakhon Province, and to the west is connected to Nong Bua Lamphu Province.

Nowadays, people are starting to pay more attention to health and the consumption of nutritious food. At the same time, various localities throughout Thailand, including Huai Keng Sub-district, Kumphawapi District, Udon Thani Province. There are agricultural raw materials that are rich in nutritional value, such as turmeric. Riceberry rice Millet and various types of beans have the potential to be developed into healthy food products.

However, these raw materials lack proper processing and product development to add value. In addition, the community lacks knowledge in production technology. Recipe development Packaging as well as access to marketing channels Therefore, the development of community products from local wisdom by using local raw materials is one of the ways to help improve the quality of life of people in the community. Promote the basic economy and preserve local wisdom in a sustainable manner.

For this reason, the research team recognizes the importance of developing community capacity in a sustainable manner. In Kumphawapi District, Udon Thani Province by developing community products. Upgrading Community Enterprise Products with Innovative Local Wisdom in Kumphawapi District, Udon Thani Province, to promote increased income distribution in the area and achieve sustainable development¹

Research Objectives

1. To study the market factors that affect the decision to purchase local community products in Kumphawapi District, Udon Thani Province.
2. To enhance local community products in Kumphawapi District, Udon Thani Province.

Scope of the Research

1. Content scope

The data obtained from various parts was analyzed using the tools used in the research in order to find appropriate ways to develop community products from local wisdom in Kumphawapi District, Udon Thani Province.

2. Population of study

This research is a study of two population groups, the first group of population is the general public who are tourists in Udon Thani province.

The second group of people is business entrepreneurs in Kumphawapi District, Udon Thani Province and community leaders.

Literature Review

Theoretical concepts related to research include: Individual decision-making process Marketing and the benefits of market segmentation.

1. Person's Purchasing Decision Process Kotler (2003, p. 219) shows that there are various steps as follows:

- 1.1 Need recognition

The process begins with the customer being aware of or able to identify their needs, needs, or problems. Their own needs, needs, or problems. Some customers may have hidden needs and needs, and they need to be stimulated to know their needs.

1.2 Information search

To meet a need, need, or problem, customers seek information through various means, such as asking someone else. Read from a newspaper or use other methods. Sometimes customers may not be aware of the need, but marketing activities can help indicate to customers the need and need.

1.3 Evaluation of alternatives

In the process of evaluating various alternatives, reference groups, and other factors influence this stage. Customers evaluate and compare their strengths, weaknesses, and preferences in mind.

1.4 Purchase decision

When customers rank their product preferences, they will have to decide which product they like the most.

1.5 Post-purchase decision

After purchasing a product, the buyer may be satisfied or dissatisfied with the product. The cause of dissatisfaction is usually due to the perception of the product before purchase is different from when the product has been used.

2. Marketing

Generally, marketing experts prefer to analyze and divide the marketing mix into 4 components, popularly known as the 4 Ps:

2.1 Product

The products of a business organization are goods or services for goods classified into physical goods and intangible goods. Services are classified into participatory services and non-participatory services, both products and services are the core of business operations. Passing the required standards in addition, the quality of the product can indicate the image of the business.

2.2 Price

Pricing is one of the important strategies of business operations, which depends on various factors involved, such as the size of the business, the type of product, the cost, the market environment, laws, fluctuations in raw material prices; distribution system, cost, production, promotion, etc.

For small businesses, pricing is essential because price is the only measure of the value and usefulness of a product, and it determines how to use the limited resources, how to sell the product, how much the product will be sold, and the price will be an indicator of the profitability of the business. Profit is calculated from revenue minus costs, and revenue is derived from the quantity of units sold multiplied by the selling price per unit. The most widely used sales strategies include discounts, credits, and consignments.

2.3 Place or distribution channel

Distribution channels are business activities that make products produced or sold reach the end consumer based on the principles of efficiency, accuracy, safety, and speed. Successful business operations are partly due to the effective management of distribution channels of the business. The types of distribution channels can be classified as follows: 1) Direct channel between producers and consumers, 2) Distribution channels through retail merchants, 3) Distribution channels through wholesalers and retailers, 4) Distribution channels through intermediaries and retail merchants, and 5) Distribution channels through middlemen and wholesalers.

2.4 Promotion

Business success is selling a large number of products or services. The problem is how to do it. Therefore, sales promotion or promotion plays an important role in helping to increase sales. Such activities will be successful and effective. When a business organization knows what customers want. In order to create a tool to reach the minds and directly meet the needs of customers. However, sales promotion is related to the budget that must be tried to be as effective as possible.

3. Benefits of Market Segmentation

The benefits of market segmentation are as follows:

3.1 Able to identify and evaluate opportunities in the target market. If you know the target group, you will be able to track and clarify what is lacking. You can find out the needs and problems of that market.

3.2 Able to develop products to meet market needs When you know the target audience, you can do research that gives clearer results, such as knowing what customers like or dislike.

3.3 Able to plan the budget for the target group correctly. Be able to plan the design of products, personnel and other resources appropriately. This makes it difficult to waste the budget for no reason.

3.4 Marketing consultants can be used. to track changes and adjust marketing strategies. If you know the target audience, you will be able to monitor the needs and changes in the market more closely.

3.5 Able to adjust the marketing plan such as sales support plan, price, distribution channel to the target audience, because if you know the buying behavior and market demand, you will be able to make a better marketing plan.

3.6 Able to find uniqueness and be able to differentiate from competitors. Be able to check what competitors are doing. Able to study the advantages to be used to the advantage and disadvantages of competitors.

3.7 Be able to plan strategies to develop and expand the market. If you know that there are other market segments that have different needs.

3.8 The marketing plan can be adjusted according to the economic crisis or the global situation.

Research Methodology

1. Research Methodology

research is a mixed methodology using qualitative and quantitative research to obtain information on the needs and feasibility of developing a sustainable health tourism committee in Kumphawapi District, Udon Thani Province. In addition, data will be collected by interviewing the second group of people, namely business operators in Kumphawapi District, Udon Thani Province, and community leaders about the approach to developing the health tourism potential of Kumphawapi District, Udon Thani Province.

Then, the data obtained from various sections was analyzed using research tools to find ways to develop community products in Kumphawapi District, Udon Thani Province and develop appropriate channels for promoting community products in Kumphawapi District, Udon Thani Province.

This research is a study of two population groups, the first group of population is the general public who is a tourist in Udon Thani province. The sample selection was conducted

using the accidental sampling method according to Taro Yamane's sample size table with a 95% confidence level using a questionnaire collected from a sample of 400 people.

In addition, the second group of people was collected from business entrepreneurs and community leaders in Kumphawapi District, Udon Thani Province regarding the approach to developing the potential of health tourism in Kumphawapi District, Udon Thani Province

2. Research Steps

The researcher has the following research procedures: The first step is to study the basic information about market factors that affect the decision to purchase local community products in Kumphawapi District, Udon Thani Province, then design and develop a questionnaire for the general public who is a tourist in Udon Thani Province, and design questions for interviews with business entrepreneurs and community leaders in Kumphawapi District, Udon Thani Province. The research team distributes questionnaires and conducts interviews. Organize small group meetings and collect data. Once the information is obtained, the needs are obtained. The next step is to analyze the data to find ways to develop community products in Kumphawapi District, Udon Thani Province and develop a channel to promote community products in Kumphawapi District, Udon Thani Province

3. Data Collection

For the data used in this research, relevant information was collected from the general public who are tourists in Udon Thani Province as well as business operators around the Red Lotus Sea. Udon Thani Province and community leaders

3.1 Collecting data from the general public who are tourists in Udon Thani Province about tourism behavior to collect general information about respondents. Behavior of using Red Lotus Sea tourism services Udon Thani Province and satisfaction with Red Lotus Sea tourism Udon Thani Province and information about opinions on Red Lotus Sea tourism Udon Thani Province which is as follows:

3.1.1 Sampling method the sample selection will be based on the random method according to Taro Yamane's sample size table at a level of 95% confidence by collecting data from a sample of 400 people who are tourists who are general public in Udon Thani province. 400 people

3.1.2 Data collection period the research was conducted to collect data from tourists who are individuals in Udon Thani Province. During February 1-28, 2022, the data was collected using 400 questionnaires.

3.2 Collecting data from business operators around the Red Lotus Sea Udon Thani Province and community leaders about the development of Red Lotus Sea tourism potential Udon Thani Province by interviewing to collect information about the tourism potential of the Red Lotus Sea Udon Thani Province Present Tourism problems of the Red Lotus Sea Udon Thani Province Developing Red Lotus Sea tourism in Udon Thani Province in the future and suggestions on the guidelines for developing the tourism potential of the Red Lotus Sea Udon Thani Province In the future

3.2.1 Purposive sampling was selected by selecting data from a sample of business entrepreneurs around the Red Lotus Sea. Udon Thani Province and 5 community leaders.

3.2.2 Data collection period the research was conducted to collect data from interviews with business operators around the Red Lotus Sea. Udon Thani Province and community leaders during March 1-15, 2023

4. Data Analysis

Then, the two parts of the data were synthesized and created a model for the development of sustainable health tourism potential in Kumphawapi district in the draft area, and the analysis of the multiplier regression equation was used as a procedure to check the suitability of the model, and the data were summarized and presented to guidelines for the development of sustainable health tourism potential in Kumphawapi district, Udon Thani province, as well as suggestions to relevant parties.

Research Results

The research results were divided the content into 3 main parts as follows:

Part 1: Results of a Study on Community Context and Cost of Local Wisdom in Kumphawapi District

Surveys, interviews, and community forums were organized in collaboration with community enterprises and local sages in Kumphawapi district, such as Pha Suk sub-district. Nadi Sub-district Significant intellectual costs and operational problems were found. As follows: Food and souvenir products (e.g. Kumphawapi Python, Folded Golden Cake): It has a unique taste and uses local ingredients, but suffers from a short shelf-life and the original packaging is not attractive to tourists. Handicrafts and wicker (e.g. reed mats, crafts from waste materials): Have exquisite and long-inherited craftsmanship, but face problems with product styles that are not yet modern. Do not meet the needs of the new generation market and lack of storytelling. Health products and supplies (e.g. dishwashing liquid, foot massage stones): There is a production process that is easy to do in households, but the local identity is not yet pronounced, and most of them still lack product standard certification (such as MPA or FDA).

Part 2: Product Development Results and Value-Added Creation (Development Process)

The researcher and the community enterprise group have jointly developed products using the concept of creating added value based on wisdom and innovative management. As follows:

1. Product & Packaging Redesign

The use of local identity by using the prominent symbols of Kumphawapi district such as the red lotus flower and Nong Han lifestyle to design a brand and pattern on the packaging. Style improvement the wicker/reed mat group developed from ordinary floor mats into fashion bags. The food group improved the packaging of diamonds and local snacks to be clean, with labels indicating ingredients, expiration dates, and easy-to-carry packaging, suitable for souvenirs.

2. Application of Circular Economy

Local waste materials or waste items are used to further develop (such as in the Baan Nadi-Sangbong group) to create new environmentally friendly products, reduce raw material costs and create new selling points for the products.

3. Development of management and cost knowledge

Organize a workshop on calculating the actual production cost. Recording households/enterprise groups and determining appropriate selling prices. Providing community groups with a price structure that reflects real profits.

Part 3: Post-Development Socio-Economic Impact and Achievement

After the developed product is tested in the market and put into practice. The results of the analysis of the success index showed positive results. As follows:

1. Economic Impact

Increased marketing channels Community groups have a variety of sales channels, including sales at tourist attractions (Red Lotus Sea), OTOP booths, and Facebook/Line pages for online sales.

Increased income from the comparison of sales before and after the research It was found that the average income of the community enterprise group increased (accounting for 10%), resulting in a more stable supplementary income for members.

2. Social Impact

Participation Process: Community members are united, participate in thinking, analyzing, and making decisions in all research processes.

Local Pride People in the community, especially women and the elderly. Pride in passing on and elevating the wisdom of their ancestors into valuable products in the international market.

Discussion

Based on the results of the research, The researcher can bring important issues to discuss the results together with the concept. Market theory and related research are as follows:

1. Product Development and Application of Marketing Mix

The results showed that improving the appearance of products and redesigning packaging by raising the identity of the Red Lotus As a result, the level of satisfaction and sales of community enterprises increased significantly, in line with the Marketing Mix (4Ps) theory in the product dimension, which states that packaging and branding act as a tool to protect the product and create perceived value in the eyes of consumers. Transforming Kumbhawapi python rice and reed mat bags to be contemporary is an upgrade of cultural products to meet the needs of the modern market. This issue is in line with the domestic research of Napol Thanawacharakul (2024) on the development of local products. Creating identity and added value with community culture and Red Lotus Sea tourist attractions, which found that the use of cultural capital around the Red Lotus Sea to extract it as an identity for the design of souvenir products. It helps to increase economic value for the community concretely and is in line with the work of Chirapong et al. (2024) on Product Innovation to Promote Red Lotus Sea Tourism. Udon Thani Province who pointed out that souvenir products such as applied reed mats and red lotus pottery. If they are creatively injected and tell community stories. It will be able to stimulate the purchasing motivation of tourists excellently.

2. Consumer Decision Process

The sales of food souvenirs grew by 25.4 percent and handicrafts grew by 48.3 percent. Consumer Decision-Making Process Concept (Consumer Decision-Making Process), which states that consumers will go through the Problem Recognition, Information Seeking, Alternative Evaluation When tourists visit Kumphawapi District, a new type of packaging that is clean, portable, and has a community story (Storytelling) will act as a marketing stimulus in the alternative evaluation process, making it easier to compare and make purchasing decisions because it is low risk and has high emotional value. Reed mat weaving using innovation, which explains that improving patterns and applying new concept colors such as nano dyes or natural colors helps to change consumer perceptions from traditional floor mats. Towards becoming a fashion lifestyle product, it directly affects the immediate purchase decision. In addition, this

behavior is also supported by the international research of Ezenwafor and Olaniyi (2017) on Marketing mix strategies and consumer purchase decisions, which proves with statistical models that product and promotion factors have the highest influence and predictive coefficient on driving the consumer purchasing decision process. Therefore, the product development in Kumbhavari is an improvement in upstream factors that truly match shopping behavior.

3. Benefits of Market Segmentation

The application of modern marketing concepts in this research focuses on market segmentation by classifying consumers into clear target groups. Instead of mass marketing by dividing groups into groups. As follows: General tourists visiting the Red Lotus Sea Focus on compact souvenir food products Easy-to-access prices The new generation and the Minimal/Lifestyle Market focus on reed mat products processed into natural fashion bags. The benefits of market segmentation allow the community to use the limited resources in the most efficient way. This is in line with ResearchGate Publication's (2024) international research titled Unlocking Market Potential: Strategic Consumer Segmentation and Dynamic Pricing. It helps increase sales and create sustainability for revenue. Loyal Consumers or groups looking for a specific identity will accept higher pricing (Premium Pricing), resulting in community enterprises being able to generate profit margins better than price competition alone.

Recommendations

1. Recommendations for the application of research results

In terms of raising product standards, community enterprise groups should cooperate with the Kumphawapi District Community Development Office and the Provincial Public Health. In pushing the developed products into the official certification process, such as the Community Product Standards (MPA), for wicker and standard groups, FDA for diamond and souvenir groups, in order to increase credibility in the national trade arena.

In terms of marketing and distribution channels, marketing segmentation channels should be expanded from offline systems (in front of Nong Han-Talay Bua Daeng) to e-commerce platforms (E-commerce) and entertainment-led content on TikTok or Facebook Reels to attract the new generation of consumers nationwide who are interested in environmentally friendly products.

In terms of raw material and environmental management, reed mat weaving community enterprises should apply. Reed mat weaving machines by hand or innovation to reduce costs, as well as encourage members to plant reed trees in wetlands around Nong Han to control the cost of upstream raw materials and prevent shortages in the tourist season.

2. Recommendations for future research

2.1 In-depth experimental research on Shelf-life Extension for Kumbhawapi python rice using vacuum packaging technology or freezing should be conducted to increase the chances of product delivery through long-distance logistics.

2.2 Structural Equation Model (SEM) should be studied to analyze the causal factors that influence brand loyalty and consumer repeat purchases of local wisdom products in Udon Thani province in the long term in order to create true economic sustainability for the community.

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