

PRODUCT DEVELOPMENT FROM REED MAT BAN NONG NA KHAM COMMUNITY ENTERPRISE GROUP, MUANG DISTRICT, UDON THANI PROVINCE

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ABSTRACT

The purposes of this research were to study consumer satisfaction towards product formats for woven reed mats. The group discussion and questionnaire were used as research tools. The group used in the study was a discussion group of 10 members of Nong Na Kham Reed Mat Weaving Group, Muang District, Udon Thani Province and collected data from 100 buyers of reed mat products. The statistics used in the data analysis were mean, standard deviation and group discussion. The results of the research showed that the satisfaction of the consumers towards the pattern of reed mat woven products in terms of form and overall use of the product was at a high level. Emphasize the image of the product that is suitable for the value of reed mat weaving. Overall satisfaction was at a high level. Consumers value products that have a beautiful appearance and create value in the mind.

Keywords: Product Development, Product from Woven Reed Mats, Community Enterprise

INTRODUCTION

The importance is to strengthen the local foundation economy to be self-reliant and to distribute more income to local communities. Handicraft production is a suitable tool because handicraft products have many advantages, such as small investments. They have flexible working hours, can work from home, and have the freedom to manage their own business. By using the opportunity to work during the off-harvest season to produce family handicrafts, which is the use of local labor.

It is interesting that in Thailand, there are academic works that study the development of wisdom basketry crafts by adding value to create more value for products from the original variety. Examples include Creating added value for Nan native woven fabrics, creating added value of community enterprise products in Thai Loei folk textile group, Processing khaoma fabric into bag products, creating added value for weaving reed mats in Ban nafun, manage local knowledge and wisdom in weaving handicrafts, Dried Ma-kok Chilli Paste Production. Development of Thai Song Dam Woven Fabric Products, and application of folk wisdom in the development of commercial reed mats in Nakhon

Ratchasima Province, etc. (Paweena Phasang, 2017; Saowaluck Gangeschuichai, 2014; Laksanporn Rojpitakkul, 2010; Kanokporn Chimplee, 2012; Kanyanat Uttarachon, 2012; and Jureewan Janpla). Value added creation is a marketing tool that will enable product development. Advertising and marketing promotions that result in higher pricing.

Reed mat products are another example of how folk arts and crafts are combined with products in an interesting way. By applying and designing creative designs from handicrafts, local wisdom is varied. Reed mat weaving crafts of Nong Na Kham village It is classified as wisdom that has been passed down for a long time, the villagers in the community have widely weaving reed mats because it is a village rich in natural water sources as a passage route for irrigation. In some communities, the area is also set aside for reeds farming. Any house that grows less rice will grow a lot of reeds.

However, Ban Nong Na Kham Community Enterprise Group faces difficulties in skill development. Lack of processing of diverse products, lack of further development, many still stick to the approach of the past, design and use the same pattern over and over again. Further development of new design approaches is therefore essential to add value to this wisdom. New shape colour reformulation drawing on the villagers' creative methods to put new ideas and styles or bringing in the same colors. In addition, modern innovations are introduced to support production to be able to produce more quality or new products.

From the background and importance of the aforementioned problems. We mobilized feedback from stakeholders so that the group could solve the group's problems and needs. This is to promote and support the reed mat weaving group that has developed and processed reed mat products into a local identity. This is to increase the potential of the community, upgrade products, create income-generating jobs for the community to be self-reliant and sustainable, which will become the cornerstone of the nation.

METHODOLOGY

Data collection in research

By discussing question groups in a structured manner. Inquiries using the note-taking method gather all the information into open-ended questions, divided into 4 parts. Part 1 Personal information of the interlocutor Part 2 Discuss the activities and needs of Nong Na Kham Reed Mat Weaving Group. Part 3 Discusses ways to develop packaging from reed mats. Part 4 Discusses the customer's purchasing decision factor.

Quantitative research

1. Population and sample

The population used in the study was a group of buyers of reed mat products in Udon Thani province using the formula of W.G.Cochran (1977) to obtain a sample size of 100 people. Using accidental sample selection sampling from buyers of Nong Na Kham Community Enterprises reed mat products. (Phon-ngam, 2015)

2. Creating research instruments

Conduct theories, concepts, and related research studies to determine the scope of research and create questionnaires to cover research objectives. The draft questionnaire is tested for content validity by at least 3 experts or experts. Determine the consistency of the question and objectives of the IOC

(Index of Item-Objective Congruence) research, take the revised query to a try-out with 30 samples, perform a reliability analysis with a score of 0.881, and then update the query format again. To modify and improve until the tool is effective.

3. Data collection in research

Collect data by questionnaire How to distribute detailed questionnaires to collect information for the purpose in its entirety. Close-end questions are selected randomly, collected from samples, questionnaires are distributed to the group buying reed mat products, Nong Na Kham Community Enterprises. The statistics used in data analysis are Descriptive statistics.

4. Research tools include questionnaires, satisfaction assessment forms for product from woven reed mats of community enterprises, which are divided into 3 parts as follows:

Part 1: Personal characteristics using the nominal scale, including gender, age, occupation, education level and income.

Part 2: Level of opinion on the form and use of product from woven reed mats of Nong Na Kham Community Enterprise It is a 5-level rating scale according to the Likert method.

Part 3: The satisfaction level towards the product from woven reed mats of Nong Na Kham community enterprise reed mat is a 5-level estimation scale according to the Likert Method.

RESULTS

Group discussion Reed mat weaving group director and reed mat weaving group member.

1. Summary of activities and needs of Nong Na Kham reed mat weaving group

1.1 Currently, Ban Nong Na Kham Community Enterprise Reed mat products are processed, which consist of folding mats, bags, hats, tissue boxes, pillows. Using local wisdom patterns to convey the value of local crafts such as khid patterns, lotus patterns, patterns are cut from nature and geometric shapes. Design and development of products from reed mat weaving.

1.2 From the group discussion, we know the needs of reed mat weaving products. It is lightweight and the size is suitable for easy transport. Create an incentive to buy natural products and express local identity by weaving patterns to develop into products using khaid patterns. The price must not be too high. It can be a souvenir or souvenir for all genders. All ages It can be used as a souvenir product for sale by community enterprises to generate income for the group.

1.3 The researcher used the results of the analysis of product model requirements. Develop products from reed mat weaving, reed mat multipurpose box by creating an idea sketch from the needs of community enterprises.

Survey of consumer satisfaction among buyers of reed mat products towards products from Product from woven reed mats. The data was collected to select 10 handicraft shops to distribute handicraft questionnaires in Udon Thani province (Thailand). (Assadang Rothaisong, 2016) The data is collected from the group of buyers of reed mat products in order to know their satisfaction with the form and use of the product From Table 1.

Table 1
Analysis of satisfaction level in form and use of product from woven reed mats.

No.	Product form and application	$\bar{X}$	S.D.	Level of opinions
1	Product model	3.99	0.87	Good
2	Material	3.98	0.95	Good
3	Suitability	3.75	0.91	Good
4	Preserving the value of natural materials	3.97	0.92	Good
5	Product color	3.85	0.86	Good
6	Value of a product	4.03	0.80	Good
7	Performance	4.00	0.85	Good
	Product overview	3.94	0.64	Good

Table 1 shows the analysis of satisfaction level in form and use of product from woven reed mats. Consumers have a high level of opinion on the product overview. Most consumers value of a product with an average of 4.03, followed by performance with an average of 4.00, product model 3.99 material, an average of 3.98, preserving the value of natural materials, an average of 3.97, product color, an average of 3.85, and suitability, an average of 3.75.

In addition to the aspect of usage style. We also conducted consumer satisfaction surveys based on consideration principles for industrial production. (Noppadol Maikami, 2017) to cover the needs of manufacturers and distributors, as shown in table 2.

Table 2
Analysis of consumer satisfaction level using principles for industrial production

No.	Product form and application	$\bar{X}$	S.D.	Level of opinions
1	Product differentiation	4.09	0.77	Good
2	Product has an aesthetic	4.12	0.71	Good
3	Product is durable	3.93	0.89	Good
4	Products can be mass-produced	3.52	1.08	Moderate
	Product overview	3.91	0.67	Good

Table 2 shows that the level of consumer satisfaction uses the principles of production in the industrial form of product from woven reed mats Nong Na Kham Community Enterprise. product overview has a high level of satisfaction. The average is 3.91 on a case-by-side basis. Most consumers are satisfied with a product that has an aesthetic with an average of 4.12, followed by product differentiation with an average of 4.09, product is durable with an average of 3.93, and products can be mass-produced with an average of 3.52.

CONCLUSION AND FUTURE WORK

Study results Satisfaction with the form and use of product from woven reed mats for community enterprises It was found that the average product form and usage was 3.94, indicating that consumers value this issue to a large extent. Therefore, the researcher has focused on the design process emphasizing the participation of community enterprises. To meet the needs of manufacturers, distributors

and buyers of reed mat woven products. Conceptually Product design that emphasizes identity and cultural values Watcharin Charungjitsoonthorn (2002) emphasizes the need to develop products in other ways to meet the needs of customers. The average value of a product was 4.03, showing that the group of buyers of reed mat products in Udon Thani province places importance on using products that represent local identity. And according to a study by Navy Plaewjit (2018), it was found that products from reed mats must focus on creating an image that suits the value of reed and mat by manufacturers and villagers in Chanthaburi province. Very conservative. Appreciate and enjoy the wisdom passed down in their own locality.

Results of the study Satisfaction level using the principles of industrial production of product from woven reed mats Nong Na Kham Community Enterprise found that the product overview is at a high level. Customers focused on Product has an aesthetic with an average of 4.12, indicating that what made consumers decide to buy reed mat products was the impression they received from local handicraft patterns. This is correspondent with the research Pumin Sanjaroensuk (2019) found that the processing of products that prioritize local people must be in harmony with the way of life and culture, which is the identity of the community.

Consumers have commented that the production of products must focus on souvenirs for sale, must be the right size, easy to carry, and not too high a price. All ages and all locations are beneficial to vendor promotions. Therefore, in choosing a product model in the processing of weaving, reed mats, design and marketing principles should be taken into account, it must be a lightweight and portable product. The type of products used to track them will have an incentive to buy more than furniture and decorative items. The price must not be too high. It can be a souvenir or souvenir for all genders. All ages, work anywhere correspondent with the research Vasuta Auyapitang (2023) found that product information must be complete. It is clear that represents the identity of the group. Attractive beautiful packaging Has a compact size that can be carried around.

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