

A Study Problem and Needs Compare the Held of the Garment Industries in Nonthaburi and Bangkok Area

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Abstract : The purposes of this study were to investigate garment industry's condition, problems, and need for assistance. The population of the study was 504 managers or managing directors of garment establishments finished apparel industrial manager and permission of the Department of Industrial Works 28, Ministry of Industry until January 1, 2012. In determining the sample size with the opening of the Taro Yamane finished at 95% confidence level is $\pm 5\%$ deviation was 224 managers. Questionnaires were used to collect the data. Percentage, frequency, arithmetic mean, standard deviation, t-test, ANOVA, and LSD were used to analyze the data. It was found that most establishments were of a large size, operated in a form of limited company for more than 15 years most of which produced garments for working women. All investment was made by Thai people. The products were made to order and distributed domestically and internationally. The total sale of the year 2010, 2011, and 2012 was almost the same. With respect to the problems of operating the business, the study indicated, as a whole, by- aspects, and by-items, that they were at a high level. The comparison of the level of problems of operating garment business as classified by general condition showed that problems occurring in business of different sizes were, as a whole, not different. In taking aspects into consideration, it was found that the level of problem in relation to production was different; medium establishments had more problems in production than those of small and large sizes. According to the by-items analysis, five problems were found different; namely, problems concerning employees, machine maintenance, number of designers, and price competition. Such problems in the medium establishments were at a higher level than those in the small and large establishments. Regarding business age, the examination yielded no differences as a whole, by-aspects, and by-items. The statistical significance level of this study was set at .05.

Keywords : garment industry, garment, fashion, competitive enhancement project

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