

The Marketing Development of Cloth Products Woven in Krasaesin, Songkhla Province

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Abstract : This research study aimed to investigate the production process and the market target of Kraseasin's woven cloth including the customers' behaviors towards the local woven products. The suggestions of a better process of production were recommended in this study. This survey research was conducted by using a questionnaire and interview, which were considered as the practical instruments to collect the data. The 200 Kraseasin's woven makers and consumers were subjects by using a purposive sampling. Percentages, means and standard deviation were used to analyze data. The findings revealed that only 22 local woven members owned their 18 manual weavers in producing the raw materials like cotton or fiber. The main products were flowery woven cloth e.g. pikul, puangchompoo, pakakrong and ban mai roo roiy, and the others were rainy, glass wall, dice glass ball and yok dok etc. At the present, all local woven products were applied to be modernized but the strong point of those products were keeping the quality standard and firming textures, not thickness. The main objective of producing these local woven products was to earn and increase their extra incomes. Moreover, there were two dominant sales: Firstly, the makers sold their own products by themselves in their community and malls; and secondly, they would weave their products by customers' orders. The prices' allocation was on the difficulties in producing process. The government officials and non-government officials in local were normally customers. However the drawback of producing this local product was lack of raw material and this brought about the higher investment. The community's customers were now lacking of interest in wearing these local products, even though they maintained their quality standard. The factors in customers' purchasing decision were product (M = 3.93), price (M = 3.74), distribution (M = 3.73) and promotion (M = 3.97) for marketing mix well-known. Suggestion was a designing pattern of products had to be matched to the customers' needs.

Keywords : marketing, consumer behavior, cloth products weaves, Songkhla Thailand

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