

# The Elevation of the Grassroots Economy Based on Local Resources to Create High Value for Sales in the Modern Trade Market: A Case Study of Krasang District, Buriram Province, Thailand

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## Abstract

*The objectives of this research were to study the production problems, the factors influencing the production of community products based on local resources to enhance their value, and the strategies for elevating the grassroots economy based on local resources for sale in the modern trade market. The case study focused on Krasang District, Buriram Province. The sample group consisted of 50 community product entrepreneurs selected by purposive sampling and 100 consumers selected through the Taro Yamane formula. The tools used included questionnaires, and the statistical methods applied were percentage, mean, standard deviation, T-test, and F-test. The research findings revealed that the most common production problem was in the area of modern market sales (4.71), with the most critical issue being the distribution of products to purchasing markets (4.76). The factors influencing the production of community products based on production resources were generally rated at a high level (4.32). When examined in detail, the highest-ranked factor was consumer behavior, particularly the preference for unique, identity-driven products. The second-ranked factor was related to community products, specifically the creation of a brand reflecting the community's historical identity. Comparisons by gender and education level showed no significant differences in opinions, with statistical significance at the .05 level.*

**Keywords:** *Production Challenges, Community Products, Influencing Factors, Local Resource Base, Product Value Enhancement.*

## Introduction

The elevation of the grassroots economy is a crucial aspect of community-level economic development, which aims to enhance the value of local resources. This strengthens both the community and the local economy while promoting sustainability, creating jobs, and connecting with modern trade markets to expand sales channels and increase income. Local resources refer to naturally occurring materials used by residents for consumption and utility. These resources, such as soil, water, forests, local herbs, plants, and animals, can be developed into products that have long-term benefits. Local resources encompass all types of natural resources that can be transformed into consumable and usable products. These products can be categorized into five types of community products: food, beverages, textiles, household items, and non-food herbs (Department of Community Development, 2010). These five categories of community products represent production using the "soft power" unique to each community. In Thailand, there is great diversity in the production of community products, all of which utilize local resources.

Krasang District is divided into 11 sub-districts and 161 villages, including Krasang, Lumduan, Song Chan, Sung Noen, Nong Teng, Mueang Phai, Chum Saeng, Nong Prue, Huai Samran, Kanthararom, and Si Phum, there are 20,308 households and a population of 107,446. This includes 12,410 elderly residents, 9,779 children under 6 years, 1,693 elderly with chronic illnesses, 658 pregnant women, 144 elderly unable to care for themselves, 20,487 women aged 35 and older, and 2,128 disabled persons. The total area of the district is 652.700 square kilometers, or approximately 407,937.5 rai. The locals have successfully transformed their local resources into a wide variety of community products, including food, beverages, textiles, household

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items, and non-food herbs. However, despite many entrepreneurs having produced these products for a long time, their incomes remain insufficient to cover expenses. Some have even ceased operations despite possessing the necessary production knowledge. The reasons for low income from production include limited market reach, high production costs, lack of operating capital, and insufficient sales strategies. Moreover, there are gaps in knowledge about production methods and packaging, as well as limited understanding of modern trade markets (Preecha Panoram, 2022).

Nevertheless, based on a strategic study of this issue, the research team has identified key problems to address and is interested in resolving the challenges faced by community product producers in Krasang District to increase product value. In September 2023, the team conducted interviews with community product entrepreneurs across all five product categories, selecting two entrepreneurs from each category for a total of 10 interviewees. The interviews focused on five main topics, without delving into detailed questions. The issues identified include, 1) Lack of knowledge and skills – many local residents or entrepreneurs may lack the necessary knowledge to develop products or manage businesses in line with modern market demands. 2) Market access – entering modern trade markets or expanding sales channels can be difficult due to a lack of networks and competitive opportunities. 3) Lack of capital and financial support – expanding operations requires capital, which local entrepreneurs may struggle to obtain from either the public or private sectors. 4) Resource sustainability – the continued use of local resources may lead to depletion and environmental degradation if not managed sustainably. And 5) Technological limitations – communities may lack access to modern technology for production, management, or transportation, limiting their competitiveness in the market. Addressing these five challenges in detail would help local residents resolve the current production issues.

Therefore, given the above problems, the research team aims to develop solutions to help communities improve the production of community products to generate more income. The objectives of this research are to study the production challenges of community products based on local resources to increase their value, to study the factors affecting the production of community products based on local resources to enhance their value, and to study the strategies for elevating the grassroots economy based on local resources for sale in the modern trade market. The case study focuses on Krasang District, Buriram Province.

## Objectives

- To study the problems of producing community products from local resources to have high value in the case of Krasang District, Buriram Province.
- To study the factors influencing the production of community products based on local resources to enhance their value: A case study of Krasang District, Buriram Province.
- To study the strategies for elevating the grassroots economy based on local resources to increase their value for sale in the modern trade market: A case study of Krasang District, Buriram Province.

## *Related Theories*

The concept of local resource knowledge is a concept that explains the meaning and importance of local resources. Niphon Sukpridi (2021) defined local resources as everything that exists within the locality or community, or what humans have created, which can be classified into six categories: natural resources, human resources, local institutional resources, technical resource centers, local activity resources, and financial resources. In this research, the focus is specifically on natural resources that can be used to produce

products. Chusri Sanitprachakorn (2018) mentioned that community-based natural and human-made resources include various plants, animals, rivers, canals, swamps, the natural environment of flora and fauna, as well as cultivated crops or agricultural resources planted by humans within the locality. These are considered resources as they originate from the community. Narumon Phantasuraset (2020) stated that natural resources come in many forms, each having its importance as they provide different benefits to humans, such as water, soil, forests, and minerals. These resources are essential for the survival of all living beings and also provide convenience, comfort, transportation routes, and sources of energy for various purposes. Furthermore, they offer enjoyment, including human-made resources from nature, such as plants and crops. This research focuses on agricultural resources that can be used to produce community products and contribute to the community's identity.

The concept of community products involves the study of products that originate from local communities, particularly in Krasang District, Buriram Province, Thailand. According to the Department of Community Development (2010), community products refer to goods and services that meet consumer needs, reflecting the culture and traditions of a specific locality or community. This includes the care and conservation of natural resources, the environment, Thai wisdom, thought processes, tourism, arts and culture, traditions, the extension of local wisdom, and knowledge exchange to create quality products with distinctive selling points known nationwide and globally. The definition of local products refers to items offered for sale in the market that meet the needs of target groups, including goods and services, similar to community products. However, the difference lies in the production process, which involves private producers, sole proprietors, or small and medium-sized enterprises (SMEs). These products are derived from the community and local wisdom, representing the cultural and traditional foundations as well as the appropriateness for use, consumption, and the lifestyle of the people in that community. This research focuses on producing community products from human-made resources derived from nature and manufacturing them into value-added products.

The concept of production cost involves studying the reduction of costs from the original method, which used expensive market materials, by transitioning to the use of natural materials readily available in the local area. Additionally, it involves utilizing labor with local wisdom to produce goods, resulting in low-cost products or, in some cases, products that require no financial budget at all but rely on existing resources. Khotchakorn Chalermkanjana (2009) stated that costs can be classified based on the purpose of the user (Cost Classification for Cost Object), and costs can be categorized into various types depending on the objectives of the user. For instance, direct raw materials can be classified as direct costs, production costs, or primary costs, depending on the user's purpose. Likewise, Achaya Paikhamngam (2016) explained that there are many types of costs, each with a different meaning depending on its intended use. Understanding the concepts and classification of costs helps businesses utilize this information more effectively. Therefore, cost classification varies depending on the purpose of the user. In this research, the researcher will use local resources as the primary cost to reduce the existing production expenses in order to achieve higher profit margins than before.

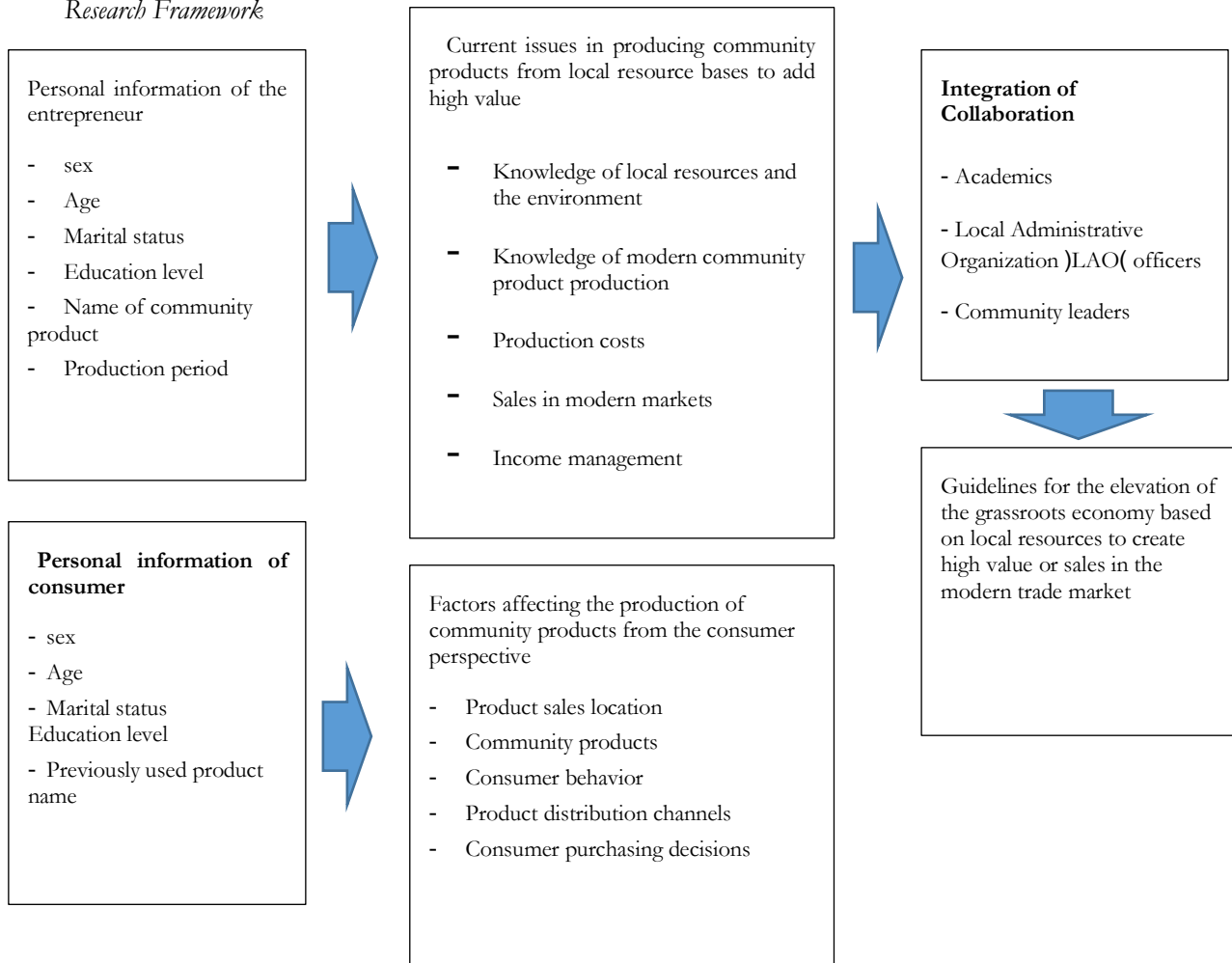
The concept of modern marketing is focused on the distribution of products that has emerged in the current era. It is divided into two channels: offline and online markets. Both channels of product distribution are driven and supported by a logistics system that delivers these products to consumers conveniently, quickly, and safely. In the offline market, Jinda Promthat (2019) stated that although online channels have grown rapidly, consumers still prefer to physically experience products before making a purchasing decision, such as when shopping in department stores, as it provides confidence in product quality. Sin Yingyod (2020) noted that offline product distribution continues to play an important role in the economy. Business owners often use strategies such as in-store promotions to attract customers to shop directly. The other channel is

the online market, where Wilas Chamlerwat and colleagues (2016) explained that online marketing involves various forms of communication with consumers, each with unique characteristics and target audiences. For example, websites serve as web pages created to deliver information through computers and the internet. YouTube, the world's leading video site, is used for presenting and communicating, while Line is the most widely used communication program in Thailand. This research will examine both markets.

The concept of income involves the study of managing acquired money. The method of management and the means of earning income are both crucial aspects. Various disciplines teach about this, yet managing the money earned is even more important as it determines whether a person will become wealthy or remain impoverished, depending on their financial management skills. Ratchaneekorn Wongchan (2010) noted that financial management is intertwined with daily life and is significant for individuals of all ages. Financial planning plays a key role in ensuring financial security, stability in life, and financial freedom in the future, as well as in achieving personal goals, which ultimately contributes to the stability of families, communities, and the nation. The scope of personal financial planning encompasses critical aspects of personal financial management. Preecha Panoram (2017) stated that individuals' spending should be reasonable, balanced, and managed to provide for basic needs, spending, and savings. Specifically, a true indicator of wealth lies in whether individuals can generate sufficient interest or profits from their savings to sustain their daily lives. If one can manage to live off the interest throughout their life, it signifies that the person has achieved a state of wealth.

The concept and theories related to consumer behavior focus on understanding the sensitivity of consumers toward consuming goods or products, particularly community products. This theory examines which factors drive consumers' desire to purchase such products. Schiffman & Kanuk (1994) defined consumer behavior as the actions individuals undertake in searching, purchasing, using, evaluating, and disposing of products and services, with the expectation that these actions will meet their needs. Foxall & Sigurdsson (2013) explained that consumer behavior refers to actions expressed by individuals, often unconsciously, where natural human behaviors can influence marketing outcomes.

### Research Framework



## Research Methodology

### Research Implementation Procedures

The researcher organized a meeting with the research team to review concepts, theories, and documents related to the community environment, as well as other research works. The content was then organized, collected, and analyzed.

A meeting was held to establish a conceptual framework for developing and refining research tools, defining the scope of these tools.

Quantitative and qualitative questionnaires were created and refined according to the research framework and scope. The questionnaires were then submitted to three experts to review for content validity, structural and methodological accuracy, with the Index of Congruence (IOC) calculated. Revisions were made based on the experts' recommendations.

The quantitative questionnaire was pilot-tested in a different area with a sample group of 30 individuals. The questionnaire's reliability was then calculated, yielding a reliability coefficient of 0.97. Following this, the questionnaire was administered in the research area, and the data collected were analyzed to identify

factors influencing the production of high-value community products based on local resources, focusing on the case of Krasang District, Buriram Province. Chapters 1, 2, 3, 4, and 5, along with the discussion, were prepared and presented in a progress report to the research committee of Buriram Rajabhat University's Institute of Research and Development. Subsequent revisions were made as recommended by experts, and a final research report was prepared, along with a research article for publication in a national or international research journal.

### *Population and Sample*

The population is divided into two groups. Group 1 consists of over 250 product producers in Krasang District, Buriram Province, including entrepreneurs from five product categories: food, beverages, textiles, household items, and non-food herbal products. Group 2 consists of consumers of community products between January and March 2023.

### *Sample Group*

**Group 1:** Community product entrepreneurs' group, which is specified and set as a quota from entrepreneurs in 5 products, 10 people per product, including products from food, beverages, cloth, household items, and non-food herbs, totaling 50 people, with the following conditions: 1) wish to participate in the research project, 2) be a person who continuously produces community products and has them for sale in the market.

**Group 2:** Consumer group of the product, collected during January to March 2023, totaling 134 people, using Taro Yamane's formula calculation method with 95% confidence and 0.05 error, resulting in a sample size of 100 people according to the following calculation formula:

$$n = \frac{N}{1+Ne^2} \quad \text{Which has the following values } \frac{134}{1+[134 \times 0.05^2]} = 100$$

Where N is the population size

n is the sample size

e is the sampling error under 95% confidence

### *Data Analysis*

The researcher analyzed the survey questionnaire data by using computer tools, using ready-made programs, which analyzed the data as follows:

Data in Part 1 and Part 2, the researcher used general data analysis by using statistical values, which are percentages.

Data in Part 3, the researcher used data analysis to determine the level of importance of community product production problems and factors affecting community product production from local resource bases by finding the mean and standard deviation of the questionnaire and analyzing each aspect of each question. The researcher used the scoring method, giving the assumed weight of the answer choices in each question as follows (Buntham Kitpreedawisut, 2010)

Average score 4.51 - 5.00 means the most

Average score **3.51 - 4.50** means a more

Average score **2.51 - 3.50** means moderate

Average score **1.51 - 2.50** means little

Average score **1.00 - 1.50** means the least

The data was analyzed to compare the consistency or differences in the opinions of the respondents. The statistics used for comparison are T-Test values for **2** variables and F-Test values for **3** variables. The other parts will be content analysis and explanation of the research results.

#### *Statistics Used in Data Analysis*

Analyze the quality of the questionnaire, which finds the reliability using Reliability

Percentage statistics are used for analyzing percentages of personal data.

Statistics are mean ( $\bar{x}$ ), standard deviation ( $\sigma$ ), T-Test, F-Test or One Way ANOVA values are used for analyzing Rating Scale questions.

### **Conclusion**

The researcher would like to summarize the research results according to the objectives as follows:

*Objective 1:* To study the problems of producing community products from local resources to have high value in the case of Krasang District, Buriram Province. From the research results, from the sample group that responded to the questionnaire, totaling **50** people, most were female, aged between **31-40** years, completed primary education, were married, had an income of less than **15,000** baht, had been producing community products in Krasang District, Buriram Province for **5-10** years, and operated in **5** product categories, **10** people per category: food, household items, beverages, cloth, and non-food herbs. The respondents answered the questions according to the researcher's objectives as follows:

Regarding production problems, overall, the problems of producing community products from local resources to have high value were at a high level (**4.33**). When considering the details, it was found that: The most problematic items were problems with modern market sales (**4.71**), followed by problems with income management (**4.70**) and production cost problems (**4.64**). The most problematic items were problems with knowledge of modern community product production (**4.10**) and the most problematic items were problems with knowledge of local resources (**3.52**), respectively, as shown in the following table.

**Table 1.** Shows An Overview of The Overall Problem Situation.

<b>Problems in producing community products from local resources to achieve high value</b>	<b>Mean</b>	<b>S.D</b>	<b>Problem level</b>	<b>Ranking</b>
Problems of knowledge about local resources	3.52	0.88	Moderate	<b>5</b>
Problems of knowledge in producing modern community products	4.10	0.64	more	<b>4</b>
Problems of production costs	4.64	0.48	Most	<b>3</b>



Problems of distribution in modern markets	4.71	0.46	Most	1
Problems of income management	4.70	0.45	Most	2
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But when considering each sub-topic of the problem, we found that

**Rank 1**, Problems with sales in modern markets. Overall, these problems were ranked at the highest level (4.71). When considering the details, it was found that the problems ranked at the highest level were product distribution to the purchasing market (4.76), followed by methods of arranging the store to look modern and inviting (4.74), public relations through websites (4.72), live-line sales through social media (4.70), and recording clips through various platforms such as Twitter, YouTube, and others (4.62), respectively.

**Rank 2**: Problems with income management. Overall, the problems in these areas were ranked at the highest level (4.70). When considering the details, the problems ranked at the highest level were: collecting money in a source of funds that gave the best return (4.80), followed by methods of managing debt and assets (4.78), managing money through revolving funds for investment (4.72), methods of managing money to generate income (4.64), and knowledge of managing income so that there was enough to eat, spend, and save (4.58).

**Rank 3**: Problems with production costs. Overall, these problems were ranked at the highest level (4.64). When considering the details, it was found that the problems ranked at the highest level were: lack of analysis of production factors (4.80), followed by knowledge of methods to reduce production costs (4.66), lack of sufficient investment for production (4.62), and lack of knowledge of working capital and profit, as well as lack of analysis of production costs, with the same average value (4.56), respectively.

**Rank 4**: Problems with knowledge in producing modern community products, which overall were at a high level (4.10). When considering in detail, it was found that the most problematic problem was developing the beauty and utility of the product (4.76), followed by the lack of development of products that were community identity (4.72) and the lack of knowledge in making modern product packages (4.56). The most problematic problem was developing the quality of community products (3.56) and the most problematic problem was developing the taste of community products (2.88), respectively.

**Rank 5**: Problems with knowledge of local resources, which overall were at a moderate level (3.52). When considering in detail, it was found that the problems at a high level included methods of creating, producing, or planting local resources to be used in the production of community products (4.76). The problems at a high level included methods of preserving to extend the lifespan of local resources (3.66). Next in line was a lack of awareness of the impact on the environment (3.60). The problems at a moderate level included a lack of planning for the use of local resources (3.24). The problems at a low level included a lack of cooperation between the government and the community to plan the development of local resources (2.36), respectively.

When comparing the problems in the production of community products from local resources to have high value by using gender and using T-test in the analysis, it was found that the problems of knowledge of local resources and the problems of income management had different opinions with statistical significance at .05. As for the problems of knowledge in the production of modern community products, the problems of production costs and the problems of distribution in the modern market, the opinions were not different with statistical significance at .05. However, when comparing by time and using F-Test or ANOVA, it was



found that producers with different production periods answered that the problems of knowledge of local resources, the problems of knowledge in the production of modern community products, the problems of production costs and the problems of distribution in the modern market had different opinions with statistical significance at **.05**. Only the problems of income management had different opinions.

*Objective 2:* To study the factors affecting the production of community products from local resources with high value in Krasang District. The researcher collected the answers from **100** respondents, most of whom were female, aged **51-60**, graduated from high school or equivalent, were married, and had an income of **20,001-50,000** baht. The overall picture of the factors affecting the production of community products from local resources with high value was at a high level (**4.32**). However, when considering each topic, it was found that the first rank was consumer behavior, which was at a high level (**4.64**), the second rank was community products, which was at a high level (**4.54**), the third rank was service, which was at a high level (**4.38**), the fourth rank was product quality, which was at a high level (**4.34**), and the fifth rank was product distribution channels, which was at a high level (**3.70**), as shown in the table below.

**Table 2.** Shows The Overall Details of The Factors Affecting the Production of Community Products from Local Resources to Achieve High Value.

Topic	Mean	S.D	Level	Ranking
Community product side	<b>4.54</b>	<b>0.595</b>	Most	<b>2</b>
Product quality side	4.34	0.582	More	<b>4</b>
Service side	4.38	0.681	More	<b>3</b>
Consumer behavior side	4.64	0.830	Most	<b>1</b>
Product distribution channel side	<b>3.70</b>	0.625	More	<b>5</b>
Total	4.32	0.663	more	-

However, when considering the details, it was found that

Rank 1 in terms of consumer behavior, overall, was ranked at the highest level (4.64). However, when considering the details of the questions, it was found that the highest level was: liking products with community identity (4.79), followed by liking products that are beautiful (4.78), liking products with good package design (4.57), and wanting products that are durable and can be used for a long time (4.51).

Rank 2 in terms of community products, overall it was ranked at the highest level (4.54), but when considering the details of the questions it was found that the highest level included the creation of a brand that indicated the identity of a community with history (4.82), followed by the price of the product being at an appropriate level and the product being available at various price levels that could be purchased (4.76), the appearance and design of the product (4.58), the product indicating innovation in modern production (4.54), and the highest level included the design of a package that was beautiful and inviting to buy (4.02), respectively.

Rank 3 in terms of service, overall, is at a high level (4.38). However, when considering the details of the questions, it was found that the highest level was providing information and communication, including presenting product features (4.84), followed by after-sales service, such as following up, providing additional advice, or providing repair services (4.82), listening to opinions and suggestions from customers regularly, including responding and solving problems quickly (4.54). Ranked at a high level were speed and convenience, whether in-store or online service (3.90), and always being ready, whether in normal times or emergencies, and easy access to service (3.80), respectively.

Rank 4 in terms of product quality, overall, is at a high level (4.34). However, when considering the details of the questions, it was found that the highest level was that the product materials and components are reliable among consumers (4.74). Next, there is consistency in production. No matter which batch is produced, the products should have similar quality in every piece, which will help build trust with customers and maintain the brand's reputation (4.54). The highest level was that the product is efficient, safe, and complies with market product standards. The production design is designed for good use and maintenance, with the same average value (4.32). The product is durable and can help create customer satisfaction and loyalty, which are at a high level (3.78), respectively.

Rank 5 in terms of product distribution channels, overall it is at a high level (3.70), but when considering the details of the questions it is found that the highest level includes selling through online markets such as Lazada, Shopee, JD, Tarad, Kaidee (4.64), followed by through famous brand websites (4.56), through social media such as Line, Facebook, etc. (4.54), the medium level includes selling through other retail stores, and the low level includes selling through one's own retail stores (1.88).

And when comparing opinions on factors affecting the production of community products from local resource bases to have high value, using the sex and using T-Test in the analysis, it was found that both males and females had the un-different opinions with statistical significance at the .05 level. However, when comparing opinions on factors affecting the production of community products from local resource bases to have high value, using education level and using ANOVA in the analysis, it was found as follows:

Topic	Primary education		Lower secondary education/Vocational certificate		Upper secondary education or equivalent		Associate degree/Vocational certificate		Bachelor's degree	
	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D
Community product side	4.50	0.14	4.69	0.16	4.52	0.32	4.61	0.27	4.46	0.36
Product quality side	4.40	0.00	4.49	0.16	4.32	0.33	4.39	0.31	4.2	0.38
Service side	4.60	0.00	4.46	0.38	4.41	0.40	4.28	0.48	4.31	0.49
Consumer behavior side	3.20	0.28	3.06	0.19	3.10	0.24	3.03	0.27	3.14	0.15
Product distribution channel side	3.90	0.42	3.31	0.30	3.68	0.41	3.73	0.35	3.60	0.40
Total	4.12	0.28	4.00	0.24	4.00	0.34	4.01	0.33	3.94	0.36

From the table, it was found that overall, the aspect with the highest average value among people with different levels of education was those with primary education, with an average value of 4.12. When considering each detail of this aspect, it was found that the top 3 were the service aspect, community products aspect and quality aspect respectively. When analyzing opinions on factors affecting the production of community products from local resources to have high value, respondents of all levels of education had the un-different opinions with statistical significance at the .05 level as shown in the table below.

**Table 3.** Shows Details of The Comparison of Opinions on Factors Affecting the Production of Community Products from Local Resources with High Value Using the Level of Education and Using ANOVA in the Analysis.

Topic Details		SS	df	MS	F	Sig.
Community product side	Between Groups	.339	4	.085	.932	.449
	Within Groups	8.628	95	.091		
	Total	8.966	99			
Product quality side	Between Groups	.376	4	.094	.918	.457
	Within Groups	9.744	95	.103		
	Total	10.120	99			
Service side	Between Groups	.424	4	.106	.602	.662
	Within Groups	16.736	95	.176		
	Total	17.160	99			
Consumer behavior side	Between Groups	.137	4	.034	.595	.667
	Within Groups	5.477	95	.058		
	Total	5.614	99			
Product distribution channel side	Between Groups	1.101	4	.275	1.805	.134
	Within Groups	14.489	95	.153		
	Total	15.590	99			

**Objective 3:** To study the approach to uplift the grassroots economy based on local resources to have high value for sale in the modern trade market, the case of Krasang District, Buriram Province. The research results are as follows: From the overall picture of both the problems and factors affecting the production of community products, the researcher has experimented with the production of products from local resources, the type of products used is banana products in Krasang District, where villagers grow a lot of bananas in Kuan Village, Village No. 10, Mueang Phai Subdistrict, Krasang District, Buriram Province. In the past, villagers made baskets from iron rails and used plastic ropes bought from the market, which is expensive. Therefore, the researcher trained them and had them dry banana sheaths and make them into ropes. Then, they were woven into baskets and hats by adding community identity, such as production from banana sheaths and community brands. After production, they were distributed and these products became the identity of the local area, which has not been produced in Krasang District before. This resulted in reduced costs and increased profits for entrepreneurs.

## Discussion

When analyzed according to the research objectives in item 1, which is to study the problems of producing community products from local resources to have high value, in the case of Krasang District, Buriram Province, it was found that the problems of producing community products from local resources to have high value, overall, were at a high level (4.33), which is considered a problem level that must be resolved. However, when analyzed in details, the following were found:

The most problematic issue is the problem of distribution in the modern market (4.71), which is the main issue generated the income, because it is an important factor derived the continuous production. If the product is produced but cannot be sold according to the target, it will cause the excess supply, which is an

obstacle to continuous production. Therefore, the issue of product distribution is very important for the entrepreneurs. It is consistent with Wanrak Mingmanee Nakin (2019) who explained that continuous production of products is due to continuous demand. That is, when the product is produced, if the product is sold or all the products are sold, the producer can use the income from selling that product to be used as working capital for product production and expand the scope of production. When considering the details of the issues in all questions, it was found that all issues were at the highest level, including: **1.** Product distribution to the purchasing market, **2.** How to arrange the store to look modern and attractive, **3.** Public relations via website, **4.** Live line sales via social media, and **5.** Recording clips of product sales via various channels such as Twitter, YouTube, and others, respectively. Of all the issues, the distribution of products to the purchasing market is considered important because the community may lack a marketing plan and not know where to distribute various types of products comprehensively. Distributing products to purchasing points or markets ready to resell products is considered a logistics system that can deliver products to consumers the fastest. This is consistent with the research results of Preecha Panoram (2017) on logistics management in Buriram Province to the ASEAN market, which found that distributing products to consumers quickly will create satisfaction in choosing products easily and will cause many consumers to choose to buy products consistently and continuously.

Another finding is the problem of income management. Overall, it is ranked at the highest level (4.70). The first rank is the depositing of money in the source of funds given the best return, the second rank is the debt and asset management, the third rank is the revolving of fund management for investment, the fourth rank is the money management to generate the income, and the fifth rank is the knowledge of income management to have enough to eat, spend and save. Each sub-item is considered an important problem that must be solved, especially the problem of collecting of money systematically and efficiently, because the earning of money is very important, but the managing of the earned money is more important, because it shows the direction of spending of money, whether there is money to spend or not depends on the method of spending such money, that is, it is spent for consumption or investment, depending on the type of spending, If focusing on spending only for consumption, entrepreneurs tend to have more debt, But if focusing only on investment, their living conditions may not be very successful. Therefore, the entrepreneurs need to know how to divide the proportion of consumption and investment to create a balance that they have to create a picture of increased potential spending. This is consistent with the research results of Ming Ming Lai (2009) who explained that the spending of money on consumption and the investment must be balanced, especially when they have to invest, an they must have a good attitude towards investing in order for the investment to be successful. This is consistent with Ornanong Chaiyaboonruang (2009) who reasoned that most people's planning focuses on managing debts to turn them into assets and making these assets generate income so that they can be conveniently used in retirement.

Another finding is the problem of production costs. Overall, it is ranked at the highest level (4.64). When considering in detail, it was found that the first rank is the lack of analysis of production factors, the second rank is the knowledge of how to reduce production costs, the third rank is the lack of sufficient investment for production, and the fourth rank is the lack of knowledge of working capital and profit, including the lack of analysis of production costs, with the same average value, respectively. This may be because the production costs are an important factor for entrepreneurs at the community level, because the community costs often do not rely solely on formal loans. They also rely on informal loans with high interest rates. However, many entrepreneurs use the local natural resource costs for every production, which is considered to help reduce costs very well. Therefore, promoting communities to use all available local resource costs is the most important thing because it will make the community, which is consistent with the research of Hathairat Sribup (2022), who conducted research on the analysis of costs and returns of single-row fermented fish production: a case study of the community enterprise for processed fish products, Ban Huai Bong, Non Mueang Subdistrict, Non Sang District, Nong Bua Lamphu Province, which found that the

problems of community production are: Problems with reducing raw material costs and shortages, including lack of analysis of production factors, which are considered important to fulfill production potential, are also consistent with Samrit Sirikanerat (2022) who conducted research on the problem of managing riceberry production costs of farmers in the Northeast, which found that the important production issue is how to reduce costs because the community lacks knowledge about cost management problems at a high level.

In the study of factors affecting the production of community products from local resource bases to create high value in Krasang District, the study was conducted using questionnaires in 5 aspects: product, community product, product quality, service, consumer behavior, and distribution channels. The researcher used T-test to compare the opinions of the respondents by using the sex in the study, and used F-test to compare the opinions by using education level. The study results found that there were no different opinions in all topics, with a statistical significance level of .05. The research results found that overall, the factors influencing the production of community products from local resource bases to create high value were at a very high level (4.32), ranked 1st as consumer behavior, which was ranked at the highest level (4.64), ranked in the 2nd level as community products, which was ranked at the highest level (4.54), ranked in the 3rd level as service, which was ranked at a high level (4.38), ranked in the 4th level as product quality, which was ranked at a high level (4.34), and ranked the 5th level as product distribution channels, which was ranked at a high level (3.70). When considering each topic, it was found that many topics were interesting and could be considered: It is a factor that influences the production of community products from local resource bases to have high value as follows:

Community products are ranked at the highest level (4.54), that is, the creation of brands reflecting the identity of communities with history. Consumers see that creating of a brand reflected the identity of the community is the starting point for developing community products on the right track and if there is a story of the products, it will make the product more interesting. Community products with identity not only reflect the culture and way of life of the community, but also create added value and can sustainably promote the local economy. These products often use natural raw materials available in the area and are designed with uniqueness, making of these products valuable in both culture and economy, which is consistent with the research results of Phongpipat Kanchanathara (2019) who studied community products that reflect the local identity in Nakhon Ratchasima Province, focusing on the relationship between cultural identity and product sustainability in economic terms. It was found that the community products with unique identities have the potential to generate income and promote local tourism. The research results indicate the importance of maintaining the uniqueness to increase the economic value of community products. It is also consistent with the research results of Orrapin Sawatdichai (2020) who conducted research on community products in the northern region of Thailand, especially the creating of the identity of local handicraft products using natural raw materials. This research focuses on developing products that are linked to local culture and traditions. The results indicate the importance of community participation in developing product identity.

In terms of product quality, the overall level is at a high level (4.34). However, when considering the details of the questions, it was found that the highest level was the product materials and components according to opinion of consumers. In the production of all types of products, if the materials and components of the product are trustworthy in the eyes of consumers, it will make the product even more interesting. This is consistent with the research results of Charuwan Rattanawichai (2019) who studied processed food products using natural ingredients and high-quality seasonings in southern Thailand. This research focuses on the selection of quality ingredients and clean and safe production processes. The results of the study



found that the quality of raw materials and good production processes have a significant effect on product quality certification in the market.

Service aspect, overall, is at a high level (4.38). However, when considering the details of the questions, it was found that the highest level was the information provision and communication, including presentation of product properties (4.84). In the service of the entrepreneur, if information and communication with the presentation is provided, these will make consumers to see a clear and good image of the product properties, it will make it easier for consumers to decide to buy the product. The results of this research are consistent with the research of Wannop Ratanasuwan (2017), who conducted research on customer service in medium-sized hotels in Bangkok, focusing on the role of communication in creating a good experience for customers. The research results indicate that the clear communication and complete information are important for providing quality service and resulting in greater customer satisfaction.

Overall, consumer behavior was ranked at the highest level (4.64). However, when considering the details of the questions, it was found that the most popular level was that they liked products with community identity. The results of the research are very interesting because the consumers nowadays tend to ask for the identity of community products because it is believed that identity can bring out the strengths of the community and make the community's products more interesting. This is consistent with Pimchanok Sriudom (2019), who found that consumers want products that reflect community identity because identity can add cultural value and create interest in the product, which is an important selling point of the community. It is also consistent with Suwimol Rattanathamkun (2020), who found that consumers tend to be interested in products that reflect the identity of the community and local culture because it creates a sense of connection and pride in the community.

Overall, the distribution channels of products are at a high level (3.70). However, when considering the details of the questions, the highest level is distribution through online markets such as Lazada, Shopee, JD, Tarad, Kaidee (4.64). The most effective and worthwhile way to distribute products today is through the online markets, because the online markets are broad and accessible throughout Thailand, especially with good search frequency. Online markets such as Lazada or Shopee are broad markets that people of all levels search to order products widely. If products are available for sale in such markets and are unique and can be used in a variety of ways, it will generate a lot of profit because the current online market purchasing system has a fast logistics system. Consumers can order the products today and receive them immediately tomorrow. Using such online markets to distribute products will help the community products to sell faster, which is consistent with the research results of Jirapong Somsak (2019) who found that using of the Lazada platform to distribute the community products in the northeastern region of Thailand significantly expanded the market and increased sales for community entrepreneurs. In addition, it also helped the community products reach the all customers more easily. The results of the study indicate that online platforms play an important role in promoting the marketing of community products. This is also consistent with the research results of Napaporn Wichitpaisan (2020), who conducted a study on the distribution of community products on the Lazada platform in southern Thailand, focusing on the efficiency of product distribution and branding for community products, and found that community entrepreneurs benefited from increased sales, brand awareness, and access to new markets through the use of Lazada.

The researcher applied the research results to experiment with community product production and found that originally, community product producers produced baskets and hats from steel rails and used ropes from chemical materials purchased from the market at relatively high prices, which did not add community identity. Later, the researcher promoted the use of basket and hat production from all materials in the community by using banana sheaths available in the community to make baskets and hats, adding a process



by drying the banana sheaths. When the banana sheaths were dry, they were torn into small strips and woven by hand into baskets and hats. They were then painted with natural materials and added community identity and sold. This operation resulted in low costs but higher profits. The results of the operation before and after can be considered in the following table.

No	Product Type	Material Details	Total Cost	Price	Profit	Sale per month and per capita	Profit per capita
<b>Before Project</b>							
1	Basket made from rope and iron rails	Rope, natural color, steel rail, sewing service (excluding labor cost)	190	250	60	20	1,200
2	Hat made from rope and iron rails	Rope, natural color, steel rail, sewing service (excluding labor cost)	95	120	25	25	625
<b>After Project</b>							
1	Basket made from banana sheath	Banana sheath and sewing work	80	250	170	20	3,400
2	Hat made from banana sheath	Banana sheath and sewing work	40	120	80	25	2,000

From the table, it is found that after the operation, the cost of banana leaf baskets and hats is low, with a clearly higher profit. Therefore, the production of products from banana leaf has a low cost and high profit, and is popular because it is considered the identity of community product production.

### *Suggestions*

#### *Suggestions From the Research Results*

The production has the most problems in order as follows: problems in modern market sales, followed by problems in income management, and problems in production costs.

Problems in modern market sales are very important because they create continuous demand for further production of products.

Community products should be developed to reflect the identity of the community, indicating the good traditions and culture of the community. This will make the product stand out when consumers buy products.

Community products should be sold more online, such as planning sales in online markets.

Community products should use materials and equipment from the local area, which will make them more credible when consumers choose to buy.

Let entrepreneurs produce community products from banana stalks, which is the identity of the community and will increase income.

### *Suggestions for Future Research*

There should be research on developing the potential for sales in modern trade markets for community product entrepreneurs.

There should be research on developing methods to reduce production costs for community products.

There should be research on community product production that emphasizes community identity to enhance the potential of community products within the local area.

There should be research on increasing the potential of communities to sell products on online markets.

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