GUIDELINES FOR CREATING A CULTURAL IDENTITY AND ECONOMIC VALUE ADDED OF BANGNAMPHUNG OTOP VILLAGE, PHRAPRADAENG, SAMUT PRAKARN.

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Abstract- The purpose of this study is to identify and analyze factors that influence consumer purchasing decision of products. The Method of reseacrh: In this case study, both secondary data and primary were utilized. Secondary data was obtained from relevant literatures, online journals, articles, blogs, and other electronic sources. Data for the study were gathered through structured questionnair, on a sample of 400 buyers. The findings showed that: Brand OTOP Village honey. Prapadaeng Samut Prakan mostly family-run. The researcher think the business to raise the brand internationally. And Branding It is imperative that operators in a competitive environment must be a priority. Beside of the result of research identified five factors that influence consumers' purchase decision are brand, advertisement, perception, attitude, purchase intention and demographic factors.

Keywords- Cultural, Identity, Economic Value

I. INTRODUCTION

The One Tambon One Product Project generally abbreviated as OTOP project is an approach to stimulate local enterprise individually to produce and distribute an unique product of each district or Tambon which the idea had been inspired by the successful One Village One Product (OVOP) in Japan. OTOP project encourages communities to improve the quality of local products and marketing by select an outstanding product from each district and label it as the "OTOP product" of that district and provides a forum for domestic and international markets for these products to be publicized. OTOP project is a strategy to create prosperity for the communities to raise the better well-being of the community's members by production or management of the locally available resources to become a product or service of quality. The unique identity of each community can be maintained in accord with the local culture which can be distributed both domestic and international markets. [1]

One Tambon one product or abbreviated as OTOP (OTOP) project is to stimulate local business operators. The Production and distribution of products in each local district. This was inspired by the One Village One Product (OVOP) successful in Japan. OTOP program encourages communities to improve the quality of local products and marketing. Select a product outstanding one piece from each district to seal it. "OTOP products" and provide a forum for domestic and international publicity for these products, "One Tambon One Product" is one approach to create prosperity for the community to enhance the well-being of the community for the better. By producing or managing the resources available locally. Into a quality product. The unique features of its own. In line with the local culture Sold in both domestic and international markets.

From such importance and opening opportunity in view of the government's policy which requires Thailand to be a tourist hub, the researcher recognized such importance and possibility, the research had therefore been conducted under the title "Guidelines for creating a cultural identity and economic value added of Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province" which had the main objectives to design products coming out in forms of gifts and souvenirs and to develop further the currently local wisdom and its identity logo, including to design and improve the exhibition place and area for the products and services distribution and the museum displaying the lifestyle of Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province whereby the unique architectural identity environment and the local lifestyle is also significantly recognized to create the strength the immunity of the locality and society as well as the promotion of the potential of community which focused significantly on public participation too.

II. DETAILS EXPERIMENTAL

2.1. The factors influencing consumer behavior

- brand is defined as a" name, term, sign, symbol or design, or a combination of them intended to signify the goods or services of one seller or group of sellers and to differentiate them from those of competitors". Within this view, Keller (2003) referred that whenever a marketer creates a new name, logo, or symbol for a new product, this means a brand is created [2].

In the book "Theoretical of branding" Kotler specifies that brands add dimension to products and

thereby enable differentiation/distinction from other products that are designed to satisfy the same need. Brand attribute comprises functional and emotional association to which assigned by its consumer. For that reason brand attribute can be either negative or positive and can have different degrees of relevance and importance to different customer segments, markets and cultures (Brand glossary) [3].

- Price is the amount of money a consumer sacrifices to obtain the product [4]. Price is classified into two parts that is objective price and perceive price. Objective price is the actual price of the product while perceive price is individual believe of the price in relation to the quality of the product. Consumer perception with respect to price is different and has a positive and a negative influence on the buying behavior [5].
- Cultural

Every group or society has a culture, and cultural influences on buying behavior may vary greatly from place to place. Failure to adjust to these differences can result in ineffective marketing or embarrassing mistakes. International and National marketers must understand the culture in each of their markets and adapt their marketing strategies accordingly. Marketers are always trying to find cultural shifts in order to discover new products that might be wanted

Other Sub-cultural Influences

Subcultures are distinctive groups of people in a society whose life patterns differ in part from the dominant cultural patterns of an overall culture. Although most sub cultural groups do share cultural meanings with the greater society, sub cultural meanings are unique and distinctive. Members of sub cultural groups can share emotional reactions, values, beliefs, and goals, and they can have similar customs, traditions, attachment to objects, languages, lifestyles, and rituals. Often sub cultural characteristics represent artifacts of a group's adaptation to their historical social experience within the larger society. Sub cultural groupings can be based on multiple combinations of localized and specific group memberships and/or broad demographic categorical distinctions, such as gender, race, and country of origin, religion, age, geographic region, and community.

2.2. Economic Factors and Buying Behaviour

Consumer's family size or dependents, the higher the income and savings of such consumer, this will in turn influence the consumer to favour more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products also provided support for the predictive power of economic factors such as income, family size and consumer budget over other social factors in explaining expenditure patterns for low-priced goods [6]. They concluded that economic factors are a major determinant of buying behaviour and can be used to predict the type of clothes consumer is likely to buy. Keiser and Kuehl (1972) also shows the influence of economic factors on buyer behaviour, when it comes to brand identification. There study revealed that adolescents with high earnings and in the upper class were able to identify more brands than other adolescents. A very comprehensive and valuable research was conducted by Schaninger (1981) in the analysis of both usage/non-usage criteria as well as frequency of use data for a large variety of products, where it was concluded that economic factors are the most important factors in explaining the consumption of low social value products and services that are not related to class symbols, he opined that it is irrational and wrong to deny the influence that income has over buying behavior, both on type and prices of clothes purchased [7].

2.3. Personal Factors and Buying Behaviour

Etzioni, (1988) believes that all human life is experienced at two levels: The Internal and the Collective. The internalized level of experience includes biological, psychological, and social factors that are more or less complex and are unique to the individual. This experience includes the formation of personal values which are the ideals or standards that guide human preferences and decisions. In collective terms, social values surround the person and represent the standards and principles of what in the greater society is generally considered "good" and "desirable." Personal values can, and often do, conflict with social values and norms. Interaction with parents and significant others within the social environment results in personality development, the acceptance (or rejection) of social norms, and the formation of personal values. Personal values in turn shape our beliefs, attitudes and ultimately our buying behaviors, which usually bear some basic similarity to those around us and reflect the collective cultural and other social influences to which we are exposed. Some of these personal or internalized variables that uniquely influence our clothes buying behaviour include; education, lifestyle, intuition, ostentations etc.

2.4. Lifestyle

Lifestyle of customers is another import factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world.

III. RESULTS AND DISCUSSION

3.1. Results

1) The results of the data analysis collected from a sample group of 400 people, it was found that

the most participants were female (63.2%) and male (36.8%), the most 20-39 years age range was 41.0%, followed by the 40-59 years age range at 28.2% and the group younger than 20 years at 22.5%, and 60 years and older at 8.2%. For their marital status, the single was the most at 53.8%, followed by the married at 46.2%. For their occupation, the enterprise owners group was the most at 28.5%, followed by the students at 21.5% other careers at 16.2% and government officials / state employees at 12.0% respectively. For their level of education, the under bachelor degrees group was the most at 74.5%, followed by the bachelor degrees or equivalent at 24.0% and higher than bachelor degrees at 1.5% respectively. For their income, ones who earned less than 10,000 Baht per month group was the most at 58.0%, followed by 38.0% of the 10001-30000 Baht monthly earners and 3.2% of the 30001-50000 Baht monthly earners respectively. For their number of family members, the ones with 3-4 family members group was the most at 48.0%, followed by 5-6 and 1-2 family member groups were at 29.8% and 13.8% respectively. Their specially interesting activities were mostly led by tourism activity to 22.4%, secondary one was reading at 10.6%, cooking at 9.4% respectively. Their labeled or branded products they wished to buy were in the top group of daily consumable and utilizable goods at 46.6%, followed by household ware goods at 30.0% and fresh food at 15.3%, respectively.

2) The result of data analysis on the factors influencing the decision to buy labeled or brand-named products, it was found that:

- On the product point of view, when each aspect or character was considered, the result of the study appeared as follows; the sample products which had the highest mean were the products having quality certification marks by a reliable units
- On the price point of view, when each aspect or character was considered, the result of the study appeared as follows; the sample products which had the highest mean were the products having the same standard in price setting with the mean at 3.85, followed by the requirement that the sellers have to sell products at the same price with the mean at 3.77, and the price was not too high when compared with the product of non-brand named with the mean at 3.74.
- On the distribution point of view, when each aspect or character was considered, the result of the study appeared as follows; the sample products which had the highest mean were the products having a brand or label which were easily or conveniently bought, with the mean at 3.99, followed by the distributors' reliability, with the mean at 3.89.
- On the marketing promotion point of view, when each aspect or character was considered, the result of the study appeared as follows; the sample products which had the highest mean were the products having advertisement and publicizing via various media which enabled purchasers to recognize the products' brands, with the mean at 3.94, followed by the of the selling personnel's ability which could concisely compare the difference of the products, with the mean at 3.76, and whether there were promotional activities more than products without the brand, for example, price reduction on sale, fortune raffle drawing etc., with the mean at 3.73.

3.2. Discussions

1) The goods brand of the Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province, were mostly products of domestic administration or production, hardly hired professional handlers to manage the affairs. They hardly thought of the business running to raise the brand to international market. Many existing goods brands of Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province, would think and react according to the marketing current which lacked of real understanding on the importance of the brand communication. In the brand communication of Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province, it had to distinguish the outstanding point to consumers. That may be done by definition of the brand personality or background story to be different from other products, value addition to the product or add features to the products to be different.

2) Goods brand creation, it is necessary for the entrepreneurs in this competitive world to give priority to brand creation. It is well known that the brand which is publicized and recognized always attracts consumers that will consequently bring about the productivity, sales amount and distribution channels. This means profitability and business stability in the end. Hence, the product brand communication of Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province, to be publicized among the targeted consumers to acknowledge and trust in the products branded of Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province, no matter of via advertisement, public relations , sales promotion and brand communications at the purchasing points, direct marketing, customer relationship management, etc., can enable the brand communication of Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province to be effectively continued.

3) The Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province, is one of the matters the Thai entrepreneurs and the government sector have to focus and give importance seriously whereby there must be cooperation together to develop a goods brand of Samut Prakan Province to be competitive in the domestic market and to push it into the international level. The annual income from the products export of Thailand is enormous but most products come out in the form of contracted manufacturing for foreign brands. Hence, if Thai

entrepreneurs can create brand of Samut Prakan Province's products to be known internationally. The goods value will be raised. The entrepreneurs can gain more profits. Employment will be increased. The country's economy will consequently be improved as well. These are all mutually affecting to each other of factors. If the goods brand of Samut Prakan Province can firmly and stably stand strong then Thailand will be strong and stable too. But if Thai entrepreneurs cannot see the importance of brand communication of Bang Namphueng OTOP Village, Phra Pradaeng District, Samut Prakan Province and other similar products, the condition of goods brand of Samut Prakan Province would re regressed, worse and at last it cannot compete with any foreign brand.

CONCLUSIONS

The research identified five factors that influence consumer buying behaviour product that is: Brand and Brand related activities, Consumer Perception, Attitude, Purchase Intention and Demographic factors. For a successful consumer oriented market service provider should work as psychologist to procure consumers. By keeping in mind affecting factors things can be made favorable and goal of consumer satisfaction can be achieved. Study of consumer buying behaviour is gate way to success in market.

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