

# DEMAND TRENDS IN THE PRINTING INDUSTRY PERSONNEL IN THE WORSENING SITUATION OF THE PRINTING INDUSTRY IN THAILAND

**Krairop Charoensopa<sup>1</sup>, Apinya Mungaomklang<sup>2</sup> & Weera Chotithammaporn<sup>3</sup>**

<sup>1,3</sup>*Department of Printing Industry, Faculty of Industrial Technology, Suan Sunandha Rajabhat University, Bangkok, Thailand,*

*E-Mail: krairop.ch@ssru.ac.th<sup>1</sup>, apinya.mu@ssru.ac.th<sup>2</sup>, weera.ch@ssru.ac.th<sup>3</sup>*

## ABSTRACT

The purpose of this research was to explore the demand for personnel in the medium-sized printing business during the recession. The sample group was all medium-sized printing business operators in Dusit district, Bangkok. Questionnaire was used as the data collecting tool. Statistics employed for data analysis were percentage, mean and standard deviation. The results were as follows. 1) The result on respondents' personal information found that the majority of them or 58 % attained a bachelor's degree, and 40 % had run this business for a duration of 10 years. 2) The result on the average level of demand for personnel in medium-sized printing business was found to be at a moderate level ( $\bar{X} = 3.23$ ), and the demand for personnel on the press work was at a highest level for press control technicians ( $\bar{X} = 4.58$ ).

**Keywords:** Demand Trends, the worsening situation, Printing industry

## INTRODUCTION

The printing business plays an important role in combining communication. In recent years however, some challenges have emerged for the printing industry as they have been experiencing pressure due to the increasing trend toward digitalization while the traditional model of printing business has gone through a decline of workloads. Therefore, printing houses are required to invent new strategies, choose different technologies, and restructure the business model to gain profit and survive in the industry [1]. Currently, the printing industry is in an era of changes by economic conditions and new technologies that will affect exports to foreign countries and domestic consumption of publications which pose many problems for printing industry. Due to the change with increasing trend of digitalization while the printing business still uses the method of traditional model of production process, they have faced the decline in both the demand for amount of work and the demand of consumers. In this light, business operators are in need to develop new strategies and modify their business processes and models. They may apply new technology into their businesses so as to survive in the printing industry[2]. Nonetheless, they still encounter the problem of funding to purchase machinery which is quite a big problem for some business operators. In addition, these operators must adapt to the trends of the printing industry market and competitors so that they remain competitive and create products that are needed by consumers in order to gain profits and survive. Personnel take crucial part in printing business as the business still requires people to work. Personnel management to recruit people to work is hence to be seriously considered by operators in terms of the current economic conditions in which businesses are experiencing a lot of problems from new technology to benefit the organization in line with the current situation. Business operators have to fix and find the solution of personnel recruitment or need to develop existing personnel to reduce the increased rate of dispensable personnel.

With the above-mentioned situation, the researcher was interested to explore the demand for personnel in the medium - sized printing business during the recession. This would benefit printing business operators as the study result can be adapted or used for effective personnel planning in respective business of individual operators and serving the need of operators who are facing this same problem.

## **OBJECTIVE**

To explore the demand for personnel in the medium-sized printing business during the recession.

## **METHODOLOGY**

### **Population and sample**

#### **1. Population**

The research population included all of the medium-sized printing business operators in Dusit district of Bangkok.

### **Instrumentation**

#### **Types of instruments used in the research**

Part 1 is a questionnaire on general information about printing business of respondents, as checklist.

Part 2 is a questionnaire on the demand for personnel in printing business, as a rating scale type and open-ended questions.

The instrument was constructed by the researcher with the following procedure.

Documentary study was performed on related texts, documents, and research works to guide the construction of questionnaire.

The information derived was used to construct a questionnaire that encompassed the research objective.

The researcher submitted the constructed evaluation form to 3 experts in printing technology for their review on content validity and quantity as well as the item-objective congruence, and then determined the IOC. Next, the researcher tried out the questionnaire to find its reliability by administering it with the non-sample of printing business workers in order to test each item in each part of the questionnaire. The researcher finally administered the questionnaire with the research sample.

### **Data collection**

The researcher proceeded to the field work using the questionnaire to collect the data from all of the mediumsized printing business operators in Dusit district of Bangkok and brought the data to analysis. Prior to the analysis the researcher checked the questionnaire data for its completeness and accuracy, and finally analyzed and processed the data using a computer.

## **RESULTS**

### **Part 1: Personal information of respondents**

The results on personal information of respondents suggested that the majority or 58% of them attained a bachelor's degree and 40% had run the printing business for the duration of 10 years.

Part 2: Demand for personnel in the medium - sized printing business during the recession

Table 1 illustrated the results on mean level of demand for personnel in medium-sized printing business to be at a moderate level in overall ( $\bar{X} = 3.23$ ). The demand for personnel in pre-press work as analyzed by individual aspects was ranked from high to low as follows: pre-press operator ( $\bar{X} = 3.14$ ); followed by graphic designer ( $\bar{X} = 2.50$ ); and proofreader ( $\bar{X} = 2.30$ ), respectively. The demand for personnel in printing work as analyzed in individual aspects was ranked from high to low as follows: printer control technician ( $\bar{X} = 4.58$ ); followed by offset printing technician ( $\bar{X} = 4.20$ ); and press technician ( $\bar{X} = 3.59$ ), respectively. The demand for personnel in post-press work as analyzed in individual aspects was ranked from high to low as follows: die cutting worker ( $\bar{X} = 3.29$ ); followed by coating and foiling worker ( $\bar{X} = 2.83$ ); and adhesive binding worker ( $\bar{X} = 2.63$ )

**Table 1**  
**Level of demand for personnel in printing business**

<b>Demand for personnel in the medium-sized printing business</b>	$\bar{X}$	SD	<b>Level of Demand</b>
<b>Pre-printing work</b>			
1. Graphic designer	2.50	0.81	Low
2. Proofreader	2.30	0.71	Low
3. Pre-press operator	3.14	0.72	Moderate
<b>Printing work</b>			
1. Offset printing technician	4.20	0.76	High
2. Printer control technicians	4.58	0.81	Highest
3. Press technician	3.59	0.62	High
<b>Post-printing work</b>			
1. Adhesive binding worker	2.63	0.45	Moderate
2. Coating and foiling worker	2.83	0.30	Moderate
3. Die cutting worker	3.29	0.60	Moderate
<b>Total</b>	3.23	0.81	Moderate

## CONCLUSION AND FUTURE WORK

The results of research on the demand for personnel in the medium-sized printing business during the recession were discussed below.

The analysis of demand for personnel in the medium-sized printing business in Dusit district of Bangkok was reported at a moderate level in overall and the demand for personnel in pre-press work was at a highest level for printer control technician. This is consistent with the research done by Weera Chotithammaporn (2007)[3] reporting the employment trends in printing industry for prepress in 1 – 3 years for 57.8%. Additionally, the research by Sonthaya Pangsrison (2013)[4] provided the following results. 1) Most of the operators tended to employ industrial management technology personnel regardless of gender in their recruitment but required those between 20 - 25 years of age, with a bachelor's degree, while experience is not a requirement. 2) The characteristics of the most needed personnel were 1. Industrial manager should have knowledge of industrial production; 2. Quality manager should have knowledge of quality and quality control; and 3. Additional knowledge and capability of personnel in industrial management technology as required by most of the establishments was computer literacy. Inconsistently, the research by Kanchana Thongtat (2012)[5] reported that most of the operators in Lat Krabang Industrial Estate placed an importance on logistics activities at a high

level in overall and needed mostly for personnel to process the customers' orders, followed by in inventory management.

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