

Community Participation to Increase Community Product Value

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ABSTRACT

Abstract—This research aimed to study individual factors affecting the participation of community members in creating OTOP product value and to study the influence of community member participation on satisfaction in OTOP product value. The results revealed that individual factors in education level, occupation, and average monthly income differently affected the participation of community members in creating OTOP product value differently, with statistically significant at the .05 level. Whereas, individual factors in gender, age, and marital status differently affect the participation of community members in creating OTOP product value not differently. In addition, the effect of community member participation on satisfaction in OTOP product value were participation in the aspect of participation in decision making, participation in the operation implementation, and participation in benefit had affected on satisfaction in OTOP product value while participation in the evaluation did not affect the satisfaction in OTOP product value.

Keywords— Community participation, OTOP, Product value

INTRODUCTION

At present, the government has a policy to reduce social inequality that focuses on generating income and strengthening the economy by allowing the private and public sectors to take part in working with the government. In order to achieve the vision of stability, prosperity and sustainability, there are 3 guidelines for creating. The first approach is to develop a foundational economy, raise welfare levels, promote and develop potential and create career opportunities. The second approach is spatial development through access to funding community projects to develop careers and generate income in the community, promote community enterprises and community tourism connecting tourism approaches in each locality. The third approach is to reform the entire agricultural production structure while creating added value for products. Therefore, the opportunity to create jobs, create a career, generate income for the community according to the aforementioned guidelines. It is necessary to develop according to the community project for the community to have access to professional development, generate income for the community by creating a community enterprise and promote community tourism connecting tourism routes in the local community (The Government Gazette Regarding the Additional Budget Act of the Fiscal Year 2018: page 19).

The government has given importance to economic development at the foundation level of the country, especially in regards to building a career generate income for the people to enhance the well-being and quality of life of the people One of such measures or policies is to support and continue the One Tambon One Product project that has been operating since 2003 to the present, including the Community Product Plan, which is part of the provincial well-being strategy that focuses on so that people and families can be self-reliant and support activities according to community potential To be able to continue effectively, giving the community access to modern knowledge, funding sources, as well as developing more knowledge and competence in management, production and marketing. (Office of Small and Medium Enterprises Promotion, 2018).

The policy has set out to promote occupational OTOP products in order to stimulate the economy and people's needs which will make the economy in the community, village and must continue to preserve the wisdom of the local identity to advance widely. OTOP products must be receive knowledge development in the production process management, product development packaging, adding marketing channels and public relations to raise the level of product development to be of quality and standard able to compete in the market both inside and outside. the community, thereby enabling people at the foundation level to have more income including the increase in gross domestic product of the province. However, from research on problems of OTOP business that are classified by product group It was found that one of the factors affecting the operation of community

enterprises was the creation of community participation (Tanyamai Jearakul, 2014; Figure 1). National Statistical Office, 2016)

From the overall survey results OTOP of the Bureau of Local Wisdom and Community Enterprise Promotion (2019) found that the market value of OTOP products between 2003 and 2018 has continuously expanded by 11.90% per year, reflecting a good direction in the product market growth. OTOP of Thailand, but if looking deeper into a group of provinces or product type There are problems such as raw material problems, use of production factors, marketing and management by major problems affecting the strength and sustainability of groups and communities at the very foundational level are management issues most community product manufacturers still lack knowledge of systematic group management, production management and group management (Jukrkorn, N., 2002). The three problems are related to each other such as If a group of manufacturers can't sell products. The group will lack motivation to develop products including lack of motivation to develop the group's management system to be effective and efficient which is an important basis for the development of the group strong and able to be self-reliant in a sustainable way.

LITERATURE REVIEWS

Product Value

Product Value means the value that consumers receive if they purchase a product or use a service of that brand and the brand has a positive meaning in the eyes of the people or customers who are buyers (Bovee, et al., 1995). It may be a value that may not be directly tangible but consumers can feel about that brand, for example, trustworthiness. confident to use familiarity because it has been around for a long time or modern. Marketers must try to create as much value for the brand as possible. It has the effect of differentiating the brand and causing behavior towards that brand. Brand value occurs only when the consumer is familiar with the brand, has a good feeling about the brand, and recognize that brand with features that are not unique to other brands. Aaker (1996) classifies the values of a brand. towards consumers is divided into 3 important characteristics as follows:

- *Functional values* refer to the brand's value that is the most prominent and obvious and is the value of the brand which is caused by various features of the product. Functional value is therefore a direct link between the relationship between the product and the consumer. If a brand is able to occupy the essential utilitarian value of a particular product, then that brand will be the market leader. The limitation of utilitarian value is that there is a high likelihood of competitors copying and having the same product. Therefore, the only way to make a brand stand out from its competitors is to create a brand that has values other than competitors from having usable value alone. This may mean giving consumers emotional value and self-expression.

- Emotional values refer to the positive feelings of consumers when purchasing or using that brand. In order to discover the emotional value of the brand, research is needed to focus on how consumers feel when they buy and use them for the products of that brand. Emotional situation is more or less. It depends on the brand's ability to create an experience while the consumer owns and uses the product with good mood and feeling use. Emotional value also means that consumers feel modern, tasteful, classy and universal when using the products under the brand. It helps consumers to feel independent, lively and confident.

- Self-Expressive values means making brands and products reflect the identity of the consumer, both physically and mentally at the present and the identity that consumers want to be. Self-expression also means that consumers express their personality, tastes, social status and also reflect the identity that consumers desire or want to reveal clearly to society.

Concept and theory of participation

Erwin (1976) defined participation as a process for people to be involved in the implementation of development, sharing ideas, making decisions and solving problems on their own. Emphasize the active involvement of individuals in problem solving together with the use of appropriate technology and supporting and monitoring the performance of organizations and individuals involved.

Cohen and Uphoff's conceptual participation (1980) proposed forms of engagement which consist of four public involvement. The participation in decision-making is what to do and how to do it Including participation in the implementation of the project as a decision to provide resources to support the project and cooperation with specific organizations or groups involved in receiving benefits and take part in the evaluation of the project.

- *Participation in decision making*, the first is to define needs and prioritize. Then select the relevant policies and demographics. Participate in decision-making at the beginning, decision-making during the planning process, and decision-making during the planned implementation phase.

- *Participation in implementation*, as a component of project implementation, is based on the question of who can benefit the project and how, for example, resource support, management, coordination and asking for help, etc.

- *Participation in receiving benefits*, consideration must be given to the importance of quantitative and qualitative benefits, but also to the distribution of interests within the group. The benefits of this project including the positive benefits and negative consequences of the project, which will benefit and harm the individual in society.

- *Participation in the evaluation* is important to note that opinions, preferences and expectations can influence the behavior of individuals in the group.

Related Works

Related research was used to define the conceptual framework and research hypothesis. The study of Chan-Owat et al. (2014) suggested the participation in the process, starting from the process of thinking, co-working, evaluating, and share the benefits. This allows network partners to continually participate in activities based on the participation concept that those who participate in the activities will benefit both personally and socially as well as gaining self-worth, honor, trust and social power. The research of Phonlakhon (2014) about Attitude, Perceived Brand Equity, Reference Group, and Trust toward Brand Identity on Shopping Bags Affecting Customer's Buying Decision in Bangkok, it was found that factors affecting buying decision of customers in Bangkok was the attitude towards perceived brand values in terms of emotional values affecting buying decision of customers the most. While the perceived beneficial brand identity in terms of symbolic benefits, the attitude towards perceived brand values in terms of functional values, and the trust did not affect buying decision of customers in Bangkok. In addition, the research of Pungnirund (2020) about the community participation in OTOP Nawatwithi community tourism management, revealed that the level of community members' participation in OTOP innovative community tourism management overall was moderately average. In terms of participation in receiving benefits was the most average followed by participation in operations, participation in decision making, and participation in the evaluation, respectively, were at a moderate level in all aspects. Including individual factors of age, education level, and average monthly income differently affected the participation of community members in OTOP Nawatwithi community tourism management differently.

METHODS

The study was a quantitative research. The target population is the communities that produce OTOP products in the Bangkok metropolitan area. The sample was chosen using probability-based sampling with a multi-stage sampling method.

The tool used for data collection in this research covered the content of the study of community participation to increase community product value, was a closed-ended questionnaire and open-ended question consisted of 3 parts. Part one is personal data consisting of questions about gender, age, education level, occupation. and monthly income. Part two is the opinion on community participation to increase community product value. Part three is satisfaction of community for product value. The data collection used questionnaires that were tested for the validity and reliability of the questionnaires.

Statistics used in data analysis were descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation, and the inferential statistical analysis was used to test research hypotheses by using Pearson correlation coefficient analysis and Multiple regression analysis.

RESULTS

Descriptive results

The general information of the majority respondents was female, age between 31-40 years old, marital status, had the highest level of diploma education, had own business, and average monthly income are 15,001-30,000 baht, respectively.

The level of community participation to increase product value found that the overall community participation was moderate level. In terms of participation in operations was the most average followed by participation in operations, participation in decision making, participation in receiving benefits and participation in the evaluation, respectively, were at moderate level in all aspects.

The level of satisfaction with the value of OTOP products by community participation, the results showed that community members were most satisfied with the value of OTOP products in terms of emotional values, followed by functional values and self-expression values, respectively, overall are at the high level. The level of satisfaction with the value of OTOP products by community participation, the results showed that community members were most satisfied with the value of OTOP products in terms of emotional values, followed by functional values and self-expression values, respectively, overall are at the high level.

Hypothesis testing results

The results of the hypothesis testing for individual factors affecting community member participation in the creating OTOP product value was found that individual factors in education level (Sig.=0.005), occupation (Sig.=0.000), and average monthly income (Sig.=0.018) differently affected the participation of community members in creating OTOP product value differently, with statistically significant at the .05 level, which were consistent with the research hypothesis. Whereas, individual factors in gender (Sig.=0.451), age (Sig.=0.095), and marital status (Sig.=0.185) differently affect the participation of community members in creating OTOP product value not differently which was inconsistent with the research hypothesis.

The results of the hypothesis testing for community member participation affecting the satisfaction in OTOP product value, it was found that all factors of community member participation were able to predict the satisfaction in OTOP product value with a statistical significance at the value of $F=56.34$. All 4 variables could explain the variance of the community members' satisfaction in OTOP product value (R^2) at 62.14 percent. The effect of community member participation on satisfaction in OTOP product value can be concluded that community participation in the aspect of participation in decision making (t-Value=2.147, Sig. = 0.046*), participation in the operation implementation (t-Value = 2.814, Sig. = 0.000**), and participation in benefit (t-Value = 3.243, Sig. = 0.000**) had affected on satisfaction in OTOP product value which is consistent with the research hypothesis. While the factors in the aspect of participation in the evaluation did not affect the satisfaction in OTOP product value which is inconsistent with the research hypothesis. The predictors with the highest multiple regression coefficients were participation in benefit ($\beta=0.326$), followed by participation in implementation ($\beta=0.245$), and participation in decision making ($\beta=0.189$), respectively.

CONCLUSION AND FUTURE WORK

Conclusion and discussion

From the findings of the research results, the researcher brought important issues to discuss the results according to the following details.

From the results of the level of participation, it was found that level of community participation in creating OTOP product value of Dusit community in Bangkok, overall community participation was moderate level. In terms of participation in operations was the most average followed by participation in operations, participation in decision making, participation in receiving benefits and participation in the evaluation, respectively, were at moderate level in all aspects. The result was in the line with the research of Yabunna et al. (2017) conducted a research study on the participation of the people in the process of preparing the sub-district development plan for a period of 3 years (2014-2016) of the Ban Pong Subdistrict Municipality, Hang Dong District, Chiang Mai Province was found that participation in the assessment was moderate level. In addition, the participation of community members in OTOP Nawatwithi community tourism management was at a moderate level in term of planning and decision-making. This may be due to participation in the operation implementation is the implementation of projects and creates a sense of ownership of the activities and outcomes that appear in which the community plays a greater role in this process. Participation in other steps, especially participation in evaluation which is a joint analysis of the results of operations as well as looking for advantages and disadvantages to find solutions to continue working effectively. But most of the involvement at this stage will be owned by government officials and will assess how the budget allocated will be used. However, participation in this assessment demonstrates the influence of community thought on the success of participation and can be applied further.

The results of the hypothesis testing for individual factors affecting community member participation in the creating OTOP product value was found that individual factors in education level, occupation and average monthly income differently affected the participation of community members in creating OTOP product value differently, Whereas, individual factors in gender, age, and marital status differently affect the participation of community members in creating OTOP product value not differently. This consistent with the similar research of Saowaluckchinda (2012) conducted a research study on Community Participation in Tourism Management in the case study of Inburi District Singburi Province. It was found that the personal factors of age, education level and different occupations affect participation in tourism management differently. This may be due to differences in education level, occupation and average monthly income causing gaps to participate in the development of OTOP products. This requires knowledge and experience in production, design, marketing and management.

The results of the hypothesis testing for community participation affecting satisfaction in OTOP product value showed that community participation affecting satisfaction in OTOP product value can be concluded that community participation in the aspect of participation in benefit affecting satisfaction in OTOP product value the most, followed by participation in implementation and participation in decision making, respectively. This is in line with Cohen & Uphoff (1980), is defined as the utilization of planned engagement. The result is a quantitative and qualitative benefit that increases the level of self-reliance and socialization of the community, as well as the distribution of benefits in the development of stakeholders equally. quality participation, participants must have complete power and control to act in such a way that participant receives the benefit from participation. Beneficiaries are stakeholders and their benefits vary according to stakeholder status.

In the satisfaction of OTOP products in terms of functional values, it was found that OTOP products produced in the community under the OTOP brand are of reliable quality. It has a beautiful design that is eye-catching, beautiful, durable and can be used for a long time. Produced with exquisite craftsmanship and products are diverse. The satisfaction with the value of OTOP products in terms of emotional values found that OTOP products produced in the community have a unique identity that shows the use of raw materials within the community to produce products. It is a handcrafted work that is beautifully designed, functional and luxurious. In addition, the satisfaction with the value of OTOP products in terms of self-expression values found that OTOP products produced in the community indicate the identity of the community, represents Thai taste and show the uniqueness of Thai causing confidence to be popular with Thai products.

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