

# QUALITY DEVELOPMENT AND APPLICATION FOR PRODUCT STANDARD CERTIFICATE OF LOCAL FISHERY PRODUCTS

**Kuncharee Kakhai<sup>\*</sup>, Supattra Pranee<sup>\*\*</sup>, Poramet Saeng-on<sup>\*\*\*</sup>, Nathakorn Kumpetch<sup>\*\*\*\*</sup>**

*Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand*

*E-Mail: kuncharee.ka@ssru.ac.th<sup>\*</sup>, supatta.pr@ssru.ac.th<sup>\*\*</sup>, poramet.sa@ssru.ac.th<sup>\*\*\*</sup>,  
nathakorn.ku@ssru.ac.th<sup>\*\*\*\*</sup>*

## ABSTRACT

Abstract— Research on quality development and application for product standard certificate of local fishery products. The aim of this article is to study consumer behavior in purchasing products that have been certified by Ranong province's standards. The sample group is consumers who buy local fishery products in Ranong province, 400 people. Collect data by using a questionnaire. Analyze data using descriptive statistics. The results showed that most respondents were females with an average age of 21-30 years, single status, occupation as an employee of a private company, and an average monthly personal income of more than 25,000 baht. The media that makes know friends recommend the product. The person who influences the decision to buy a product is the consumer themselves. The sample decided to buy the product as a souvenir. The place to buy products is a store/souvenir shop. The product chosen for purchase is a food product category. The factor that chooses a product is the standard quality product—the standards related to products that make consumers decide to buy our food, drug administration, and halal. Most choose to buy only those that are certified to the standard.

Keywords— Quality / Standards / Local Fishing Products

## INTRODUCTION

Thailand's 20-year national strategy section 2.2 Competitiveness building and enhancing the agricultural sector's competitiveness. By leveraging academic knowledge in agriculture, technology, and innovation to increase the accuracy of product management and marketing systems to develop quality, standards, and safety production processes. Due to the importance of quality, every manufacturer of products must pay attention and consider quality in producing products or services to make the product look good (Bashir, K. M. I. et al., 2018). Therefore, the various stages of quality control are not limited to workplace processes but also product design. They are setting production standards for marketing and customer service (Conti, T., 1999). The problems encountered among farmers and smallholder farmers are lack of strength, lack of access to funds, and lack of knowledge in the development and development of production processes, packaging, and processing causes the product not to meet the standards consumers want.

From Ranong's province vision of "Asia's leading health tourism city" Ranong is a unique destination known to more than 90% of Thai tourists. As a result, souvenirs and processed seafood products are popular with tourists to take home for consumption or as valuable souvenirs for visitors. Consumer trends prioritize maintaining health. As a result, there is a growing demand for safe, quality, and organic agricultural products. Therefore, there is a need to develop the production process of fishery products and processed products to meet the standards. Processing to product standards due to this importance, the researcher is interested in studying the quality development and certification of local fishery products in Ranong province. To develop production processes with quality standards and safety standards, both domestic standards and ASEAN standards, to be accepted internationally in

order to increase the competitiveness of the agricultural and fishery sector of Ranong province. The research objectives are to study consumer behavior in buying products that have been certified by Ranong province to generate sustainable income for the community.

## METHOD

**Population and Sample:** The population includes consumers who purchase local fishery products. The sample group includes consumers who purchase local fishery products. Therefore, we determined the sample size, calculated from W.G. Cochran's unknown formula, with a belief level of 95% and an error of 5%. (Vanichbancha, K., 2006).

**Research Tools:** The tools used in this research are questionnaires in eight aspects: media that make known the product, which influences the decision to buy the product, the opportunity to decide to buy the product, the source of the product selection, the type of product to buy, the factors that select the product, the standards related to the product, and the selection of certified products. The instrument was tested with an alpha cronbach's value of 0.95, and reliability value of 0.86. Moreover, data analysis is frequency, percentage, and average.

## RESULTS

**Part 1** A general analysis of the respondents found that 400 respondents were primarily female (71.75%), average age 21-30 years (42.00%), single status (64.25%), private company employee occupation (39.75%), and average monthly personal income of more than 25,000 baht (25.00%).

**Part 2 Analysis of the behavior of buying local fishery products** found that the media that make the most people know about the product are friends (34.25%), the people who influence the decision to buy the product are the consumers themselves (46.50%), most of them can decide to buy the product as a souvenir (58.25%), the source of shopping for products is shops/souvenir shops (43.50%), most of the purchased products are food (86.00%), the product selection factor is the standard quality product (25.00%), the product-related standard is food and drug administration and halal (57.50%), and the consumer only buys certified products. (57.00%) as Table 1.

Table 1 Buying behavior of local fishery products

Buying behavior of local fishery products	Amount(N=400)	Percent (100.00)
<b>Product awareness media</b>		
Friend Recommendation	137	34.25
Brochure/Flyer	30	7.50
Signage	56	14.00
Accidentally passed by	107	26.75
Other	70	17.50
<b>Individuals who influence product purchase decisions</b>		
Friends/Colleagues	102	25.50
Family members	91	22.75
Relative	6	1.50
Oneself	186	46.50
Other	15	3.75

<b>Buying behavior of local fishery products</b>	<b>Amount(N=400)</b>	<b>Percent (100.00)</b>
<b>Opportunity to make a product purchase decision</b>		
As a souvenir	233	58.25
Self-eating	167	41.75
<b>Where to buy products</b>		
According to the OTOP exhibition	80	20.00
In Village Community /Community Enterprise / OTOP	45	11.25
Shops/Gift Shops	174	43.50
Mall	5	1.25
Order online, such as Facebook and Line	96	24.00
<b>Types of products to buy</b>		
Food Products	344	86.00
Seasoning Products	10	2.50
Products/Accessories/Decorations/Souvenirs	41	10.25
Other	5	1.25
<b>Product selection factors</b>		
Use local wisdom	56	14.00
Help support local people to have jobs	95	23.75
Use locally available resources/raw materials	67	16.75
The price is reasonable	82	20.50
Standard quality products	100	25.00
<b>Standards related to products</b>		
FDA and Halal Standards	230	57.50
GMP Standard	35	8.75
Community Product Standards	135	33.75
<b>Shop certified products</b>		
Shop only certified	228	57.00
Choose to buy without caring if it is certified or not	167	41.75
Other	5	1.25

## DISCUSSION

Inspection and certification that agricultural products are produced according to standards is a process that ensures consumers that agricultural products are of high quality and safe according to the standards. The results showed the person who influences the decision to buy the product is the consumer oneself, in line with the research of Kringern K., et al. (2018) study of research on factors affecting the purchase of community products by consumers. The results showed that consumer behavior was triggered after seeing the product offered for sale. Whether or not to buy a product depends on personal factors such as attitude, knowledge, understanding, and how consumers see what the product means or is essential to them. Social factors such as social influence consumers follow their peers in the group or express themselves just as group members do, and quality factors. The decision to buy the product is a souvenir. The source of shopping for products is a shop/souvenir shop located within Ranong province. Most consumers choose to buy food products in line with Nimnuan, C. (2020) study of research on conduct study on factors affecting OTOP product buying behavior case study: OTOP products, Ayutthaya province. The research showed that consumer behavior towards

buying OTOP products is mainly food type for themselves by shopping on weekends and buying as soon as they see the product. The factor that chooses a product is a standard quality product. Food and drug administration and Halal are the standards related to products that make consumers buy and choose to buy only those that are certified to the standard, in line with the research of Leeben, Y., et al. (2020) study on factors that affect the decision to participate in the community product standard of one district entrepreneur (OTOP) Krabi province. The research results were as follows factors influencing entrepreneurs' decision to participate in community product standards are that they can create a good image for the organization and increase product sales as the most critical factor in deciding to participate, followed by ensuring safety and credibility in product quality for customers and increasing the opportunity to participate in trade fairs organized by the government. Passing community product standards is a basic standard that builds consumer confidence in purchasing decisions. Moreover, the standard most consumers accept will benefit consumers who receive safe products and entrepreneurs with sustainable income due to repeated consumer purchases (Muneeza, A., & Mustapha, Z., 2021)

Consumers are a success or failure factor of a business that should be focused on and understand consumers' buying behavior to enable businesses to respond accurately to consumer needs and provide a framework for other marketing strategies. (Rungruangphon, W., 2009). Being inspected and certified that agricultural products are produced according to standards is a process that reassures consumers that agricultural products are of high quality and safe according to the standards. In the subsequent research, analyze the factors that affect the behavior of purchasing decisions by using advanced statistics to use such factors to adjust strategies to promote the quality development of processed products in local fisheries in Ranong province.

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