

GUIDELINES FOR THE DESIGN OF COMMUNITY PRODUCT DISTRIBUTION CENTERS BASED ON THE PHILOSOPHY SUFFICIENCY ECONOMY

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ABSTRACT

The research project on creatively designing a service center for selling local products based on the sufficiency economy philosophy uses both qualitative and quantitative study methods from field survey, participatory observation, in-depth interviews and questionnaires to be analyzed and applied as a designing guideline on both local product and center.

The population in this study were people from “Khiri Wong Kot 1” weaving group in Udon Thani Province to collect data with questionnaires and interviews. The statistics used on analyzing the data were percentage, mean, and standard deviation. The study found that; By the study of basic information and products made from “Kiri Wong Kot 1” weaving group, it was assessed from the availability of the area, products and personnel. The study was divided into 4 parts; 1)The unique products of the group are hand-woven fabrics, 2)There is still a lack of center for managing hand-woven fabrics in the areas, 3)There is no management in the form of a member group with shares and deposit goods for distribution and lack of online sales channels, 4) Most of the consumers are tourists who come to take the E-Tak car, riding through the stream. Most of them are one-time purchases, and there are no other sales channels.

To develop a service center for selling local products, the suitable models for designing the center are 1) Traditional styles applied from old work inspiration, 2)80 percent of wood and 20 percent of metal are used to designed the center, 3)Dark, medium and light brown in the 60, 25 and 10 percent respectively with 5 percent of green color were the center tone. In addition, the design has to focus on orderliness, cleanliness, modernity, and light.

The results of the satisfaction assessment towards the center found that the center is suitable for use as a model for selling products at the highest level. There are suitable components as follows; the center has cleanliness and a well layout decorated with modern beauty. The decoration material consists of 80 percent of wood, making the colors in the center natural promoting uniqueness and friendly vibe.

Keywords: Distribution Centers, Community Products, Sufficiency Economy

INTRODUCTION

The government policy in generating income and enhancing competitiveness to expand business marketing channels in both industrial sectors, services and community enterprise

businesses to build up a career and qualitative work is the process enhancing people income thoroughly corresponds to the philosophy of sufficiency economy and sustainable development in which people centered and adhering to economic growth principles that reduce inequality and drive economic productivity based on applying wisdom and innovation.[1]

Together with the vision for the progression of Udon Thani province that is determined as a livable city and Mekong sub-region investment hub, the development focuses on fundamentals standards in facilities and transportation, and on upgrading the establishment and labor standards to increase competitiveness in trade, major agricultural products development and to raise the standards of organic farming that leads to life quality both in physically and mentally, and enhances human capacity which is reducing inequality through the sufficiency economy philosophy.[2]

As the survey of the Community Development Department in accord with the economic promotion strategy and development of the potential of the community and selected target areas, the criteria and conditions for consideration by Ban Khiri Wongkot, Na Yung District has passed the survey and has been selected as a target area. There are unique travel activities and an interesting community way of life. Baan Khiri Wongkot is an eco-tourism village surrounded by green mountains of Nam Som Na Yung National Park. It also has an important natural attraction, namely Huai Chang Phlai Waterfall. It is beautiful and has travel activities close to nature, such as taking a tractor ride through nature through streams, rice fields and forests, as well as having a unique way of life that follows the traditional local culture. The main occupation is agriculture according to the sufficiency economy concept. In addition, a community learning center for integrated agriculture was established within the community. There also have various occupational groups such as basketry groups, weaving groups, broom groups, banana processing groups and stone crab farming groups.[3]

With its uniqueness and the ways of these communities, it can lead to further public relations linking with tourist attractions in main cities and secondary cities, including connecting community products with online travel marketing and provincial business sector up to the national level that will bring in income and well-being and be more sustainable.

Therefore, the introduction of various identities to be analyzed to find identity can be used as guidelines for establishing service centers and distributing creative community products that will help promote products and community products. This also supports professional groups to create opportunities and increase distribution channels for community products which enhances local communities to develop self-reliance based on the philosophy of sufficiency economy to sustainable income generation.

OBJECTIVES

1. To study patterns, contexts and identities of Khiri Wongkot village in Udon Thani Province
2. To create guidelines for designing community products distribution centers

RESEARCH SCOPES

A. Content Scope

1. Study information on the organization of community products distribution centers from research documents.
2. Visit the area using in-depth interviews and observations to obtain information on patterns, contexts and identities of Khiri Wongkot village in Udon Thani Province
3. Find guidelines for designing community products distribution centers based on the philosophy of sufficiency economy

B. Area Scope

Khiri Wongkot village in Udon Thani Province

METHODOLOGY

According to field surveys, community participatory observation, in-depth interviews and quantitative questionnaires, which is a survey of satisfaction with the format to be analyzed for application as a guideline for designing community products distribution centers based on the sufficiency economy philosophy, the research has process as following:

Step 1: A survey to collect data with photos and interviews.

Step 2: Creating a design and development guidelines

Step 3: Summarization

Tools for collecting information

Questionnaire to assess satisfaction which has a 5-level estimation scales;

5 means the most appropriate

4 means very appropriate

3 means moderately appropriate

2 means less appropriate

1 means the least appropriate

Data Analysis

The satisfaction questionnaire used the mean and the standard deviation of the satisfaction level that can be divided as follows;

4.50-5.00 means most appropriate

3.50-4.49 means very appropriate

2.50-3.49 means moderately appropriate

1.50-2.49 means less appropriate

1.00-1.49 means least appropriate

Statistics used for data analysis

The data were analyzed by the researcher using a software package to analyze statistical data and present the analysis results as follows;

1. Percentage

2. Mean

RESULTS

Part 1 Data Collection and analysis

1. From field survey to explore spatial features and community products of Khiri Wongkot weaving group 1, Khiri Wongkot Village has characteristics as follows;

1.1 Spatial characteristics and environment are plateauing in the southeast. There are mountains and forests running along the boundary to the south. There are agricultural crops and natural attractions as well as famous temples such as Wat Pa Phu Kon, Wat Pa Na Kham Noi, etc. It is also a route that connects tourist attractions in Pak Chom District, Loei Province, and tourist attractions in Sangkhom, Si Chiang Mai and Tha Bo District in Nong Khai Province.

1.2 Most of the building interior of Khiri Wongkot weaving group 1 are slopes surrounded by residential houses adjacent to the community. Wood is used to construct house walls, and floors are cement, roofing with galvanized sheets.

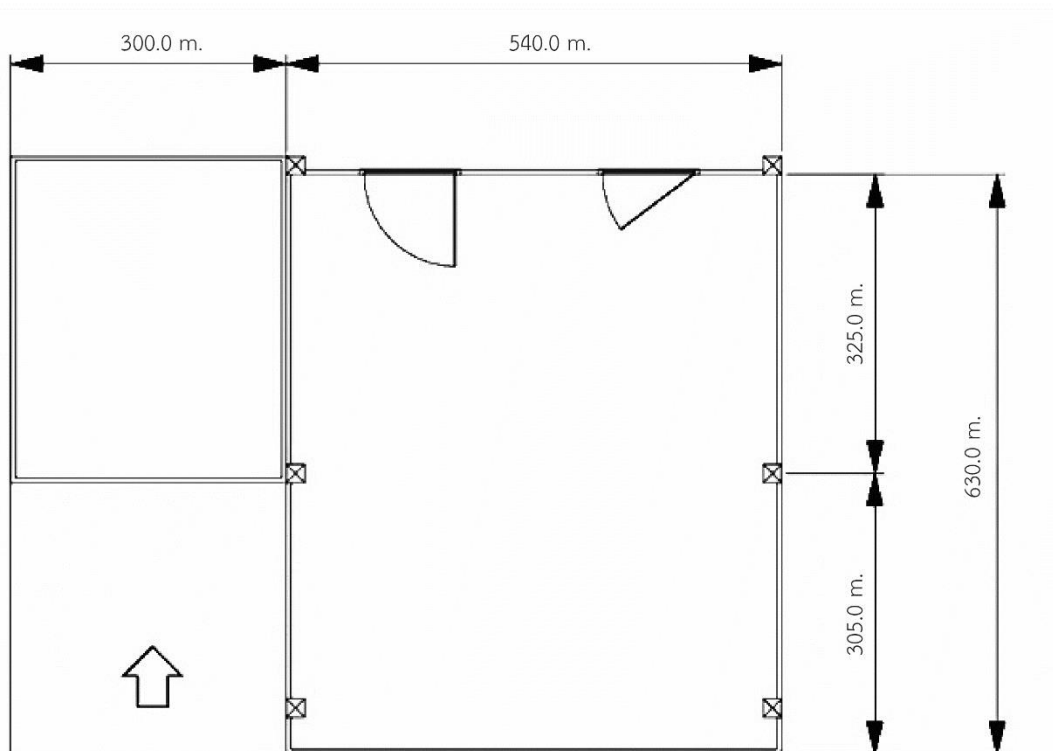


Figure1. shows the size of Khiri Wongkot weaving group 1 area.

1.3 The community products types consist of wisdom such as hand-woven fabrics, coffee beans, processed bananas, and grass brooms.

1.4 The community identity is natural tourism, stone crab farming and wisdom in weaving Mee Khit. According to the slogan of Udon Thani province, Krom Luang Prachak builds the city, source of Dharma, Five thousand-year civilization, Thani Mee Kit, A red lotus sea, Srisuttho's Faith, Pathumma Kham Chanod.

Part2 Establishing guidelines for designing community products distribution centers based on the philosophy of sufficiency economy

From the survey and data analysis, guidelines for the design are as follows;

1. Contexts and identities of Khiri Wongkot village

1.1 The area is sloped at the surrounding and located high up from the road. There is a road cutting through the front of the center.

1.2 At the front of the service center adjacent to the road. It is generally wooden and opened so that it can be seen throughout the area

1.3 The inner area is a roof with unequal heights. Poles are both wooden and cement. The corridor is a smooth cement floor.



Figure 2. shows Khiri Wongkot weaving group 1 surrounding area.

2. Modeling a distribution center of creative community products by using three-dimensional programs

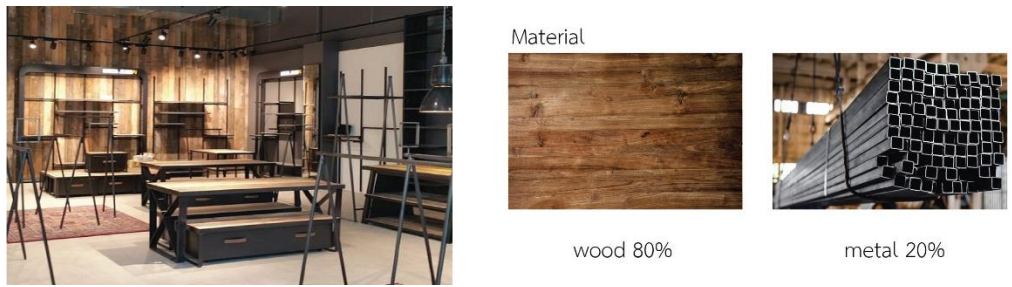


Figure 3. shows material characteristics used in the design of a distribution center of creative community products.



Figure 4. shows the proportion of colors used in the design of a distribution center of creative community products.



Figure 5. shows the layout within the center.



Figure 6. shows the 3D drawings of a distribution center of creative community products.

Table 1 Satisfaction towards the model of the community products distribution center

Assesment Lists	Mean	Standard Deviation (S.D.)	Satisfaction Level
Displaying the Center Prototype	4.80	0.422	The most
Cleanliness	4.90	0.316	The most
Well Orderliness in Product Placement	4.60	0.516	The most
Decoration and Modernity	4.90	0.316	The most

Assesment Lists	Mean	Standard Deviation (S.D.)	Satisfaction Level
Colors and Tones in the Center	4.70	0.483	The most
Brightness in the Center	4.70	0.483	The most
Materials Used in the Center	4.80	0.422	The most
Displaying the Community Uniqueness	4.80	0.422	The most
Suitability for Service	5.00	0.000	The most

From the table 1, it was found that the center prototype satisfaction level is at the highest level with an average of 4.80 (SD. 0.422). The satisfaction in the following: Cleanliness 4.90 (SD. 0.316), Product placement 4.60 (SD. 0.516), Decoration and Modernity 4.90 (SD. 0.316), Colors and tones 4.70 (SD. 0.483), Brightness 4.70 (SD. 0.483), Materials 4.80 (SD. 0.422), Community uniqueness 4.80 (SD. 0.422), and Suitability for service 5.00 (SD. 0.000) reached at the highest level.

CONCLUSIONS AND DISCUSSIONS

1. From the study of Khiri Wongkot weaving group 1 basic information and products which are evaluated from the availability of areas, products and personnel, it can be divided into 4 parts as follows;

1.1 The unique products of the group are hand-woven fabrics.

1.2 There was still a lack of a center to manage hand-woven fabrics.

1.3 There is no management in the form of a member group for stock and storage goods for sale, and also lacking online sales channels.

1.4 Most of the consumers are tourists who come to do activities such as riding on E-Tak cars through the stream. Most of which is a one-time purchase only because there are no other sales channels.

2. To develop a distribution center of creative community products of the Khiri Wongkot weaving group 1 which was evaluated, it was found that the model was appropriate for the design. There are components as follows;

2.1 Styles are newly inspired or guidelines from old works

2.2 Materials used consist of 80% wood and 20% metal.

2.3 Colors and tones consist of 60%, 25% and 10% dark brown, medium light, and 5% green, as shown in the figure. It should consider orderliness, cleanliness, modernity and should have sufficient brightness.

3. The results of satisfaction assessment towards the center can be summarized as follows: The center's layout is suitable for use as a model for selling products at the highest level because it has components that are suitable as follows: cleanliness, placement to ease of use. The decoration is beautiful and modern consisting of 80 percent wood, making the colors inside the center natural. It helps to promote a unique and user-friendly vibe. In this regard, the center's guidelines can be considered as a creative work derived from community participation.

Resulting in the development of the area by using cultural resources that are consistent with the community's way of life. This is in line with Kanin Priwanrat, who has suggested that community development towards a creative city should be a collaboration between communities, localities, and the government sector in creating a city through environmental development, social structure, economic systems and cultural assets as well as history, customs, and local traditions combined with modern technology to lead a city building business or the creative industries.[4]

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