

**OTOP Product Champion Marketing Strategy Model Which are Selected the Best OPC 5-star Product Approach of Chiang Mai Province: The Fabric and Apparel Community, THAILAND**

Supathanish Termsnguanwong  
Payap University, Thailand

— *Review of* —  
**Integrative  
Business &  
Economics**  
— *Research* —

**ABSTRACT**

The Research “OTOP Product Champion Marketing Strategy Model Which are Selected the Best OPC 5-star Product Approach of ChiangMai : The Fabric and Apparel Community Entrepreneurs” was conducted 1) To study marketing strategies OPC products of Chiang Mai : The Fabric and Apparel Community Entrepreneurs through the selection of the top OPC 5-star product during of 2012. 2) To study the Marketing mix factors that influence the purchasing behavior of OTOp: fabric and apparel within Chiang Mai. The sample in this study were a group of 5-star OTOp products community fabric and apparel products through selected 7 ultimate OPC product Chiang Mai, 2012 and respondent who are consumed OTOp product type fabric and apparel within Muang Chiangmai Province. The data were collected and analyzed quantitative and qualitative methods, and reports its findings in the descriptive form. The results showed that the marketing strategy begins by defining the concept of product design with a unique identity by creating a compelling story, featured products, focusing on products that create beautiful patterns unique. Quality control at all stages, the market segmentation based on geographic, demographic, behavioral and psychology harmonized integration, target segment are defined primary goals and secondary goals in a concrete, product positioning were based on high-quality ,many utilities, local knowledge transfer, Product strategy was focused on the needs of diverse target groups and building their brand, Pricing strategy was focused on defining higher-priced market to create a good image, The distribution strategy was focused on offering their own shops and mediator potential, And the promotion strategy was focused on viral communication, sales and online media formats to create a comprehensive targeted , The products problem was lack of skilled workers and Imitations from abroad, The price problem could not control the cost of raw material and the price wars of the competition, the problems of distribution channels could not get the assistance and cooperation of all authorities parties, the promotion problem was lack of funding and knowledge about marketing promotion in varieties style. The questionnaire were collected from the target and concluded that the majority of respondents were female, ages between of 20 - 30 years as a private company employees, average monthly income between 10,000 - 15,000 Baht, families are currently living in 2-3 people ,have an image of a single family with the bachelor degree education level. Most people buy on average 1-2 times per year, the average cost of around 1,001 - 1,500 Baht, the most important reason to buy was focused on quality products from well-established factor, most people would choose from stores at a tour destination, in the family unit is to influence the selection of products respectively. The most important factor in a product that the product was safe to use natural materials to

produce at the highest level. The price factor was the price tag clearly a high level. The distribution channel factor was the check point at the transport provider a high level. And the promotion factors was a sales staff to serve customers on a high level respectively. Overall, the respondents were focused on the promotion factors which were boosting the market to influence purchasing decisions OTOP fabric and apparel at the highest level

Key Word: Marketing strategies, the 5-star OPC, One Tambon one product

## 1. SIGNIFICANCE OF THE STUDY

The development of the national economy requires that the underlying economic stability and sustainable public sector, it has set a strategic framework for economic development Thailand. By looking at the overall system. And aims to maintain the growth of Thailand's economy, quality and stability. Focus on the balance between economic development in the village, which is the foundation that relies on the development of primary (Unit of Development) as well as the network under the district. To create a link to the domestic economy with the global economy under the liberal economic system. It has provided the "One Tambon One Product" since 2001, led by each local community used to develop a product. The idea is to let each village has a product (major) one type of product ingredients and available resources local quality products into a feature point of sale in accordance with the local culture. The OTOP products does not refer to the product alone. It includes the conservation of natural resources and the environment local treatment tourism, culture and the local elite. The knowledge exchange, In order to become a quality product feature their own unique ([www.thaitambon.com](http://www.thaitambon.com).(2007), the government is ready to come to the aid of modern knowledge management of the community to link the product to the market with a store network and the internet. Encourage and support local development processes to build a strong, self-reliant communities. The people involved in bringing resources and local knowledge to develop more modern innovations into products and quality service are standard features that are unique and can add value to meet the needs of both domestic and foreign. "One Tambon One Product" policy of the government is looking to promote and support the local developer community to build a strong, self-reliant. Monetization of local knowledge to develop value-added products to meet the needs of the market. The Board of Directors of the National One Tambon One Product (CHE the Sub-through.) was responsible for the product category under the "One Tambon One Product" can be divided into six groups. ([www.thaitambon.com](http://www.thaitambon.com).(2007).

1. Food means agricultural products and processed foods, which has received FDA and packaging to distribution base. Agricultural products such as vegetables, edible agricultural products as raw materials, primary processing such as rice, meat, fresh fish, and fresh food cooked ready.
2. Drink referring to products such as alcoholic beverages and fermented liquor and distilled spirits or alcoholic beverages are included. Beverage product categories and

types of juice, coffee makers, such as dissolved water, juice, and herbal tea powder, ginger powder, Chinese quince.

3. Costume fabric means woven and knitted fabrics from natural fibers or synthetic fibers. Body Jewelry clothing products from all types of materials.

4. Used / Decoration refer to products that are used in the home or decorate attractions. Utensil or furniture as well as artifacts that reflect the lifestyle of local and regional culture is divided into seven categories: wood, metal, basketry, artificial flowers, ceramic / pottery, textiles and more.

5. Art / Craft souvenir stands artifacts that reflect the lifestyle, local knowledge and local culture

6. Food and Beverages mean herbal products or herbs such as herbal medicine, herbal cosmetics, detergents, herbal repellents or insecticide used in agriculture as well as herbs.

The selection of OTOP products will be selected at the national level only. There are criteria in three areas: products and the strength of the community guidelines, guidelines possibilities in the market and guidelines of standard products are also a selection of the best OTOP products or OTOP Product Champion (OPC) with the aim to provide opportunities for local products at the root level have the opportunity to develop quality standards for export are the best products of the province and the country as well as the associated standards. From regional to international (Local Link Global Reach) product has a level 1 2 3 4 5 star by five stars are the highest. A good quality product beautiful patterns and the needs of the market, 4-star and 3-star level, the lower the level 2 and 1 star is still developing. The government's focus on developing standards by pushing OTOP products must be developed and community standard before entering into the selection of the top OTOP products as well as training entrepreneurs across the country under the "Smart OTOP" The concept is to create a model for community development. And contributes to the development of the power of the community to contemplate, to share responsibility for development. Lifestyle issues can be intentionally altered. There are guidelines for implementation Based on the concept of sufficiency economy to develop their own Most rely on the community to provide the community with the development of the core [www.thaitambon.com](http://www.thaitambon.com).(2007).

Performance One Tambon One Product of the province over the past year since 2011-2013 OTOP products that have been the focus of many people. Observed from sales of OTOP products higher up the order shown in Table 1.

Table 1 shows the community and local products (OTOP) in Chiang Mai for the past 3 years.

Year	Revenue (Baht)
2010	4,282,815,406
2011	4,877,112,422
2012	5,432,857,881
Sum	14,592,785,709
3-year average	4,864,261,903

(Source: Department of Community Development.(2013))

ChiangMai community is registered manufacturers and operators of OTOP products, a total of 1,181 individual product 3324 product selection of the top leaders of One Tambon One Product 2013 of which 525 cases were selected. The product has a one-star, 14, who has a 2-star 127 which has a 3-star 181 to 4 168, and the product has a 5-star, 35, and OTOP products mainly. Has the highest sales of the province in years past include products, clothing and apparel. It is a unique product cultural traditions have been accumulated wisdom the proportion of sales accounted for about 60% of total sales in all product categories. Divided by sales from producers and producer groups a community of about 57% to about 43% more, respectively, which resulted in the selection of the top of fabric and apparel products. Entrepreneurs have been selected 12 cases were divided into two groups as Manufacturer of 7 patients and the producers own only 5 cases the researcher attention manufacturer income. To the business, more than half of total sales OTOP products of all types including: 1) sewing Thailand Bansanmanow 2) Economics Group's sankrangpra 3) Leather Bansanklang. 4) Cotton products. 5) Community group perngjai 6) Supin cotton and 7) Nopparat textiles respectively. (Department of Community Development.(2012).

Thus, interested to learn about the marketing strategies of OTOP products through the selection of the top OPC 5-star fabric and apparel including the factors that influence consumers to buy products OTOP fabric costume of ChiangMai. To understand the marketing strategy of each operator including the factors that influence consumer behavior and purchasing processes in purchasing decisions of consumers. In order to put the results from this study as a guide in planning marketing strategies OTOP products of fabric and apparel in the 1-4 star of ChiangMai province including the way in product development. Grooming of operators to enter the selection of the top products of the province in the next OPC.

## 2. RESEARCH OBJECTIVES

- 1) To study marketing strategies OPC products of ChiangMai: The Fabric and Apparel Community Entrepreneurs through the selection of the top OPC 5-star product during year 2012. .
- 2) To study the Marketing mix factors that influence the purchasing behavior of OTOP: fabric and apparel within ChiangMai.

## 3. THEORIES AND LITERATURE REVIEWS

### THEORIES

1. The basic principles and concepts of the One Tambon One product One Tambon

One Product (OTOP) is one of the policy priorities of the government. The goal is to focus on each local community has led to the development of products by the government is ready to help with the modern knowledge. And management to link from the community the market both at home and abroad (OTOP 5 STAR.(2007). The concept is focused on the process of product revenue in local communities to support and encourage product innovation. The activity of innovation and product development, marketing, production management and the application of technology to produce quality

products. Be accepted the local authorities need to be self-reliant. (Self-reliance) is primarily involved in this movement devoted to physical forces (Energy), creativity (Creativity) and wishes (Desire) to find local resources primarily to the creation of revenue into the community. In addition to cultural heritage the best of local traditions to live on laid the cornerstone of the country and Thailand. The concept of such a concept requires that each village has one main product types which the products are used as raw materials local resources reduce migration to large cities. The economy that creates communities to happen. This concept is consistent with the economic development just as the royal majesty of the One Tambon One Product. The guidelines for the promotion and creation of products available in the community. The guidelines for the production, marketing, management, technology manufacturing and managing local resources into quality products are sold in accordance with the culture. Each district known throughout the world.

One Tambon One product and one approach is to create prosperity for the community and as a tool to stimulate the learning process. The action continued economic development and to raise the standard of living of people in the community for the better. It is a strategy that relies on the development of the village as a unit (Unit of Development). Basic and includes a network under the district. Have their own unique features that are consistent with the local culture. They can be distributed both inside the country and outside the country. So, the basic principles are as follows:

- 1) Local knowledge International (Local to Global) manufactured to quality standards. The continued development consistent with the culture and has featured only. The market acceptance Domestic and global markets
- 2) Self-reliance and creativity (Self-Reliance-Creativity) have raised the idea of innovation and product development in order to get the best possible. With regard to revive the local culture. A unique and appropriate to meet the unique village. Or district is generally accepted.
- 3) The human resources (Human Resource Development), creating individuals with a broad knowledge can achieve in society. A marketing plan focus on the production and management with regard to mainstream consumers.

## 2. Marketing mix

Marketing mix refers to a group of marketing companies to determine the purpose of the target market (Wanida Permsiri. (2005,p.12). The marketing mix is divided into 4P's (products prices places and promotions) as follows:

2.1 Product means the first variant is a combination of goods and services that the company selected to match the requirements of target markets are the main characteristics which are detailed below.

- 1) A variety of products (product variety).
- 2) The quality of the product (quality).
- 3) Format and design (design).
- 4) For the look or appearance of products (features).
- 5) The brand name of the product (brand name).
- 6) Packaging the packaging of products (packaging).
- 7) Product size (sizes).

- 8) Of products (services).
- 9) Warranty (warranties).
- 10) The product returns (returns).

2.2 Price mean the value of money is required for the exchange of products and services. The details are as follows:

- 1) The price or prices specified in the list (list price).
- 2) A discount price (discounts).
- 3) The price of the permits (allowances).
- 4) For a period of payment (payment period).
- 5) Conditional loans (credit terms).

2.3 Distribution refers to the event by distributing its products through intermediaries or agents are shipped to various locations to meet the needs of customers, which are detailed below.

- 1) Channels
- 2) Coverage
- 3) The use of the channel
- 4) Location
- 5) Inventories
- 6) Transportation
- 7) Logistics

2.4 Promotion means activity data communications market, so that customers recognize and buy its products. The details are as follows:

- 1) Sales promotion
- 2) Advertising
- 3) Personal selling or Sales force
- 4) Public relations
- 5) Direct marketing which includes a promotional mailing and promotional telephone and Internet.

### 3. Marketing Strategy

The marketing strategy is based on the type of business as well. For business that sells products in general. The marketing strategy will cover four key areas, known as the 4P's, which are detailed below.

#### 3.1) Product strategy

Product strategy define and develop ideas about the benefits and value that operators need to offer tangible prospects to come out in the form of goods or services.

- Product mix (to offer any product to the target audience).
- Different qualities (to make a satisfactory product to the audience).
- Trademarks and Brands (makes the audience remember and appreciate how the product is presented).



### 3.2) Pricing strategy

Pricing strategies meant to define ways and means to set prices. The objective is to keep the business competitive in the market effectively and gain as needed. There are three main strategies in pricing approaches, for examples, 1) Above the market pricing, 2) Meet the market pricing and 3) Below the market pricing.

### 3.3) Distribution channels strategies

Distribution channel strategies represents a different mechanism that involves making the product flow from suppliers to consumers to use or consumption through various intermediaries to manage sales channels is running smoothly and quickly. Product and spread evenly, extensive coverage, meet the needs of consumers. The choice of distribution channels can consider three important ways.

### 3.4) Promotional Strategy

Promotional strategy is to assign the design guidelines and how to integrate marketing communications activity in the form of Advertising, Sales promotion, Public relations, Personal selling and Direct marketing. The event at the counter as well as arranging or attending exhibitions or fairs. As well as other activities that fall under the concept of a desirable image of the company to communicate directly to the target clearly. The budget is limited to maximum efficiency.

## 4. Consumer Behavior

Consumer behavior refers to the act of any person who deals directly with supply.

The acquisition and use of products and services, including the decision-making process which already exists and which are set to take part in such actions. The consumer market is the study of shoppers, marketers must consider the decision to buy the place.

So the question is asking for consumers to make the marketers know and to identify good marketing strategy to effectively model the 7 O's model to study the market, any new understanding and consumer behavior based on a model called the 7 O's Model, The questions and answers are shown in Table 2.

Table 2 shows the model questions and answers 7 O's.

Question	Answer
1. Who is the target market?	1. Target Group (Occupants).
2. (What does the consumer buy?	2. What customers buy (Objects).
3. Why the customer buys the product?	3. Purpose of purchase (Objectives).
4. Who participates in the buying?	4. Those involved with the decision to buy (Organization).
5. How does the consumers buy?	5. Buying Decision Process (Operations).
6. When does the consumer buy?	6. Opportunity to purchase (Occasions).
7. Where does the consumer buy?	7. malls (Outlets).

(Source : Srisupang Sahachaiseri.(2005) p.148-152)

#### 4. LITERATURE REVIEW

Lamyong Santawee (2007) conducted a study on the integration of marketing promotions for OTOP products to Thailand in the Asia-Pacific economies. Objective to study 1) Integrated Marketing format for One Tambon One Product within Thailand 2) An exporter's characteristics of OTOP Thailand products and other countries that produce goods to sell 3) Comparison OTOP Thailand various aspects during the operation, distribution format and countries that export manufacturer with an integration of marketing promotions. Using questionnaires, representing manufacturers of 6 results revealed that: 1) the sample is opine that direct marketing is the most powerful 2) Silk product of Thailand are integrated promotion and marketing more than other types 3) Entrepreneurs whom operated under 2 years are integrating marketing promotions over the others period of operation 4) Sample with a pattern of distribution by established exporter's integrated promotion rather than the form of other distributors and 5) Exports of OTOP products from Thailand to Australia have the integration of marketing rather than other countries.

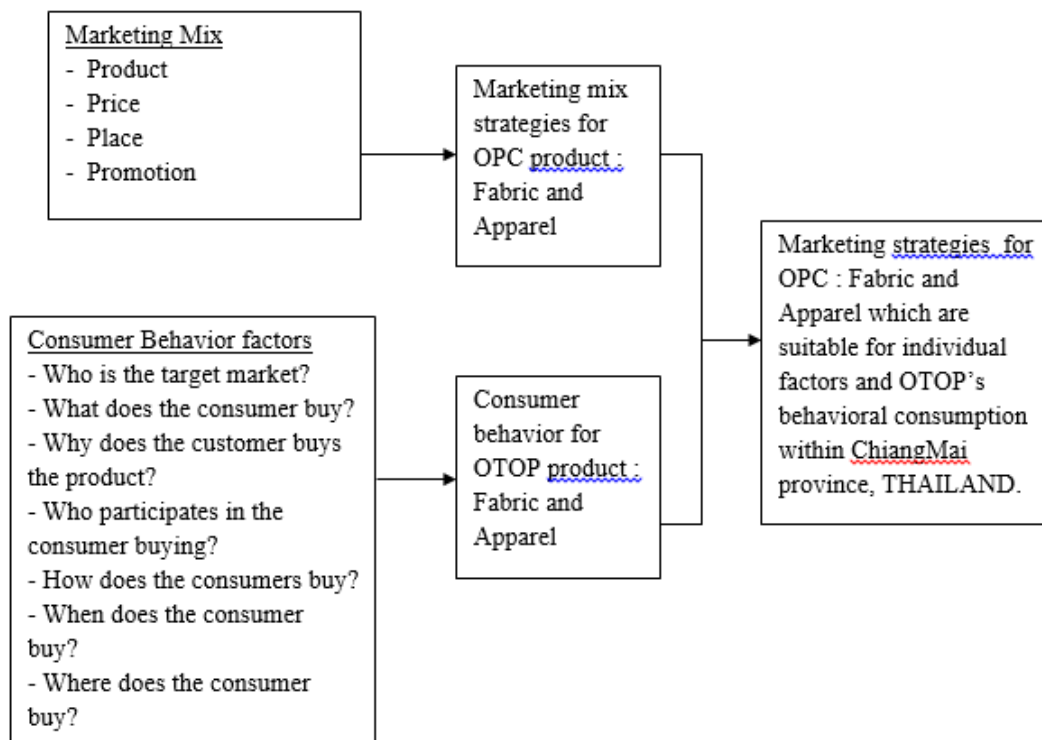
Supus Chaicharn (2007) studied 1) The public's opinion on OTOP products in ChiangRai involving the marketing mix factors which are consisting of product factors, price factors, place factors and promotion factors. 2) To study ways of developing the business of the public opinion, OTOP products within ChiangRai. The marketing mix found that overall of the respondents have been featured in the marketing mix is moderate and the highest is place factors, promotion factors, product factors and price factors respectively. Product factors, the respondents have considered the importance of buying products OTOP in ChiangRai is moderate and the highest average is the standard of product quality, subordinate, the product have to many forms to choose, the attractiveness packaging and high quality respectively. Price factors, the respondents have considered the importance of buying products OTOP in ChiangRai are moderate and the highest average is the prices list have to reasonable for the quality. Place factors, the highest average is the shops have to close up with the tourist attractions. Promotion factors, the highest average is to display in the exhibition on the occasion of the annual event or festival of the province. In summary, a review of literature above to synthesize different variables used in this study is the marketing mix: 1) product factors to take into account the unique product design, difficult to counterfeit, high quality ingredients with the highest standards, the renowned brand products, 2) price factors to take into account the cost of production and the reasonable selling price 3) place factors to take into account its location, easy access and easy shopping, and 4) promotion factors to take into account the use of various marketing tools to promote the purchase of more products.

Consumer behavior factors are consist of : 1) Who is your target customer will account privacy 2) What products regardless of the category and type of products available to third) products, where it is considered the place of purchase. 4) purchase when you take into account the duration of the purchase, 5) Why should you buy products to take into account the purpose and reason to buy the product 6), who influence the purchase will take into account the influence of selection. Purchase and 7), however, would buy the



product regardless of the method or model to buy and pay for the purchase. When applied to synthetic variants in order to answer the purpose of research, it can be shown that the research framework.

## 5. THE RESEARCH CONCEPTUAL FRAMEWORK



## 6. THE RESEARCH METHODOLOGY

This research is a survey research and in-depth interviews , the researchers studied the marketing strategy and the marketing mix factors that affect consumer behavior OTOP fabric and apparel community within ChiangMai Province. The population were include of 1) sewing Thailand Bansanmanow 2) Economics Group's sankrangpra 3) Leather Bansanklang. 4) cotton products. 5) Community group perngjai 6) Supin cotton and 7) Nopparat textiles respectively. The data processing and data analysis were obtained from the forum group to perform content analysis and information from the questionnaires were analyzed using descriptive analysis using applied statistical analysis of quantitative data were frequency, percentage, the average and standard deviation were presented in tabular form. The analysis assumes using statistical t-test to compare the differences between the two groups of samples are independent, f-test and statistical analysis, ANOVA (One Way ANOVA) and found that the difference was statistically significant to the test in pairs by Scheffe respectively.

## 7. RESULTS

The majority of respondents were female 213 person (53.2%), age between 20 -30 years 149 person (37.3%), private company employees 160 person (40.0%), the average income per month between 10, 000 - 15, 000 THB 125 person (31.3%), a family living in the present 2-3 people 156 person (39.0%) with single statuses 245 (61.2%), education level Bachelor degree 250 people (62.5%) respectively.

Buying Behavior of OTOP fabric and apparel of respondents, most respondents purchase average 1-2 times per year (34.5%) they choose to buy ready-made textile products 149 (37.3%), cost an average of about 1,001 per 1,500 THB 206 (51.4%), the most important reason to buy quality products from well-established factor 135 (33.9%), most will choose to buy products from stores selling point tour of 272 people (23.2%), the person in the family unit is to influence the selection of products 147 (36.8%), respectively.

Marketing factors which are important in the purchase decision of OTOP fabric and apparel as follow, 1) Product factors, most respondents important factors influencing the decision to purchase products OTOP fabric and apparel at the highest level including the product is safe natural materials used in manufacturing level are the details of the product ( $\bar{X}$  = 4.58), identify the benefits Lahore, use and storage ( $\bar{X}$  = 4.24), quality factor is widely accepted ( $\bar{X}$  = 4.19), the standardized by government agencies such as the FDA give them a number of stars ( $\bar{X}$  = 4.18), the multi-format on demand ( $\bar{X}$  = 4.11), the famous products ( $\bar{X}$  = 4.08), delicately beautiful ivory factor of the product and packaging ( $\bar{X}$  = 4.07) for the convenience factor, rotate the use and storage ( $\bar{X}$  = 4.07) and the durability factor for a long time ( $\bar{X}$  = 3.95), respectively.

2) Price factors, most respondents important price factor influencing purchase decisions of OTOP fabric and apparel on many levels, including the check the price tag clearly ( $\bar{X}$  = 4.40), the price factor appropriate to the image of the product ( $\bar{X}$  = 4.16), shops with quality of service ( $\bar{X}$  = 4.15), cheaper than other products ( $\bar{X}$  = 4.05) and the service is good ( $\bar{X}$  = 3.91) respectively.

3) Place factors, most respondents important distribution channel factors that influence the decision to buy OTOP fabric and apparel on many levels, including delivery transport services to the home ( $\bar{X}$  = 4.27), sale through the merchant's yard, making it easy to find for the purchase ( $\bar{X}$  = 4.18), the simple, general merchandise stores for each product subject to a number of factors ( $\bar{X}$  = 4.16), familiarity there is enough demand ( $\bar{X}$  = 4.11) and the sale of goods via the Internet ( $\bar{X}$  = 3.98), respectively.

4) Promotion factors, most respondents important factor boosting the market to influence purchasing decisions OTOP fabric and apparel on many levels, products are available to customers ( $\bar{X}$  = 4.38), volume discounts / cash when customers purchase large quantities ( $\bar{X}$  = 4.26), having a product trial ( $\bar{X}$  = 4.25), product release continues make a known ( $\bar{X}$  = 4.24), bargains easy ( $\bar{X}$  = 4.22), create a good rapport with customers such as greeting cards, promotional gifts, MD remove debris with customers and so on. ( $\bar{X}$  = 4.20) and having cumulative coupon stamps for customers ( $\bar{X}$  = 4.18) respectively.

Overall, respondents found that the most important factor boosting the market to influence purchasing decisions OTOP fabric and apparel at the highest level ( $\bar{X}$  = 4.49), paid attention to the price factor ( $\bar{X}$  = 4.40) distribution channel factor ( $\bar{X}$  = 4.39) and the product ( $\bar{X}$  = 4.38) respectively.

### Testing hypotheses / research questions

To compare the difference between the marketing mix factors that influence the decision to buy OTOP fabric and apparel with gender when tested with the t-test showed that the product price and place factor were statistically difference significant at the 0.05 level for the promotion of market factors was not statistically differently.

To compare the difference between the marketing mix factors that influence the decision to buy OTOP fabric and apparel with age when tested with the One Way ANOVA showed that the product price place factor were statistically difference significant at the 0.05 level for the promotion of market factor was no significant difference statistically.

To compare the difference between the marketing mix factors that influence the decision to buy OTOP fabric and apparel with career when tested with the One Way ANOVA showed that the product price place and promotion factor was statistically difference significant at the 0.05 level.

To compare the difference between the marketing mix factors that influence the decision to buy OTOP fabric and apparel with the average monthly income when tested with the One Way ANOVA showed that the product price place and promotion factor were statistically difference significant at the 0.05 level.

To compare the difference between the marketing mix factors that influence the decision to buy OTOP fabric and apparel with family size when tested with the One Way ANOVA showed that the product price place and promotion factor were statistically difference significant at the 0.05 level.

To compare the difference between the marketing mix factors that influence the decision to buy OTOP fabric and apparel with family status when tested with the One Way ANOVA showed that the price place and promotion were statistically difference significant at the 0.05 level , but the product was not statistically differently

To compare the difference between the marketing mix factors that influence the decision to buy OTOP fabric and apparel with education level when tested with the One Way ANOVA showed that the price factor was statistically difference significant at the 0.05 level, but products place and promotion factor were not statistically difference.

## **8. SUMMARY**

Most business, the concept of product design focused on creating an identity for their products, which are difficult to counterfeit. And unique style to competitors in the market offer products that are close to nature without causing pollution to the environment. For buyers engage in criticism the story focuses on creating products and make the products more attractive than other products on the market. The majority of business highlights of production are determined by criteria to form a unique product focus on quality review process every step of tailoring. Production methods exquisite care of the design correctly and satisfying. The contemporary trend but the identity of the fabric and apparels. The demographic most enterprises focus on the age of the female working age the average income is moderate to high, and so on. The geographic mainly focuses on customers who live in Chiang Mai and nearby provinces like whistling as well as customers in all regions of the country. And customers in different countries. Psychological threshold company mainly focuses on the patterns of life, the demand for products, values in the choice of products used or positive customer attitudes towards the

use of products and motivation of our customers with friendly and so on. Behavioral criteria company mainly focused on the likelihood of the customer to use the product to express the benefits of living and the reasons for the selection of products to be respected or express their own unique instance. The target market focuses on the demand for real products both of domestic and international by targeting a specific product selection. Secondary target markets focus groups with a taste for popular products on the market both of domestic and international buyer. The acquisitions are the main issues used to determine where a product is high quality, functional and practical sewing with emphasis on skilled labor. The local relay using local ingredients, environmentally friendly, and so on. The product strategies are 1) The strategic product offering to target a variety of formats to meet the requirements. 2) Ultra Products is a strategy of the business itself. and 3) Strategic use of packaging and labels that indicate the identity clear, hard-to-counterfeit etc. The Price Strategies are 1) Above market pricing strategies to create a positive image in the eyes of the target audience. and 2) The pricing are calculated on the cost plus of higher values to create value and so on. The Place strategies are 1) Strategy offering through its own stores. It is used to create a direct channel known and the confidence to hit the target. 2) Strategic Offering stores and the famous in the potential for increasing the use of indirect channel sales channel product to the target groups were exposed to a broad distribution. 3) Strategies used to transport highly effective mediator. To provide to customers fast, secure to create the look and features of the service to customers. 4) Strategic boots in collaboration with foreign agencies both public and private sectors to demand more. The Promotion strategies are 1) viral communication strategy (Word of Mouth). 2) Sales Strategies, by focusing on two-way communication and customer interaction can answer the questions fully. 3) Use social media strategy to continue to communicate with the client, such as Facebook or offline. 4) Strategic use of the site in several formats for news distribution and trading with customers both domestic and abroad.

## APPENDIX

Table 1 Show all the respondent data

Individual features	The number (s)	Percentage
1. Sex		
Female	213	53.2
Male	187	46.8
Sum	400	100.0
2. Age		
Under 20 years	60	15.0
20-30 years	149	37.3
31-40 years	89	22.3
41-50 years	68	17.0

51-60 years	30	7.4
61 years	4	1.0
Sum	400	100.0
3. Career		
Students	42	10.4
Private companies	160	40.0
Teacher / Lecturer	32	8.0
Private business	79	19.7
Butler / maid	25	6.3
State Enterprise / Government	29	7.3
General Contractors	28	7.0
Farmers	5	1.3
Sum	400	100.0
4. Average monthly revenue		
Less than 5,000 baht	43	10.7
5, 000 - 10,000 baht	73	18.3
10001-15000 baht	125	31.3
15001-20000 baht	103	25.7
20,000 Baht or above	56	14.0
Sum	400	100.0
5. Arnaud family, where you live in the present.		
Live Alone	68	17.0
2 -3 people	156	39.0
4, 5,	116	29.0
More than 5 people	60	15.0
Sum	400	100.0
6. family status		
Single	245	61.2
Married without children Yong	29	7.2
Married with young children (under	41	10.2

6 years).	57	14.3
Married with grown children (6 years and up)	13	3.3
Married Separated.	14	3.5
Yong did not include marriage.	1	0.3
Divorced / Widowed		
<b>Sum</b>	<b>400</b>	<b>100.0</b>
<b>7. Education Level</b>		
Primary education	6	1.5
Secondary school	3	0.7
High school education	70	17.5
Diploma / Bachelor	28	7.0
Bachelor	250	62.5
Master's degree	41	10.3
Ph.D.	2	0.5
<b>Sum</b>	<b>400</b>	<b>100.0</b>

Table 2 Shows the percentage and the average of the marketing factors influencing the decision to purchase the OTOP products.

Factors To Consider	Level of the comment						Importance
	Most important	More important	Significant Moderate	Less important	Least important	Average (Standard deviation)	
Products							
1. Durability for long.	99 (24.7)	180 (45.0)	121 (30.3)			3.95 (0.74)	Many
2. The exquisite beauty of the product package.	110 (27.5)	206 (51.5)	84 (21.0)			4.07 (0.69)	Many
3. Safe use of natural materials in production.	182 (45.5)	145 (36.3)	73 (18.2)			4.58 (3:51)	The most
4. Ease of use and storage.	123 (30.7)	181 (45.3)	96 (24.0)			4.07 (0.74)	Many
5. Standardized by government	154	164	82			4.18	Many



agencies such as the FDA.	(38.5)	(41.0)	(20.5)			(0.75)	
6. Available in various sizes, many styles as required.	127 (31.7)	188 (47.0)	85 (21.3)			4.11 (0.72)	Many
7. Quality is more widely accepted.	142 (35.5)	192 (48.0)	66 (16.5)			4.19 (0.70)	Many
8. Famous Products	130 (32.5)	177 (44.3)	88 (22.0)	5 (1.3)		4.08 (0.77)	Many
9. For details of how to identify the beneficial use and storage.	153 (38.3)	188 (47.0)	59 (14.7)			4.24 (0.69)	Many
Price							
1. Value with quality of service.	125 (31.3)	209 (52.2)	66 (16.5)			4.15 (0.68)	Many
2. The price tag clearly.	133 (33.2)	205 (51.3)	62 (15.6)			4.40 (2.67)	Many
3. Cheaper than other products.	111 (27.7)	196 (49.0)	93 (23.3)			4.05 (0.71)	Many
4. Value the image of the product.	142 (35.5)	181 (45.3)	77 (19.2)			4.16 (0.72)	Many
5. The price is high, but the service is good.	85 (21.3)	198 (49.4)	112 (28.0)	5 (1.3)		3.91 (0.73)	Many
Place							
1. Sales via the Internet	102 (25.5)	194 (48.5)	99 (24.7)	5 (1.3)		3.98 (0.74)	Many
2. Each store has enough product to meet demand.	129 (32.2)	187 (46.8)	81 (20.2)	3 (0.8)		4.11 (0.74)	Many
3. Easy to buy general merchandise stores.	131 (32.8)	203 (50.7)	66 (16.5)			4.16 (0.69)	Many
4. Many merchants sell through make them easy to find.	141 (35.2)	188 (47.0)	71 (17.8)			4.18 (0.71)	Many
5. Transportation services to the home.	169 (42.3)	172 (43.0)	55 (13.8)	4 (1.0)		4.27 (0.73)	Many
Promotion							
1. Available trial use.	158th (39.4)	187 (46.8)	55 (13.8)			4.25 (0.68)	Many
2. Advertising products	146	202	52			4.24	Many

continuously and well known.	(36.5)	(50.5)	(13.0)			(0.66)	
3. Volume discounts / cash when customers purchase large volumes.	171 (42.7)	165 (41.3)	61 (15.2)	3 (0.8)		4.26 (0.74)	Many
4. The cumulative coupon philately for customers	154 (38.4)	176 (44.0)	61 (15.3)	9 (2.3)		4.18 (0.77)	Many
5. Bargains easily.	148 (37.0)	192 (48.0)	59 (14.7)	1 (0.3)		4.22 (0.69)	Many
6. Product sales staff to serve their customers.	187 (46.7)	177 (44.3)	36 (9.0)			4.38 (0.65)	Many
7. Build a greeting cards, gift promotions to the customer.	154 (38.5)	170 (42.5)	76 (19.0)			4.20 (0.73)	Many
Overall							
1. Product	180 (45.0)	190 (47.5)	30 (7.5)			4.38 (0.62)	Many
2. Experts	191 (47.7)	176 (44.0)	33 (8.3)			4.40 (0.64)	Many
3. Distribution Channels	198 (49.5)	158th (39.5)	44 (11.0)			4.39 (0.68)	Many
4. Promotion	228 (57.0)	141 (35.3)	31 (7.7)			4.49 (0.64)	The most

Table 3 Compares the difference between the marketing mix influencing the decision to buy OTOP fabric and apparel with sex

The marketing mix	Sex	N	Mean	Std. Deviation	t	Sig
Products	Male	213	4.44	0.601	2.292	0.022 *
	Female	187	4.30	0.636		
Price	Male	213	4.47	0.633	2.515	0.012 *
	Female	187	4.31	0.631		
The distribution channels	Male	213	4.34	0.733	1.352	0.017 *
	Female	187	4.43	0.604		

The marketing promotion	Male	213	4.47	0.670	0.771	0.441
	Female	187	4.52	0.599		

Note: \* significant at the 0.05 level.

### ACKNOWLEDGEMENTS

Thank the management and staff involved with the promotion of medium-sized businesses small within ChiangMai province including entrepreneurs and members of OTOP products to cooperate on a series of interviews and questionnaires, which is part of the research report of the research done. Ultimately, the researchers would like to thank the family, friends, faculty, department of marketing at PAYAP University who helped promote urged and encouraged throughout the research conducted in this research report.

### REFERENCES

- [1] Katesirin Chomtrakarn.(2008). The marketing factors affecting the buying behavior of OTOP products of Samutprakarn Province, THAILAND. Bangkok: Thonburi Rajabhat University.
- [2] Kamonrat Kamnuansil.(2008). Barriers and Limitation of OTOP Market Producers within Chatuchak, Bangkok.: Chankaseam Rajaphab University.
- [3] Kotler, Philip. (2000). Principles of Marketing. New York: Prentice Hall Inc.
- [4] Malinee Lichutakul.(2007). Factors affecting the decision to purchase the silk products. within one product to consumers in the Nakhon Ratchasima province : Nakhon Ratchasima Rajabhat University.
- [5] Prateep Srihanarm.(2007). Needs of producer groups to promote OTOP products, Textiles and Clothing in Khon Kaen Province, Khon Kaen University.
- [6] Prakarn Sritaboot.(2007). Consumer Behavior of OTOP products, the ability of marketing. manufacturer case study of OTOP products, fabrics and garments, Bangkok's Thammasat University.
- [7] Ramyong Santawee.(2007). Integrating marketing promotions for products OTOP Thailand to the Asia Pacific Countries. Bangkok Defence Technology Institute. (Public Organization).
- [8] Srisupang Sahachaiseri.(2005). Marketing in the New Economy: Concepts and theories. Bangkok: Lovejoy and lift.
- [9] Supathanish Termsnguanwong.(2012). Factor in achieving business success of enterprises that have chosen the best product OTOP 5-star in Chaingmai Province: Sansai District. Chiang Mai: PAYAP University
- [10] Supathanish Termsnguanwong.(2010). Marketing Strategy of the Municipality of OTOP products, Sai Sai Luang Subdistrict, Chiangmai Province. Chaingmai: PAYAP University.
- [11] Thongchai Santiwong.(2003). Marketing and consumer behavior New edition.

Bangkok: Photographers Conference.

- [12] Thanawan Chompu.(2007). Factors influencing demand of OTOP product in Phetchabun Province. Phetchabun: Phetchaburi Rajabhat University.
- [13] Wanida Permsiri.(2005). Principles of Marketing. Lopburi: Thepsattree Rajaphab University.