

ABSTRACT

Research Project Title : The Research for Developing Product Identity in the Group of Fiber Form Plants Handicraft in Phayao Province.

Researcher : Mrs. Punnuch Chaipinchana
Mrs. Nongkran chaimoung
Asst.Prof. Anake Chitkasorn

Research Fund : The Thailand Research Fund Regional Office

Duration : One year from 15 September 2007 to 15 August 2008

.....

The purpose of this research aimed at developing the identity of community's product and developing the marketing process of fiber from plants handicraft group in Phayao Province. This research was Participatory Action Research (PAR). The sampling of this study was purposive sampling ; Phukarmyao handicraft group network in tamboon Dongchaen: Phukarmyao district of Phayao province which was a substitute of Banana fiber handicraft group while the house wives group of Sankaown group tamboon Bantoon, Muang district: Phayao province was selected as a substitute for water hyacinth handicrafts group.

The result drawn from the study was:

1. The handicraft group of Phukarmyao of Tambon Dongchen in Phukarmyao district, Phayao province could develop the knowledge of natural dyeing and could apply some knowledge in extending fiber for some special fabrication that enabled them to create the identity by applying natural-dyed banana fiber as one alternative. As a result found that the natural dyed color should be dark color shade and repeated dyeing process. This could result of the environmental friends of producing this products.
2. The housewives group from Sankrawn, Tambon bantoon: Muang district of Phayao Province could develop their knowledge of making paper from water hyacinth and applying natural dyeing process as this development enabled them to create the products identity from water hyacinth.
3. Developing a marketing plan for the products.

The handicraft group of Phukarmyao developing logo and brand and build network by corporate with local business furniture producer. Further more, the group also design packaging for their own products and promote through trade fair with province offices.

The housewives group from Sankrawn also developing a marketing plan starting with spin off and register themselves as a OTOP Phayao province which this will be benefiting from promoting and product development in order to compete in the global market.

Suggestion:

1. There should be more developing of dying banana fiber by using natural color and should apply some technique to extend the length of banana fiber for “Kikratok”. In addition, the group should develop product design of natural colored fiber by adding some local identity in the products that serve the demand of consumers’ in the market.
2. There should be more developing of the Hyacinth’s paper, then produced it as a business oriented including adding its local identity while serving the market’s demand.
3. There should be more study how to sustain marketing management for the group network of plant’s fiber handicraft in Prayao Province.