
Study Of The Market Potential Of Rubber Pillows For Community Enterprises Nakhon Si Thammarat Province

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ABSTRACT

Purpose of study 1. Studying for potential target markets 2. To know the behavior and needs of the target market (Customer Insight) 3. To promote the marketing potential and make a strategic marketing plan for the rubber pillow community enterprise Nakhon Si Thammarat Province Qualitative research methodology by collecting data from interviews of 7 community enterprise groups in Nakhon Si Thammarat province. Regarding the quality of the product, it was found that the sleeping pillows were soft and comfortable. Highly flexible, helps support the pressure of the body while sleeping and has many ventilation holes which help to release moisture. Good ventilation, and ergonomic design helps protect the spine and neck Helps to reduce snoring and helps to sleep more deeply demand for the rubber pillows market is found to be the product of the Chinese market, which is both the main market and the big market worth 50, 000 million baht / year. Marketing problems in this case are; most of them will produce rubber pillows. (Recliner pillows) make rubber pillows are no different because they have the same characteristics, only use different brands that make customers cannot clearly determine the product position. For production process of rubber pillows is "handmade", with production costs around 270-280 baht, making it unable to compete on price with rubber pillows of the injection industry. Therefore, since rubber pillows are sold in the same products, they differ only in price. Recommendation for Rubber Pillow Community Enterprise Nakhon Si Thammarat province should have strategy deficit to suit their own potential to be able to compete in the future.

Keywords: Marketing Strategy; Ergonomic Design; Rubber pillow community

1. Introduction

Asia is an important source of natural rubber (NR) production in the world. Accounting for over 90% of the world's rubber output Thailand is the country with the world's first rubber production of about 4.56 million tons, representing 35.9% of the world output in 2017, followed by Indonesia, Vietnam, China, Malaysia and India with the proportion of 26.0%, 8.6%, 8.0%, 5.5% and 5.0% respectively.

It is expected that Thai concentrated latex exports will continue to grow in accordance with the direction of the rubber gloves industry in the world market and Thailand will still maintain a high market share. But exports of Thai rubber sheets, block rubber and compound rubber will face the risk of falling demand in China.

The intense competition from CLMV that greatly increases the export of rubber to China resulting in the Thai market share in the Chinese market to decline respectively However, the price of Thai rubber in the

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world market over the next 1-3 years. Expect to fluctuate in a narrow range as a result, entrepreneurs are at a lower risk of stock loss (Chet ChudaChuasuwana : Krungsri Research, March 2018).

Rubber in Thailand has experienced a very low price of rubber. Government agencies have a policy to promote rubber growers. Especially rubber plantation cooperatives in various fields to process rubber latex to add value to rubber products such as the production of rubber mattresses, rubber pillows, etc. In addition, in 2018, the Ministry of Agriculture and Cooperatives has a policy to encourage farmers' institutions to strengthen and be able to export processed products. Rubber to be able to export And a response policy to promote the use of tires in the government's concrete Sep true . As an administrator, timber system and the promotion of rubber, in various forms, whether it is processed for use as a raw material. Or transformation into products For the farmers Rubber farmers' institution can increase income. And increase the value of rubber in order to keep farmers' lives secure, prosperous and sustainable (WWW.raot.co.th/ewt_news.php?nid=6763)

Nakhon Si Thammarat Province Is an area where there are many rubber farmers in Thailand during the past 3 years, communities in Nakhon Si Thammarat There are groups together to establish a community activity to produce rubber foam products, such as the production of rubber pillows for head support. By relying on local rubber latex In the beginning, there were rubber planters in Nakhon Si Thammarat Province Formed as a community enterprise, about 14 places in the initial stages of being a community enterprise to produce foam rubber (Somboonsuke et al. 2019). Farmers still lack knowledge and understanding about the impact of various factors on the production process on the properties of rubber foam. Causing the quality of rubber foam products to be uneven and products that are not standardized, resulting in not being able to sell rubber pillows in the market, resulting in

loss of capital and time, including waste from poor quality production from the said problem Resulting in some community enterprises to close down the business At present, there are communities that still continue producing latex pillows only number seven in only (Kawkamsue & Kritsanaphan, 2022).

Therefore, from the research project to study the potential of the rubber pillow market for community enterprises Nakhon Si Thammarat Province is considered an important project to promote and support marketing planning (Nutthamon, Nikorn & Sakchai, 2019). Marketing strategies for community enterprises to be able to increase sales channels. Expand new target groups Which will lead to increased income for the community

1.1 The Purpose of Research

1. Study the market for potential targets.
2. To understand the behavior and needs of the target market (the Customer the Insight).
3. Study of direct competitors Indirect and competitor behavior
4. Potential market opportunities and rubber pillows.
5. To promote the marketability and plan marketing strategies for SME manufacturers rubber pillows. Nakhon Si Thammarat Province.

1.2 Benefits from research

1. Get information on marketing potential and business opportunities for natural rubber pillows. Nakhon Si Thammarat Province for marketing planning Marketing strategies to create more opportunities Create more value for rubber pillow products of community enterprises.
2. Creating added value for rubber products and can be harmful to the people in the community to be able to manage and develop the marketing potential of the community enterprise to be stable and sustainable

3. Employment creates a career as a distribution of income. And increasing working capital in the system of community enterprises
4. Consumers have the opportunity to access products that are safe because they use raw materials from real natural rubber and help reduce health problems for consumers in Thai society.

2. LITERATURE REVIEW

Kotler and Keller (2018) said that consumer behavior is the choice, purchase, use of products or services of consumers, individuals, groups, and organizations to meet the needs and needs. However, studying consumer behavior is not an easy task. Because consumers often say one thing but do another and are constantly changing. Alghizzawi (2019) said that consumers are people with the ability to buy (Ability to buy) or everyone who has money. In addition, consumers must be willing to buy (Willingness to buy) products or services as well. Some people buy products for personal gain. At the same time, some people buy it for resale or use in production.

Tiered Drug Esmailh (2550) has concluded a study of consumer behavior is necessary and useful in areas without a guide in planning and marketing strategies. To understand and be able to plan to meet the needs of consumers and changes accordingly the consumption contributed significantly to the success or failure of a business. Understanding behavior and able to respond to consumers. Will create satisfaction resulting in repeat purchases and able to build loyalty to the product. Therefore, it can be concluded that Consumer behavior Is the process of finding information, making decisions, buying, using, evaluating products and services To meet the needs and meet the needs of consumers Both now and in the future Marketing research therefore needs to study the consumer behavior in order to be used as a basis for marketing segmentation

(Melnyk, Carrillat & Melnyk, 2022). Targeting group Product positioning Marketing planning Creating marketing strategies As well as planning production of products or services to meet the needs of consumers. Which will bring satisfaction to consumers appropriately and affect brand loyalty in the future.

Han (2021) said that Consumer behavior is the study of the motivation to make a decision to buy goods and services, starting from stimuli that stimulate demand and pass stimuli into the buyer's mind The buyer's consciousness will be influenced by the various characteristics of the buyer and will have the decision to buy according to the process which is summarized as The perceived need or problem (Down Problem / the Need Recognition function) at this stage, the consumer is aware of the problem. Or demand of products or services that need or problem arises from the need (Needs a) arising from stimuli within (Name Internal Stimuli) such as feeling hungry, thirsty and external stimulus (an External Stimuli) which might. Caused by the stimulation of marketing mix (4 P's), such as seeing pizzeria, appetizing, therefore feel hungry, etc. The factors that cause consumers to do The decision to buy (at Purchase, Decision) After evaluating the alternatives, then. Consumers make decisions in various aspects, including brands, brands, stores to buy. Quantity, time of purchase and payment method, then there will be the behavior of purchase (Post The-Run Behavior at Purchase) after the customer has made a purchase or service then. Marketers will monitor satisfaction after the purchase (Otto, Szymanski & Varadarajan, 2020).

In conclusion, making a purchase is a process in which consumers decide which products or services to buy. With factors related to the decision such as price, brand, benefits, time, attitude etc.

3. METHOD OF RESEARCH

Methodology of quantitative and qualitative research (Lester, Cho, &

Lochmiller, 2020). There will be methods of collecting data from various sources for data analysis

1. Secondary data
2. Survey of general consumer behavior by using 400 sets of questionnaires in Bangkok, metropolitan area and Nakhon Si Thammarat province, for a total of 400 samples (Mezmir, 2020).
3. In-depth interviews with interested persons from upstream, midstream and downstream using specific methods consisting of.
4. Upstream interest groups such as 3 groups of natural rubber producers for the production of natural rubber pillows and 1 technology owner.
5. Stakeholders in the middle of the group such as natural rubber pillows Nakhon Si Thammarat Province Which will select only 4 potential community enterprises that are still operating.
6. Downstream stakeholders In-depth interview with 5 consumers who have tried using rubber pillows and 5 rubber pillow dealers.

4. DISCUSSION AND RESEARCH FINDINGS

From the collection of industrial environment data and SWOT analysis, including the analysis of the Strategic Advantage (SA) and the Strategic Challenge (SC) in the marketing strategy planning of the pillow manufacturing community enterprises Rubber Nakhon Si Thammarat, so it presents a marketing strategy for a pillow timber in a strategic marketing mix (Marketing A a Mix Strategy's), which is to meet the needs of customers, there are 4 main product (the Product), price (Price), distribution (place) and promotion (promotion) of the 4 factors must be aligned in the same direction to meet the needs and expectations. Satisfied consumers and then return to use the service to buy again until resulting in loyalty to the product or brand

and eventually become regular customers by marketing strategy.

The research found that it is essential for marketing managers to effectively promote the brand and services within market. The effective promotion strategies related to rubber pillow need to be introduced to effectively increase the awareness among target audience. In this regard, Khan et al (2022) defines the relationship among the personality and physique. The prior product has several physical qualities and specification along with its physique. It is essentially developed through combination of either salient objective aspects that immediately come to customer mind when the brand or specific product is quoted among emerging one. Through adopting effective communication and marketing strategies it gradually develops the character. The mean in which it speaks about the product or service indicates the form of service or product (Gunawan, 2022).

In this regard, several researches have applied the product personality approach. For example, Islam et al. (2021) revealed about ways the consumers and producers develop the meaningful identify references with product visual by that it intend to understand the consumer behavior. The research found the positive and significant relationship between usage of rubber pillow and customer satisfaction (Afthanorhan, et al. 2021). Overall the research findings indicated that consumer behavior is an important process of determine information, buying, making decisions and assessing products and services (Hamzah & Shamsudin, 2020). In order to effectively meet the needs and expectations of customers marketing managers should conduct the survey to assess their needs. The future marketing research required to research on consumer behavior to be applied as the basis for the market segmentation.

5. CONCLUSION

The purpose of this research was to develop the rubber pillow to effectively respond to customer needs and expectation in community Enterprises Nakhon Si Thammarat Province. The research applied qualitative methodology and conducted interviews from the 7 community enterprise group in Nakhon Si Thammarat province. Based on the research findings the quality of product data indicated that sleeping pillows were comfortable and highly soft, flexible which support the pressure of body during sleeping and has several ventilation holes that support to release moisture. It is found that good ventilation and ergonomic design support protect in neck and spine it also support to minimize snoring and support to sleep more deeply demand for the rubber pillows market is determined to be product of Chinese market that is both the main market along with big market which worth around 50,000 million baht per year. The research found that there are several marketing issues which need to be addressed by the enterprises. For instance, there are large number of communities that produce the rubber pillows which create high competition in market. it is suggested that to effectively enhance performance and increase market share the rubber pillow companies need to focus on innovation and advance technology. For production process of rubber pillows is "handmade", with production costs around 270-280 baht, making it unable to compete on price with rubber pillows of the injection industry. Therefore, since rubber pillows are sold in the same products, they differ only in price. Recommendation for Rubber Pillow Community Enterprise Nakhon Si Thammarat province should have strategy deficit to suit their own potential to be able to compete in the future. The variation of the data obtained from a customer interview was not the main focus of this investigation. It is assumed that the data from the customer interviews was more reliable. Future studies should be based on information that is more accurate and reliable. Statistical methods that could

demonstrate the accuracy of the data should be paired.

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