



Knowing Our Neighbors

Public Opinion Research in Asia in a Time of Media Revolution and Aging Societies

**Proceedings of the
2013 ANPOR**
Annual Conference

Hoam Faculty House Seoul National University
Seoul, South Korea

November 21-23, 2013

Co-organized By

Asian Network for Public Opinion Research (ANPOR)
The Korean Association for Survey Research (KASR)
Statistics Korea (KOSTAT)
Faculty of Management Science, Silpakorn University

***Knowing Our Neighbors:
Public Opinion Research in Asia in a Time of Media
Revolution and Aging Societies***

Proceedings of the 2013 Asian Network for Public Opinion Research
Annual Conference/KASR Fall Meeting

November 21-23, 2013
Seoul, South Korea

1. Conference Committee

Name	Position
Kheokao, Jantima (University of the Thai Chamber of Commerce, Thailand)	Chair
Byun, Jong-Seok (Hanshin University, Korea)	Member
Idid, Syed Arabi (International Islamic University Malaysia)	Member
Zhou, Bauhua (Fudan University, China)	Member
Inoguchi, Takashi (University of Niigata Prefecture, Japan)	Member
Siriwong, Pitak (Silpakorn University, Thailand)	Member

2. Scientific Committee

Name	Position	Affiliation
Asst. Prof. Dr. Jantima Kheokao	Chair	School of Communication Arts University of the Thai Chamber of Commerce, Thailand
Prof. Dr. Rhayun Song	Member	College of Nursing Chungnam National University, Korea
Prof. Dr. Monica Swahn	Member	Institute of Public Health Georgia State University, USA
Assoc. Prof. Dr. Sureeporn Thanasilp,	Member	Faculty of Nursing Chulalongkorn University, Thailand
Dr. Robert Chung	Member	Public Opinion Programme (POP) University of Hong Kong
Asst. Prof. Dr. Angus W.H. Cheong	Member	ERS e-Research & Solutions (Macau), and Department of Communication of Faculty of Social Sciences and Humanities University of Macau, Macau
Prof. Dr. Dieter C. Umbach	Member	Law Faculty Potsdam University, Germany
Prof. Dr. Syed Arabi Idid	Member	International Islamic University, Malaysia
Prof. Mingue Park	Member	Korea University, Korea
Dr. Yuichi Kubota	Member	University of Niigata Prefecture, Japan
Dr. Jianbin Jin	Member	Tsinghua University, China
Dr. Ren Fujun	Member	CRISP, China
Mr. Pornpong Sakdapat	Secretary	School of Management Shinawatra International University, Thailand

3. Local Organizing Committee

Name	Position
Byun, Jong-Seok (Hanshin University)	Chair
Kim, Cheong-Tag (Seoul National University)	Member
Kim, Seok-Ho (Sungkyunkwan University)	Member
Lee, Gi-Hong (Hallym University)	Member
Song, In-Deok (Joongbu University)	Member
Kim, Ock-Tae (ICR, Seoul National University)	Member
Park, Seung-Yeol (World Research)	Member
Park, Min-gue (Korea University)	Member
Lee, Kee-Jae (Korea National Open University)	Member
Park, Eun-Jung	Secretary
Gim, Young-Hoon	Secretary

4. Members

Country/region	Name	Affiliation
Bangladesh	Haq M Saidul	SRG Bangladesh Ltd (SRGB)
China	Li Shuanglong	Fudan Media and Public Opinion Research Center
China	Tong Bing	Fudan Media and Public Opinion Research Center
China	Xie Yungeng	Shanghai Jiao Tong University
China	Zhou Baohua	Fudan Media and Public Opinion Research Center
Hong Kong	Chung Robert	Public Opinion Programme at The University of Hong Kong
Hong Kong	Lee Winnie	Public Opinion Programme at The University of Hong Kong
India	Bajaj V K	RNB International PVT Ltd
India	Deshmukh Yashwant	YRD Media
Japan	Collet Christian	International Christian University
Japan	Fuji Seiji	University of Niigata Prefecture
Japan	Inoguchi Takashi	University of Niigata Prefecture
Japan	Kubota Yuchi	University of Niigata Prefecture
Japan	Michihiro Chie	Nippon Research Center
Korea	Cho Sung Kyum	Chungnam National University
Korea	Kim Ock Tae	Dongguk University
Korea	Kim Shin Dong	Hallym University
Korea	Lee Sang Kyung	Hyundai Research Institute
Korea	Park Mingue	Korea University
Macau	Cheong Angus	ERS e-Research & Solutions
Malaysia	Idid Syed Arabi	International Islamic University Malaysia
Philippines	Sandoval Jay	Social Weather Stations
Sri Lanka	Peiris Pradeep	Centre for Policy Alternatives in Colombo
Taiwan	Yu Ching Hsin	National Chengchi University
Taiwan	Yu Eric Chenhua	Election Study Center of National Chengchi University
Thailand	Chuenklin Thunyaporn	Prachomklao College of Nursing Phetchaburi
Thailand	Jinruang Suree	Boromarajonani College of Nursing Saraburi
Thailand	Kheokao Jantima	University of the Thai Chamber of Commerce
Thailand	Krirkgulthorn Tassanee	Boromarajonani College of Nursing Nakorn Rachasima
Thailand	Panidchakul Kultida	Boromarajonani College of Nursing Saraburi
Thailand	Shaw Kanyika	University of the Thai Chamber of Commerce
Thailand	Tansriprapasira Kanaporn	Kanchanabhishek Institute of Medicine and Public Health Technology
Thailand	Yingrengreung Siritorn	Boromarajonani College of Nursing Saraburi

	Name	Page No.			
<i>Kittiboonthawal</i>	<i>Prapai</i>	213			
<i>Krainara</i>	<i>Pourpen</i>	221			
<i>Krirkgulthorn</i>	<i>Natnicha</i>	227			
<i>Krirkgulthorn</i>	<i>Tassanee</i>	179	245	237	345
<i>Li</i>	<i>Yiwei</i>	271	85		
<i>Li</i>	<i>Shuanglong,</i>	261			
<i>Li ¹</i>	<i>Lean Mei</i>	171			
<i>Liu</i>	<i>Rui</i>	279			
<i>Yi</i>	<i>Liu</i>	279			
<i>Liu</i>	<i>Xuan</i>	391			
<i>Lukin</i>	<i>Chakkrit</i>	359			
<i>Mangkamanee</i>	<i>Sarinthorn</i>	125			
<i>Methawee</i>	<i>Orawee</i>	27			
<i>Michihiro</i>	<i>Chie</i>	291			
<i>Muangsoernkhiaw</i>	<i>Nitikorn</i>	303			
<i>Nagavajara</i>	<i>Sukhon</i>	55			
<i>Naksrisung</i>	<i>Wantanee</i>	311			
<i>Naraphong , Ph. D.</i>	<i>Wipasiri</i>	245			
<i>Ngampon</i>	<i>Kesorn</i>	463			
<i>Nie (M.Phil.</i>	<i>Kho Suet</i>	33			
<i>Nitirat, R.N., Ph.D.</i>	<i>Pornruedee</i>	371			
<i>Nunla-ong</i>	<i>Yutdhna</i>	325			
<i>Nunla-ong</i>	<i>Oranoot</i>	325	329		
<i>Nuryanto</i>	<i>I Kadek</i>	333			
<i>Oguchi</i>	<i>Yutaka</i>	291			
<i>Ohmori</i>	<i>Raita</i>	291			
<i>Oubomkul</i>	<i>Athikom</i>	227			
<i>Panawan</i>	<i>Theeraporn</i>	341			
<i>Phoanoi</i>	<i>Bang-On</i>	237			
<i>Phomtavong</i>	<i>Sommaly</i>	351			
<i>Phrarat</i>	<i>Patcharin</i>	117			
<i>Pichedpan</i>	<i>Anchalee</i>	345			
<i>Ploylearmsang</i>	<i>Chanuttha</i>	351			
<i>Pongcharoen</i>	<i>Charoonlux</i>	359			
<i>Pongsak</i>	<i>Worapak</i>	367			
<i>pro.</i>	<i>Liyongjian</i>	253			
<i>Purnanto</i>	<i>Nurulistyawan Tri</i>	371			
<i>Qian</i>	<i>Sun</i>	511			
<i>Rassadanukul</i>	<i>Preechaya</i>	227			
<i>Ren</i>	<i>Fusun</i>	391			
<i>Rhee</i>	<i>Ki-Jong</i>	381			
<i>Rismawan</i>	<i>Made</i>	405			
<i>Rodhring</i>	<i>Kamolwan</i>	413	133		
<i>Roemsungnoen</i>	<i>Tipsuree</i>	117			
<i>Ruangdit</i>	<i>Nattakorn</i>	193	419		
<i>Rungjarat</i>	<i>Oravee</i>	453			

Attitude towards Royal Project Flower Selling of Entrepreneur at Pak Khlong Talat, Bangkok

*Worapak Pongsak*¹
*Kanokwan Hengnugool*²
*Jittapon Chumkate*³

Abstract

The study "Attitude Toward Royal Project Flower Selling of Entrepreneur at Pak Khlong Talat, Bangkok" is a qualitative research. The objectives were 1.) To study attitude and satisfaction toward royal project flower comparing between product and its price, 2.) To compared royal project flower to other business, and 3.) To study marketing environment in terms of competition in the business. An in-depth interview was used to collect information from the shop owners as a key informant. The results showed that the royal flower's owners had a good attitude toward selling the royal project flower because of its long life, fresh color, and longer stalk. In addition, the market share was quite low because there was less shop, the shop owners had to come outside to get flowers by themselves, and the price was slightly higher than other normal flower shops in the market. However, the owners still choose to sell royal project flower as they saw that it has a good quality and good duration. Thus, the owner should establish an association who serve them on picking up the flower at place, and to build a store instead of sidewalk shop. They also should include a shop sign to show name and logo of the royal project clearly.

Keywords : Attitude, Royal Project Flowers, Entrepreneur

1 Student in field of General Business Management, Faculty of Management Science, Silpakorn University Phetchaburi IT Campus E-mail: cotton.n112@gmail.com Tel: (+66)87 164 5665

2 Student in field of General Business Management, Faculty of Management Science, Silpakorn University Phetchaburi IT Campus E-mail: mook_kanokwan@hotmail.com Tel: (+66)87 152 3688

3 Lecturer in Department of Marketing, Faculty of Management Science, Silpakorn University. Contact: Faculty of Management Science Silpakorn University Phetchaburi IT Campus 1, Moo3, Sam Phraya, Amphur Cha-Am, Phetchaburi 76120. E-mail: jitchumkate@gmail.com
Tel: (+66) 90 969 4915

Introduction

It is well known that in the area of northern Thailand. The most of mountain is complex and cold which is appropriate for the cultivation of some plants like cold weather. It also becomes a residence for the hill tribe villages. Originally, the Hill Tribe was in poverty and most of them cultivated opium. This causes a problem about deforestation. It is important that drug problems are prevalent from rural communities to the city and became a major problem in the country in that period. Before the Royal Project Foundation of the establishment. His Majesty the King goes to the hill tribe villages. He found many problems. Therefore, he supports the research of wood results in winter cities. 2 hundred thousand baht. Support of research of the University of agricultural sciences, DOI Pui in Chiang Mai (now called the garden of two hundred thousand). And his grace ordered. Corps considered for assistance. As a result, many international attention and assistance in the delivery of different kinds of plants to be grown. May since 2512, (The Royal Project Foundation: 2534)

The current project is now expanding widely. Both the research and promotion of various crops productivity from the Royal project, consisting of. Vegetable toxins safely. Herbs, nuts and cereals, fruits, mushrooms, flowers, winter cities. Forest productivity, fisheries productivity Dried flowers The vetiver, wood products, processed products, and the flower pot in the trade name. Capital projects and DOI KHAM by selling both domestically and internationally. Under DOI Kham brand trademark Chiang Mai University which transported from various markets to send to the Hill in Bangkok and Chiang Mai market. Moreover, there is also a part for a ready-made food factory of capital projects. Amphoe Fang, Chiang Mai Province Chiang Rai province and Kasetsart, Chiang Mai University Faculty. Fruits, vegetables, flowers and plants in various cities throughout the year have been sold, and winter is the most widely known. In spite of that recently. High area return become a special area is an area that is beneficial to the country as never before, the unexpected (Royal Project Foundation: 2534 (1991))

Under the brand, which is part of the Doi Luang project has a wide range of products that will be a fresh fruit and vegetable and flowering Bushes are also processed products in various forms, whether it is fruit juice fruit jam honey herbal products frozen, under various kinds of brands Doi that word has continued to research and develop products that make it possible to have high quality products. (Doi KHAM:2555).

The flowers winter flowers Royal Project Foundation, Royal Project has various types such as chrysanthemum, rose, flower Dredd Goodyear Heights, Anthurium, a candle flame, City and State, etc. The dried flowers are available throughout the year, such as the golden finger grass, rattan ball, Venetian blinds, star geostationary, cotton dust, Gold tassel, candles, flowers, etc. The project is under cultivation, which is different from the business generally. And sales of a great people and a lot of popular (Book 38 Route 38 Royal Project I: 2554).

For this reason, studies with interested to study and satisfaction of the operator brings the flowers of the capital project sales. To know about the quality and suitability to the price. When compared to other products, from flowers.

Objectives

1. To study suitability and customer satisfaction with the products quality of highway project between flowers price.
2. To study the comparisons between products, flowers, floral products and other business capital projects.
3. To study the market conditions in the race area, flower sales. Pak Klong market located in Bangkok.

Scope of the Study

In this study, the researchers identified the research boundary as follow:

1. Content: a study on customer satisfaction of entrepreneurial florist offers flowers from capital projects to sell at the Pak Khlong Talat.
2. Geography: the target location is at Pak Klong Talat, ban Mo road, Wat Ratcha baphit in Bangkok.
3. Period: the researchers collected and analyzed the data from November 2012 to February 2013, totally 4 months.

Expected Advantage

1. Make an understanding about attitude which makes the entrepreneurs decide to buy Royal Project flowers.
2. The flowers of Royal Project help gaining more benefit for the entrepreneurs of flowers comparing with other flower business.
3. The research results can become a strategy for the entrepreneurs and the market to enhance the business and to become the biggest flower selling market in Thailand.

Research Methodology

The study of attitude towards Royal Project flower selling of entrepreneurs in Pak Khlong Talat, Bangkok was conducted as qualitative research by collecting data from literature review, articles, research report, other information sources in the Internet, as well as related theories. This data will be analyzed with entrepreneur's interview results in order to find the best way to study the customers as seen in the following step:

1. Study from the document and the Research study details and information about the project consists of backgrounds and objectives for the Royal Project Foundation and education condition of entrepreneurs selling flower market canals. From journal writing a documentary.

2. Entrepreneurs selling flowers Highway projects the research has made to ask questions talk to entrepreneurs inside. flower shops Royal Project about attitudes of the flower shop Royal Project

This research is qualitative research. An in-depth Interview is applied during a discussion between the researchers and the entrepreneurs about the attitude towards Royal Project flower selling.

Results and criticism

As the results of the study, it can be concluded that Entrepreneur sells fresh flowers have a positive attitude towards the flowers from the Royal Project within their store. Because of its beauty and fresh, the flowers are bright and can be stored for a long time without trauma or wither easily. Meet the needs of those who come to buy flowers from the store. Or use to decorate the space around the work to be beautiful. The flowers, which are components of the event are stored in the look of the flowers is important. But most of the time. The flowers used in the decorations will wilt very colorful, not pretty. Branches bend, do not look fresh. The flowers from the Royal Project is not the case. Feedback from the people who come to buy flowers and have satisfied the requirements of the flowers I did not fall off. Flowers of projection operators have a positive attitude towards the flowers to sell. The results do not agree. More profitable. And no negative comments from buyers.

However, the problem of capital projects is that selling flowers is not an easy management because all the flowers from the North are brought to the Bang Khen area only. This cause and inconvenience for the sellers to proceed. By comparing with other private flower selling business, there is a daily and immediate flower delivery to Pak Klong Talat. So, the sellers don't have to drive for a long way to get the flowers. According to this problem, it increases the capital of Royal Project flower selling.

Conclusions

The result of the study shows that the project Highway flowers are of good quality with a nice and fresh flowers are the characteristics of the light colors. and to meet the needs of those who come to buy flowers from the shop current response from those who come to buy flowers satisfaction and needs flowers from Highway projects are not OK. Most of the main purpose of the purchase, and then flowers Royal Project is intended to lead to a bouquet of flowers or create booth for the work activities, or used to decorate the area around the area to the beautiful

Many shops selling flowers Royal Project has a volume of less than private business Selling flowers, the competition of florist shop each high and low with a share of the market they have the choice to purchase flowers from private business more than

Suggestions

1. Suggestions from the research

From education. Several capital projects, flower shop operators, the store found that entrepreneurship capital projects sales of flowers; it should establish a capital project Florist Association Group. In order to achieve a more comfortable and can also help reduce the cost of transport of the flower project. As well as comfortable and may cause other suppliers are interested in selling flowers increased capital project.

From the survey. Stores selling flowers, capital projects as a floating panel. There is no label stores. There are no explicit trust branded as capital project flower. And should stick to the name of the flower, with prices clearly. Best entrepreneur should have a uniform set of capital projects to enter to achieve the best image to customers and have a good attitude.

The price is the most important factor to buy flowers. Because of the high prices, if there are flowers too far may result in customers buying flowers from a private business rather than buy flowers from a capital projects. Because, even though it is expensive to little, but buyers will buy flowers, quality and high durability.

2. Suggestion for further research

1. Explore the area selected should be a number of florist Royal Project more than this or go to the source station Highway agricultural production, flower in Amphoe fang, Chiang Mai, Royal agricultural Inthanon station Chiang Mai Province to get information that is different from view.

2. The research group population should be changed from an entrepreneur to a consumer point of view in order to study more about the difference issue. As well as another attitude about buying Royal Project flowers as a customers.

Bibliography

Department of Environmental Quality Promotion. The Royal Project. Bangkok: Department, 1996.

Nipaporn Tubhun. Pak Khlong Talat (Bangkok). Bangkok, Kinnaree 25 th. 1 Jan 2008.

Manat Suwan. Methodology research on social sciences and humanities. O.S.Painting house: Bangkok, 2001

The Royal Project Foundation. The Royal project. Bangkok: Development studies, 1991. Strengthen the national identity Office.