

## The Participatory Action Research on Product Development of Seasoning Powder Production and Marketing of Yangloan Village, Kokphu Sub-district, Phuphan District, Sakonnakhon

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### Abstract

The objectives of this participatory Action Research-PAR were to study the states of the problems and needs for production and marketing development of seasoning powder product, to investigate the development guidelines and develop its production and marketing according to the needs of the networking community and to evaluate its development of planning, acting, observing and reflecting processes. The target area was the InpangNetwork at Yangloan village, Phuphan district, Sakonnakhon. The participants were 4 researchers, 10 local researchers and 20 key informants. The duration of the study was 8 months.

The results of the study indicated that the problems of the seasoning powder were occurred in its production and marketing. Therefore, it was needed to improve the potential of its production by earning more equipment for saving energy in raw material preparation. Also, it is needed for seeking more raw material resources. The new product was improved to be the vegetarian seasoning powder and the new brand was created for marketing development. Moreover, the increasing marketing channel was provided via Social Media by having Yangloan Webpage and Facebook. The food recipes and demonstrations were done in YouTube. Besides, the local wisdom products selling booths were provided with its public relations of placing big cut out at Kampoem intersection in Phupahan district, Sakonnakhon. The public relation cut out was also placed at the entrance of the enterprise group. Furthermore, the local researchers were satisfied with their participation in the product development processes. Significantly, the selling amount was higher when compared with the same period of last year.

*Key words:* Powder Product, Yangloan

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## Introduction

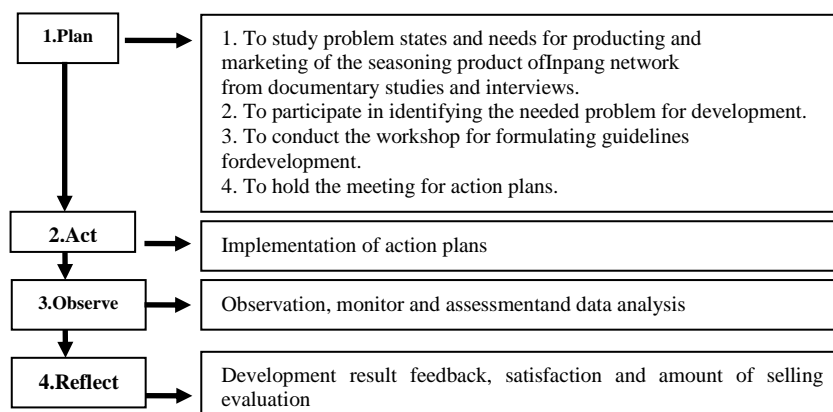
The results of the study on the new generation and local development in 2007-2010 (ChaninVaseenontae *et al.*, 2007-2010) indicated how to create the new generation to live in the local areas in many places of Inpang network of Udornthani, Mukdaharn and Kalasin provinces. Especially in Sakonnakhon, the members of Inpang network and the new generation have improved themselves. They have tried to create economic foundation via community product development with local wisdom, local labor and resources for sustainable development to stay in community. Inpang network at Yangloan village at Kokphu sub-district, Phuphan district have applied local wisdom to create community product by blending sweet, oily and sour vegetables called seasoning powder or PhongNua. It can be used with all recipes of food for making more delicious. Inpang network community signified the possibility to improve the seasoning powder product with the participation of the new generation. They could inherit community local wisdom. However, the seasoning powder has faced many problems such as raw materials and its insufficiency. This could not either be sustainable or reach for the needs of consumers. The standard of raw materials and the acceptance of product are the problems. The product just has been recognized by only the specific group that concerned about their health. The product could be improved more to make food more delicious. This was proposed by Inpang network (ThawatchaiKunnawong, 2013). Consequently, the creation for being accepted of the consumers can be the goal of the leaders and new generation in the future. It is questionable if the seasoning powder can be accepted for the consumers and markets. It can be secured if this could earn income continuously. It is also believed that the new generation can live in the community. The health of the seasoning powder consumers is getting better. Significantly, it is needed for SakonakhonRajabhat University as the local university to conduct the Participatory Action Research to serve local needs for production development and make seasoning community product to be marketing acceptance. This could lead to create secured local income in the long run.

## Objectives

The objectives of the study were to study the problem states and needs for production and marketing development of seasoning powder product, to investigate the development guidelines and directions, to develop production and marketing aspects of seasoning product according to the needs of community network, and to evaluate its development of the product.

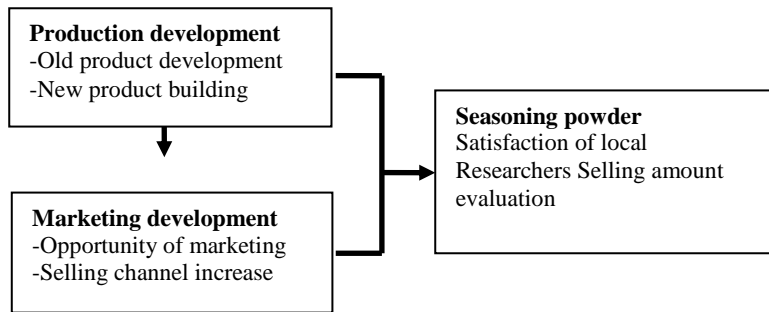
## Methodology

Participatory Action Research was conducted from the involved people on producing and marketing aspects of seasoning powder of Inpang network. The concept of PAR of Kemmis and McTaggart was applied in the study (SuwimonWongwanit, 2007: 23). The processes were Plan, Act, Observe and Reflect.



**Picture 1** Methodological Framework

**Conceptual Framework** It consisted of the producing and marketing development.



Picture 2 Conceptual Framework

### Research area

The target area was Inpang network at Yangloan village, Kokphu sub-district, Phuphan district, Sakonnakorn.

**Participants** It consisted of 4 researchers, 10 local researchers, and 20 key informants.

**Duration** The duration of the study was October 2013 –May 2014. It was 8 months.

**Objectives of the study** The objectives of the study were to study the problem states and needs for production and marketing development of seasoning powder product, to investigate the development guidelines and directions, to develop production and marketing aspects of seasoning product according to the needs of community network, and to evaluate its development of the product.

### The expected benefits of the study

1. The seasoning powder product of Inpang network is improved for producing and marketing development.
2. The new generation who cooperated with the product development of Inpang network can live within the local area.
3. The PAR process is applied for improving the seasoning powder product of Inpang network.
4. The guidelines for improving the new product of Inpang network are provided.

### The Results of the Study

1. The study on the problem states and needs for producing and marketing development of Inpang network indicated the product of seasoning powder of Yangloan village, Kokphu sub-district, Phuphan District, Sakonnakorn was improved at different levels. The organizers and the leaders of the network needed to improve the seasoning powder on producing and marketing aspects due to its possibility of continuous growth in the future.

1.1 The following occurred problems consisted of the product, marketing package, product acceptance building and lacking of knowledge problems.

1.1.1 The product problems were the product quality maintenance, product acceptance building, and producing potentials.

1.1.2 The package problems were the obviousness of the package and the image of the product.

1.1.3 The marketing problems were the product acceptance and the selling channels.

1.1.4 The raw material problem was the insufficient local vegetables in the future.

1.1.5 The problem of the readiness of the material was occurred.

1.1.6 The problem of lacking knowledge of the age of the raw material vegetables was occurred.

1.2 The following needs for development consisted of the producing and marketing development.

1.2.1 The producing improvement consisted of the production potential increase and new product development.

1.2.2 The marketing improvement consisted of the marketing channel increase and public relations.

2. The investigation of guidelines and directions for product producing and marketing development was from the stage of holding workshops.

2.1 The producing aspect consisted of the provision of saving energy materials for raw material preparation and seeking more raw material resources. This could increase more production and create new seasoning powder product of vegetarian recipe from producing knowledge.

2.2 The marketing aspect consisted of the new brand product with the seasoning powder and marketing channel increase. This could create diverse product and beautiful product brand. The diverse marketing channel increase could make convenient and rapid access of world changes. The public relations consisted of placing big cutouts and increased via Social Media such as Facebook of the seasoning powder and presented the food recipes and demonstration via YouTube.

3. The production and marketing improvements of the seasoning powder product according to the community network needs were as follows:

3.1 The production development started with the knowledge of vegetarian seasoning powder and then making its standard. For more raw material increase, the members of housewives group expended the areas for plantation and contacted with the Inpang network members for seeking more materials especially the bananas for making the seasoning powder. Besides, there were many new delicious menu sets using the seasoning powder. Moreover, the main product brand was provided for leading to the standard of food and drug organization. Furthermore, the provision of crude gliding material was the increase of its production in terms of raw material of sugar canes preparation. This gliding machine was supported by the Industrial Technology Faculty of SakonnakhonRajabhat University.



**Picture 3** The Crude Gliding Machine was given to Yangloan Enterprise Seasoning Powder Housewives Group by the President of SakonnakhonRajabhat University.

3.2 The marketing development was provided by increasing the selling channels. The more selling booths were provided for local wisdom products selling at IsaanMonnMung fair that organized by SakonnakhonRajabhatUniveristy, Provincial Administration Organization, NakornSakonnakhon Municipality, and may educational institutions in the Northeastern region. The main product brand provision of the group was done as 'Nua Vegetables Seasoning Powder' for creating the product brand for consumers. Besides, the public relations via Social Media as the webpage of Facebook were created for seasoning powder recognition. Moreover, the development of the new food recipes and menu sets was presented and demonstrated via YouTube for increasing using patterns for consumers. This could create diverse guides and directions for the consumers to signify the needs of using the products. The big cutouts at the Kampoen intersection in Phuphan District,

Sakonnakhon , at the entrance to the group and at the intersection of the Student Development section at SakonnakhonRajabhat University were placed for propagandizing the seasoning powder.

**หน้าผิง**  
ผิงน้ำยาลือลือ

**ผิงผริกปรุงรส**

ความอร่อยจากธรรมชาติ คู่ครัวไทย

**ส่วนผสม :** อ้อยสามส่วน 14% ผักหวานป่า 12% ผักหวานบ้าน 10%  
ใบมะม่วง 10% ผักก้านตอง 8% ใบหม่อน 8%  
ผีกก่อง 8% ผักค้อนแคน 6% ใบมะรุม 6%  
ใบย่านาง 6% ข้าวโพดอ่อน 6%

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**แกงจืด :** ผิงผริก 1 ช่อ สำหรับน้ำ 1.5 ลิตร (ใส่ทั้งช่อ)  
**ส้มตำ :** แช่ช่อผิงผริกในน้ำร้อนในกระทะไฟอ่อนจนสุกแล้ว  
นำน้ำที่แช่น้ำผิงผริกไปปรุงรสตามชอบ  
**ผิง :** แช่ช่อผิงผริกในน้ำร้อนในกระทะไฟอ่อนจนสุกแล้ว  
นำน้ำที่แช่น้ำผิงผริกไปปรุงรสตามชอบ  
**แกงเผ็ด, อ่อม, แกงเขียวหวาน :** ผิงผริก 1 ช่อ สำหรับน้ำ  
1.5 ลิตร (ใส่เฉพาะผิงผริก)

ผลิตภัณฑ์จากธรรมชาติ  
วิสาหกิจชุมชนกลุ่มแม่บ้านทำผิงผริกบ้านนาใหม่  
เลขที่ 60/4 หมู่ที่ 3 ตำบลโคกสูง อำเภอภูพาน  
จังหวัดสกลนคร 47180 โทรศัพท์ 08-1051-9521 , 08-8514-6970

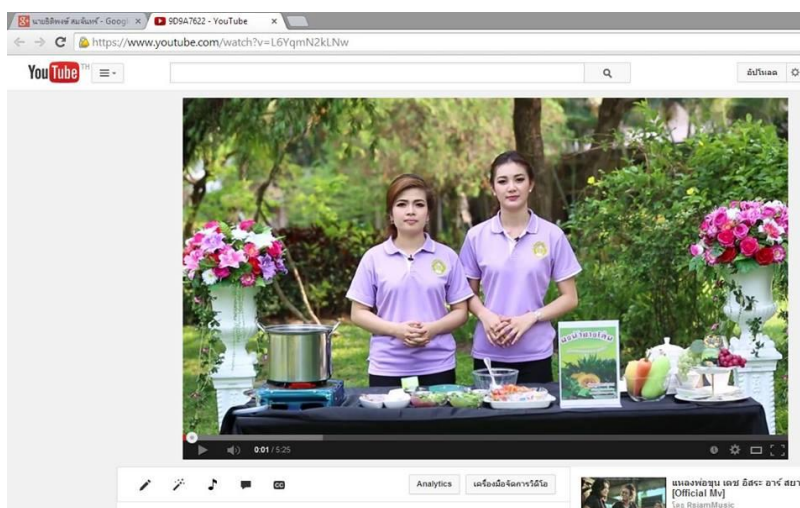
สนับสนุนโดย  
สำนักงานปฏิรูปที่ดินเพื่อเกษตรกรรม, เครือข่ายอินแปลง  
มหาวิทยาลัยราชภัฏสกลนคร

วันเดือนปีที่ผลิต : น้ำหนักสุทธิ 20 กรัม

ควรเก็บไว้ในที่แห้งและเย็น เก็บไว้ได้ไม่เกิน 6 เดือนนับจากวันผลิต

Picture 4 The New Product Brand of the Enterprise Housewives Group at YangloanViallge

4. The evaluation of the product development signified the satisfaction of the local researchers of their participation in the project as planned at high level. Their expression was the smiling faces and good collaborations. Significantly, there were high buying orders, therefore, this could make high selling amount when compared with the same period of last year.



Picture 5 FoodRecipes and Menu sets of the Seasoning Powder Food Demonstration

## Discussions

The results of the participatory action research- PAR signified the high chance for growth of the seasoning powder if it has been continuous supported. The researchers have the discussions as follows.

1. The participatory action research could be happened due to the collaborations and understanding and the shared goal of the researchers. The research team needed to be informed for mutual understanding for development and had to sacrifice their times willingly for learning exchange among themselves. This PAR for seasoning powder producing and marketing development earned good collaborations of the friendship researchers. This could make good achievement. This has supported the study of SomchaiChorsawai*et al* (Abstract, 2003) that investigated the collaborative development process of the community of the pottery at Kaeng sub-district, Muang district, Nakornsawan which was also PAR with systematic learning process. The researchers and the local researchers worked together well, clearly and fairly. This resulted in the appropriate product pattern for value added due to the processes of PAR. This gained mutual benefits of both sides that the researchers learned from the research process while the local researchers gained the benefits of product development. These mutual benefits could create good collaboration due to better mutual understanding.
2. The study on the states of problems of the seasoning powder indicated the product problem that consisted of product quality maintenance, product acceptance building, and producing potentials. While the packaging problem consisted of the obviousness of package and its image. The marketing problem problems were the product acceptance and product selling channels. The raw material problems were local vegetables insufficiency in the future, the readiness problem of the material and lacking knowledge of the age of the vegetables. This has supported the study of PanutdaPoonthonglang(2005, Abstract) that studied the development of Mat weaving product of Pragart village, Banragart sub-district, Bangbor district, Samutprakarn. This signified the group management that faced the problems of lacking knowledge and skills for product improvement, lacking fund and ineffective management. This may be because the enterprise group was at the beginning stage; therefore, it should have been continuous supported to lead to future empowerment if it could overcome many obstacles.
3. The investigation of the guidelines and directions for producing and marketing development via the workshop held for determining development guidelines signified the real needs of local researchers. The producing aspect needed material for saving energy for raw material preparation and more resources. This could increase more production and create new product of vegetarian seasoning powder from producing knowledge. This supported the study of RawatSuthigarn, (2001) that studied the pattern development of the handicraft of Shadow Puppet in the community context of the creation of the Shadow puppet handicraft at Pakphoon sub-district, Muang district, Nakornsrihammarat. The study signified the community needs for product improvement to be simplified but still conserved the arts of the Shadow Puppet handicraft. Moreover, the research results could be community benefits for tangible product development. Therefore, the study on community real needs for product development could significantly meet the real needs of people.
4. The results of the study of marketing development indicated the selling channel increase from providing selling booths for local wisdom products selling. Besides, the main community enterprise product brand was provided via public relations of Social Media, and Facebook webpage. Also, the food recipes and menu sets presentation and demonstration was done in YouTube. Moreover, the cutouts were placed in many places as the public relations tools for various marketing communication to reach the consumers. This also supported the study of Theeraphong Wasuntadilok ( 2003) that formulated model for development on silk and silk product marketing in Bureeram. This indicated the marketing model to lead into electronic commercial system. Also, on marketing promotion, the public

relations websites for propagandizing widely were provided due to the easy electronic communication at present and the consuming people could access to them easily.

## Recommendations

### 1. Recommendations from the study

1.1 The seasoning powder enterprise group should plan for improving the product continuously for wider market and for sufficient raw materials for continuous production. The group should learn how to use electronic system for direct approach to the consumers.

1.2 The educational institutions should support continuously. It starts with modern knowledge transfer to the members in time of change, implementation monitor for sustainable community economy.

1.3 The government agencies at local level should support the enterprise group by providing public relations to people. The selling channel should be provided such as the festival of community product selling.

### 2. Recommendations for further study

2.1 The evaluation research should be long term conducted with the group continuously for sustainable dimensions.

2.2 The comparison research should be conducted on the same other community enterprise groups. The successful groups should be studied as best practices for other groups.

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