

แนวทางการประชาสัมพันธ์อย่างยั่งยืนของกลุ่มผลิตภัณฑ์แก้วโป่งข่าม

ตำบลแม่ออด อำเภอดิน จังหวัดลำปาง

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์สองประการคือประการแรกเพื่อศึกษาปัจจัยที่มีผลต่อการประชาสัมพันธ์อย่างยั่งยืนของกลุ่มผลิตภัณฑ์แก้วโป่งข่าม ตำบลแม่ออด อำเภอดิน จังหวัดลำปางและประการที่สองเพื่อพัฒนาแนวทางการประชาสัมพันธ์อย่างยั่งยืนของกลุ่มผลิตภัณฑ์แก้วโป่งข่าม โดยการมีส่วนร่วมของชุมชน ประชากรที่ใช้ในการศึกษาคือสมาชิกกลุ่มผลิตภัณฑ์แก้วโป่งข่าม บ้านนาบ้านไร่ หมู่ที่ 5 ตำบลแม่ออด อำเภอดิน จังหวัดลำปาง จำนวน 171 คน เทคนิคในการรวบรวมข้อมูลได้จากการสัมภาษณ์อย่างไม่เป็นทางการ การสังเกตแบบมีส่วนร่วมและแบบไม่มีส่วนร่วม การสัมภาษณ์ การสนทนากลุ่ม การสำรวจและการตอบแบบสอบถาม เครื่องมือที่ใช้ในการศึกษาครั้งนี้คือ การจัดเวทีชุมชน การเสวนา การจดบันทึก กล้องวิดีโอ ทัศน กล้องถ่ายรูป และแบบสอบถามโดยประมวลผลการวิจัยจากการศึกษาวิเคราะห์ข้อมูลเชิงเอกสาร(Documentary Study) การสัมภาษณ์เชิงลึก (In-depth Interview) และการสังเกตภาคสนาม (Field Observation) รวมทั้งหาค่าสถิติโดยใช้ร้อยละ ความถี่และส่วนเบี่ยงเบนมาตรฐาน

ผลการวิจัยพบว่าปัจจัยที่มีผลต่อการประชาสัมพันธ์อย่างยั่งยืนของกลุ่มผลิตภัณฑ์แก้วโป่งข่ามเรียงลำดับจากมากไปหาน้อยดังนี้คือ (1) ด้านผลิตภัณฑ์ ผลิตภัณฑ์แก้วโป่งข่ามเป็นผลิตภัณฑ์ที่มีคุณค่าโดดเด่นในตัวเองมีชื่อเสียงโด่งดังในด้านความศักดิ์สิทธิ์ ความขลัง อยู่ยงคงกระพัน โดยเฉพาะอย่างยิ่งแก้วโป่งข่ามที่ขุดได้จากดอยโป่งหลวง เชิงเขาตำบลแม่ออด บริเวณหมู่บ้านนาบ้านไร่ และบ้านแม่แก้ว (2) ด้านราคา ไม่แพงเกินไป สามารถซื้อได้ (3) ด้านการประชาสัมพันธ์ เน้นการบอกต่อของลูกค้า การเข้ามามีส่วนร่วมของหน่วยงานทุกภาคส่วนทั้งภาครัฐและเอกชนทำให้ผลิตภัณฑ์แก้วโป่งข่าม เป็นที่รู้จักแพร่หลายยิ่งขึ้น จากการทำสื่อโฆษณาประชาสัมพันธ์ และ (4) ด้านสถานที่อยู่ใกล้แหล่งกำเนิดของแก้วโป่งข่าม คือดอยโป่งหลวงที่ศักดิ์สิทธิ์ เป็นอาคารจำหน่าย ผลิตภัณฑ์ OTOP และ ผลิตภัณฑ์แก้วโป่งข่าม บริเวณด้านหน้าวัดบ้านนาบ้านไร่ การเดินทางสะดวกถึงแม้จะอยู่ไกลจากทางหลวง ในขณะที่เดียวกันแนวทางการประชาสัมพันธ์อย่างยั่งยืนของกลุ่มผลิตภัณฑ์แก้วโป่งข่าม ตำบลแม่ออด อำเภอดิน จังหวัดลำปาง โดยการมีส่วนร่วมของชุมชนคือเน้นการให้ความสำคัญกับคุณค่าแก้วโป่งข่ามและความศักดิ์สิทธิ์ด้วยการถ่ายทอดความรู้ภูมิปัญญาท้องถิ่นให้แก่เยาวชนในโรงเรียนบ้านนาบ้านไร่โดยสร้างหลักสูตรท้องถิ่นการเจียรไนแก้วโป่งข่าม นอกจากนี้ผลการวิจัยพบว่าชุมชนร่วมมือในการเผยแพร่ผลิตภัณฑ์แก้วโป่งข่ามว่าเป็นสิ่งที่มีความควรแก่การบูชา ในที่ประชุมได้ตกลงทำป้ายประชาสัมพันธ์ขนาดใหญ่ ป้ายไววนิต แผ่นพับประชาสัมพันธ์ เพื่อเผยแพร่ข้อมูลเกี่ยวกับแก้วโป่งข่ามและผลิตภัณฑ์แก้วโป่งข่าม และการประชาสัมพันธ์ทางวิทยุกระจายเสียงแห่งประเทศไทยเกี่ยวกับประวัติความเป็นมาของแก้วโป่งข่าม แหล่งผลิต ผลิตภัณฑ์ และเพื่อเป็นการรักษาวินัยธรรมอันดีงามของหมู่บ้านชุมชนจึงจัดให้มีการเฉลิมฉลองพระเจ้าแก้วโป่งข่ามเป็นประเพณีทุกปี ณ วัดบ้านนาบ้านไร่ ระหว่างวันที่ 30 ธันวาคม ถึง 1 มกราคม

Key words : การประชาสัมพันธ์อย่างยั่งยืน / แก้วโป่งข่าม / การมีส่วนร่วม

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**Guidelines of Sustainable Public Relations of Kaew Pong Kham Product Group at
Mae Thod Sub-District, Theon District, Lampang Province**

Kruawon Wongpaiboon *

Abstract

The purposes of this research were to study the factors affecting sustainable public relations of Kaew Pong Kham product group at Mae Thod Sub-district, Thoen District, Lampang Province and to explore the guidelines of sustainable public relations of Kaew Pong Kham Product Group by using Participatory Action Research Process as the research method. The population was 171 members of Kaew Pong Kham product group and their stakeholders. The research area was Baannabaanrai Community, Moo 5 Mae Thod Sub-district, Thoen District, Lampang Province. The techniques of data collection used in this study were community stage, seminar, in-dept interview, observation, focus group discussion, and survey using questionnaires. The statistics used were percentage, frequency and standard deviation.

The results of this study were found that the factors affecting sustainable public relations of Kaew Pong Kham product group were product quality, sacred place, inexpensive price, promotion emphasizing word of mouth, public relations by government organizations, and social relations. Meanwhile, the guidelines of sustainable public relations of Kaew Pong Kham Product Group must emphasize on the value creation of Kaew Pong Kham as the sacred product realized by the community and create the learning curriculum or the knowledge center for students in the community. The result also insisted that the community must participate in promoting Kaew Pong Kham to be respectful and both government and private organizations must continuously support the Kaew Pong Kham's related activities. In addition, the members, stakeholders, and researcher agreed to promote Kaew Pong Kham by using posters, billboard, brochures, and radio broadcasting to give information about Kaew Pong Kham and its importance to people in the community and others. They also have project to reserve Kaew Pong Kham as the community resource and to establish the culture and tradition to celebrate the huge Kaew Pong Kham Buddha Image at Baannabaanrai Temple every year from December 30th to January 1st.

Key words: public relations / Kaew Pong Kham / participation

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Introduction

Public relations is a management process which requires good planning and continuous execution in order to establish and maintain good understanding and receive cooperation from the involved organizations. Public hearing may be used for each issue as a guideline for consideration to determine the specific plans and policies in accordance with the resolution or the needs of the group or organization including using public broadcasting to community or organizations to achieve cooperation and mutual benefits. Therefore, public relations is a two - way communication aiming at the target group to gain knowledge and understanding, which will lead to a good relationship and recognition of the work of the organization.

Kaew Pong Kham is the product of Mae Thod Sub-district, Thoen District, Lampang Province. “Kaew” generally means strong clear rock that can be seen through the inside like crystal. “Pong” means to be swelled with air or gas for example, Din Pong (soil that has salt). “Kham” is a dialect meant to be invulnerable so that Kaew Pong Kham means strong clear rock that can be seen through the inside like crystal and is invulnerable. Kaew Pong Kham has a different physical characteristic which is originated in the hallow ground. Therefore, many people believe that the possession of Kaew Pong Kham will be invulnerable. The legend of Kaew Pong Kham’s miracle-performing power has been told continuously by the villagers from the ancient time until now. Although the popularity of using Kaew Pong Kham as an ornament are not as much as 20 years ago, some people are interested in collecting it because of its sacred. Villagers in Mae Thod Sub-district get together as Kaew Pong Kham product group which is found only one place in Thailand. They produce Kaew Pong Kham to be as souvenirs. The process of production begins with cutting gem, burning, and rubbing until it becomes ornaments such as rings, necklaces, lockets, earrings or gemstone quartz crystal Kaew Pong Kham (not cutting gem). (Wongpaiboon, Kruawon, 2008)

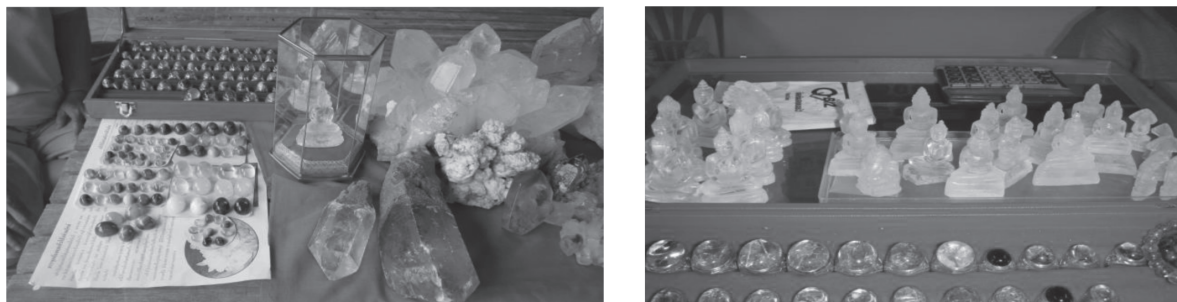


Figure 1 : Kaew Pong Kham (not cutting gem) and its various products such as rings and Buddha Images

Previously, people believed in superstitious or magic talisman which greatly influenced the lives and hearts of most ordinary people. However, when the world has evolved and scientific evidences are clearly substantial, including various technologies, such as medical technology taking an active role, the superstition is reduced. Yet there are those who still believe in superstition. Kaew Pong Kham is a sacred object that people respect, while many people assume that gemstones such as quartz glass are suitable for the collection.

In case, the community or Kaew Pong Kham product group at present wants to promote their products to be widely known, they should make uses of the public relations. Therefore, public relations is an important mechanism in the tourism management of Mae Thod Sub-district to interpolate knowledge, image , and understanding to the target people, not

only the tourists, but also the staffs of Mae Thod Sub-district including travel parties and local people living in the tourism attractions. It will be the guideline to develop tourism and sustainable public relations and can be done by emphasizing Kaew Pong Kham as the most valuable image of the community. The community needs to promote Kaew Pong Kham by using sustainable public relations for its priceless growth that the community should be proud of and it will be the center in developing the community continuously.

Thus, the researcher is interested in studying and formulating the guidelines to develop the concept of sustainable public relations of Kaew Pong Kham Product Group in order to promote Kaew Pong Kham to be well-known as in the past and to be driving forces to efficiently develop the community.

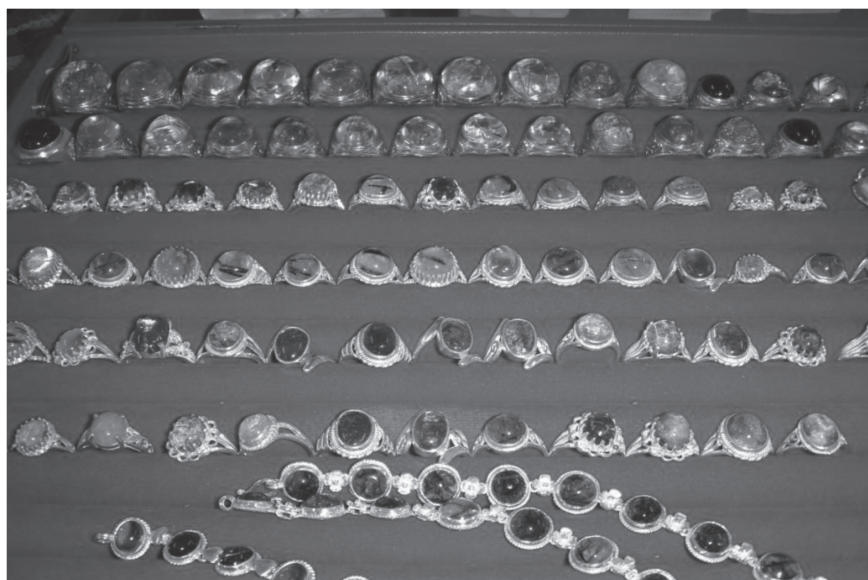


Figure 2 : Kaew Pong Kham was cut and produced to be ornaments as rings and bracelets.

Research Question

How will the guidelines of the sustainable public relations of Kaew Pong Kham Product Group at Mae Thod Sub-district, Thoen District, Lampang Province be?

Objectives of the Research

1. To study the factors affecting sustainable public relations of Kaew Pong Kham product group in Mae Thod Sub-district, Thoen District, Lampang Province.
2. To explore the guidelines of sustainable public relations of Kaew Pong Kham Product Group by using Participatory Action Research.

Concept Theory and Research Framework

This research “the Guidelines of Sustainable Public Relations of Kaew Pong Kham Product Group at Mae Thod Sub-District, Theon District, Lampang Province” was a participatory action research that studied the factors affecting sustainable public relations and explored the guidelines of sustainable public relations of Kaew Pong Kham Product Group.

Thus, the researcher used the concept of marketing mix, word of mouth, and public relations to support the results of the research.

Marketing mix is a broad concept which includes several aspects of marketing relating to creating awareness and customer loyalty. The term is often summarized as the “four P’s”: price, promotion, product, and placement. (Spiro et al., 1998)

There are many influential and appropriate marketing strategies for service business, but there is one interesting and perceivable marketing strategy which customers want to use the service. That is using the strategy of “Word of Mouth” (WOM). WOM means the process of impressed customers tell their impression to other people such as their family members and friends (Matos and Rossi, 2008). It is perceived as having passed through the unbiased filter of “people like me” (Allsop et al., 2007). Besides, WOM is one of the most influential channels of communication in the marketplace. (Wongpaiboon, 2010)

Public Relations is the action of a corporation, store, government, or an individual, in promoting goodwill between itself and the public, the community, employees, and customers. An earlier definition of public relations, by the first World Assembly of Public Relations Associations held in Mexico City in August 1978 was “the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest.” (Zhao, 1999)

Research Methodology

The methodology of this research was consisted of collecting data from both primary and secondary sources, the study area and population, constructing research instrument, and data analysis. Secondary data was gathered mainly through the document study. Concepts and theories were collected from the community and local organization. The primary data was from the meeting of participatory action research and activities such as observation, in-dept interview from the stakeholders of Kaew Pong Kham. The area of study was Baannabaanrai, Moo 5, Mae Thod Sub-district, Thoen District, Lampang Province, where Kaew Pong Kham product group with 171 members was located. The techniques used to collect data were informal interview, participant observation and non-participant observation, dialogue and focus group discussion, and survey using questionnaires. The researcher checked the data by interviewing both formally and informally throughout activities in order to ensure that the information is most accurate. The content data was analyzed by transferring concepts and related researches to find data relationship leading to factors affecting sustainable public relations of Kaew Pong Kham product group including process changes after the sustainable public relations has been employed.



Figure 3 : Mr. Mongkol Feita, the head of Kaew Pong Kham product group, Dr. Kruawon Wongpaiboon, the researcher, and Mr. Chawalit Thaibandid, the teacher who creates the curriculum of traditional cutting gems for high school students, participated in the cerebation of “Phra Chao Kaew Pong Kham” at Baabnabaanrai temple



Figure 4 : Villagers and members of Kaew Pong Kham product group were in a meeting at Baabnabaanrai temple to share their information and ideas for the guidelines of sustainable public relations.

Results and Discussion

The result of the first objective was found from the research study that the first factor affecting sustainable public relations of Kaew Pong Kham product group at Mae Thod Sub-district, Thoen District, Lampang Province was the products of Kaew Pong Kham. A villager found a huge Kaew Pong Kham which looks like the Buddha image and he gave it to the Baannabaanrai temple. The community kept it in the stupa as the sacred sanctuary and called it “Phra Chao Kaew Pong Kham”. People respect it as the most valuable image of the community because they believed that “Phra Chao Kaew Pong Kham” would bring good luck to them. The second factor was the place of Kaew Pong Kham where most of Kaew Pong

Khams were originated from the mountain called “Doi Pong Luang”. The history of “Doi Pong Luang” was told through villagers of its holy place. There were evidences that showed the miracle of Kaew Pong Kham such as people who had serious car accidents and caught in the fire. They did not die or get a little injure even though their cars were mostly damaged and unable to use any more. So they believed that Kaew Pong Kham is invulnerable. The third factor was the price which is inexpensive and affordable starting from 50 baht. The fourth factor was the promotion emphasizing on word of mouth or story telling. Local people have heard about the holy of Kaew Pong Kham from “Doi Pong Luang” at Mae Thod Sub-district, Thoen District. Miracle evidences were told from one generation to another which attracted tourists’ interest to visit Mathod community and pay respect to “Phra Chao Kaew Pong Kham”. Finally, the local people in Mae Thod community themselves were friendly and nice. Most of the tourists appreciated their smiling faces and good spirits.

The outcomes of exploring the guidelines of sustainable public relations of Kaew Pong Kham Product Group were found that emphasizing on the value of Kaew Pong Kham as the most important image of the community was essential. Creation of the local curriculum of traditional cutting gems for junior high school students in the community at Baannabaanrai School should be supported. Besides, to participate in OTOP Grand Sales held in each province, in the regions, and in Bangkok quarterly were other ways to promote Kaew Pong Kham to be well-known. Word of mouth would take its role for sustainable public relations. The community meeting agreed to produce cut-out, posters, billboard, brochures, and radio broadcast to give information about Kaew Pong Kham and its importance. Cut-out should be located along both sides of the highway from Thoen District to Tak Province and from Thoen District to downtown Lampang

Conclusion and Recommendations

The guidelines of sustainable public relations of Kaew Pong Kham Product Group were to emphasize the community to realize the value of Kaew Pong Kham and the growth of its sacred. The study used the meeting and seminar for the community to participate, to share their ideas, and to work together not only to develop their products to be famous but to develop the community also. Yet to create the local curriculum of traditional cutting gems for students Mathayomsuksa 2 and 3 in the community would transfer their local wisdom through generation and persuade their children to recognize the worth of Kaew Pong Kham as the center of the community that everyone in the village should treasure. The result also insisted the community to participate in promoting Kaew Pong Kham to be respectable, and then the word of mouth would spread its attraction widely. Both government and private organizations should support the community in developing their sustainable public relations, participate in the community’s activities, and persist on their culture as the main principle of working to promote their products.

The results of this study could be used as guidelines for other communities which need sustainable public relations for their products as well. The members of the meeting and seminar suggested that Kaew Pong Kham Product Group should publish brochures about its legend, holiness, the address and the map to the permanent place of their products, and telephone number for interested people to contact. Another suggestion was to participate in OTOP Grand Sales and other trade fairs to show and sell their products. At least the audience and participants at the fair can see Kaew Pong Kham products and may be interested in them. They also discussed about the website and exhibition, but they did not have enough budgets to do it. The changes occurred after the study. The provincial office allocated the budget of the year 2555 about two million baht to the community to extend their OTOP center and to provide tools and instruments for cutting gems. The villagers are trained to use those instruments for a faster and better quality production. They can demonstrate the process of their local wisdom

for the customers and tourists at the center too. More people come to the village and the villagers sell more of their products. Their income has been increasing 36 percents in the year 2554 which was higher than the year 2553.



Figure 5 : The example of the outside of the brochure shows the picture of “Phra Chao Kaew Pong Kham” and its information, people’s believes of using Kaew Pong Kham, and ornaments made from Kaew Pong Kham.



Figure 6 : The inside of the brochure shows information of Kaew Pong Kham and its origin, ornaments and cutting gems.



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