THE FACTORS AFFECTING THE BUSINESS OPERATION OF TABLEWARE AND HOUSEHOLD APPLIANCES MANUFACTURING INDUSTRY MADE WITH THE METAL FOR EXPORTATION

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Abstract - The purposes of this research were to study the conditions, and the results of business operations, to study the problem levels of factors in the business operation of manufacturing tableware and household appliances made of metal for exportation, and to study the factors affecting the business operation of manufacturing tableware and household items for exportation. The populations were manufacturers and exporters of the metal tableware and household appliances industries. The results of this research found that: Most of the business establishments were medium-sized. The majority of investments held shares by all Thais. The business operation is produced for sale by oneself. The distribution of the products for both domestic and international sales. The duration of business operation was more than 10 years – not over 15 years as the main export market in ASEAN. The problem levels of factors in the Marketing business, most of them had business problems. The overall marketing aspect was at a high level. Most of them had problems in their main raw material (metal) business operation at a high level. Most of them had problems in the Machinery business as a whole at a high level. There was a problem in the Financial business and the overall investment was at a high level. Most of them had problems in the Export business in general at a high level and to study the factors affecting the business operation that there were different types of business investments, not different effecting on business operation, the size of the establishment was different, not different effecting on business operation. Different business operations affecting business operation that was not different, different distributions products were effecting on the business operation, not differently. The duration of different business operation affecting on different marketing and there was the different main exportation market affecting on business operation, there was no difference statistically significant at the .05 level, respectively on all 6 topics.

Keywords - The Business Operation; The Factors affecting the Business Operation of Tableware and Household Appliances Manufacturing Industry made with the Metal; Exportation

I. INTRODUCTION

According to the opinion of Thai exporters, it was found that the new orders index and export value index in February 2016 were at 47.3 and 48.0, respectively [1] . It slowed out, especially in vehicles, equipment and components, chemicals, ready-made garments, rice, textiles, rubber products, and frozen seafood [2].The fuel and energy inventory index and employment index in February 2016 were 46.2 and 50.7, respectively [3] It was shown that the inventory slowed down but the employment was increased .The lower inventories were as the following: electrical appliances and equipment, jewelry and gems, footwear and parts, textiles, furniture and parts, rubber, fresh vegetables, chilled fruits, frozen canned, processed, electronic equipment, and frozen seafood [4]

The export problems were included: The exchange rate was not stable, labor shortage, the cost of production was increased, and political instability [5].The tableware and kitchen appliances industry was categorized as a light industry with medium technology. Originally, this type of product was produced mainly in the household industry [6], mainly for domestic used or for domestic distributions, but from the consumers' demand that had increased in variety of products that apart from the usefulness of the house , also want to be use as an accessory to decorate buildings [7], houses or restaurants, also want to be gifts and souvenirs as well, so it was developed in production into a factory industry [8] , mainly focused on production for export to the foreign countries rather than domestic distribution, therefore the entrepreneurs had to increase their investment or co-invest with the foreign investors, in order to expanded the production capacity , and modern technology was used for standard quality , add many varieties of product types, product forms and materials used in the production , while maintaining the product's beauty, value, and Thai unique, therefore the production of tableware and kitchen utensils for export consisted of various products such as spoons, forks, knives, bowls, mugs, water bowls, pots, trays, tiffin, candle holders, basins and buckets, etc [9]

From the general situations and the aforementioned problem condition. The researcher was interested in studying various problems as a guideline for development and improvement of the curriculum and produced the students or manpower to enter the metal tableware and household appliances industry for exportation by the need of establishments and related agencies, to apply this research to solve the problems in various fields for promoting the production and development of this type of industry , which related with the strategy of restructuring the economy to be balanced and sustainable, manufacture

restructuring to increase productivity and the value of products and services on the knowledge base and being Thai. In addition to supporting the entry into the industrial age 4.0, according to the current government policy.

II. METHODOLOGY

Method

A. Purpose of the research –

1) To study the conditions, and the results of business operations, 2) to study the problem levels of factors in the business operation of manufacturing tableware and household appliances made of metal for exportation, and 3) to study the factors affecting the business operation of manufacturing tableware and household items for exportation.

B. The study variables-

1. Independent variables included the general condition of business: 1) nature of investment 2) size of establishment 3) nature of business 4)product sales 5)duration of business and 6)main export market. Dependent variables included problems in business operation tableware industry and household appliances made of metal for export: 1) marketing 2) main raw material (metal) 3) machinery 4)personnel 5) finance and investment and 6) export.

C. Population/Sample-

The population used in this research were company managers or managing directors of an establishment (Manufacturer and exporter). Manufacture of metal tableware and household appliances: 63 cases on October 1, 2018

D. Data collection-

In which this research, the researcher wishes to study from the whole population, however, 59 people were able to collect the data (94%), and performed a specific sampling (Purposive Sampling) [10].

E. Data analysis-

The instrument used in this research was the questionnaire. The questionnaire was a checklist (Rating Scale) [11] ; passed a content-validity audited. It was found that the questionnaires used in the questionnaire were equal to 0.60-1.00, and to check the correctness of the language and to try out with a population that was similar to the desired population, to find the confidence of the questionnaire (Reliability) method of Cronbach's Alpha found that the overall questionnaire had a reliability value of 0.826 [12].

III. RESULTS

Table1, it was found that most of the establishments had overall business problems at a high level. In descending order, it was found that the areas with the highest averages were personnel, followed by finance and investment, marketing, and main raw materials. In terms of exports, and the lowest mean was machinery.

Problems in business operation overall.	μ	σ	Level
Marketing	4.07	0.34	High
Main Raw materials	4.02	0.45	High
Machinery	3.79	0.45	High
Personnel	4.32	0.32	High
Finance and investment	4.27	0.54	High
Export	3.92	0.67	High

Table 1 : Mean, standard deviation, and the level of Problems in business operation: Tableware Industry and Household appliances made of metal for exportation

Table 2, the results of the comparison of the problem levels in the business operation of the industrial manufacture of tableware and household appliances made of metal for exportation, classified by the period of business operation; using statistics of one-way variance (One Way ANOVA) got P <.05, that was marketing, meant that rejected the main hypothesis (H_0) and accepted the secondary hypothesis (H_1). It meant that the length of the business operation varies, there was a statistically significant difference in the business operation of the metal tableware and household appliances industries for the export market at the .05 level.

The researcher distributed the research population questionnaire among entrepreneurs. including bringing the research results to present at the group discussion meeting to consider, make recommendations and assess the appropriateness of the problems in business operation : tableware industry and household appliances made of metal for exportation model, in which 10 experts participated, concluded that the details of the relationship of each factor of metal problems in business operation : tableware industry and household appliances made of metal for exportation as follows : 1. personnel, 2. finance and investment 3. marketing, 4. main raw material, 5..export, and 6. machinery according to number as Figure 1.

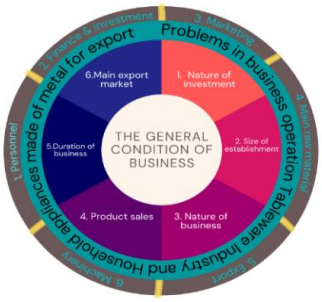

Figure 1Problems in business operation: Tableware Industry and Household appliances made of metal for exportation (complete model).

The need for assistance in the business of metal casting manufacturing industry of Thailand as a whole.	Source of variance	SS	df	MS	F	Sig.
Marketing	Between groups	1.048	3	.349	3.411	.024*
	Within-group	5.633	55	.102		
	Total	6.682	58			
Main raw material	Between groups	1.027	3	.342	2.059	.116
	Within-group	9.140	55	.166		
	Total	10.167	58			
Machinery	Between groups	1.137	3	.379	1.961	.131
	Within-group	10.632	55	.193		
	Total	11.769	58			
Personnel	Between groups	.557	3	.186	1.872	.145
	Within-group	5.453	55	.099		
	Total	6.009	58			
Finance and investment	Between groups	1.291	3	.430	1.544	.213
	Within-group	15.327	55	.279		
	Total	16.618	58			
Export	Between groups	1.157	3	.386	.840	.478
	Within-group	25.250	55	.459		
	Total	26.407	58			
Overall	Between groups	.065	3	.022	.680	.568
	Within-group	1.751	55	.032		
	Total	1.816	58			

Table 2Comparison of difference levels of business problems classified by length of business operation.

*Statistical significance at the .05 level.

IV. DISCUSSION &CONCLUSION

1. General conditions of the industrial business of the manufacture of tableware and household appliances of metal

The results of each area can be discussed as the following: Nature of investment of the establishment. It was found that most of them were shareholders by all Thais as the percentage of 66.10%, related with the research of [13] has studied: The operating problems of the aluminum utensils industry; tableware and kitchenware for exportation, it was found that the nature of investments in most businesses were shareholders by all Thais, and related with[12] has studied: The Factors affecting the export of the frozen seafood industry. It was found that most of the investment characteristics were Thais.

2. Problems in the operations of the metal tableware and household appliances industries for exportation.

The results can be discussed in each area. In term of Marketing, it was found that most of the establishments had a high level of overall marketing problems, when considered individually, it was found that the items with the highest mean were the variety in the form of the products, followed by the acceptance of the quality of the product, and the lowest mean was finding overseas marketing resources. According to [13], it was found that the marketing problem was at a high level but in the research of [14] has studied the export promotion strategies, SMEs in the Northeastern region, found that small and medium-sized businesses had export problems . Marketing was at a moderate level, and also found in the research of [13]has found the problems in marketing operation at a medium level. Regarding the main raw material (metal), it was found that most of the establishments had problems in doing business. The main raw material (metal) was overall at a high level, when considered individually, it was found that the items with the highest mean were prices of raw materials purchased both domestically and internationally, followed by delivery of domestic and imported raw materials on time, and the lowest mean was processing for obtaining permission to import raw materials .

3. In term of Personnel

It was found that most of the establishments had problems in conducting business in the personnel area at high level, when considered individually, it was found that the items with the highest mean were the frequency of entry and exit, followed by the recruitment of skilled craftsmen with the knowledge and expertise of the production, and the lowest mean was procuring the product designer. According to [14], it was found that the labor problem was at a high level. In the research of [15], it was found that inefficient salespeople, Personnel had a little technological, lack of skilled labor, but while [13] has found that the small and medium businesses had

problems in exporting, personnel in the medium level.

4. The nature of the business operation of the establishment

It was found that would produce products for sale by themselves, as a percentage of 49.15, while in the research of [15], found that the nature of the business was a contract manufacturing and produced for sale.

5. The product sales of the establishment

It were sold both in the country and abroad, as a percentage of 61.02, related with [15] found that produced for domestic distribution and sold in abroad.

6. The period of business operation of the establishment

It was found that the business has been operating for more than 10 years - not more than 15 years, as a percentage of 37.29, related with the research of [13], has operated the business for 10 years, not more than 15 years and still related with [16], found that she has been in business for more than 5 years but not more than 10 years. The main export market of establishments was found and exported products in the ASEAN market, as a percentage of 25.42.

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