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The Knowledge and Attitude Related to Community Business Management in Tha Pho Community, Phitsanulok, Thailand

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Abstract

Community business is an essential alternative for local occupation. An excellent business manager requires knowledge and good attitude in order for their community business to become successful. This research is a descriptive research which aims to study the knowledge and the attitude of the participants in the community business management lecture in Tha Pho Community, Phitsanulok, Thailand, with 50 participants as the samples. The study results revealed that after the lecture, knowledge of the participants regarding community business management was at high level (92.50 percent). Similarly, the attitude on community business management was at high level (67.50 percent). Therefore, providing knowledge and attitude regarding community business management is important, so that entrepreneurs can truly understand community business management and strategy, which are essential for the success.

Keywords: knowledge, attitude, community business management

Introduction

Community business is an essential alternative for local occupation in one's own birthplace, and unemployed workers returning to their community. Establishment of a community business enables trading at fair price. The benefits belong to the organization, the population, and the community, with members in the community being the owners and managers of the business. Additionally, members in the community are able to enhance the learning process of the community, be self-dependent, be creative, and demonstrate the importance of the community, so that the operation can be conducted with ease, and to assure that demands of the members are responded. Utilization of resources in a community to create a product or service available to members enhances the value of community knowledge, which consequently results in members in the community possessing the ownership of the business, in addition to encouragement of fair trade, product safety, and environmental conservation (Orawan Pairojanawutthipong, 2020).

Community business provides the job opportunity and revenue to the members, consequently solving employment issues in the community. In addition, it enables the utilization of resources in the community to create products and services, further increasing its value. Ultimately, the community will be strengthened with better quality of life and integrity of the members (Orawan Pairojanawutthipong, 2020). Community business can be categorized into 4 types: industrial business, retail business, wholesale business, and service business. A service business is operated on non-discrete products which provide satisfaction to consumers (Chulasak Channarong, 2007, referenced in Orawan Pairojanawutthipong, 2020).

Theoretically, it is unclear when or where the "community business" originated in Thailand. However, when defining "business" as the production, trading, exchange, and services which cause revenue, the development history of community business could be inferred. When describing "community business" by a linguistic method, the word would certainly mean the production, trading, exchange, and services that a community possesses, or the majority of production belongs to that community, or to its members. Additionally, member in a community business can apply the

community knowledge, geographical traits, and the story, to enhancing the value of products and services. (Narong Petcharaprasert, 2007). Community business aims to create the value from natural resources, or to conduct production, for consumption and revenue in the community. The main idea of this business is that diversity in a community regarding self-sufficient consumption, and food preservation for one's own family and community, contribute to reduce in expedition and health, ultimately leading to the foundation for good society, health, and preventing profit supremacy. Community business is therefore an alternative for labors to increase their revenue without relocation to an urban or trading labors to their community. Additionally, they are able to live with their family, separate themselves from discomfort and haste in urban society, and from pollution, which is considered a better choice for one's quality of life (Chanin Chunnhaphantarak, 2016).

Therefore, "community business" is an essential alternative for local occupation in one's own birthplace, and unemployed workers returning to their community. Establishment of a community business enables trading at fair price. The benefits belong to the organization, the population, and the community, with members in the community being the owners and managers of the business. Additionally, members in the community are able to enhance the learning process of the community, be self-dependent, be creative, and demonstrate the importance of the community, so that the operation can be conducted with ease, and to assure that demands of the members are responded. Utilization of resources in a community to create a product or service available to members enhances the value of community knowledge, which consequently results in members in the community possessing the ownership of the business, in addition to encouragement of fair trade, product safety, and environmental conservation (Aphichai Phantasen, 2002).

Consequently, provision of the knowledge and attitude on community business management is essential in sense that unemployed labors interesting in becoming an entrepreneur acquires knowledge and positive attitude on community business management and strategy. Tha Pho Community, Moo 8, Chom Thong, Mueang, Phitsanulok, is a semi-urban local community, a paradigm of self-sufficiency economy, strengthened by excellent integrity of the members. Currently,

the number of unemployed labors in this community is rapidly increasing. The strategy for this issue is developed in order to enhance the performance of the unemployed, and those interested in self-employed. These labors will then be able to apply the knowledge and skills for their business.

Research Questions

1. The knowledge of participants regarding community business management.
2. The attitude of participants regarding community business management.

Research Purpose

To study the level of knowledge and attitude of community business management of participants of the lecture in Tha Pho Community, Phitsanulok, Thailand.

Research Methodology

This research aims to study the knowledge and attitude regarding the community business management of 50 participants of the lecture in Moo 8, Jom Thong, Mueang Phisanulok, Phitsanulok, Thailand. The samples are chosen by the purposive sampling method, with the inclusion criteria and exclusion criteria as follows:

1. Inclusion criteria: 20 years old or more, capable of communication by writing and reading in Thai, no visual or hearing impairment, and willing to participate in the research.
2. Exclusion criteria: unable to participate in all activities due to reasons such as health issues or relocation, and withdrawal from the research.

Research Results

This Research aim to study the level of knowledge and attitude of community business management of participants of the lecture in Tha Pho Community, Phitsanulok, Thailand. The Personal information of the samples showed on the table 1. Table 1 indicates that 70 percent of the samples are female, and the other 30 percent male. The average age of the samples is 30.45 years old (S.D. = 11.94), with the majority being 20-29 years old (50 percent).

Part 1: Basic information of the sample

Personal Information	Amount	Percentage
Gender		
Male	15	0.3
Female	35	0.7
Age		
20-29	25	0.5
30-39	17	0.34
40-49	5	0.1
50-59	3	0.06
Education Degrees		
Middle School	12	0.24
High School	22	0.44
Diploma/High Vocational Certificate	10	0.2
Bachelor	6	0.12

Table 1: Personal information of the sample (n=50)

Part 2: Scores on the knowledge and attitude regarding community business management of the participants.

Level	Amount	Percentage	Min	Max
Knowledge			21	29
High (24-30 points)	40	92.50%		
Moderate (15-23 points)	10	7.50%		
Attitude			82	146
High (111-150 points)	32	67.50%		
Moderate (71-110 points)	18	32.50%		

Table 2: Scores on the knowledge and attitude (n=50)

Table 2 indicates that after the lecture, most participants scored well on knowledge regarding community business management (92.50 percent), with the minimum of 21 points, and the maximum of 29 points. Similarly, most participants scored well on the attitude on community business management (67.50 percent), with the minimum of 82 points, and the maximum of 146 points.

Discussion

Development of community business should begin from creativity of the community that is capable of developing its knowledge, operating integrally, and systematically connecting activities. The production in a community should not be profit-oriented, but should implement various methods of management, connection between entities, and learning process. This will result in self-dependency of members, and development of the community. Stability of a community requires time, commitment of its members, and most importantly development of the members, so that they possess knowledge and good attitude on self-employed business. The more knowledge the members possess, the more confident and skillful they become regarding the business management. This study results correspond to the research of Sutheera Athawongsa (2007) which describes the characteristics of good entrepreneur that they possess the knowledge regarding business operation, understands unique traits of their business, and external factors such as economic situation, competitors, and change in consumers. Additionally, a good entrepreneur must be skilled or expert in their career, and commit to

learning and experiencing.

Comprehension on business management is essential for an entrepreneur to become successful. This corresponds to the study of Hal and Royce (1990) which defines the characteristics of a successful entrepreneur as follows: knowledge and intelligence, creativity, skills on data analysis, and skills on problem solution.

Additionally, a good attitude on any activities leads to commitment and success. Therefore, a good attitude on community business management will similarly lead to success in the business. This corresponds with the research of Sutheera Athawongsa (2017) which describes the characteristics of a good entrepreneur that they possess good attitude and confidence, and that a confident person encourages themselves, and does not fear issues and obstacles. Therefore, such entrepreneur has higher opportunity to achieve their objectives. (Somkid Bangmo, 2016).

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