Factors Affecting Investment and Approaches to Increase the Value of Community Products Business in Buriram Province after the Situation of COVID 19, Thailand

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Abstracts: The purposes of this research were to study the factors affecting investment, to compare the confirmatory factors affecting the investment of community product businesses in Buriram Province after the COVID-19 situation and approaches to add the value to community product businesses in Buriram Province. The tools used are survey questionnaire. The researcher divided the samples into 2 groups: group 1, entrepreneurs of 5 products, 150 persons and group 2, consumers of 150 products, totally it got 300 persons. Statistics used for this research were percentages, mean, standard deviation, T-values. Test F-Test Values and Confirmatory Factors Analysis (CFA). The results of this research were found that the best factors driving for occurring the development of community products business was the public policies as the policy of Policy for promoting the knowledge of integrated community production in all process to entrepreneurs in Buriram Province. For entrepreneurs it has to support the strongness of business as they have to produce only the products according to the test or preferences of consumers. Other factors were considered that it was the supporting to make the community product business become to a more utility product.

Keywords: Factors Affecting Investment, Added Value, tendency for added-Value, Community Product Business, After the Situation of COVID 19.

1. INTRODUCTION

Thailand has 77 provinces. Buriram is one of the provinces in Thailand which consists of 23 districts. 6,451,178.125 rai with a total population of 1,579,802 people. Between 2017 and 2019, it was before the COVID-19 crisis. In that situation, there are totally the 3,143 persons community product business operators. (Department of Community Development Ministry of the Interior. 2021) In Thailand, community products are divided into 5 categories, namely food, beverages, fabrics and clothing, consumer goods/souvenirs and non-food herbs. All 5 types are produced and sold, which it makes each entrepreneur to have an average income per household and household debt, namely in 2017, with an income of 59,263 baht, a debt of 131,638.13 baht, and in 2019 there is income at 58,554 baht and the debt of 123,402.66 baht. The gap between income and debt is between 64,848 baht. However, during the COVID-19 crisis in 2021, the income was 67,142 baht, but the debt was 302,927.91 baht. (Office of Social Development and Human Security. 2019) When people have income and debt is 235,785 baht, it is considered that the average debt per person increases a lot, which liabilities increased from 64,840 baht to 235,785 baht. If considering the income and debt in this period it is not balanced, Entrepreneurs have to bear a huge increase in debt. Community business operations in Buriram province have significantly slowed down due to the COVID-19 crisis. Many businesses have to take on debt by halting production and distribution. A survey of the number of entrepreneurs in 2021 found that there are still 2,850 community product entrepreneurs in Buriram Province. (Office of Social Development and Human Security. 2021). From the problem of reducing the number of production and sales as mentioned, it resulted in the provincial income level to decease steadily. And most people buy and sell the products toward online, which community product entrepreneurs are not familiar with the production and distribution of products through online systems, they still produce in the traditional model and slow. The production system is still lacking in quality as well as the package is not up-to-date, so their sales decreased.

However, after the COVID-19 situation or during the year 2021, many community product entrepreneurs wish to develop or restore their own businesses to return to normal and to sell their products in a modern trading system, but they are still problems in terms of the production system and the optimization affecting for adding the value in community products. This is a problem; it will be resolved soon. The researcher is therefore interested in studying and analyzing the causes of problems, factors affecting investment, and ways to increase the value of community products businesses in Buriram Province, and hope that the entrepreneurs will have the guidelines and methods to

solve their own problems efficiently and effectively. On other hand, community business operations of other communities in each country can lead the way to solve these various problems to apply for the benefit of one's own business.

2. LITERATURE REVIEW

2.1. Economic Development

Growing of business within the community is one of everyone's obligations as it will raise the level of local people to earn and increase the income level of the province and improve the life and well-being of the community. Growing of community businesses is a matter of economic development, which Jaffee David (1998) explained in his work that the economists in the 20th century viewed development primarily in terms of economic growth, sociologists instead emphasized the broader processes of change, because the change was the development. However, Seidman, Karl F. (2005) explained that the economic development was a process of creating and utilizing the physical, human, financial, and social assets to generate the economic well-being and quality of life for a community or region. On other hand, Greenwood, Daphne T.; Holt, Richard P. F. (2010) explained that economic development is the creating of a community with a better and sustainable economy. This is considered that it increases the income and reduces expenses with reducing the debt and with improvements in quality of life. Mansell, R & and Wehn, U. (1998) explained that economic development has been occurred since the World War II to involve economic growth, namely the increases in per capita income, and the attainment of a standard of living equivalent to that of industrialized countries. Schummpeter, Joseph & Backhaus, Ursula, (2003) explained that Economic development can also be considered as a static theory that saving the state of an economy at a certain time. According to Schumpeter and Backhaus (2003), the changes in this equilibrium state documented in economic theory can only be caused by intervening factors coming from the outside. Adam Smith (1776) and John Stuart Mill (1848) describes the economic growth as it caused from the investment and the savings of entrepreneurs, when there was the investment, the national income will increase or the economic growth will have in the country, the workers will get more income and the population will increase only to a maximum size at which the per capita income is sufficient for the minimum subsistence and the economic growth will stop and the economic growth will have once again, when entrepreneurs have the savings for investment. Therefore, the economic growth should focus on the making of the people to get the sufficient income to their expenses, making of everyone to have a stable career and more assets than liabilities with a decrease in debt and there is an increase in investment. And most importantly, Thai people and foreigners come to travel within the country and increase the spending from tourism.

2.2. Production Factors

In the production of products and services, the basic factors in production are Production factors according to economic principles. Alfred Mashall (1980) explained that there are 4 production factors as the land, capital, labor and entrepreneur. these factors are considered to be very important factors for the production of products and services especially entrepreneurs. If the entrepreneur has complete knowledge, they will make the production more efficiently, because entrepreneurs must choose or look for their industrial locations or stores to suit for the production and seek the capital with the low interest rates, they will assess the labor capacity and employ with the appropriate wages by finding the equilibrium point of production. The period of production has two period as the short-run and long-run period, which the short-run will meet the fixed factor, but the long-run will meet only the variable factor. Kotler, P., Armstrong, G., Brown, L., and Adam, S. (2006) explained in their work that Production is the process of combining various inputs, both material (such as metal, wood, glass, or plastics) and immaterial (such as plans, or knowledge) in order to create output. Ideally, this output will be a good or service which has value and contributes to the utility of individuals Pearce, David W. (1992) explained that the production process and output directly result from productively utilizing the original inputs or factors of production. This is the absolutely production that Known as primary producer goods or services, land, labor, and capital are deemed the three fundamental production factors. These primary inputs are not significantly altered in the output process, nor do they become a whole component in the product. Under classical economics, materials and energy are categorized as secondary factors as they are byproducts of land, labor and capital. Samuelson, Paul A. (2010) explained that the

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important primary factors encompass all of the resourcing involved, such as land, which includes the natural resources above and below the soil. However, there is a difference in human capital and labor. Therefore, from the concept of production factors, the researcher would like to summarize as follows; the factor that entrepreneurs should consider in order to increase the efficiency or to add the value for their business as Land or Location of production and the product distribution, Investment or Scholarships with low interest rates, Production costs or transportation, costs or product costs, Labor and wage and the important thing is entrepreneurs must have the knowledge or expertise and skills for the production of product.

2.3. Product Development Concept

The development of products to upgrade the old products into new products with new processes for meeting the consumer's demand. These will help the entrepreneur to get more income. A dictionary of business and management. (2009) explained that product development covers the complete process of bringing a new product to market, renewing an existing product or introducing a product in a new market. A central aspect of NPD is product design, along with various business considerations. New product development is described broadly as the transformation of a market opportunity into a product available for sale. Kahn, Kenneth B (2012) explained in him work that the product can be tangible or intangible like a service or experience, though sometimes services and other processes are distinguished from "products". NPD requires an understanding of customer needs and wants, the competitive environment, and the nature of the market. Cost, time, and quality are the main variables that drive customer needs. Aiming at these three variables, innovative companies develop continuous practices and strategies to better satisfy customer requirements and to increase their own market share by a regular development of new products. There are many uncertainties and challenges, which companies must face throughout the process. And Koen, Perter A (2017) In the product development, there was the development stages in the following; (1) New Product Strategy – Innovators have clearly defined their goals and objectives for the new product. (2) Knowing Your Consumer – Doing market research or finding market research reports to understand the needs, problems, tastes, and desires of the consumer. (3) Idea Generation – Collective brainstorming ideas through internal and external sources. (4) Screening – Condense the number of brainstormed ideas. (5) Concept Testing – Structure an idea into a detailed concept. (6) Business Analysis – Understand the cost and profits of the new product and determining if they meet company objectives. (7) Product Development – Developing the sample, this involves the putting together of ideas and materials to form a testing product to the market. (8) Market Testing – Marketing mix is tested through a trial run of the product. (9) Commercialization – Introducing the product to the public. In addition (10) Evaluation – Involves research to monitor the progress of new service offering in relation to organizational goals. Therefore, from the concept of product development, Information related to enhance the production is the appearance, product package, product brand, product quality and product utility, product price determination, product details specified the date, month, year of manufacture and expiration, and others completely. On other hand, products must be certified and safe.

2.4. The concept of consumer behavior

Alfred Marshall (1989) explained that consumers choose to buy products caused by these factors as the price of goods and service, the income of consumer, the test, the price of other goods, the income distribution of government, the number of population and the season. Schivinski, Bruno (2019). Explained that Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behavior consists of how the consumer's emotions, attitudes, and preferences affect buying behavior. Consumer behavior emerged in the 1940–1950s as a distinct sub-discipline of marketing, but has become an interdisciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, anthropology, marketing, economics etc. Kardes, F and other (2011) explained that consumer behavior depends on many factors caused by manufacturers such as good service, production of standardized products, service after sales or making of good product packages demanded from consumers, etc. These are the things that make consumers interested in repeating purchases. Therefore, the consumer behavior is related to the choosing to buy caused by the price of the product, income of consumers, tastes or prices of other same products as compared, the natural season, the quality of the product, famous actors like to use or advertise

for them or choose to buy because there is a place or a good store and good service.

2.5. The concept of marketing

Marketing is important to help manufacturers produce more products. Cerf, M.; Garcia-Garcia, M.; Kotler, P. (2017) commented Marketing is the process of exploring, creating and delivering the valuable products to meet the needs of consumers. Therefore, before selling products, the following must be planned: Plan to choose a target audience, Advertising planning and advertising campaign creation, all this is Planning to attract consumers to buy the dealer's products. Lamb, Charles; Hair, Joseph; McDaniel, Carl (2016) described in his work that Marketing is the planning for distributing the products for other businesses or delivering directly for consumers conveniently. Therefore, the marketers must have a plan, a system of logistics, transportation, as well as the providing of services in order to make consumers to get the product and to be satisfied with that product. Mc Namara (1972) described in his work that the consumer environment and the market share affect the product distribution system. The marketers have to look around and consider many factors in sales such as product promotion, use of coupons, price incentives, etc. because all factors it is important to deliver their products to consumers quickly and satisfyingly. Alfred Marshall (1980) said that Marketing is competition. There are 2 types of markets as Perfectly Competitive Markets and Imperfectly competitive market. Most of the markets are in the form of incomplete competition, such as, One seller Marketplace, Monopoly market and Oligopoly market. According to microeconomics, the market is a competition. Bagozzi, Richard P. (October 1975) views the market as a process of companies participated with customers and strong customer relationships and creating of value to attract from customers. Therefore, from the concept of marketing, the market is the promoting of a discount promotion, distribution or giveaway in a reasonable proportion. There are a place to sell and store arrangements as unique, beautiful, distinctive, colorful. There is a product placement convenient for purchase. There is the online sale or the distribution in multiple channels. There is a logistics system and fast transportation. There is a good-looking dress and the personality of the product vendor and impressive service.

2.6. The concept of government policies

Government policies are considered the starting point to drive every process, If the policies were good and benefit for all groups of people, those will make the economic system to have a money circulation system to different parts of country perfectly. Therefore, many economists have expressed their ideas to try to drive the efficiently policies in the economy. Royal Thai Government (2019) explains that the government has a policy to develop the domestic economy, namely, making of the foundation of the country's economic system for the future by extending the target of industries and laying of the foundation for development under the concept of bioeconomy circular economy and green economy, attracting the private investment in development of Eastern Special Economic zones and including the laying of the foundation for the development of wireless communication technology in the 5G system, along with developing the skills of small and medium-sized entrepreneurs and communities to access the domestic and global markets through e-commerce platforms and to create the intelligent entrepreneurs in both small and medium enterprises, farmers, including new generation entrepreneurs as well as promoting the use of artificial intelligence to drive the country with future artificial intelligence. Seguino, Stephanie (2019). Described in his work that in terms of economic development, there are 3 factors, namely, the government should take action to achieve the widespread economic growth, such as firstly; price stability, high employment, monetary and fiscal policy, financial institutions, trade, tax policies and sustainable growth, Second; building of infrastructure for the country such as highways, electricity, water, parks, cheap housing, Third; creating of jobs and maintaining of business in finance, marketing. seguino, stephanie; heintz, james (july 2012) explain that economic growth requires monetary policy, such as, the expansion and contraction monetary policy. In particular, the contraction monetary policy will be used as a tool to slow down the country's economic growth. However, many economists have proposed various guidelines or policies for country development, which the researcher would like to summarize for use in constructing a questionnaire tool, namely, policies to stimulate the tourism both in the country and abroad, policy for promoting the market system management of the community product both domestically and internationally, the policy for promoting by the state bank loans at low interest rate, policy for promoting the knowledge of the comprehensive production for entrepreneurs of community product within the

province, policy for reducing the tax for entrepreneurs who produce community products, policy for the promotion of small, medium-sized industries in the community, policy for the management of infrastructure and efficient utilities for the community.

3. RESEARCH METHODOLOGY

3.1. Sample and Data Collection

The researcher divided the population into two groups, such as, first Group are entrepreneurs of five products; food products, beverages, fabrics, clothing. consumer goods/souvenirs and non-food herbs. Buriram Province have a total of $3,143$ entrepreneurs. (Department of Community Development Ministry of the Interior. 2021) The researcher randomly selects a specific group of producers as they have to participate voluntarily in this research project, they have to be a group of manufacturers who have continuous production periods and a 150 producers who participated in the activities of Buriram Rajabhat University. Second Group are the consumers of community product, which the researcher used an accidental random and obtained a sample of 150 persons. The total sample group is 300 persons. The details of samples have as follows; most were females (51.3) and males (48.7), aged between 31-40 years (28.3), 20-30 years (23.0), 41-50 years (21.3), 51-60 years (15.3), 61 years and over (12.0), completed less than a bachelor's degree (46.7), bachelor's degree (32.3), higher than bachelor's degree (21.0), married (75.0), single (4.7), divorced (20.3), they have monthly income below 20,000 baht (50.0), an income between 20,001 - 50,000 baht (40.0), an income between 50,001 - 80,000 baht (7.7) and having an income between 80,001-100,000 baht (2.3). Most of the entrepreneurial had been in business for 5 years - 10 years (51.0), under 5 years (26.0), and 10 years or more (23.0). The researcher divided these samples into five categories. Each category have 30 persons, totaling is 150 persons, such as, food, drinks, clothing, clothing, consumer goods/souvenirs and non-food herbs. The sample group is the consumer. For the period of purchase of community products, most of them purchased for 10 years or more (36.0), 5 years - 10 years (37.0), under 5 years (27.0). They like the community products as; food (37.0), utensil or souvenirs (19.0), non-food herbs (16.0), clothes (15.0) and beverages (12.0).

3.2. Statistic For This Research

To determine the Ca2+ transport number across the CEM, the apparent fraction of conducting area of the CEM was first evaluated. This was obtained from literature data [23]. The number of Na+ transport at low concentrations across a cation exchange membrane. MK-40 es tm + ≈ 1. The transport number of Na+ in the solution was calculated and the following was obtained ts + =0.395 and then related transition times (τ) to the square of the current density$(1/i)2$ by a linear fit, using Equation 2, obtaining the apparent fraction of the conductive area of the MIC, ε = 0.7955. The Ca2+ transport number in the solution was calculated and the following was obtained ts 2+ = 0.437, and considering the value of ε, the transport number of Ca2+ in the CEM was obtained using equation 2, resulting in tm 2+ = 0.976. The transport number obtained tells us that MIC has a good selectivity to separate Ca2+ from the solution under study. According to [22] the transport number for a 0.02 M CaCl2 - CEM (MK-40) system is close to 0.98, which is in agreement with the present work.

3.2. Transition Time

The researcher used the percentages to analyze general data, used the mean, standard deviation to analyze the degree of difference, used T-test to compare opinions differing between males and females, used F-test to compare different opinions between incomes, which the reason chosen this F-test is because of the choice for purchasing the products depends mainly on the income of consumers and used the confirmatory factor analysis to be a tool for measuring the positive effect after the COVID-19 situation what are the main factors increasing the value of the community products business in Buriram?. The research used the formula of Confirmatory Factor Analysis (CFA) as

follows:

3.2.1 The researchers used the relative chi-square statistics (χ 2 /df) to measure the sensitivity and to analyze the numbers from a large sample size. The ratio 127 between chi-square and degrees-of-freedom (χ 2 /df) was taken into consideration for the consistency of model and using the criterion χ 2 /df ≤ 3.00, this is an acceptable model (Kline, 1998).

3.2.2 The researcher used the root mean square error of approximation (RMSEA) as a value indicating the inconsistency of the model, which constructed with the population covariance matrix. So, the RMSEA value should be less than 0.08 to show that the models are consistent. (Stieger, 1990)

3.2.3 The researcher used the Goodness of Fit Index (GFI), which is the value shown the proportion of observed covariance that can be explained by the model covariance. (Kline, 2005) Therefore, GFI values should be higher than 0.90 to be accepted values (GFI ≥ 0.90). (Kline, 1998; Byrne, 1994)

Summarize the criteria for checking the consistency of the studied model as shown in the following table.

Table 1: shows criteria for consideration.

Index value	Factor Loading	χ 2 /df	df	p-value	GFI	RMSEA
Goodness of Fit	≤ 0.80	≤3.00	≤0.08	≤.08	≥ 0.90	≥ 0.90

1. RESULTS

4.1 Factors Affecting Investment of Community Products Business in Buriram Province after the COVID-19 situation, the research findings were as follows.

Table 2: Shows a detailed overview of each part

Details of each part	$\bar{X}$	S.D	Level	Rank
Economic	4.40	0.51	more	6
Production factor	4.45	0.53	more	4
Production	4.46	0.58	more	3
Consumer Behavior	4.51	0.52	most	2
Marketing	4.43	0.50	more	5
Policies of Government	4.73	0.49	most	1
Total Picture of each part	4.50	0.52	more	-

From Table, it was found that Overall, each aspect was at a high level (4.50), but as considered each detail, it was found that the detail ranked at the highest level, namely: No. 1 is the government policy (4.73), No. 2 is consumer behavior (4.51), ranked at   high level: No. 3 is the terms of products (4.46), No. 4 is the factors of production (4.45), No. 5 is the marketing (4.40) and No. 6 is economics (4.45) respectively.

When considering each factor, the researcher has placed the first top 2 in order of importance as follows:

Table 3: shows the first top 2 details of each part

TOPIC	DETAILS	$\bar{X}$	S.D	LEVEL	RANK
Economics (4.40)	Expenditure of Thai people and/or foreigners traveled within Buriram province	4.48	0.50	more	1
	Number of investors within Buriram Province	4.46	0.51	more	2
Production Factor (4.45)	labor and wages	4.48	0.50	more	1
	land/location	4.47	0.52	more	2
Products (4.46)	Appearance / product package / brand or product brand	4.43	0.55	more	1
	Price of Products	4.41	0.49	more	2
Consumer Behavior (4.51)	Shop for tastes or preferences.	4.48	0.50	more	1
	Choose to buy because of your own income.	4.47	0.50	more	2
Marketing (4.43)	There is a fast logistics system and delivery.	4.54	0.50	most	1
	sell online in many channels	4.53	0.50	most	2
Government Policis (4.73)	Policy to promote the knowledge of integrated production in all stage of production for entrepreneurs of community product within the province	4.82	0.49	most	1
	Tax reduction measures for entrepreneurs who produce community products	4.79	0.48	most	2

From the table, it was found that In terms of economy, first number is the spending by Thais and/or foreigners who come to travel within Buriram Province, second number is the number of investors within Buriram Province. In terms of factors of production, first number is the labor and wages, second number is the land or location. In terms of products, first number is the appearance/package/brand or brand of the product, second number is the product price. In terms of consumer behavior, first number is the buying because of taste or preference, second number is buying because of one's own income. In marketing, first number is logistics and fast delivery, second number is online multi-channel sales. In terms of government policy, first number is the policy to promote comprehensive production knowledge for community product entrepreneurs within the province, second number is the tax reduction measures for entrepreneurs who produce community products.

However, when the researcher analyzed the opinions of the sample group by using a comparative analysis classified by gender, the following findings were found:

Table 4: presents a detail of comparison by the T-Test using the gender of the respondents

Sex		N	$\overline{X}$	S.D	t	p
Economics	Mail	146	0.32	4.48	.191	.849
	Female	154	0.28	4.46		
Production factor	Mail	146	0.49	4.45	-.123	.902
	Female	154	0.47	4.45		
Products	Mail	146	0.49	4.40	-.027	.978
	Female	154	0.47	4.40		
Consumer behavior	Mail	146	0.50	4.46	.045	.964
	Female	154	0.51	4.45		
Marketing	Mail	146	0.50	4.50	-.456	.648
	Female	154	0.49	4.52		
Government Policies	Mail	146	0.49	4.70	-1.606	.109
	Female	154	0.49	4.75		

* Statistical significance at the .05 level.

From the table it was found that in all aspects, as compared both males and females, the respondents had no different opinions significantly at the level of .05 indicating that respondents both male and female had the same opinion or no difference in all items.

As analyzed the value of One WAY ANOVA by comparing the income of the respondents, it was found as follows.

Table 5: it showed the details of One WAY ANOVA comparison using respondents' income levels.

ANOVA		SS	df	MS	F	Sig.
Economics	Between Groups	.400	3	.133	1.474	.222
	Within Groups	26.797	296	.091		
	Total	27.197	299			
Production factor	Between Groups	.420	3	.140	.620	.602
	Within Groups	66.829	296	.226		
	Total	67.249	299			

Products	Between Groups	.433	3	.144	.624	.600
	Within Groups	68.484	296	.231		
	Total	68.917	299			
Consumer behavior	Between Groups	.129	3	.043	.169	.917
	Within Groups	75.451	296	.255		
	Total	75.580	299			
Marketing	Between Groups	.244	3	.081	.331	.803
	Within Groups	72.961	296	.246		
	Total	73.206	299			
Government Policies	Between Groups	.045	3	.015	.062	.980
	Within Groups	71.420	296	.241		
	Total	71.465	299			

* Statistical significance at the .05 level.

From the table it was found that as analyzed overall opinions in each aspect which it compared the opinions from different income earners by using One WAY ANOWA, the results were not significantly different at the .05 level, indicating that respondents with different incomes had the same opinions or not different.

4.3 To study and analysis the confirmatory factors affecting the investment of community product businesses in Buriram Province after the situation of COVID 19

When the researcher tested in each variable of statistic as Mean, Standard Diviation, T-test and F-test, it was found that the respondents had no different opinions. However, for the clarity of data analysis, which variables should be excluded and which are not really relevant to the optimization per investment, the researcher therefore used the method of a confirmatory factor analysis to visualize the factors affecting the investment of community product businesses. Initially, the overview of each variable was tested to find the Reliability value at .842, which is a value that can be used for confirmatory factor analysis (CFA). in analyzing that data, when the researcher measured different values, it appeared that many variables were negative variables. The researcher has therefore eliminated some variables, leaved only positive independent variables and re-analyzed, it was found that the obtained value still has a p-value lower than .05, a CMIN/DF = .959 value was higher than 3, a GFI= .958 value was lower than 0.9, and a RMSEA value was higher than 0.8. So, it is a statistically unacceptable value.

Therefore, the researcher used the method of screening the high M.I and choosing between 2 values, whichever was lower, it would be eliminated. The screening was carried out in such a way and analyzed until the acceptable confirmatory component values as p = .621, which was higher than .05, CMIN/DF=.959 which were values lower 3, GFI= .958 which was above 0.9 and RMSEA= .000 which was below 0.8, these numbers was accepted as shown in the following figure.
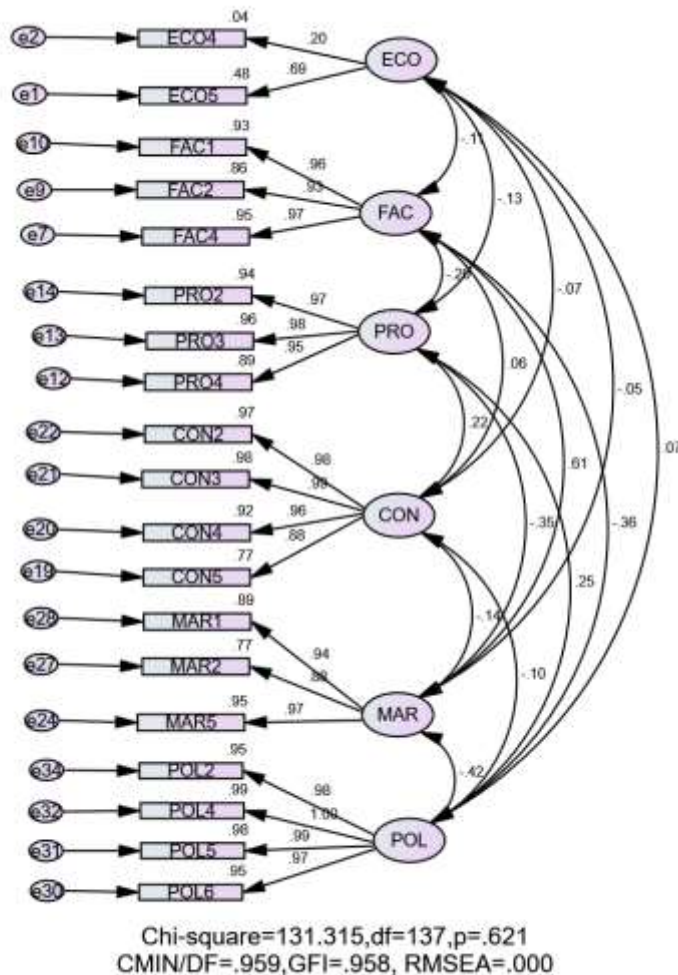
Figure 1. Acceptable Confirmatory Factor Analysis

From Figure 4.1, it showed that it was an acceptable level; where Chi-square= 131.315, df=137, p-value = .621 was higher than .05, CMIN/DF=.959 was lower than 3, GFI= .958 was over 0.9 and RMSEA = .000 was less than 0.8. Therefore, there are variables that was acceptable as follows: ECO had one variable namely ECO5 (.69), while FAC had three variables namely FAC4 (.97), FAC1 (.96) and FAC2. (.93), later the PRO had three variables as PRO3(.98), PRO2(.97) and PRO4(.95) variables, Later the CON had four variables as CON3(.99), CON2(.98), CON4(.96) and CON5(.88), later MAR had three variables as MAR5(.97), MAR1(.94) and MAR2(.89) and later POL had 4 variables as POL4(1.0), POL5(.99), POL2(.98) and POL6(.97), respectively.

Table 6: Acceptance of Analysis Criteria

Index	χ 2	χ 2 /df	df	p-Value	GFI	RMSEA	result
Goodness of Fit	131.315	.959	137	.621	.958	.000	Accept

4.4 To study ways to add value to community product businesses in Buriram Province.

The researcher has analyzed the approach to adding value to the community product business according to the content and details from the collected and analyzed content from the confirmatory component statistics found as follows.
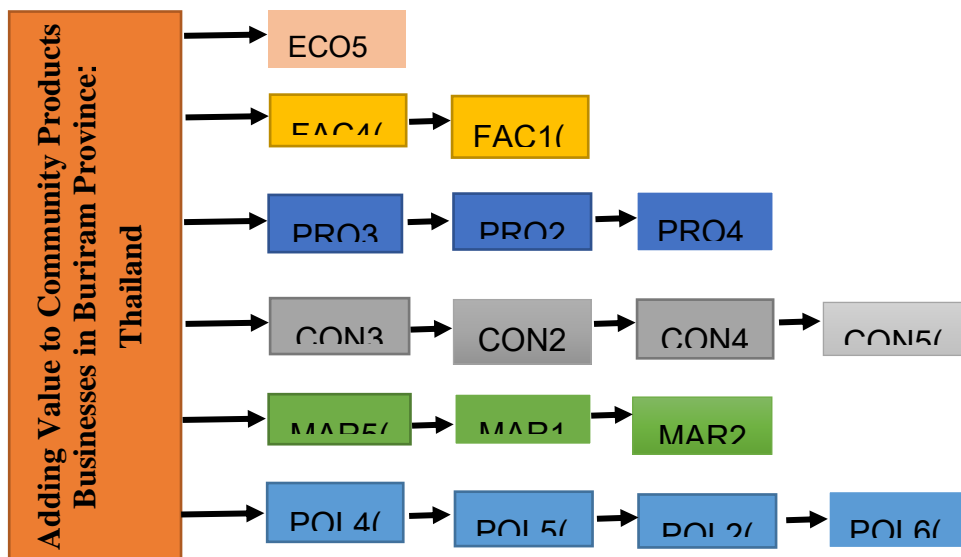
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Figure 2: shows ways to add value to community product businesses in Buriram Province.

From the analysis of confirmation factor, it was found that the first driving factor for the development of community products business was the government policy, which it must be added to the subject as policy to promote the integrated production knowledge in all process of production for community product entrepreneurs within the province (POL4 : 1.0), next is the detail about the measures of tax reduction for community products entrepreneurs (POL 5:.99), followed by a policy to promote the management of community products both domestically and internationally (POL 2:.98) and followed by the small and medium industries in the community (POL6:.97) respectively. Entrepreneurs would need to strengthen their strength as follows: first number was as the choose to buy the product because of taste or preference (CON3: .99), the choose to buy because of their own income CON2: .98), the choose to buy because of the price of other products of the same compared category (CON4 : .96), the choose to buy because of the natural season (CON5 : .88), the choose to buy because of product price (PRO3 : .98), choose to buy because of product quality and utility (PRO2 : .97), the choose to buy because of product details specifying the expired date, month, year of manufacture and others completely (PRO4 : .95), the choose to buy because of production cost/transportation cost/product cost(FAC : .97), the choose to buy because of land/location (FAC1 : .96), the choose to buy because of the good dressing and the good personality and the impressive service of product seller (MAR5: .97), the good marketing promotions as promotions, discounts, giveaways or freebies (MAR1: .94), the exact location and the arrangement of the unique, beautiful, distinctive and colorful store as well as placement of comfortable product for consumers (MAR2: .89) and the last was the spending of Thai people and/or foreigners traveling in Buriram (ECO5: .69).

DISCUSSION AND CONCLUSION

In order to study factors affecting investment and ways to increase the value of community products business in Buriram Province after the situation of COVID 19 in Thailand from the data analysis, it was found that

5.1 in factors affecting that investment, the researcher has taken the results of the analysis from the T-Test and F-Test and found that the samples were not different or consistent opinion with the statistical significance at the .05 level and had the opinion in the same direction of all parts, all parts of each aspect was at a high level (4.50), but when considering each detail, it was found that detail ranked at the highest level as first number was the government policy (4.73), second number was the consumer behavior (4.51). Government policies are considered as main drivers of the economy, and the starting point to cause the flow of money into the economy. If any policy is a policy that all people can access and receive benefits that can generate income, the policy can be considered as an effective policy providing an equitable distribution of income. Because every policy must have a goal to make the

people to eat well. Especially the policies that can make the people to have a stable career. People can make money on that occupation. It is not a temporary income policy. It should be a policy to provide the people with lifetime income and be able to expand their income base. This reason is consistent with David Easton (1953) stating that public policy refers to the power to appropriate what is of value to the entire society. The person who has the power to allocate is the government and what the government must decide to do or not to do according to the allocating the value of society and must achieve its goals. Harold D. Lasswell and Abraham Kaplan (1970) stated that public policy means the determination of the goals, values and practices of the public program, it clearly states that activities of government plans or programs are called public policy, it must be consistent with the values of society and the practices achieving the goals. Louis Koening (1986) stated that state policy is the action that the government will do it or will not do it affecting to the well-being of the people, such as, the policies of weapon control, the military force policy, the policy of air pollution control, the policies of social welfare, etc.

Public policy has its contents and its consequences in determining the lives and futures of citizens. So, from the research results, the conclusions of various researcher shows that the focal point of all developments will be government policies, because the government policy is considered a tool to drive economic growth. A good policy is one in which all groups of people will get the benefit, all groups will have a stable income and welfare throughout their lifetime.

5.2 When the researcher analyzed the confirmatory factors, it is found that the factor driving for developing the community product business is the government policy, which is consistent with the analysis by the mean and standard deviation. it shows the concept of the people is consistent with the concept of economists and researchers. It is the same idea that government policy is the main policy to drive economic growth. The People is considered that they are the participatory of development or become a development force in order to grow the domestic economy. However, as considered in detail, it was found that Policies to grow the economic system as policy to promote the comprehensive production knowledge in all process for entrepreneurs of community product within the province. It is a policy for promoting the knowledge and is regarded as the development highlight of personnel capacity, which if there are the supporting both the knowledge and capacity, this is considered that it make the personnel to be able to practice truly and successfully. Liebowitz, J. and Beckman, T. (1998) said that if the personal have the knowledge, the government must manage the knowledge for them and explained that KM as formalization of and access to, experience, knowledge and expertise that create new capabilities, enable su-perior performance, encourage innovation and enhance customer value. Quintas et al. (1997) said that if any office wants to get the success in the development of work system, various factors such as human resources, processes and IT are essential for knowledge management. Holsapple and Joshi (2000) stated that if any office wants to support the knowledge, it takes into account a various factor that can influence the success of knowledge management including culture and technology. Leonard, 1995; Szulanski, 1996 explained that in the promoting of the knowledge, leaders of organizations must have the qualities of leadership, so they can promote the knowledge. Ander-son (1996) states that another form of knowledge management in an organization for change is organizational change and motivating employees to make changes. Sciulli (1998) explained that factors affecting the knowledge were the leadership of knowledge, knowledge building and culture sharing and the knowledge process of the organization systematically. Therefore, the promoting of knowledge especially in the integrated production in all process for community product entrepreneurs such as the knowledge of production factor, production process, marketing management, method of money using in all life. These are truly the change of production and the growth of the economy within the province.

RECOMMENDATION

Recommendation from the results

1.   In economic development of community products, Government policies should be focused on promoting the knowledge of complete production for entrepreneur of community product within the province, because it will make the community products to be strangeness and sustainability.

2.   It should have the tax reduction measures for the entrepreneurs of community products, policy for

promoting the management of community marketing systems both domestically and internationally, promoting small medium -sized industries in the community.

3.   The entrepreneur has to be supported the strangeness of production. They have to produce according to the test or demand of consumers and have to set up the price according to the economic situation.

Recommendation for future research

1.   It should study on the topic that a study of big-data base about the community production or possibility of community business market as well as the knowledge management connecting with the Asian.

2.   It should study about the exchange how to produce the community products with local materials in ASEAN countries

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