

A Study on Situations and Marketing Trend of Oyster from Oyster Farmer Group in Kung Krabean Royal Development Study Center Area

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Objectives

Objectives of research were studied 1.) Situation of oyster farmer group and oyster harvesting. 2.) Supply chain from farm to customer 3.) Acceptability of people with oyster and oyster product. 4.) Marketing and pricing of oyster and oyster products, and 5.) Opportunity of oyster distribution.

Methods

The methodologies of this research were survey and questionnaire condition, each questionnaire condition shall be survey with difference group of people. First questionnaires need to ask the 1,000 costumers for objective 3 and 5, second, need to ask the distributors for objective 2 and 4. And third, study the situation of oyster farmer group for objective 1.

Results and Discussion

The result of 1,000 customer surveys show that, most of them were male (51.9%), age between 15-25 years (45.8%), educated were bachelor degree (38.3%) occupation were student (40%), and income were less than 9,000 baht (34.2%)/month. Most of people have eaten oyster (83%), those oyster were raw and product (56.9%). Raw oyster were brought from female vendor (15.7%) in morning time (43.8%). Price of raw oyster was around less than 100 Baht/ kg (48.6%). The frequency of buying was less than 1 time/ month (43.2%). For oyster product, they were consume oyster sauce 66.3% and brought from grocery (30.1%). The opinions of consumer believe that oyster can be increase cholesterol level in blood (37.2%). For oyster product development part people prefer to see both of food and snack product type (58.3%), Food type, most of them preferred to see Nam-Prick (47.6%) and snack type preferred to see Kao-kriab (56%)

Conclusion

Most of customers who answer questionnaire were male, age between 15-25 years, educated in bachelor degree. Most of them have eaten oyster and oyster product. The opinion with product development, they interested in Nam-Prick and Kao-kriab were number one of food and snack type. Oyster product could be filling in glass bottle. The net weight of product could be 300 g/package; product could sale in OTOP market. Price of snack could be 20-30 baht/unit package, but food could be 40-50 baht/unit package. Customers believe that those products can sale both in Thai and over sea market. If those products were sale in Thailand they refer to buy them.

Publication Outputs:

1. พิมพ์วารสาร ชัยศักดิ์. 2552. กิจกรรมและผลงานกลุ่มผู้เพาะเลี้ยงหอยครบวงจร อำเภอทุ่งกระเบน. เอกสารประกอบการบรรยาย คือนับผู้ศึกษาดูงาน จันทบุรี
2. ศูนย์ศึกษาการพัฒนาอำเภอทุ่งกระเบน อันเนื่องมาจากพระราชดำริ. มปป. จากชุมชนเขถึงทะเล. เอกสารเผยแพร่ผลงานตามโครงการพระราชดำริ จันทบุรี

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