

Factors Affecting the Knowledge on Local Wisdom for the Handicraft in Phanat Nikhom District, Chonburi Province, Thailand

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Abstract

The wicker handicraft is the local wisdom of the communities very essential for living. It represents the smart wisdom of local people in applying the things already existing in the communities to make the daily utensils beneficial for living. Besides, it can be seen that the wicker handicraft has existed for long time ago and has been continually developed by means of knowledge transfer from one generation to the following generations. The learning can be done by practicing, training, and telling. However, it lacks the system to record the information reflecting the learning accumulated and transferred from the past until present. Therefore, the knowledge transfer in the works is very important in maintaining such local wisdom. The results of study on the knowledge in the local wisdom works can be used in developing the process of knowledge transfer in the local wisdom of wicker handicraft more efficiently and sustainably. The researcher uses the mixed methodology which is the quantitative study to focus on finding the facts of information in numbers to confirm the correctness. The questionnaires are used for the data collection on 400 samples from the population in the municipal area of Phanat Nikhom District, Chonburi Province. The qualitative study is also conducted from the in-depth interview on 10 persons from the group of leaders and members. The data is analyzed by using the descriptive statistics including percentage, mean, standard deviation, and inferential analysis. The causal relationships are analyzed to find the relationships of factors of organization and the factors of knowledge in works. The research results reveal that the factors of organization in the leadership, technology, and communication including the organizational culture are all important to the knowledge in works. Such factors have direct influences on the effectiveness of development of local wisdom in handicraft. If it is supported, promoted, and developed in the knowledge process in the works which respond the organization's demand appropriately. This can yield more efficiency and effectiveness. Therefore, these factors are necessary to be used in developing the knowledge in local wisdom for handicraft for the locality and community people to have continual development with the maximum efficiency.

Keywords: Knowledge in Works, Local Wisdom, Handicraft

Introduction

The country development strategies need to accelerate the development on various aspects along with paying attention to the human development and the development of Thai society to keep pace with changes. Marquardt (1996) argues that organizations that are persistent and competitive must have the sustainable development. This is correspondent with the community business operation whose operators still lack the strength and self-reliance in the business operations (Inwang, 2011). Thai society is an ancient society with a lot of local wisdom. Apart from representing the Thai identity, it also measures the prosperity and development of people in the country (Somakasettrin, 2008). At present, the wickerwork has been developed in more inventive and modern forms. The important factor making the

wisdom of wickerwork exist is the knowledge management in the work for the obtained knowledge to be conveyed, developed and stored in order to be used for the maximum benefits (Interview with Munphala, 2016).

Phanat Nikhom is a district in Chonburi famous for wickerwork which is the ancient wisdom transmitted from generation to generation. It is the major producer of wicker in the community. Apart from the wickerwork for sale, it is also the world's largest wicker tourist attraction. The specialty of Phanat Nikhom wickerwork is the delicacy and ancient craftsmanship with ancient patterns that are rare nowadays. For almost all market channels, the intermediaries will come to buy local products and then distribute to sell around the country. Some are exported to foreign countries. As the crafts are difficult to do and they need a lot of attention to the details along with less income than working as employees in the companies, at present and in the future, there will be the shortage of personnel to transfer the local wisdom of wickerwork (Interview with Munphala, 2016).

Objectives

1. To study the factors of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province
2. To study the knowledge of local handicrafts in Phanat Nikhom District, Chonburi Province
3. To study the relationship of organizational factors affecting knowledge of local wisdom in handicraft in Phanat Nikhom District, Chonburi Province

Research Methodology

This study focuses on investigating the factors influencing the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province using the Mixed methods research. It is the Quantitative research aiming to quantify facts and conclusions. The numerical data is used as evidence to prove the findings and conclusions. The questionnaires are used as the data collection tools to support the quantitative findings. It is also the Qualitative research by gathering the information from people involving in the handicraft of wickerwork. The researcher uses both documentary study method and in-depth interview to find the facts to support the research approaches in order to obtain the findings that serve the objectives of this study for more complete research results.

The variables studied in this research are obtained from the analysis and synthesis of related literature, documents and researches for selecting the variables. There are 2 variables in the study:

1. Organizational variables are obtained from synthesizing the concepts of Anderson and APQC (1999), Grover and Davenport (2001), Singapore Productivity and Standards Board (PSB) or SPRING (2001), and Higgins (1999) consisting of 5 sub-variables; leadership, organizational culture, technology and communication, basic structure, measurement and evaluation.
2. Variables involving the knowledge in works are obtained from studying, analyzing, and synthesizing the principles including the concepts and theories from the academicians in the management of knowledge in works of Arora (2002), Wong (2005), Liebowitz (1999), Holsapple and Joshi (2000), Yahya and Goh (2002), and Hauschild, Licht, and Stein (2001) consisting of 6 sub-variables; knowledge in business, products and services, continuous learning at work, working in team, creative thinking and innovation, problem solving and decision making in work, gathering and analyzing the data in works.

The sample group and the population used by the researcher in this study consist of the popularity in Muang Phanat Nikhom Municipality containing 12 communities with 11,090 members (Local Registration Office of Muang Phanat Nikhom Municipality in July, 2016).

The sample group consists of 400 persons from the random sampling table of Yamané (Tirakanan, 2005). The researcher also uses the questionnaires as the data collection tools. The statistics used are Descriptive statistics to be used in the analysis including Frequencies, Percentages, Standard Deviation (SD) using the SPSS/PC ready-made program and the Multiple regression Analysis. For the sample group in the qualitative study approaches, the researcher uses the In-depth interview in studying only the persons related to the handicrafts of wickerwork in Phanat Nikhom District, Chonburi Province, divided into 2 groups. The 1st group consists of the Key Informants including 6 persons from the member group (producers, sellers, and members). The 2nd group consists of the in-depth informants who are 4 leaders. The Non probability sampling is used with the Purposive sampling (Thaweerat, 1999). This will be the approach in generating the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province, sustainably.

Research Results

Individual characteristics of the sample group

According to the results from the analysis on general information on the personal characteristics of the population in Muang Phanat Nikhom Municipality from 12 communities with 400 persons, it is found that the majority of respondents are female for 58.75% aged 41-50 years old calculated as 38.00%. Most of the size of organizations with fewer than 15 members is 316 organizations calculated as 79.00%. When considering the types of handicrafts, most of them are the products made from bamboos for 37.30%. Regarding the features, functions, and benefits, it is found that the miscellaneous things are used most calculated as 49.00%. Regarding the work experience in the handicrafts, it is found that most respondents have more than 10 years of experience in handicrafts calculated as 32.00% and they have the handicraft experience of 1 - 3 years calculated as 16.00%.

Results of data analysis on organizational factors of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province

According to the analysis on the variables overall, it is found that the overall has the mean of 3.65, which is very high. The factor of leadership has the highest mean of 3.71 which is at the high level. Secondly, it is about technology and communication with the mean of 3.70 which is very high as well. The mean of cultural factors is 3.60 whereas the factors of infrastructure and evaluation are 3.63 and 3.59, respectively.

Results of study on the direct and indirect relationships of hypothesis variables.

Results of the study of hypothesis 1: Organizational factors are positively correlated with local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province (H1). It is found that the organizational factors are correlated positively to the wisdom of local handicrafts in Phanat Nikhom District, Chonburi Province. The positive correlation coefficient is 0.095, which statistical significance at 0.01 level. This represents that if the organizational factors have good efficiency, it will result in better efficiency of knowledge of local wisdom in the handicrafts in Phanat Nikhom District, Chonburi Province.

Results of studying Hypothesis 2: The knowledge-based factors are positively correlated with the local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province (H2). It is found that the knowledge in work variables are positively correlated with the local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province. The positive correlation coefficient is 0.051 with statistical significant at 0.01 level. It represents that if all factors of knowledge in work are supported by organizational factors, it will result in more efficient knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province.

Results of Multiple regression Analysis: Finding the forms of direct relations to the organizational factors with direct relations to the factors of knowledge of local wisdom in the handicrafts in Phanat Nikhom District, Chonburi Province

Results of studying Hypothesis 3: The organizational factors have direct relations to the factors of knowledge of local wisdom in the handicrafts in Phanat Nikhom District, Chonburi Province.

Table 1 Multiple Correlation Coefficient (R), forecast power (R^2), and increasing forecast power (R^2 Change) in the forecast on the results of knowledge of local wisdom in the handicrafts in Phanat Nikhom District, Chonburi Province

Order of forecast	R	R^2	R^2 change	F
leadership skill, Organizational culture, Organization Structure, technology and Knowledge communication	0.711	0.506	0.506	100.949**

** p-value < 0.01

When analyzing the forecast, it consists of the factors of leadership skills, organizational culture, technology and communication, basic structure, and evaluation. The results reveal that the forecast power is 50.6% ($R^2 = 0.506$) with statistical significant at.01 level. The three factors are the factors of leadership skills, technology and communication, and organizational culture. These can share in forecasting the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province at 50.6%.

Table 2 The coefficient of regression of the forecast in the raw scores (b) and the standard score (Beta) in testing the significance of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province

Forecast	b	Beta	t	p-value
Leadership skill	.271	.329	6.198	.000
Technology and Knowledge communication	.570	.306	6.196	.000
Organizational culture	.117	.133	2.387	.008
Constant	1.142			
R=0.711 R ² =0.506 F= 100.949 p-value=.00				

When considering the coefficient of forecast in the standard score, it is found that the highest beta forecast is the factor of leadership skills (Beta = 0.329) followed by the factor of technology and communication (Beta = 0.306) and the factor of organizational culture (Beta = 0.133), respectively. The factor of leadership skills has higher weight than other factors.

Multiple regression Analysis: In finding the forms of factors with direct relations to the factor of organization and the knowledge in work has the direct relations to the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province. According to the analysis when the forecasts consist of leadership skill, Organizational culture, and technology and Knowledge communication, it is found that the forecast power is 50.6% with statistical significant at 0.01 level. The leadership skills, Organizational culture, and technology and Knowledge communication can forecast the results of knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province, for 50.6%. Besides, when considering the coefficient of forecast in the standard score (Beta), the equation of forecast can be made from the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province, as follows:

Equation of forecast in the form of standard score

$$Z'_{\text{knowledge in works}} = 0.271X_{\text{Leadership}} + 0.570X_{\text{Technology and communication of knowledge}} + 0.117X_{\text{Organizational culture}}$$

Therefore, when using various factors to make the multiple regression analysis for creating the equation of forecast in the form of standard score, there are 3 factors are found to be used in creating the equation consisting of the factor of leadership skills, the factor of technology and communication of knowledge, and the factor of organizational culture. The other two factors which are the infrastructure and the measurement and evaluation do not fit into the equation. This means the factors of infrastructure and measurement and evaluation have no influence on the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province.

Therefore, it can be concluded that from the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province, the factors are the organizational factors of leadership, the factor of technology and communication of knowledge, and the factor of organizational culture. If all of these factors are supported and promoted more, it will enhance the efficiency of the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province, as well.

Result Discussion

Organizational factors of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province

The organizational factors are very important, especially the factor of leadership. The leaders of the organizations who are the good example of local wisdom are of highest priority and they recommends members of the community to be aware of the procedures, systems, and data analysis. The leaders motivate community members to keep up with the demand for learning at work. Moreover, they also give the consultation and help solving the problems of works for the community members. This is consistent with the concept of Pracha Terat (2001) that the effectiveness of the organization depends on the efficiency and potential of the individuals. The more the organizations can improve the individual's performance, the more effectiveness the organizations have. The technology and communication are involved in many forms. In addition, technology and knowledge communication also increases the marketing channel for the community as well. This is correspondent with the research of Lueg (2001) finding that in creating the knowledge management, the information and computer technology must be applied in finding, accessing and retrieving the information rapidly. The organizational culture also affects the knowledge in works. This is consistent with the idea of Wallach, 1983, that organizational culture influences organizational performance and engagement. The different types of cultures affect different organizational performance and engagement.

Relationship of variables between the organizational factor of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province, and the factor of knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province

The organizational factors are positively related to the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province (H1). The organizational factors having good efficiency will enhance the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province, to have better efficiency. This is correspondent with the concepts of Davenport, De Long, & Beers (1998: 52). The factor of knowledge in works leads to the experiences and knowledge in the works as well as creating the innovation. This can make the knowledge management successful and is correlated to the research of Kangas (2005) finding that the organizational culture has positive influence continually in applying the knowledge.

Direct relations on the factor of knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province

If the factor of knowledge in works is supported by the organizational factor, it will enhance

the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province, to be more efficient. This is also correlated with the interview with two group members being found that the factor of knowledge in works is important to the local wisdom very much as they are the planners and creators of knowledge in various works following the objectives set forth. This is important for enhancing the development of members in all areas whether the creation of knowledge in the service provision, products, and business including the continual learning in works. The support of leaders is also important and necessary for enabling the activities which are considered the "positive emphasis". This is the cause of success following the objectives of the knowledge in works. Moreover, it is also correspondent with the research of Hasanali (2002) finding that the leadership is one of the factors enabling the knowledge management to be successful. This is because the leadership is related to the organization's discipline as the leaders are the role models for the employees to conform to.

Pattern of direct relations on the organizational factor having the direct relations on the factor of knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province

As all of the mentioned factors are the elements of knowledge in works, the researcher has proposed the pattern of factor of knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province, which can be developed and applied appropriately and responsive to the demands of the organizations and the communities as shown in Figure 1.

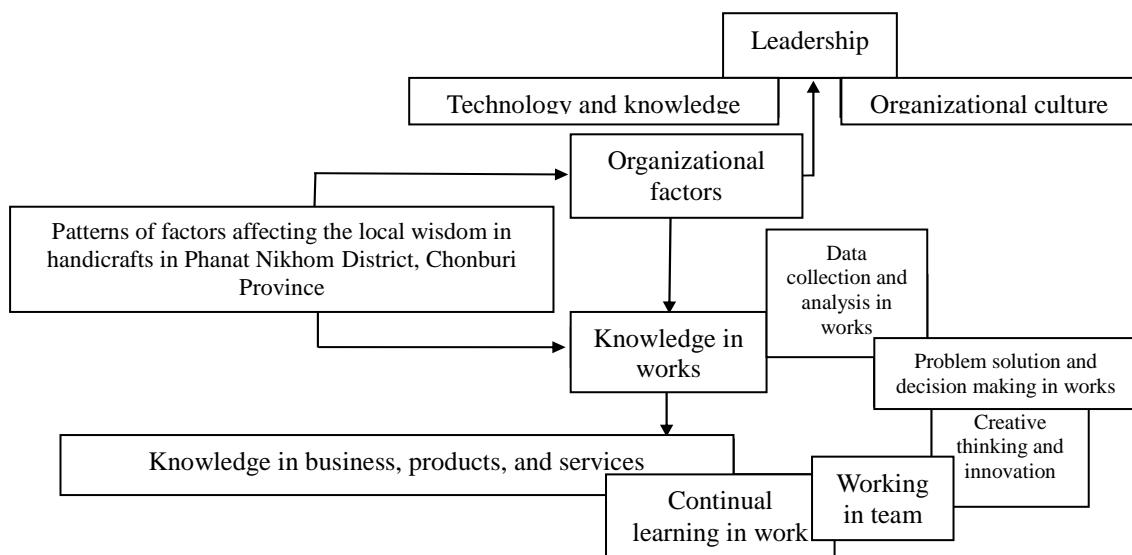


Figure 1 Represents the organizational factors affecting the knowledge of local wisdom in handicrafts in Phanat Nikhom District, Chonburi Province

As all of these factors have direct influences on the effectiveness of the development of knowledge in the local wisdom of handicrafts and when the process of knowledge in the work is developed to respond to the organizations, personnel, and members appropriately, it will be more effective and efficient. Therefore, it is necessary to integrate these factors in the development of local wisdom in the field of handicrafts to enable the locality or organizations to be able to use in developing the knowledge transfer process in the most effective way. People in the community can apply the obtained knowledge or benefits to develop and apply in the local wisdom of wicker handicraft to be more effective and sustainable as the knowledge of the locality further.

Application of research findings and models

The results of the study on the "Factors Affecting Knowledge of Local Wisdom in

Handicrafts in Phanat Nikhom District, Chonburi Province" can be applied to plan for the knowledge development of local wisdom in various areas. Apart from implementing such model as the model for deployment in the organizations or locality, it also provides guidance to government agencies such as the Ministry of Education responsible for supervising the master plan for education development in the country to adopt the model to be studied and adjusted including setting the suitable operational frame. It is possible to set up the development plan for the youth and students in educational institutes to get the concepts of knowledge management in the right works. At least, it can promote learning and understanding in planning to further the ideas of the learners to realize the importance of knowledge in various fields until creating the self-development to prepare for the power of society in the future.

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