

Abstract

The objectives of creating M-Commerce strategies for expanding distribution channels of products from Community Enterprise of Ban Dung District were; 1) to gather information and create database of products from Community Enterprise of Ban Dung District, Udon Thani Province in a digital format; 2) to analyze the strategies that will suit M-Commerce development for Community Enterprise of Ban Dung District, Udon Thani Province; 3) to design M-Commerce for products from Community Enterprise of Ban Dung District, Udon Thani Province in order to expand distribution channels in Asian market; and, 4) to evaluate the satisfaction of M-Commerce usage towards products from Community Enterprise of Ban Dung District, Udon Thani Province.

The result analysis of image information of traditional knowledge of Ban Dung District, Udon Thani Province showed that the identity of products from traditional knowledge of Community Enterprise of Ban Dung District, Udon Thani Province were various and interesting as follows; 1) Farm Women Group of Ban Sri Chom Chuen engaged in silk weaving using Khit pattern; 2) Group of Natural Dye Textile using Indigo with unique pattern; 3) Mudmee cotton textile that is cultural inheritances from ancestor to descendant. After the harvest, women grew the cotton in their free time. This is to be used for self-consumption and gift for the elder in the festival such as Mudmee textile weaving (for woman) and Sarong (for man) using the local material and doing all the process by themselves from planting cotton, carding, spinning, dyeing and weaving according to the requirement from past to present. Apart from using them as self-consumption and gift, they also selling them. Group of Mudmee Weaving of Ban Kham Muang inherited the cultural from their ancestor, they formed a group for producing Mudmee cotton hand weaving, developing their pattern, and selling them inside and outside their community until now.

Designing and developing Ban Dung application were for promoting the production and applying the folk art to the new generation consumer. The application has various functions conform to the urge of the consumer and the young generation as well as for the local craftsman to conveniently and completely create their work. The consumer can design product according to their requirements, this will serve the new generation of consumers' needs with modern features, creative design and detail information of Ban Dung handicrafts. It supports both operating systems, version 8 and 5 or higher. The main functions of application are as follows; 1. Model of pattern design for textile or bag: The consumer can

try to design a pattern by themselves from types of weaving, weaving pattern based on fashionable pantone and this pattern can change to be the purchase order. Moreover, there are 18 models of pattern for consumer to choose. 2. Model of product: Applying the pattern designed by the customer to three-dimensional model for different kinds of lifestyle products and furniture and displaying it in three-dimensional system to the customer before making the decision to purchase. 3. Product Information of Ban Dung District: Gathering all of the detailed information of local products as follow; information of weaving textile, natural dye textile, Indigo dye fabric, weaving woven bag, techniques for weaving each types of pattern and terms and conditions of commercial sale for the consumer. 4. Information about Entrepreneur: This application has collected name list of manufacturer in Ban Dung District, Udon Thani Province for more easiness and convenience to the customer.