

# Controlling the Products of Weedy Rice in Central Region of Thailand

Kavee Wuttisen (DBA)<sup>1</sup>, Norma L. Meñez (PhD)<sup>2</sup>

<sup>1</sup>DR International Training and Research, Thailand; <sup>2</sup>Lyceum of the Philippines University, Batangas City, Philippines  
lybat\_external@yahoo.com

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**Abstract** - This study assessed *The Controlling the Products of Weedy Rice in the Central Region of Thailand*. Surveys were used as the main data collection tool in the study. Data were collected via a survey conducted on customers in 8 Provinces in the Central Region of Thailand with a total of 160 participants. Results showed that there is a high level on the factors affecting the control of the the Products of Weedy in terms of outbreak of Weedy Rice, product damage, low quality of rice, decreased revenue from production, product perception and advertising. There is also a high level of factor affecting the marketing of the product in the Central Region of Thailand in terms of product, price, place and promotion. The results of comparison of *Controlling the Products of Weedy Rice in the Central Region of Thailand* had no significant difference in terms of gender, age group, and educational attainment and correlation exists between the factors on *Controlling the Products of Weedy Rice* and the factors affecting the marketing.

**Keywords:** *Weedy Rice, Controlling the Products of Weedy Rice, Product perception, Outbreak of Weedy Rice.*

## INTRODUCTION

Weedy Rice is a disaster in rice fields [1],[2]. There are various names in each locality, the appearance of such as red rice, ghost rice, etc. These rice serve as dead rice weed out in rice fields. If there is no removal within 2-3 years, weeds can grow to millions of trees. Damage to crops. Some farmers are unable to harvest their crops. The damage to the Thai rice industry and the world rice crop. Managing Weedy Rice problems in rice fields can be done in several ways using pure seeds, the field method, the labor force cutting which include the use of herbicides. There is no way to control 100 percent of weed crops for herbicides. The rice weeds caused by the cross between rice and rice planted. Genetic proximity to rice planting. It is difficult to find herbicides to control. Preliminary studies have shown that some herbicides have potential for weed control. The herbicide that eliminates weed rice. It is also harmful to the grain as well. Therefore, research on the use of herbicides is a continuing task. To find herbicides and new techniques to control weeds. Because weeds are genetically diverse. There may be rapid adaptation of herbicides [3].

Central Thailand is a large plain. It is an important source of rice cultivation in the country. The river is Chao Phraya besides rice, there are other kinds of vegetables. There are also many cultural and

historical sites. Most of the population in the central region is engaged in agriculture. Due to the good quality of the soil and abundant water resources [4],[5]. The study was beneficial to present the factors controlling the products of Weedy Rice in Central Region of Thailand and the factors affecting the marketing of the product. There are important data to support entrepreneurs for deciding to invest in Weedy Rice products [6], [7] and allow farmers to choose the good method to manage Weedy Rice problems in the rice fields effectively.

This study assessed the controlling the products of weedy rice. Specifically, it intended to present the demographic profile of customers in terms of sex, age group, educational attainment; to determine the level of factors affecting to *Controlling the Products of Weedy Rice* in terms of outbreak of Weedy Rice, product damage, low quality of rice, decreased revenue from production, product perception and advertising; to determine the level of *Controlling the Products of Weedy Rice* in the Central Region of Thailand in terms of product, price, place, promotion; to test the significant difference on *Controlling the Products of Weedy Rice* in the Central Region of Thailand when grouped according to profile variables; to test significant correlation between *Controlling the Products of Weedy Rice* in the Central Region of Thailand and factors affecting the control; and to

propose marketing strategic plan for entrepreneur for develop their marketing strategies.

## **METHODS**

In this study, the researcher used factors determinants Controlling the Products of Weedy Rice in the Central Region of Thailand, and factors affecting to controlling in terms of outbreak of Weedy Rice, product damage, low quality of rice, decreased revenue from production, product perception and advertising; to meet demographic factors of customers in terms of sex, age group, educational attainment the significant outcome variables factors.

### **Research Design**

This study used quantitative descriptive method of research to determine Controlling the Products of Weedy Rice in the Central Region of Thailand and factors affecting to Controlling the Products of Weedy Rice The researcher has used both the primary and the secondary data for the purpose of this study. Secondary data were collected from available books, publications, research studies and websites.

### **Participants of Study**

The target population of the study is composed of customers from 8 provinces in the Central Region that found outbreaks of rice and damage to rice of farmers, including Phranakhon Sri Ayutthaya, Ang Thong, Saraburi, Nakhon Pathom, Nakhon Nayok, Pathum Thani and Nakhon Pathom. The researcher uses quota sampling are customers of 8 province in the Central Region to acquire a sample of 160 selected from 20 customers per province from 8 provinces in the Central Region that found outbreaks of rice and damage to rice of farmers. The researcher uses random sampling to acquire a sample of 160 persons selected from 8 Provinces. Data were collected via a survey conducted on customers in 8 Province in the Central Region of Thailand. A total of 160 questionnaires were distributed out of, which 160 questionnaires were returned and usable for analysis. The number of questionnaires returned represents about 100 percent of the total number of questionnaires distributed.

### **Data Gathering Instrument**

The researcher use adapted based on different standardized questionnaires which was construction as a result of literature review and related studies analysis. The instrument has 3 parts: Part I dealt with demographic profile customers; Part II dealt with

factors affecting to Controlling the Products of Weedy Rice in terms of outbreak of Weedy Rice, product damage, low quality of rice, decreased revenue from production, product perception and advertising develop from Artit and Pisit [3] and Ruthai [8]; Part III dealt with the factors affecting the Marketing of the product in the Central Region of Thailand in terms of product, price, place, promotion. These questionnaires were also tested its reliability with cronbach's alpha value of 0.892 for factors affecting to controlling the products of weedy rice and 0.882 for the 4Ps of Marketing. A closed-ended interview-schedule was designed to collect data from customers in 8 Province of Central Region of Thailand. The research instrument collected data was 5-point rating scale questionnaires [9] was used to measure respondent's on Controlling the Products of Weedy Rice in the Central Region of Thailand and factors affecting to Controlling the Products of Weedy Rice.

Responses to Part II and Part III were quantitatively measured using a 5-point item option where 1 as the lowest and 5 as the highest. The five-point Likert scale was used to measure respondent's perceptions of Controlling the Products of Weedy Rice in the Central Region of Thailand and the factors affecting the marketing of the. The value and the corresponding verbal interpretation are the following: 4.50-5.00: Strongly Agree (SA); 3.50-4.49: Agree (A); 2.50-3.49: Moderately Agree (MA); 1.50 – 2.49: Disagree (D); 1.00-1.49: Strongly Disagree (SD).

### **Procedure**

The researcher visited manager of each product of weedy agent in each Province of the Central Region of Thailand to talk informally for collecting information regarding to Controlling the Products of Weedy Rice in the Central Region of Thailand and factors affecting to Controlling the Products of Weedy Rice. After collecting all necessary data, data have been analyzed and tabulated descriptively. The following steps were undertaken in gathering the data to answer the questions in the study. The researcher used random sampling technique to customers in the Central Region of Thailand that is technique whereby chance the sampling are included in the study on the basis availability at the time the sampling take place where a sample of 160 customers to meet the required number. Before distribution, the researcher requested for the two assistants for the distribution and retrieval of the survey instrument. The respondents were given

informed consent and only those who are willing to participate in the study were given the questionnaire.

### Data Analysis

The five-point Likert scale (Likert, 1967) was used to measure respondent's perceptions of factors have Controlling the Products of Weedy Rice in the Central Region of Thailand and factors affecting the control of the Products of Weedy Rice.

Quantitative data analyses were conducted using descriptive statistics which include mean, median, standard deviation, frequency and percentage. Furthermore, t-test and One-way ANOVA and Pearson Correlation Coefficient were used at 0.05 level of significance.

Independent sample t-test was used to compare of the difference between the average of Controlling the Products of Weedy Rice in the Central Region of Thailand among sex. One-way ANOVA was used to compare the responses when grouped according to age and educational attainment.

In case of testing the variance of the variable according to the objectives of the research with the F-test, the test results showed that there was statistically significant difference at least one (1) pair at the 0.05 level, a multiple comparison test using the Scheffe's method is required to find a matched pair. Meanwhile, Pearson Correlation Coefficient was used to analyze the relationship between the Controlling the Products of Weedy Rice and the factors affecting the marketing of the Product.

The given scale was used to interpret the result of the data gathered: 4.50 – 5.00: Strongly Agree; 3.50 – 4.49: Agree; 2.50 – 3.49: Moderately Agree; 1.50 – 2.49: Disagree; 1.00– 1.49: Strongly disagree.

### Ethical Considerations

The researcher sought permission from the respondents prior to the administration, each respondent was informed as to the nature of the study and provided an in formation consent form staffing clearly their rights and privileges. Also, the said participants were properly brief as to their right to dismiss their participation anytime they wanted. Respect for their privacy and privilege not to divulge any information was respect all throughout the interview and were assumed that information revealed as well as their personal identify will be kept with strictest anonymity and confidentiality.

## RESULT AND DISCUSSION

**Table 1. Frequency and percentage of the respondents' profile (N=160)**

| Profile Variables             | f   | %     |
|-------------------------------|-----|-------|
| <b>Sex</b>                    |     |       |
| Male                          | 117 | 73.10 |
| Female                        | 43  | 26.90 |
| <b>Age group (years)</b>      |     |       |
| Less than 21 year old         | 14  | 8.75  |
| 21 to 35 years old            | 52  | 32.50 |
| 36 to 45 years old            | 42  | 26.25 |
| 46 to 55 years old            | 31  | 19.40 |
| Over 55 years old             | 21  | 13.10 |
| <b>Educational Attainment</b> |     |       |
| Post-graduate studies         | 5   | 3.10  |
| Bachelor                      | 34  | 21.30 |
| Under Bachelor                | 121 | 75.60 |

Distribution of the respondents by sex found that the male respondents are one hundred and seventeen (117) or 73.10 percent while females are forty three (43) or 26.90 percent. The majority of respondents are males. They are farmers that grew rice who have experienced the epidemic of Weedy Rice. Most of the farmers have rice cultivation. Some provinces crop twice a year. Distribution of the respondents by age group in this research found that fourteen (14) or 8.75 percent of the respondents are within the age group of less than 21 years old, one hundred and fifty two (52) or 32.50 percent of the respondents are within the age group of 21-35 years old, forty two (42) or 26.25 percent of the respondents are within the age group of 36-45 year old, thirty one (31) or 19.40 percent of the respondents are within the age group of 46-55 year, and twenty one (21) or 13.10 percent of the respondents are within the age group of over 55 years old.

The majority of respondents in age group of 21-35 years old and 36-45 years old. Those respondents who are within the age group of 21 - 35 year- olds are graduate of Agricultural College and 36-45 years old and 46-55 years old are their family that have rice cultivation. Distribution of the respondents by educational attainment found that one hundred and twenty one (121) or 75.60 percent of the respondents hold under bachelor degree, thirty-four (34) or 21.30 percent of the respondents hold bachelor degree certificates while five (5) or 3.10 percent has post graduate studies degree. Most of the respondents have bachelor certificate rather than other education

attainment because most of their parents grow rice cultivation and poor. Some people take higher class in the evening or on weekends or learn at open University. On weekdays, they work in rice field or vegetable garden.

**Table 2. Factors affecting to Controlling to the products of Weedy Rice with regards to outbreak of Weedy Rice**

| Outbreak of Weedy Rice  | WM          | VI           |
|---|-------------|--------------|
| 1. Outbreak of Weedy Rice of various weeds require appropriate weed rice management products. | 4.49        | Agree        |
| 2. Outbreak of Weedy Rice on Rice field Cause damage.   | 4.42        | Agree        |
| 3. Outbreak of Weedy Rice have to solve many different problems.                              | 4.27        | Agree        |
| <b>Composite Mean</b>   | <b>4.39</b> | <b>Agree</b> |

Table 2 presents the respondent agreement in the Factors affecting to Controlling to the Products of Weedy Rice with regards to outbreak of Weedy Rice. The composite mean score of 4.39 implies that the respondents agreed on the factors affecting in Controlling the Products of Weedy Rice in terms of Outbreak of Weedy Rice. They also agreed that Outbreak of Weedy Rice of various weeds require appropriate weed rice management products (WM= 4.49), Outbreak of Weedy Rice on Rice field cause damage (WM=4.42), and outbreak of Weedy Rice have to solve many different problems (WM=4.27).

They agreed that these are considered indications on the outbreak of Weedy Rice as important factor with effects on Controlling the Products of Weedy Rice in the Central Region of Thailand. It determines the outbreak of Weedy Rice as one of the important variables that affect to controlling the products of Weedy Rice. Weedy Rice is a serious problem that plagues rice fields. If this will not be removed within 2-3 years, weeds can grow to millions which can damage the crops. Some farmers could not be able to harvest their crops due to the damage to the Thai rice industry and the world rice crop [3], [10].

Table 3 presents the respondent agreement in the factors affecting in Controlling the products of Weedy Rice with regards to product damage. The composite mean of factors affecting in Controlling the Products of Weedy Rice in terms of Product damage is considered high (CM=4.43). Most of respondents agreed on the following factors affecting to Controlling the Products of Weedy Rice in terms of Product damage which allows outbreak of Weedy Rice caused severe damage

(WM= 4.46), cause productivity decline (WM=4.44), and some rice weed outbreaks use a single product of Weedy Rice management is ineffective (WM=4.39).

**Table 3. Factors affecting to Controlling to the products of Weedy Rice with regards to Product damage**

| Product damage  | WM          | VI           |
|---|-------------|--------------|
| 1) Outbreak of Weedy Rice caused severe damage.   | 4.46        | Agree        |
| 2) Outbreak of Weedy Rice cause productivity decline.                                     | 4.44        | Agree        |
| 3) Some rice weed outbreaks use a single product of Weedy Rice management is ineffective. | 4.39        | Agree        |
| <b>Composite Mean</b>   | <b>4.43</b> | <b>Agree</b> |

They agreed on these indications that product damage is an important factor that affects to Controlling the Products of Weedy Rice in the Central Region of Thailand. It determines that the product damage is one of the important variables because Weedy Rice is a non-invasive plant in the rice field. If this happens, the yield and quality of the rice will be lower. It has a variety of characteristics, including height, tillering, leaf size and seed size. Seed mites are both white and red. If they are red, they will affect the quality of the seeds. The seeds used to breed and sell the mills will be cut, resulting in lower farm income [10].

**Table 4. Factors affecting to Controlling to the products of Weedy Rice with regards to low quality of rice**

| Low quality of rice  | WM          | VI             |
|--|-------------|----------------|
| 1) Outbreak of Weedy Rice problem causes low rice quality. | 4.55        | Strongly Agree |
| 2) Outbreak of Weedy Rice produce less of productivity.    | 4.45        | Agree          |
| 3) Outbreak of Weedy Rice do not produce enough damage.    | 4.42        | Agree          |
| <b>Composite Mean</b>                                      | <b>4.48</b> | <b>Agree</b>   |

Table 4 presents the agreement of respondents on the Factors affecting the control on the Products of Weedy Rice with regard to low quality of rice. The composite mean of factors affecting the control in terms of low quality of rice is considered high (CM=4.48). Most of respondents considered the

following factors affecting to Controlling the Products of Weedy Rice in terms of Product damage which allows outbreak of Weedy Rice problem causes low rice quality (WM= 4.55), outbreak of Weedy Rice produce less of productivity (WM=4.45), and outbreak of Weedy Rice do not produce enough damage (WM=4.42). This is an indication that Product damage is an important factor that affect in controlling the Products of Weedy Rice in the Central Region of Thailand. It determines the low quality of rice as one of the important variables.

**Table 5. Factors affecting to Controlling to the products of Weedy Rice with regards to decreased revenue from production**

| Decreased revenue from production   | WM          | VI           |
|---|-------------|--------------|
| 1. You sell the produce at a lower price because of outbreak Weedy Rice.  | 4.44        | Agree        |
| 2. You have to pay extra to manage weed rice.                             | 4.41        | Agree        |
| 3. You have reduced income when faced with the problem of weed outbreaks. | 4.43        | Agree        |
| <b>Composite Mean</b>   | <b>4.43</b> | <b>Agree</b> |

Table 5 presents the respondents' agreement in the factors affecting the control on the products of Weedy Rice with regard to decreased revenue from production. The composite mean of factors affecting the control in terms of decreased revenue from production is considered high (CM=4.43). Most of respondents agreed on the following factors that affect in Controlling the Products of Weedy Rice in terms of decreased revenue from production which allows selling of the produce at a lower price because of outbreak Weedy Rice (WM= 4.44), reduced income when faced with the problem of weed outbreaks (WM=4.43), and pay extra to manage weed rice (WM=4.41). This is an indication that decreased revenue from production is an important factor that effecting the control of the products of Weedy Rice in the Central Region of Thailand. Decreased revenue from production is one of the important variables that farmers in many areas are experiencing severe weed outbreaks, resulting in very low yields. Farmers have reduced income and increased liabilities [10].

Table 6 presents the respondents' agreement in the factors affecting the control with regards to product perception. The composite mean of factors affecting

the control in terms of product perception is very high (CM=4.50).

**Table 6. Factors affecting to Controlling to the products of Weedy Rice with regards to product perception**

| Product perception   | WM          | VI                    |
|--|-------------|-----------------------|
| 1. You know about the product of Weedy Rice from because of the reputation of the brand. | 4.51        | Strongly Agree        |
| 2. You know about the product of Weedy Rice from public relations, media and billboards. | 4.50        | Strongly Agree        |
| 3. You know about the product of Weedy Rice from our friends.                            | 4.49        | Agree                 |
| <b>Composite Mean</b>  | <b>4.50</b> | <b>Strongly Agree</b> |

Most of respondents considered the following factors which affect in controlling the Products of Weedy Rice in terms of product perception which allows knowing about the product of Weedy Rice from because of the reputation of the brand (WM= 4.51); knowing about the product of Weedy Rice from public relations, media and billboards (WM=4.50), and knowing about the product of Weedy Rice from our friends (WM=4.49). This is a strong indication that product perception is an important factor that affect the control on the Products of Weedy Rice in the Central Region of Thailand. It determines the product perception ad one of the important variables, because knowledge of how consumers obtain and use information from external sources is important to marketers in formulating communication strategies. Marketers are especially interested on how consumers sense external information, how they select and attend to various sources of information and how this information is interpreted and given a meaning [11]. These processes are all part of perception, which is a process, in which an individual receives, organizes, selects and interprets information to create a meaningful picture of the world. Perception can also be defined as the process by which organisms interpret and organize sensation to produce a meaningful experience of the world [12].

Table 7 presents the respondents' agreement in the factors affecting the control of the products of Weedy Rice in terms of advertising. The composite mean of factors affecting the control in terms of advertising is considered very high (CM=4.53).

**Table 7. Factors affecting to Controlling to the products of Weedy Rice in terms of advertising**

| Advertising  | WM          | VI                    |
|--|-------------|-----------------------|
| 1. Agricultural officials advise on the outbreak of Weedy Rice management.           | 4.60        | Strongly Agree        |
| 2. There are promotion of the products of Weedy Rice in social media.                | 4.54        | Strongly Agree        |
| 3. You know how to manage weed variety on the advice of local agriculture officials. | 4.44        | Agree                 |
| <b>Composite Mean</b>  | <b>4.53</b> | <b>Strongly Agree</b> |

Most of respondents strongly agreed on the following factors affecting the control the Products of Weedy Rice in terms of advertising which allows Agricultural officials advise on the outbreak of Weedy Rice management (WM= 4.60); there are promotion of the products of Weedy Rice in social media (WM=4.54); they agree on knowing how to manage weed variety on the advice of local agriculture officials (WM=4.44). There is a strong indication that advertising is an important factor that affects the control of the Products of Weedy Rice in the Central Region of Thailand.

Advertising is one of the important variables because it is any form of paid non-personal presentation and promotion of goods, services and ideas through mass media such as newspapers, magazines, television or radio by an identified sponsor. It is usually aimed at a large crowd, and it has to come through from a message, who is a sender [13]. Advertising is the most visible from marketing means. Its aim is to inform customers quickly and efficiently about goods and services with what they can satisfy their needs. In a case of a new product or service, a purpose of advertising is to create an underlying demand. Advertising should also help companies to distinguish themselves from competitors and their equivalent products and services.

Table 8 presents the summary of the respondents' agreement in the factors affecting in Controlling the Products of Weedy Rice. The overall mean of the summary of factors affecting to Controlling the Products of Weedy Rice is considered high (CM= 4.46). Most of respondents considered the following factors affecting to Controlling the Products of Weedy Rice allows advertising (CM= 4.53), products perception (CM=4.50), Low quality of rice (CM=4.48), Product damage (CM=4.43), Decreased

revenue from production (CM=4.43), Outbreak of Weedy Rice (CM=4.39).

**Table 8. Summary of Factors affecting to Controlling to the Products of Weedy Rice**

| Indicators                           | CM          | VI             | Rank |
|--------------------------------------|-------------|----------------|------|
| 1) Outbreak of Weedy Rice            | 4.39        | Agree          | 6    |
| 2) Product damage                    | 4.43        | Agree          | 4.5  |
| 3) Low quality of rice               | 4.48        | Agree          | 3    |
| 4) Decreased revenue from production | 4.43        | Agree          | 4.5  |
| 5) Product perception                | 4.50        | Strongly Agree | 2    |
| 6) Advertising                       | 4.53        | Strongly Agree | 1    |
| <b>Overall Mean</b>                  | <b>4.46</b> | <b>Agree</b>   |      |

This is an indication that factors affecting to Controlling the Products of Weedy Rice are important factors to motivate the Controlling the Products of Weedy Rice in the Central Region of Thailand. Because, when farmers encounter Weedy Rice, they must have knowledge of Weedy Rice to manage their production and remove Weedy Rice. The knowledge of the products of Weedy Rice from the media allows them to apply knowledge to choose the right product to eliminate Weedy Rice. The outbreak of Weedy Rice affects the productivity of farmers. The quality of output is declining and revenue is reduced. The farmers have to remove Weedy Rice as soon as the outbreak and there should be a proper disposal method to find the right products and methods for Weedy Rice removal. This research found elements of factors affecting to controlling the products of Weedy Rice are important factors at high level to controlling the products of Weedy Rice in the Central Region of Thailand.

**Table 9. Summary of the factors affecting Marketing of the Product**

| Indicators            | WM          | VI             | Rank |
|-----------------------|-------------|----------------|------|
| 1. Product            | 4.37        | Agree          | 3.5  |
| 2. Price              | 4.42        | Agree          | 2    |
| 3. Place              | 4.50        | Strongly Agree | 1    |
| 4. Promotion          | 4.37        | Agree          | 3.5  |
| <b>Composite Mean</b> | <b>4.41</b> | <b>Agree</b>   |      |

Table 9 presents summary of the factors affecting the controlling of the products of weedy rice in the Central Region of Thailand. The composite mean of 4.41 implies that the respondents agreed on the factors affecting the marketing of the product in terms of place

(CM=4.50), price (CM=4.42), product (CM=4.37), and promotion (CM= 4.37). This research described that the customers focus on place, and price. The first four elements in the marketing mix. Marketing Mix is an important element in marketing operations. A factor that the business can control. Businesses must create the right marketing mix for marketing strategy. The marketing mix consists of product placement, price, promotion. But depending on the marketing executives, each one is strategically placed [14]. Every business knows that to thrive, it needs to differentiate itself in the mind of the consumer. Product differentiation is also no longer enough to attract or retain customers since technological advances have resulted in products becoming almost identical with very few tangible differences from others in the same category.

This research describe product mean a product of Weedy Rice that an important factor for customer to use for remove Weedy Rice from their field. Price has proved inadequate since there is a limit to how much a firm can cut back on its margins. Placement or distribution is a very important part of the product mix definition. they have to position and distribute the product in a place that is accessible to potential buyers and promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements like: Sales Organization, Public Relations, Advertising and Sales Promotion. Advertising typically covers communication methods that are paid for like television advertisements, radio commercials, print media, and internet advertisements. In contemporary times, there seems to be a shift in focus offline to the online world. Public relations, on the other hand, are communications that are typically not paid for. This includes press releases, exhibitions, sponsorship deals, seminars, conferences, and events. Kotler [13] stated that the fundamental role of basic psychology of the process, first how consumer buying decisions are made by the

five-step model of the buying decision process. It consists need recognition, information search, evaluation of alternative, purchase Decision and post purchase feeling that do not need to follow the 5 steps, respectively. Sometimes it may be possible to skip one step or reverse the process.

Table 10 presents the relationship between Controlling the Products of Weedy Rice in the Central Region of Thailand with Factors affecting to Controlling to the products of Weedy Rice consist outbreak of Weedy Rice, product damage, low quality of rice, decreased revenue, product perception and advertising, It was found out that there was correlated positive moderate association between factors affecting to Controlling the Products of Weedy Rice and Controlling the Products of Weedy Rice in the Central Region of Thailand ( $r=.318$ ) at significant level of 0.01 ( $p <.01$ ). There was correlated positive moderate association between Controlling the Products of Weedy Rice in the Central Region of Thailand and factors affecting to Controlling the Products of Weedy Rice in terms of decreased revenue ( $r=.361$ ), The were correlated positive weak association between Controlling the Products of Weedy Rice in the Central Region of Thailand and factors affecting to Controlling the Products of Weedy Rice in terms of Low quality of rice ( $r=.178$ ) at significant 0.05 level. There were correlated positive weak association Controlling the Products of Weedy Rice in the Central Region of Thailand and factors affecting to Controlling the Products of Weedy Rice in terms of product perception ( $r=.220$ ), and advertising ( $r=.243$ ) at significant 0.01 level. and had no correlated between Controlling the Products of Weedy Rice in the Central Region of Thailand and factors affecting to Controlling the Products of Weedy Rice in terms of outbreak of Weedy Rice and product damage at significant level of 0.01.

**Table 10. Correlation between Controlling and Marketing the Products**

| Variables  | Mean | S.D. | r             | P           |
|--|------|------|---------------|-------------|
| Controlling the Products of Weedy Rice in the Central Region of Thailand (Y) | 4.41 | .292 | -             | -           |
| Factors affecting the Marketing of the product (x)                           | 4.46 | .266 | <b>.318**</b> | <b>.000</b> |
| Outbreak of Weedy Rice (x1)  | 4.39 | .321 | .108          | .173        |
| Product damage (x2)  | 4.43 | .319 | .155          | .051        |
| Low quality of rice (x3)   | 4.48 | .429 | .178*         | .024        |
| Decreased revenue (x4)   | 4.43 | .392 | .361**        | .000        |
| Product perception (x5)  | 4.50 | .442 | .220**        | .005        |
| Advertising (x6)   | 4.53 | .443 | .243**        | .002        |

\*Correlation is significant at the =0.05; \*\*Correlation is significant at the =0.01 level (2-tailed).

## CONCLUSION AND RECOMMENDATION

This study assessed the controlling factors of the Products of Weedy Rice in the Central Region of Thailand. Result showed that there are more male respondents in the study where most of them are farmers in the Central Region of Thailand, they hold under bachelor degree. The results showed that there is a high level of factors affecting to control the Products of Weedy Rice in terms of outbreak of Weedy Rice, product damage, low quality of rice, decreased revenue, product perception and advertising. Respondents also evaluated with the high level of factors affecting the marketing of the product in terms of product, price, place, promotion. The responses on the factors affecting the control on the Products of Weedy Rice in the Central Region of Thailand showed no significant difference when grouped according to sex, age group and education attainment. The result of Pearson correlation showed a significant positive moderate association between Factors affecting to Controlling to the products of Weedy Rice and the factors affecting the marketing of the product.

This research will be useful to improve the marketing strategy for sell the products of Weedy Rice. Controlling the Products of Weedy Rice in the Central Region of Thailand may identify the features that the ability to translate strategy into action. Entrepreneur and Sale Marketing should be given the needed attention to choose quality products of Weedy Rice for problem solving for farmers.

The Controlling the Products of Weedy Rice in the Central Region of Thailand may identify the features that the ability to translate strategy into action. Entrepreneur and Sale Marketing should be given the needed attention to choose quality products of Weedy Rice to solve the problems.

The limitation of this study is on the customers' decision to choose quality product to remove Weedy Rice which may be the baseline of other research for investigation of other variables.

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