Plastic Performance Development for Productive Families and its Role in the Revitalization of Marketing Movement (Case study)

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Abstract:
The research dealt with formative performance development for Productive Families and its role in the revitalization of the marketing movement ((case study)). The researcher reached the research problem through visiting the exhibitions of productive families and observed that the quality of the goods and products sold are sold for low prices and low acceptance. She aimed with this research to make a case study for the development of formative performance of ornamental supplements of one of the families that have been selected and emphasis on the need to employ highly productive family potentials in goods and products that have merchantability and consumption. Research problem: Is it possible to develop formative performance for the productive family to activate the marketing movement? Research goals: This research seeks to achieve the following objectives: Formative performance development for the productive family, Lifting the marketing movement of the case's product, Encourage the productive family to establish small businesses in the field of ornamental supplements. Research Methodology: The approach taken in this study is the descriptive approach. Results: In light of the results of the research tool shown above, the search results are as follows: Productive families need formative support to employ their technical potential in more acceptable products. Productive Families need to make programs to develop the formative performance, which has its importance in supporting the marketing movement. Productive families facing some difficulties in contemporary and trendy designs the consumer has. The importance of selecting more consumer acceptance and modern designs and characterized by the quality and workmanship. The need to use high-quality raw materials and implementation of professionalism and excellence.

Keywords:
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