

MARKETING STRATEGIES OF “SINTANAPAN LIMITED PARTNERSHIP” STATIONERY AND OFFICE SUPPLIES BUSINESS, CHUM PHAE DISTRICT, KHON KAEN PROVINCE

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Abstract

This Independent study investigated the marketing strategies of “Sintanapan Limited Partnership” stationary and Office Supplies Business, Chum Phae district ,Khon Kaen province. This study aimed to examine 1) the management environment, 2) demographic information of Sintanapan Limited Partnership ‘s customers group, 3) customers buying behavior the stationary and office suppliers business of Sintanapan Limited Partnership,4)customers’ satisfy on the marketing mix of Sintanapan Limited Partnership, and 5) the marketing strategies of Sintanapan Limited Partnership. The results revealed that customers bought the stationary and office suppliers business and service of Sintanapan Limited Partnership because of it suddenly service, period of time on credit, the convenient parking and employee’s interested order of the customer. According to customers’ satisfaction on the marketing mix, the results showed that the customers’ had a high level of satisfaction in terms of place, price, product and service and promotion. Nevertheless, the results also revealed that differences of post,gender, useful work age, education, type of education size of education and distance of customers had no affect on levels of satisfaction on the marketing mix of “Sintanapan Limited Partnership” stationary and Office Suppliers Business, Chum Phae district,KhonKaen province, with the level of statistical significance at 0.05. There was only one age range is from 40 years of age - no more than 60 years. The results of this study were used to plan the marketing strategies of “Sintanapan Limited Partnership” stationary and Office Suppliers Business, Chum Phae district Khon Kaen province. The strategies resulted in 4 projects which were 1) “Direct sale product,” 2) “a variety of products,” 3) “sale promotion,”4) “customers friendly relation” with a budget of 66,900 Thai Baht. After launching the projects, it was expected that Sintanapan Limited Partnership will meet customers’ needs and may increase customers’ satisfaction with the store, too.

Keywords: Satisfaction, Office Supplies, Stationary



1. Introduction

Stationery is considered non-renewable material. It is important for education, learning, and working. No work will be complete without it. The available products in the market can be divided into 2 majority; middle-lower market and upper market. The majority of stationery in the market is in the middle-lower market, which is not expensive and easily affordable as well as variable. However, the upper market has low market segmentation, expensive, and target only some groups; mostly for collecting and as a present. [1]

The market of stationery and office equipment has been continually expanding; in 2013, the market value is 150,000 million baht and 165,000 million baht in 2014 [2] There is a tendency of constant growth according to the expansion of the lower and middle market; because of its affordability, variety, and availability. Normally this type of product is used in daily life by parents, students, company, educational institution, etc. which opposed to the upper market that they are for collecting and as a gift. This makes the intense competition among the business in the lower-middle market. Besides, there is government policy to support the free education for 15 years since 2009. Each student is provided with 200-460 baht for learning material expenditure as well as fund from the government to support varying from the level of study. This is a golden opportunity for entrepreneur to make sales and plan the most profitable pricing including to keep the customer relationship.

Sintanapan limited Partnership Company is located at 397/8-11, group 9, Maliwan road, Chumphae-subdistrict, Chumphae, KhonKaen 40130. It was established in 2004 and registered on May 19th in the same year. The premise of the company is 4 arched-space building being as a shopfront of the stationery store. The goods here are mostly for the lower-middle market. The majority of customers are school, college, and other organization in accordance with the government policy mentioned in the previous paragraph. There is an increase of competition as a result of invasion of the new business to segment the market, the expansion of channel of distribution; therefore, it is suggested to revise and develop marketing plan to the changing condition.

Because of these circumstances, the researcher would like to study the managerial environment of Sintanapan limited Partnership Company and satisfaction and behavior of its customers to develop marketing strategies for this business in the future.

2. The Purposes

The purposes of the research This study aimed to examine 1) the management environment, 2) demographic information of Sintanapan Limited Partnership 's customers group, 3) customers buying behavior the stationary and office suppliers business of Sintanapan Limited Partnership, 4)customers' satisfy on the marketing mix of Sintanapan Limited Partnership, and 5) the marketing strategies of Sintanapan Limited Partnership.

3. Research Methodology

This study is an applied descriptive social research. The data was analyzed and reported by using descriptive-analytical method. Descriptive statistics were employed such as variation, frequency, and differences of means in factors as well as inferential statistics to explain the connection of data, hypothesis and inference of population representative values.

3.1 Conceptual Framework

The conceptual framework of this study is under the factors within customers who visited Sintanapan Limited Partnership Company such as gender, age, government service length, education level, type of education, the size of institution, the distance from the shop, and income. The questionnaire was a research tool to collect the data. The data was analyzed by using the theory of customer behavior, satisfaction, marketing mix. The research instruments were tested for index of consistency by using the index of consistency. The results was the information about managerial environment, behavior and satisfaction of customers toward market mix of this shop and then this is used for comparison with related research for the further marketing development.

3.2 Hypothesis

Customers, which is the population in this study varying from gender, age, government service length, education level, type of education, the size of institution, the distance from the shop, and income, has no difference in satisfaction towards marketing mix of the Sintanapan limited partnership company.

3.3 Study Scopes, Population, and Subjects

The subject in this study were the 70 customers of Sintanapan Limited Partnership Company; most of them are institution that use credit service with the shop (Sintanapan limited partnership, 2014)

3.4 Research instruments and its reliability Analysis

The research tool was questionnaire by applying the theory of consumer behavior, satisfaction toward marketing mix and questionnaire for entrepreneur and related staff in the company.

The questionnaire was analyzed to find content validity by consulting with 3 experts; 2 of retail experts and a marketing and management professional to proof, review, and edit in March 2015. Index of Consistency or IOC was used to find the expected value of 0.5-1 that represents the quality of research tools.

3.5 Data Collection

The 70 subjects who are the institutional customers took the questionnaires.

3.6 Decision-making condition

The condition of decision making toward research hypothesis whether to accept or deny the Null Hypothesis (H_0) by comparing the Significant; accepting Null Hypothesis (H_0) when computed significant is more or equal to 0.05 and denying hypothesis when computed significant is less than 0.05.



4. The Results

4.1 Managerial environment

The result revealed that the internal managerial environment of the company is solely own by a entrepreneur company which is good for management flexibility. In addition, the investment is from personal fund. There are 3 staffs. There are the positive effects because of public policy, law, cultural and social factors in business. On the other hand, the general environments have negative effects toward this business. The competition in market industry study shows that high influence causing from customer bargaining power. The newcomer, alternative products, and the bargaining power of supplier influence the business moderately.

4.2 General Information

According to the questionnaires, the person who has buying power in buying decision are the administrator of the organization; they are male with the age ranging from 40-60 years and their government service length are above 30 years. Their most recent education is postgraduate. The school that they are from primary schools (preschool-prathomsuksa 6) and some are extension in which the class offering to Matthayomsuksa 3; some school is small which consisting of 1-120 students and some is moderate size of 121-300 students. The distance from their premises is starting from 30 kilometer and above.

4.3 Customer Behavior

The study showed that the people who have power to make the orders were not the buyer but it was their supplies officers. They made buying decision by themselves. Fast service, credit period, convenient parking, and good customer service are the main reasons affecting the buying decision-making. The most number in sales are office equipment and supplies such as paper and writing materials. The frequency of purchase is 1-3 times per week; the visiting times are 07.30 -09.30am and 09.31-11.30 am. At a time, the amount of sale is made around 1000 – 5000 Baht and 5000-10000 Baht at the shopfront.

The customers know this company from friends, colleagues, and social networking. Moreover, sometimes they also visited Suksaphan Company because they have more variety and stock of stationery goods with quality customer service and convenient parking. In addition, Sammitr center is another option to visit due to their numerous varieties of goods, attractive credit period, easy and enough parking, and quality customer relations.

4.4 Satisfactions and its Difference

The satisfaction towards the marketing mix of Sintanapan limited partnership was very high; ranging from the high to low mean of channel of distribution, price, products and service, and marketing promotion respectively. Considering product and service, the satisfaction towards marketing mix were accuracy of documents such as invoices, receipts, and related papers. The high satisfaction towards marketing mix was the result of the speed of service, accuracy of orders, various goods, quality products, and after-sales service such as changing and returning policy. Regarding to the price factor, the highest satisfactions were to the price tag while high satisfactions are about credit period, reasonable price, and discount offering. According to the channel of distribution, the highest satisfactions were the appearance of the shop such as cleanliness inside and outside, convenient and enough parking, decoration of the shop, and

location. The high satisfactions were space of the shop and the convenient ordering service via phone or online, and allocation of goods with enough stock up. In the marketing promotion, the high satisfactions were mannerism, friendliness, politeness, and service-mind of staff as well as their ability to introduce and answer questions regarding of the products. The moderate satisfactions were about the information and advertisement in medias and seasonal gift for customers varying from festivals or celebrations. The satisfaction of customer towards marketing mix of this company considering position, gender, government service length, education, type of organization, size of organization, and the distance from their place to the company revealed that the customers with different factors were indifferently satisfied at the statistical significant at 0.05; however, the factor of age which is the interval from 40-60 years old is not able to show the differences.

4.5 Suggestions

According to Products and Services, the punctuality and accuracy of order and delivery can be used as a reason for credit period negotiation and discount in sales. In addition, there should be more channel of distribution and texting service to inform promotion or providing catalogue of the products selling in the company.

4.6 Marketing Strategy

The marketing strategy of the company consists of 4 projects; “Direct sale product”, “a variety of products”, “sale promotion”, and “customers friendly relation” with the budget of 66,900 Baht. After the project operation, this will be able to please, satisfy, and impress the customer better.

5. Conclusions Discussions and Recommendations

5.1 Conclusions

According to the analysis of the study, internal managerial environment of the company is solely own by an entrepreneur company which is good for management flexibility. In addition, the investment is from personal fund. There are 3 staffs. There are the positive effects because of public policy, law, cultural and social factors in business. On the other hand, the general environments have negative effects toward this business. The competition in market industry study shows that high influence causing from customer bargaining power. The newcomer, alternative products, and the bargaining power of supplier influence the business moderately.

In regarding with the general information part in the questionnaire, the person who has buying power in making decision are the administrator of the organization; they are male with the age ranging from 40-60 years and their government service length are above 30 years. Their most recent education is postgraduate. The school that they are from primary schools (preschool-Prathomsuksa 6) and some are extension in which the class offering to Matthayomsuksa 3; some school is small which consisting of 1-120 students and some is moderate size of 121-300 students. The distance from their premises is starting from 30 kilometers and above.



Considering the buying behavior, people who have power to make the orders were not the actual buyer but it was their supplies officers. They made buying decision by themselves. Fast service, credit period, convenient parking, and good customer service are the main reasons affecting the buying decision-making. The most number in sales are office equipment and supplies such as paper and writing materials. The frequency of purchase is 1-3 times per week; the visiting times are 07.30 -09.30am and 09.31-11.30 am. At a time, the amount of sale is made around 1000 – 5000 Baht and 5000-10000 Baht at the shopfront.

The customers get to know this company from friends, colleagues, and social networking.

In general, the satisfaction towards the marketing mix of the customers are high ranging from channel of distribution, price, products and services, and marketing promotion.

The satisfaction of customer towards marketing mix of this company considering position, gender, government service length, education, type of organization, size of organization, and the distance from their place to the company revealed that the customers with different factors are indifferently satisfied at the statistical significant at 0.05 and the differences in age were not demonstrated.

5.2 Discussions

According to products and Services factor, the outstanding feature of the company is the speed in service. Attractive Credit period is the influence in buying decision of customers in the price factor.

Channel of distribution of the company is very satisfied because its convenient parking which is similar to Pattarawisitsan, 2003 that choosing product by customers' oneself, variety of product brands, competitive price, good location, and friendly service are important for customers.

Marketing strategy influencing the buying decision is the quality customer service and after-sales service.

5.3 Recommendations

5.3.1 Recommendations for Entrepreneur

After the finishing the projects, evaluation should be done annually to improve and adapt the marketing strategies to the changing condition of customers.

Customer relations with old customers should be emphasizing as well as the making customer retention.

More information such as promotions and activities should be informed to customers.

Service speed, accuracy of documents related in the business, and after sales service should be paid attention.

The entrepreneurs are recommended that they catch up with the auction announcement from schools or other organizations as well as changing public policy and official regulations in order to increase sales.

5.3.2 Recommendations for Further Studies

Further studies are encouraged to do the study about satisfaction of customers towards marketing mix of this company from other organizations such as Sub-district Administrative Organization and Municipality.

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