



MARKETING STRATEGY OF “GUI CAI” CHINESE APPETIZER SHOP AT BANG LAMPHU MARKET, MUANG DISTRICT, KHON KAEN PROVINCE

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Abstract

This independent study investigated the marketing strategy of “GuiCai” Chinese Appetizer shop at Bang Lamphu Market, Muang District, Khon Kaen Province. This paper aimed to examine 1) the management environment, 2) customers’ behavior, 3) customers’ satisfaction on the marketing mix, 4) the marketing strategies of “GuiCai” Chinese Appetizer shop at Bang Lamphu Market. This study was 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 values. The questionnaire was employed as a research tool to collect the data. The data was analyzed by using the theory of internal managerial analysis, swot analysis, customer behavior, age classification, market mix, and Likert’s scale of satisfaction. The results showed that 40% of consumers were female. Their age of 20-40 years is 50.20%. The educational level of customers showed that 37% of them are holding bachelor degree, and 19.50% are business owners. The monthly income from 9000-15,000 is 32.50%. The customers purchased product by themselves. The most stuff of GuiCai is garlic chives, that customers bought products from shop at Bang Lamphu Market because good taste and fresh. According to customers’ satisfaction on marketing mix, the results showed that the customers’ had a high level of satisfaction in terms of products, price, and promotion. Nevertheless, the results also revealed that differences of gender, age, level of education, occupation, and monthly income of customers had no affect on levels of satisfaction on the marketing mix of “GuiCai” shop at Bang Lamphu Market, with the level of statistical significance at 0.05. The results of this study were used to plan marketing strategies of “GuiCai” Chinese appetizer shop at Bang Lamphu Market, Muang District, Khon Kaen Province. The strategies resulted in 4 projects which were 1) “variery” project 2) “rising channels” project 3) “delivery” project and 4) “clear price tag” project and the budget is 86,650 Baht. After the operation, the business will satisfy customers according to their needs and suggestions and increase the ability to compete in this field of business.

Keywords: Marketing Strategy, “GuiCai” Chinese appetizer shop, Khon Kaen

1. Introduction

Guicai, savory refreshment, is today favorably necessary for variety of trip takers such as from home to workplace or school. This snack is light and convenient to eat which is suitable for today's rush society. In addition, it becomes popular as a snack or a meal with several reasons [1] vegetable, which is one of its ingredients, is inexpensive and quality diet. The benefits are healthy and light; consisting a lot of vitamins and important minerals for human as the trend of people concerned with the healthy food; vegan, vegetarian, or whatsoever [2] Chinese leek, containing an high-phosphorus herb, is believed to act as a common cold drug, maintaining bone diet, urticaria drug, dyspepsia lotion, maintaining kidney supplement, antioxidant, promoting sexual ability, and so on. [3]

Guicai shop, locating at Banglamphue market in amphoe Mueang Khon Kaen, has been established for 20 years and is the place of manufacture and distribution of this snack; both retailing and wholesaling. The street address is 352/8 Namueang road, Naimueang district, Mueang Khon Kaen. Besides, there is a stall at Lankham section at Banglamphue market. Today, there are not a lot of Guicai business because of sophisticated processes of making this snack.

According to these reasons, the researcher is interested the marketing opportunity and would like to start studying about marketing strategy of Guicai shop at Banglamphue market in Khonkaen. This will be the suggestion for business planning including customer needs and satisfaction in Mueang Khon Kaen area.

2. The Purpose

The purpose of this research was to study 1) the managerial environment of Guicai shop of Banglamphue market in Mueang, Khon Kaen 2) Customer behavior visiting the shop 3) the satisfaction of customers toward marketing mix of the shop and 4) to appoint further marketing strategy for the shop.

3. Research Methodology.

This study is an applied descriptive social research. The data was analyzed and reported by using descriptive-analytical method. [4] 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 values. [5]

3.1 Conceptual Framework

The conceptual framework of this study is under the factors within customers who visited the Guicai shop such as gender, age, education, and income. The questionnaire was a research tool to collect the data. The data was analyzed by using the theory of internal managerial analysis, swot analysis, customer behavior, age classification, market mix, and Likert's scale of satisfaction. The results was the information about 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, education, occupation, and monthly income, has no difference in satisfaction towards market mix of the Guicai shop.

3.3 Scope of Study, Population, and Samples

The population in this study are the customers of Guicai shop at Banglamphue market which is informed by the business owner. There are around 100 people visiting this shop per day; or 3000 people per month. The sample group are calculated by using Taro Yamane's [6] formula for 400 people.

3.4 Research tools and Quality Analysis

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

3.5 Data Collection

The data was collected with 400 customers by using questionnaire only in the area of Mueang, Khon Kaen during March to April 2015.

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 $P = > 0.05$ and denying hypothesis when computed significant is $P < 0.05$.

4. Results

4.1 Managerial Environment

The result revealed that the internal managerial environment of the shop is sole entrepreneur company which aids management flexibility. In addition, the investment is from personal fund. There are 6 workers including the business owner and this reflects the positive effects of cultural and social factors in business. Economics, politics, and other environments have negative effects toward this business in Table 1. The competition in market industry shows high influence of supplier bargaining power. Invasion of alternative products has moderate influence while the competition in this industry, the bargaining power of customer and invasion of business newcomers have low influence in the market.

4.2 General Information

In the study, 40% of consumers were female. Their age of 20-40 years is 50.20%. The educational level of customers showed that 37% of them are holding bachelor degree, and 19.50% are business owners. The monthly income from 9000-15,000 is 32.50%.

4.3 Customer Behavior

The customer behavior study shows that they made decision on buying the products by themselves. The popular flavor is Chinese leek as well as the flavor of fresh shirmp, minced

pork, and jicama. The reasons for decision making to buy is freshness, affordability, and deliciousness. The frequency of purchase and the time of visiting is uncertain. The channel of purchasing is via phonecall and shopfront. Each time, sale has been made 1-2 boxes. The channel of shop recognition is by customer's oneself. The chance of recommendation to other people to visit the shop is sometimes and there is chance of coming back to buy. Moreover, there is possibility to visit alternative shops such as at walking street, municipality fresh market I (old market), night market(Ruenrom road.) and other shops in the city of Khon Kaen area.

At municipality fresh market I (old market), the popular flavor is Chinese leek. There are a lot of reasons to buy such as various flavors, reasonable price, convenient parking, and free extra item promotion.

At the night market (Rueanrom road, the popular flavor is Chinese leek. There are a lot of reasons to buy such as various flavors, deliciousness, and reasonable price. The location of the shop is easily accessible. In addition, there is discount promotion.

At Khon Kaen walking street, the popular flavor is Chinese leek. There are a lot of reasons to buy such as various flavors, reasonable price, easily accessible, and discount promotion.

In other shops in the area of the city, the popular flavor is Chinese leek. Deliciousness is priority reason. Accessibility of the shop encourages the visit of customers. The marketing promotion is the discount.

4.4 Satisfaction of Customers towards Market Mix

The satisfaction level of Guicai purchase at Banglamphue market is very high regarding to the order of means from high to low; price, product, and marketing promotion respectively. The factor that is moderate satisfaction is the channel of distribution in Table 2. More detail of satisfaction study are followings;

The product part is highly satisfied; for example, friendly service, freshness, deliciousness, the quality guarantee, the variety of flavors, the quality of packaging, and reputation of the shop.

The price is highly satisfied because it is reasonable, negotiable, and clearly price tag indicated.

The channel of distribution is also highly satisfied such as clearly indicating sign, the cleanliness and beauty of the frontshop, the products are well categorized which is convenient to select. The location is centrally located and easily accessible because it is close to residential areas, transportation hub, workplaces, and so on. There is also a delivery service when the order is made 100 pieces minimum. The moderate satisfaction is related to convenient parking, various types of payment transaction. phone order, online orders such as Facebook and Line. Satisfaction of marketing promotion is high such as discount according to the quantity of order, free extra item promotion while the advertisement is moderate.

The study of satisfaction of customers at Guicai shop of Banglamphue market, Khon Kaen when considering three characteristics of population such as gender, age, education level, occupation, and income revealed that different characteristics of population has no difference in satisfaction at 0.05 statistic significance level. Customers suggest that there should have more



variety of flavors, more price tags for each type of snack, and increase channel of distribution such as more branches in the city area as well as creating more advertisement.

4.5 Marketing Strategy

There are 2 marketing strategies and 4 projects within; “variety” project, “rising channels” project, “delivery” project, and “clear price tag” project and the budget is 86,650 Baht. After the operation, the business will satisfy customers according to their needs and suggestions and increase the ability to compete in this field of business.

5. Conclusions, Discussions and Recommendations

5.1 Conclusions

The study of managerial environment of Guicai shop at Banglamphue market shows that social, cultural, and technological factors influence positively to the business. On the other hand, economical and political factors affect this business negatively. The competition in the industry indicated that the bargaining power of suppliers play highly important role in the business. The invasion of alternative products has moderate level in influence while the competition between the same field of business, bargaining power of customers, and new opponents has low influence.

The study of customer behavior showed that decision of purchasing was made by themselves. The most popular flavor is Chinese leek and there is also inclination to buy other ones such as fresh shrimp, minced pork, and jicama. Deliciousness, freshness, reasonable price, and good service are the reasons to think before purchasing. The frequency of buying is uncertain. The most visiting time is also unpredictable and uncertain. There are several channels of distribution which are shopfront and phone call. At a time, one or two boxes are sold. The customers know the shop by themselves and sometimes recommend to friends and they tend to visit the shop again.

Satisfaction of customers towards market mix shows that they are greatly pleased as means score from low to high regarding with the price, product, promotion; however, they have moderate satisfaction for the channels of distribution.

There are 2 marketing strategies and 4 projects within; “variety” project, “rising channels” project, “delivery” project, and “clear price tag” project and the budget is 86,650 Baht. After the operation, the business will satisfy customers according to their needs and suggestions and increase the ability to compete in this field of business.

5.2 Discussions

Regarding with the product factor, the reason for purchasing at Guicai shop of Banglamphue market is the deliciousness, freshness which is in accordance with the study of factors influencing customer behavior towards frozen stuff bun in Bangkok area by Sanya in 2008 which quality and taste are the priority reasons.

This study is also in accordance with Chuachamluang 2010, the customers know the shop from visiting and experiencing the products. Her study showed that the customer chose the products with several reasons such as convenience of shop accessibility, cleanliness, taste, and

quality of the product.

Considering the price factor, reasonableness and negotiability are important for customers when making decision which is similar to the study of Sutthitham, 2011 and Rattanaurangrak, 2008.

The channel of distribution which is the shopfront at Banglamphue market has clear sign and clean premise.

According to the marketing promotion, there is discount and free extra item to attract customers.

5.3 Recommendations

5.3.1 Recommendation for entrepreneur

After the project operation, there should be ongoing evaluation because the business environment is changing all the times and it is supportive to develop and please the customer needs.

5.3.2 Recommendation for further study

The further should study the possibility of expansion of branch of this business.

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7. References

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The result revealed that the general environment is this reflects the positive effects of cultural and social factors in business. Economics, politics, and other environments have negative effects toward this business.

Table 1 The result of General environment

Factors	Positive	Negative
Politics factors		-
Economics factors		-
Cultural and social factors	+	
Technology factors	+	
Environments factors		-

The satisfaction level of Guicai purchase at Banglamphue market is very high regarding to the order of means from high to low; price, product, and marketing promotion respectively. The factor that is moderate satisfaction is the channel of distribution.

Table 2 Satisfaction of Customers towards Market Mix

Market Mix	Mean (\bar{X})	Standard deviation (S.D.)	Results
Product	3.93	0.57	Very satisfied
Price	3.98	0.64	Very satisfied
Place	3.45	0.72	Neither satisfied
Promotion	3.58	0.82	Very satisfied