

# Guidance of Marketing Factors of Freshwater Fish Farming Entrepreneur Business Success in Nakorn Nayog Province, Thailand

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**Abstract:** *The primary purpose of this study was to determine guidance of marketing factors of freshwater fish farming entrepreneur business Success in Nakorn Nayog Province. The samples were selected from 224 freshwater fish farming business owners by using a check list and rating scale questionnaire as a tool. Statistical application used for data analysis was percentage, mean, standard deviation, and T-test, One-way ANOVA.*

*On the basis of the results of this study could be concluded that most of respondents were males, age between 31-40 years old, high school or vocational school graduated, monthly average income between 10,000-20,000 baht, freshwater fish farming area among 6-10 Rai, fresh water fish farming experience 2-5 years, receive advices from fisheries department officers, and acquire information from general public knowledge. The average picture of opinions found that marketing mix factors were the highest level of the opinions consisted of products, quality, fish size, variety of fish, comparable fish quality with other freshwater fish farming, and appropriate prices. The channel of distribution was at high level of the opinions, such as selling fish from the whole farming, convenient access to freshwater fish farming location, and selling fish at retail markets. Selling processed fish thru e-commerce and specific locations were at the medium level of the opinions. The hypothesis testing revealed that the personal different effected guidance of marketing factors of freshwater fish farming entrepreneur business success in Nakorn Nayog Province. In addition, marketing mix factors, such as products, price, place of distribution and promotion related to guidance of marketing factors of freshwater fish farming entrepreneur business success in Nakorn Nayog Province. Recommendations from this study were entrepreneurs should focus on fish quality and sizes, appropriate prices, place of distribution, promotion by lowering price with non-standard fish sizes.*

**Keyword:** *factor, marketing*

## 1. Introduction

In present day, Thai consumer consumes more fish than before, the consumption of fish in addition to nutrients, especially protein and also has low fat diet which is essential to the human body. Freshwater fish farming business comes into different arrangements but the primary aim of ideas of entrepreneur are required to raise fish to grow faster, easy to nurture, no disease, and yield with maximum profit. To succeed in Freshwater fish farming business, one has to develop decent breed of fish, strong, and resistant to the disease, develop from a natural farming system, and adapt to control environment condition in the pond. In addition, variety of freshwater fish farming depend upon cost and budget which yield profit differently.

From such an introduction which describes above, researcher is interested in the study of marketing factors of freshwater fish farming for entrepreneur business success in Nakorn Nayog province and bring the results of the study to suggest as a guidelines in planning to sale freshwater fish that your offering meets a specific customer need or demand.

## 2. Concept, Theories of the Marketing Mix

The 4Ps of marketing is a model for enhancing the components of your 'marketing mix' – the way in which you take a new product or service to market. It helps you to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need or demand.

You just need to create a product that a particular group of people want, put it on sale some place that those same people visit regularly, and price it at a level which matches the value they feel they get out of it; and do all that at a time they want to buy. Then you've got it made!

There's a lot of truth in this idea. However, a lot of hard work needs to go into finding out what customers want, and identifying where they do their shopping. Then you need to figure out how to produce the item at a price that represents value to them, and get it all to come together at the critical time.

But if you get just one element wrong, it can spell disaster. You could be left promoting a car with amazing fuel-economy in a country where fuel is very cheap; or publishing a textbook after the start of the new school year, or selling an item at a price that's too high – or too low – to attract the people you're targeting.

The marketing mix is a good place to start when you are thinking through your plans for a product or service, and it helps you avoid these kinds of mistakes.

"Marketing mix" is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market. The 4Ps is one way – probably the best-known way – of defining the marketing mix, and was first expressed in 1960 by E J McCarthy. The 4Ps are: Product (or Service), Place, Price, and Promotion.

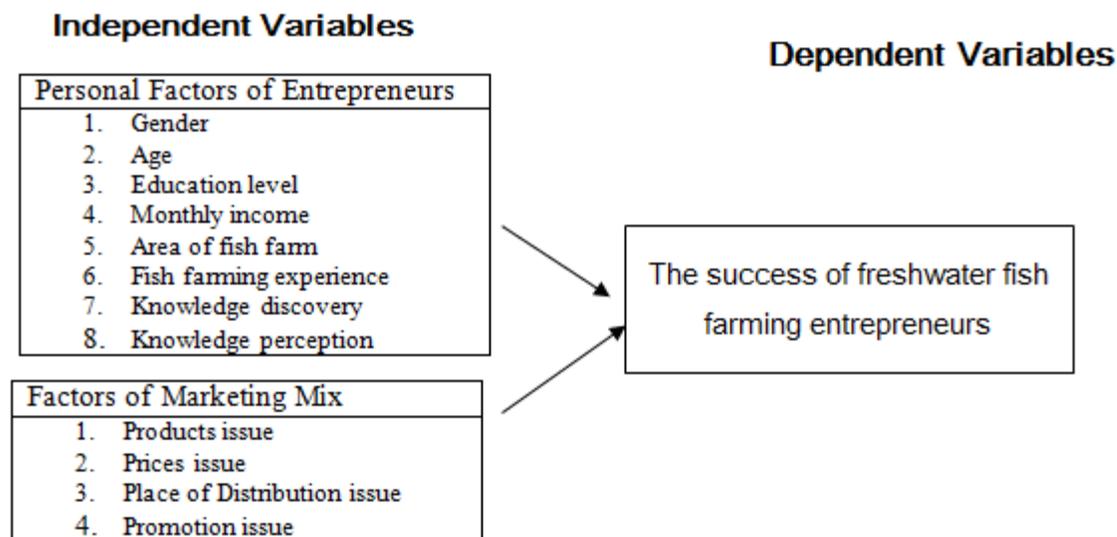
Adul Jaturong. (2543: 26). Described in elements of variables of marketing mix (4P's) as a stimulus or stimuli in marketing that effect purchasing decision process and categorized by the following aspects: Product, price, place, and promotion.

## 3. Purpose of the Study

To study the marketing factors that affect the success of freshwater fish farming entrepreneurs.

## 4. Conceptual Frameworks of the Study

The marketing factors that affect the success of freshwater fish farming entrepreneurs in Nakorn Nayog province.



### 1.1. Data Collection Procedure

The questionnaires were distributed to sample of 224 Entrepreneurs in Nakorn Nayog Province. A total of 224 usable questionnaires were returned back to the researcher, yielding a 100 percent response rate and no missing data.

TABLE I: comparison of different personal factors of freshwater fish farming entrepreneurs, such as gender effecting the business success of freshwater fish farming entrepreneurs

Factors of success	t	Sig.	Testing
Annual profit in favor of income level	.990	.119	No different

Factors of success	Sum of square	do	mean	f	Sig.	testing
Between group	4.492	4	1.123	2.198	.070	No different
Within group	111.896	219	.511			
Total	116.388	223				

Factors of success	Sum of square	df	mean	f	Sig.	testing
Between group	3.040	3	1.013	1.967	.120	No different
Within group	113.349	220	.515			
Total	116.388	223				

Factors of success	Sum of square	df	mean	f	Sig.	testing
Between group	13.341	4	.573	1.10	.357	No different
Within group	103.048	219	.521			
Total	116.388	223				

Factors of success	Sum of square	df	mean	f	Sig.	testing
Between group	2.293	3	.223	.443	.723	No different
Within group	114.095	220	.526			
Total	116.388	223				

Factors of success	Sum of square	df	mean	f	Sig.	testing
Between group	.698	3	.233	.443	.723	No different
Within group	115.690	220	.526			
Total	116.388	223				

Factors of success	Sum of square	df	mean	f	Sig.	testing
Between group	7.704	4	1.926	3.881	.005	different
Within group	108.684	219	.496			
Total	116.388	223				

Factors of success	Sum of square	df	mean	f	Sig.	testing
Between group	3.720	3	1.240	2.421	.067	No different
Within group	112.668	220	.512			
Total	116.388	223				

TABLE IX: Products comparison with the business success of entrepreneurs.

Success factors	B	Std.	Beta	t	Sig.	Results
(constant)	-.300	.413		-.727	.468	
1. Products issue						
1.1 emphasize on fish size only	-.031	.075	-.025	-.410	.682	No relationship
1.2 fish size per order	-.031	.066	-.011	-.190	.850	No relationship
1.3 variety of fish	.211	.064	.194	3.294	.001*	relationship
1.4 better fish quality than other company	-.005	.065	-.005	-.077	.938	No relationship
1.5 develop fish quality and size	-.089	.066	-.088	-1.352	.178	No relationship
1.6 competitive quality of fish	.122	.060	.117	2.015	.045*	relationship

\* The statistical significance level 0.05

TABLE X: shows a comparison of the price with the success of entrepreneurs.

Success factors	B	Std.	Beta	t	Sig.	Results
2. Prices aspect						
2.1 Higher price than competitors	.069	.043	.092	1.621	.107	No relationship
2.2 lower price than competitors	.069	.042	.105	1.633	.104	No relationship
2.3 equally price with competitors	.233	.064	.236	3.654	.000*	relationship
2.4 appropriate price with quality and fish size	.096	.068	.088	1.400	.163	No relationship
2.5 fair price for consumer	.100	.064	.101	1.562	.120	No relationship
2.6 profit satisfaction	.156	.073	.141	2.146	.033*	relationship

\* The statistical significance level 0.05

Table 11: shows a comparison of channel of distribution with the success of entrepreneurs.

TABLE XI: shows a comparison of the promotion with the success of entrepreneurs.

Success factors	B	Std.	Beta	t	Sig.	Results
3. Promotion aspect						
4.1 free delivery	.025	.040	.052	.633	.528	No relationship
4.2 Internet advertising	-.020	.026	-.047	-.778	.437	No relationship
4.3 free gift	-.085	.043	-.170	-1.963	.051	No relationship
4.4 fishing at pond	-.009	.025	-.020	-.370	.712	No relationship
4.5 Discount prices	.087	.044	.169	1.992	.048*	relationship

\* The statistical significance level 0.05

Comparison of marketing mix factors correlated with the success of the freshwater fish farming business entrepreneurs and revealed that marketing mix factors of promotion with the success of freshwater fish farming business entrepreneurs that emphasized discount prices at the level of statistical significance 0.048.



Findings revealed that the overall picture of factors of marketing mix were the highest level with following aspects, such as products issue ( $\bar{x}=4.59$ ), and prices issue ( $\bar{x}=4.40$ ). Followed by high level with issues, such as distribution channel ( $\bar{x}=3.80$ ), and market promotion ( $\bar{x}=3.48$ ). The average overall picture of marketing mix factors were at high level ( $\bar{x}=4.07$ ).

## 5. Summary of Aspects of Marketing Mix Factors

Finding revealed that marketing mix factors were the highest level of the opinions consisted of products and prices factors, as for medium level of opinions were distribution channel and marketing promotion with the following details.

- Product aspect was the most important factor which focused on the quality and size of the fish that your offering meets a specific customer need or demand including a variety of fish types. The quality of the fish was better than or equivalent to the competitors.
- Price aspect was also the most important factor which determined by size and quality of fish, fair price to consumers, comparable or cheaper price to competitors.

Distribution channel aspect was the high level of the factor which depended upon following aspect: buy all fish in the farm, sale fish at fish market, retail fish market has easy access to consumer, as for medium factor of opinion regarding distribution channel was e-commerce channel where you can sale processed fish.

Finally, as for promotion aspect was high level of the factors of the opinion which offer discount prices when fish small than standard size, offer free delivery and free gift when consumer purchase large quantity of fish, advertising, e-commerce, and promote with other format.

### 5.1. Suggestions for Future Research

Recommendations from this study were entrepreneurs should focus on fish quality and sizes, appropriate prices, place of distribution, promotion by lowering price with non-standard fish sizes that your offering meets a specific customer need or demand.

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