

MARKETING GUIDELINE FROM FACTORS AFFECTING ENTREPRENEURSHIP OF HARP'S TRADING.

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ABSTRACT

The objectives of this qualitative research were to study the strength, weakness, opportunity and threat of harp's trading with the analysis of factors that influenced the harp's trading and applied to be the marketing guidelines. The data collection represented in-depth interviewing with the potential dealers and traders.

The finding found that the overview of harp trading in Bangkok on strengths, weaknesses, opportunities and threats of entrepreneurs and marketing mix on harp's trading. The crucial findings were the marketing mix such as product, price, place and promotion that influenced the demand of the harp to the targeted customer especially specified topics of the research contributed the finding to the development guidelines for harp business and meet targeted customer needs. The sample of harp traders prioritized the mutual of the advertising that the finding of this research, researchers performed the application of marketing guidelines through the efficient public relation media on harp trading such as the application of marketing guidelines.

INTRODUCTION

The harp was a musical instrument with unique characteristics, beautiful appearance. Harp had influenced the minds of people, giving a luxurious feeling and also the image of an instrument was played by an angel in that paradise that made the feeling that "Harp" was a high-class instrument in addition to being a musical instrument that had a beautiful appearance, the harp can also be used to play a variety of music whether classic, jazz, folk, rock and ect (Tamnak Prathom Harp Centre). The harp was the popular musical instrument in the middle ages in Europe (Moore,2002).

The harp had been spread in Thailand since the reign of King Rama VI during the time that His Majesty Prince JuthaThuttharadilok KromKhunPhetchabun Inthachai went to study in England. The first harp trading business and musical instrument service in Thailand occurred in the year 2002 (Jindawan Khanthongsin, 2016) and found that the number of harp trading firms that imported harp and service centers in Bangkok as well as statistics of the estimated total value of the harp which were demonstration products of the top 4 musical instrument trading and service centers in Bangkok in the year 2017 as follows:

The statistics of harp trading and service centers represented the growth of the harp trading business in Thailand from the past to the present that indicated the harp supply chain and response of Thai customers with a positive trend, although a small value but the high value of the harp like a niche market, therefore, entrepreneurs must try to find strategies to reach the target customers. (Jindawan Singkongsin, 2016; Siriphan Wongintawang, 2013)

The researcher was interested in studying the market demand through studying the harp trading model in Bangkok by analyzing the market potential and marketing mix factors that affected the harp business and used the database from the research as marketing guidelines. For the harp traders, the research contributed to business planning to widely penetrate the target customers and expand the market size which was small number but high volume, benefited to efficient business performing and relevant harp businesses and also

other firms could implement the guidelines for their business planning. (Kotler, 2003; Sakul Jariyachamsit, 2019).

Research objectives

1 To study the strengths, weaknesses, opportunities and threats on current business of the harp traders.

2 To analysis marketing mix factors that affected to the harp trading guidelines from these factors to marketing approaches.

METHODOLOGY

The research of “Marketing Guideline from Factors Affecting Entrepreneurship of Harp’s Trading” represented the analysis of the marketing potential and the factors of marketing mix that affected the harp trading and oriented on informants. The informant selection represented the criterion-based selection that comprised of traders from the potential harp trading on the qualitative approach. This qualitative research enabled the detailed information for analysis that focused on the details of informants and contributed the deep understanding (Aroon Rakthamma and Narong Kulnithed, 1979).

The analysis of marketing potential represented the determining the strengths, weaknesses, opportunities and threats in the harp trading and determined the crucial issues, conclusion and discussion. The information of strengths and opportunities contributed the harp trading development and apply to marketing approaches.

Population and sample

The informants represented the traders from trading sector who were the potential harp traders in Thailand. The main informants represented the 7 authorized decision makers who performed the potential harp trading in Bangkok.

Research instruments

The research instruments represented the interviewing that constructed and validity of these instruments as following.

1. To study marketing concepts and theories that referred with the analysis of marketing mix (4p’s) to analysis the marketing planning for marketing mix development guidelines that affected with the harp trading and also to study marketing concepts and theories with respect to the analysis of strengths, weaknesses, opportunities and threats for marketing potential analysis.

2. To construct the set of questions for in-depth interview that comprised of main questions as following

2.1 Strength, weaknesses, opportunities and threats that you encountered on the harp business performing.

2.2 The opinions on the trend of harp trading and the guidelines for the expanding Thai customers on the strategy formulation in the future.

Data collection and analysis

1. Making an appointment with the main informants, interviewing and collecting the data.

2. Gathering the data to analysis, synthesis and evaluating for indicating the overall of problems and obstacles and concluding the qualitative data base.

RESULTS

The businesses represented the criteria of the specific definition of potential harp trading that comprised with the active harp distributors such as Tamnakprathom harp center, Yongseng musical shop, Bravomusic and active harp dealers such as My harp will go on, The harp collector. The main informants were the delegators from seven potential harp traders who accepted the invitation and the researcher carried on the interviewing data from four traders to perform this research.

The crucial analysis of research contents found that the marketing mix factors such as products, price, place and promotion affected with harp trading and four crucial aspects from in-depth interview as following.

1 The main common aspects of marketing promotion represented the public relations through “the social media”, “word-of-mouth”, “roles of media to promote the harp”, “the expansion of the Thai customer through word-of-mouth and social online”, “the public relations through media to promote the harp”.

2 The main common aspects of products represented the beautiful appearance and good sound and crucial aspects "the interesting of a unique musical instrument", “beautiful shape and good sound”.

3 The main common aspects of the price represented the high price and think carefully before making a purchase “financial liquidity”, “high price but be valuable”

4 The main common aspects of distribution represented customers still did not access to harp trade services “shops did not locate in the department store”, “a small number of shops”

The finding of strengths, weaknesses, opportunities and threats in the harp trading enabled the crucial common aspects from four traders as following

1 The main common aspects of strength represented “the quality of harp and relevant products” and “the trust of traders’ brand.”

2 The main common aspects of weakness represented “the maintenance of the harp”, “shops did not locate in the department store”.

3 The main common aspects of opportunity represented "the interesting of a unique musical instrument", “roles of media to promote the harp”.

4 The main common aspects represented “the financial liquidation”, “The one changed his mind and was not interested in the harp”.

The conclusion of the crucial common aspects from the aspects of marketing mix and determining four aspects of strengths and opportunities contributed the marketing guidelines from the factors that affected with harp trading represented the responsiveness of demand in the musical instrument, the potential traders of the harp should consider the quality of harp, beautiful appearance, good sound, valuable, many channels to responsiveness, brand of trust, Thai target group were interesting in unique musical instruments, many influencing roles of media to promote the harp and the public relation through many approaches to promote the harp.

DESCUSSION

The determining in crucial aspects on research with the analysis of marketing mix and found each factor had the same level of significant and indicated the crucial of marketing mix for developing of harp trading. The development of marketing mix in this research was consistent with the principle of retail mix that emphasized the management on product, price place, promotion and category management (Siriphan Wongintawang, 2013).

In addition the informants prioritized the most crucial aspects on public relation, the marketing promotion aspects according to integrated marketing communication which the public relation was a concept of planning in marketing communication. The public relation

represented the marketing activities that had the objectives to promote or protect the image of companies or products. (Kotler, 2003)

CONCLUSION AND RECOMMENDATIONS

The marketing mix like product, price, place and promotion affected to harp trading, the guidelines development referred with the crucial data from the strengths and opportunities for the implementation. The researcher formulated the basic marketing guidelines of potential harp trading with the public relation through media of the My harp will go on and The harp collector shops.

Declaration

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